

La Fédération
des francophones
de la Colombie-Britannique



ANNUAL REPORT

2022-2023

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BOARD CHAIR'S REPORT



Marie-Nicole Dubois
Acting President

The past year began with great promise: the modernization of the *Official Languages Act* was underway, the Action Plan for Official Languages 2023-2028 (APOL) was being prepared, and the province started working on the French Language Services Policy with us.

So, we have been working hard to make progress on these major issues.

With regard to the modernization of the *Official Languages Act*, we worked with the Fédération des communautés francophones et acadienne du Canada (FCFA) to come to agreement on amendments that we wanted to see. We met with several federal elected officials, as well as Minister Petitpas Taylor, to promote our interests, in particular, to promote amendments to the language clauses in the federal-provincial/territorial agreements. Why is this important? It is the provincial governments that have jurisdiction over essential services, such as health, education, early childhood, social services, etc. and when the federal government transfers money to the provincial governments to operate these services, amendments could insist that they be more available in French. At the end of March 2023, the amendments were still being examined by the Standing Committee on Official Languages, but the amendment on language clauses had already been passed!

The Act is good, but what directly concerns us on a daily basis is the Action Plan for Official Languages. And this year was the year of consultations for the OLAP. Minister Petitpas Taylor began her community visits in British Columbia. On May 24, she travelled to Vancouver. It was the opportunity for us and our member organizations, including some of you, to discuss major issues facing our community with her.

At the provincial level, work had just begun on a French-language services policy. The President, the Director General (DG) and the Political Advisor were consulted on the initial drafts. In January 2023, a meeting was held with the Deputy Minister, after which the provincial government agreed to include the Board of Directors (BOD) of the Fédération des francophones de la C.-B. (FFCB) in the consultation.

At the same time, the FFCB organized a political and community event in Victoria on March 9, 2023, in collaboration with the province's Francophone Affairs to celebrate the proclamation of the Francophonie. The event included a walk through the streets of Victoria, a memorable and moving ceremony, and a series of constructive meetings. Over twenty member organizations were represented. Nearly 200 people walked alongside us through the streets of Victoria, including students from both Francophone and immersion schools.

I'm eager to tell you some recent news, which goes a little beyond the period covered in this report... The *Official Languages Act* has been passed! What an achievement! Six years of community work! And the FFCB can be proud of its contribution, because, thanks to our employment services proceedings, structural components of the appeal verdict have been incorporated into the *Act*! I would also like to applaud the work that has been done behind the scenes, including the work of Christian Deron. This work has raised awareness among key players for the success of this kind of project. This is a long-term, large-scale project involving cooperation between all the organizations directly or indirectly concerned with the *Official Languages Act*. This work has transcended political partisanship, to the extent that, during the evening celebrating this success on September 28 in Ottawa, we heard from elected representatives from all political parties.

Thanks to a cooperative approach, we were able to make substantial progress on the French-language services policy in the summer of 2023. Many of our comments have been taken into consideration by the Minister. The draft is on the Prime Minister's desk and is on the verge of being passed, we hope, in the fall.

We are proud of what we've accomplished!

And what about internally? The Board of Directors has no less been busy! Sporting a new logo, launching the publication of the *Livre d'or*, working on revising internal policies, contributing to the reflections on the redesign of community consultation bodies, exchanging with numerous members, reflecting on the diversification of funds...

To put it briefly, the Board of Directors (BOD) met every month to discuss all kinds of community, political and strategic issues. They set up several committees to work in greater depth on key issues. The BOA may work behind the scenes, but they work hard. Members of the BOA are committed, devoted leaders; they debate, exchange, share, reflect, react... You don't see them very often, not enough, so let me introduce them to you (in alphabetical order).

**Sylvain Allison – Treasurer**

Sylvain always does his due diligence and weighs up the pros and cons before giving his opinion. He takes his role seriously and really analyzes our finances.

Diane Bergeret – Representative, Southern Vancouver Island

When I think of Diane, it's her discipline and kindness that I think of first. She always has the right word to argue a point, but also to encourage and comfort.

**François Clavel – Representative, Northern Vancouver Island**

François is our wiseman and encyclopedia of the procedures of the Code Morin, as well as the BC Society Act. I wish you could all have someone like him your BOA. He is also always keen to bring a rural perspective to all reflections.

Roger Hébert – Representative, Southern Region

Roger is always logical. His Cartesian mind ensures that his decisions are based on facts, not on the emotion of the moment.

**Suzanne Jacob – Representative, Greater Vancouver**

Suzanne is one of the bravest and most loyal people that I know. Whenever I ask her for help, she has always been there to support me, not out of obligation but out of care.

Marie-France Lapierre – Representative, Metro Vancouver

Marie-France is exceptionally empathetic. She is able to put herself in another person's shoes and explain why things happen. She exercises good judgment without being judgmental.

**Pierre Lecourt – Representative, Northern Region**

Pierre is our walking corporate knowledge. He is the historian of the BOD, having been here for 11 years! He provides a rural perspective to our reflections.

Thank you to each and every one of them for their ideas, their commitment, their trust, their sincerity and their courage. Each person brings his or her uniqueness to the table in a respectful way, which makes for a coherent and cohesive BOD.

A special thank you to Suzanne who will end her term in the fall of 2023 and who has been a pillar for us, and also to Roger, who will likewise be leaving us at that time.

DEVELOPMENT AND OUTREACH



A word from the DG

This year, to foster the development of projects and initiatives in the areas of openness, equity, diversity and inclusion, we made training our team a priority. A number of in-house training sessions and workshops were organized: including the “4 Seasons of Reconciliation” training session to better understand the challenges of reconciliation in aboriginal communities; the “Race, Trauma and Privilege” workshop to examine in greater depth the traumatic consequences of racism; and the 2S LGBTQIA+ demystification workshop offered by the Comité Francoqueer de l’Ouest, that was also open to the community.

01. From Consultation to Community Cooperation

The FFCB has embarked on a project to overhaul its consultative bodies, with a view of ensuring greater inclusion and faithful representation of Francophones in all their diversity. This collaborative approach, which extends beyond dialogue and information exchange, will enable us to adopt a collective and coordinated approach to meeting the needs of our Francophone community.

The FFCB has conducted a broad consultation, involving Francophone organizations from across the province, both within and outside the FFCB. These organizations represent different ethnocultural communities, and their input was used to enrich the consultation’s orientations and mechanisms, ensuring a stronger and more inclusive representation. Subsequently, a more in-depth phase was conducted, using the Delphi method, to help identify priorities.

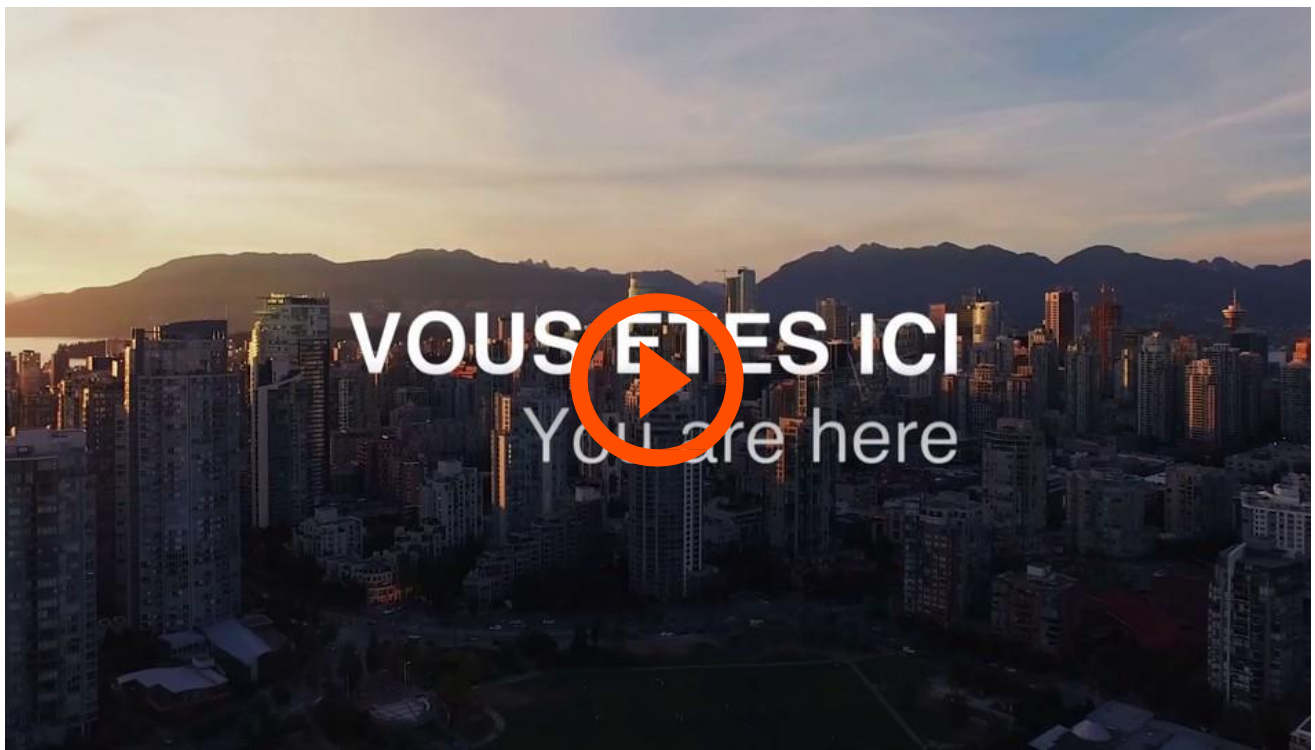
The new models will be introduced and discussed at the members’ meeting in June 2023.

Meanwhile, the current bodies will remain in place, while a transition plan is being developed.

02. Immigration

In the fiscal year 2022-2023, the immigration sector of the Fédération des francophones de la Colombie-Britannique (FFCB), including the [Réseau en immigration francophone de la Colombie-Britannique \(RIFCB\)](#), focused its efforts on two key areas: increasing the visibility of francophone services for newcomers; and raising awareness and advocacy for francophone immigration.

To this end, the RIFCB has stepped up its awareness-raising and information-dissemination activities in English-speaking communities. This has notably been accomplished through the close collaboration with the provincial umbrella organization AMSSA and the province's 19 Local Immigration Partnerships. Since June 2022, these efforts have increased the visibility of the Francophone community and its services to over 500 English-speaking stakeholders. Furthermore, the [informational video broadcast at Vancouver airport arrivals](#) and the launch of the ["S'installer en C.-B." \[Settling in B.C.\]](#) in the *Annuaire des services en français* have strengthened the promotion of services to newcomers. Finally, the [Communauté francophone accueillante de Prince George](#) communications strategy, implemented in partnership by the FFCB and the [Cercle des Canadiens Français de Prince George](#), helped promote the community's services and resources to immigrants looking for a more intimate welcome and an alternative to the major city centres.



Information video broadcast at Vancouver airport arrivals

Already firmly positioned as key interlocutors with [Immigration, Refugees and Citizenship Canada](#), the FFCB and the RIFCB have continued the rapprochement with the [BC Ministry of Municipal Affairs](#). Already well positioned as key interlocutors with Immigration, Refugees and Citizenship Canada, the FFCB and RIFCB have continued to work closely with the BC Ministry of Municipal Affairs. The Ministry now recognizes the FFCB and the RIFCB as key partners and spokespersons for the community on immigration issues. Meetings with the Ministry are held at least quarterly, and the Francophone community is now included in the provincial immigration and settlement consultations.

The RIFCB has also been an active contributor to a number of national consultations and immigration initiatives organized by the Fédération des communautés francophones et acadienne (FCFA), further reinforcing its advocacy and awareness-raising role on Francophone immigration issues in our province.

Last but not least, the RIFCB has also developed a number of valuable media partnerships. One noteworthy partnership is that of Radio-Canada, which has integrated an immigration vignette into its Culture et confiture programming. This initiative provides immigrants and employees of French-language organizations with a platform for disseminating information, sharing experiences and disseminating encouraging messages to newcomers.



Community events with teams from the FFCB immigration department and the Communauté accueillante de Prince George

INCREASING VISIBILITY



A word from the DG

This strategy is vital if we want to collectively develop the Francophone community in British Columbia. It involves leveraging both the visibility of the FFCB and the visibility of the community.

For community visibility, on March 9, 2023, with the participation of the majority of our member organizations, we organized a Francophone walk in Victoria to mark the Journée de la proclamation de la Francophonie. With over 200 participants, a vibrant procession and cheering passers-by, it was a resounding success! On this occasion, we were able to coordinate, with the Province's Francophone Affairs Program, meetings between several community groups and government departments, some of which were meeting for the first time.

Due to the tremendous success, we'll do it all over again next year!

In 2022, the FFCB finalized its identity change which began in 2021. This involved the unveiling of a new logo, the creation of a graphic charter and the redesign of its website. Accompanying this visual change, we also developed a new communications strategy, including a media strategy and a list of media outlets in BC and Canada.

With this strategy in mind, we contacted media outlets such as *La Source* and *Francopresse*. We also strengthened our collaboration with Radio-Canada, and begun a similar one with English-speaking networks. We are currently negotiating a collaboration with Tricities TV. The latter covered our FrancoQuiz awards ceremony in March 2023.



Video launch of new logo



Video for the Francophone walk on March 9, 2023

KEY FIGURES FOR THE YEAR

- 6** press releases
 - 12** newsletters
 - 13** media appearances by the DG or President
 - 4** main publications mentioning the FFCB: Radio-Canada, Radio Victoria, Francopresse and Tricities TV
 - 4,893** visits to our new website between November 2022 and March 2023
-
- + 11%** subscriptions on Facebook
 - + 18.5%** subscriptions on Instagram
 - + 4.5%** subscriptions on X (Twitter)



From left to right: (1) The FFCB at the New West Pride, (2) The FFCB at Canada's tent at the Surrey Fusion Festival (3) The Francophone walk in Victoria, March 2023



From left to right: (1,2) Photos of the Journée de la proclamation de la Francophonie in Victoria (3) Rendez-vous de la francophonie

ANNUAIRE DES SERVICES EN FRANÇAIS IN B.C.

A number of tools have been put in place to promote the Annuaire to the general public, and to increase its use among the province's Francophone and Francophile organizations and businesses.

We have created a brochure for the general public explaining what services are available on the platform. This brochure has been distributed at FFCB events throughout the year, and is also available at the Vancouver airport immigration desk for new arrivals.

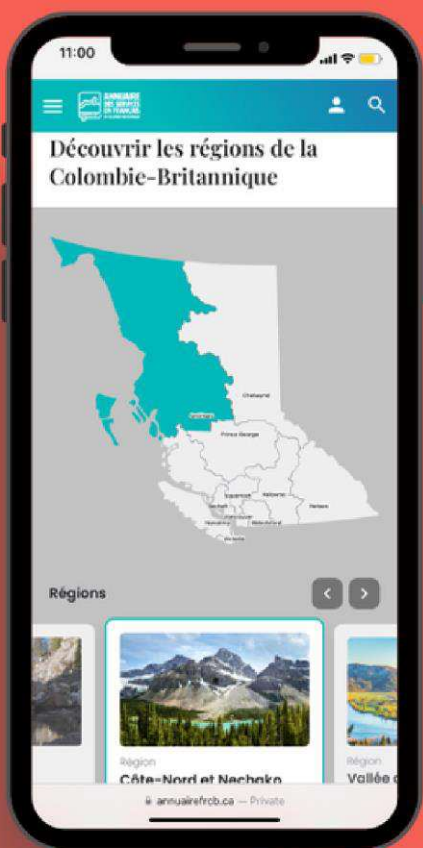
A bilingual (English and French) media kit has been created for advertisers. In the media kit, we introduced the Annuaire's services, offers and statistics to enhance our marketing campaign and attract new advertisers.

In late 2022, we also broadened our offer to include the possibility of purchasing advertising space for 3, 6 or 12 months in the announcements, events, resources and employment pages. In early 2023, we developed an "Employment Offer" format for advertisers interested in using the Annuaire exclusively to search for French-speaking talent.

KEY FIGURES FOR THE YEAR

3	new subscriptions
103	subscription renewals
1,034	announcements
9,081	visits to the Annuaire website

+ 6.9%	subscriptions on Facebook
+ 7.3%	subscriptions on X (Twitter)



THE FRANCOQUIZ

FrancoQuiz has been the venue for a number of successful collaborations with FFCB member and non-member organizations. It features a number of circuits on a variety of themes, from history to the arts, language insecurity, media, health, women, education and tourism.

To celebrate the application's first anniversary since its official launch in March 2022, the FFCB organized a second provincial FrancoQuiz contest during Francophonie month. This event brought together a number of Francophone partners from British Columbia and Quebec.

FrancoQuiz has become a veritable force in the promotion of Francophone cultural heritage in all communities. It strengthens ties between our French-speaking communities and generates interest from other communities, fostering both intercultural dialogue and deepening our mutual understanding.

KEY FIGURES FOR THE YEAR

2,500	quizzes played
1,200	downloads
40	circuits
+ 30	organizations represented
+ 430	subscribers to our social networks

From top to bottom: (1) FrancoQuiz contest awards ceremony, March 2023, (2) FFCB and FrancoQuiz at the Conseil scolaire francophone graduation ceremony (3) FrancoQuiz card distribution during the "Welcome to Vancouver" event



STRENGTHENING LEADERSHIP



A word from the DG

This requires us to be even more present with our members, to offer workshops and training courses that correspond to their needs, to listen to them, to move forward together; and to be able to draw on this strengthened network to better represent our interests with political interlocutors.

This year, we offered 12 workshops and training sessions for our members (four more than the previous year), and organized several community consultations on the Action Plan for Official Languages and the French-language services policy, to best represent the interests of Francophones throughout the province.

01. Proximity and Support at the Heart of our Commitment

We nurture our close relationships with our members on a daily basis, through active involvement in their initiatives and events. We aim to help the community realize its projects and meet its needs. We also participate in various events and activities to promote and interact with BC's Francophone community.

We've also introduced the "minute membre" [member minute] where we invite a member to attend our team meeting to foster mutual acquaintance and strengthen our relationships.

To further build the skills needed to ensure the success of our members' projects, we offer a variety of customizable training courses and workshops, led by community specialists and covering a range of topics, including:

- Governance;
- Financial diversification;
- Linguistic insecurity;
- Media;
- Raising awareness of ageism and LGBTQ+ issues.

In addition, the FFCB offers workshops on funding programs to help its members diversify their sources of financing.

We monitor funding opportunities on a weekly basis, and offer the Connexion Subvention monitoring tool free of charge. We also provide the members' area with a wide range of tools and resources on HR, organizational management, governance and diversity inclusion...

We regularly conduct surveys among our members, thereby setting up a community observatory. These annual surveys are complemented through a series of meetings with our members. They allow us to assess our success in achieving our strategic objectives, to align ourselves with our members' aspirations and to guide our initiatives. Examples of these surveys include the following:

- Mid-stage evaluation of the Global Development Plan;
- Data collection on the well-being of staff members within BC's Francophone organizations;
- Analysis of investments in community organizations in BC.

The results of these studies are shared with our members to foster transparency and collaboration, and are made available on our website.

We are continuously involved in a number of other projects, such as:

- **Identifying organizations offering French courses to attract a variety of people;**
- **Organizing “community recipes” and workshops to share best practices;**
- **Volunteering.**

We have also set up an exchange group to discuss the challenges of community infrastructure.

02. Strengthening our Role as a Spokesperson for the Francophone Community with the Various Levels of Government

A - Federal Policy

In 2022-2023, the FFCB made progress on two key issues: Bill C-13 that modernized the *Official Languages Act* (the “Act”) and the Action Plan put in place after its adoption. Here are the main steps:



Bill C-13

- Following the tabling of Bill C-13 in April 2022, the FFCB began studying possible amendments. The work was carried out with the FCFA.
- For the FFCB, the most important amendments concerned the language clauses and the creation of a federal agency to coordinate the implementation of the Act.
- To that end, we met with a dozen members of parliament. We had three meetings with the Minister of Official Languages, Hon. Petitpas Taylor, and seven meetings with her advisors. We also talk to the Liberal Pacific Caucus, members of the Standing Committee on Official Languages and several members of the Senate. While the amendments proposed by the Standing Committee on Official Languages were being studied, the FFCB continued its efforts: appearing before the Committee to present our arguments, monitoring the Committee's work and reiterating our concerns to its members during the votes on the amendments.
- As of March 31, 2023, the bill is still under review, and the language clauses have been passed almost entirely in the proposed amendments.

Action Plan for Official Languages (APOL):

- Minister Petitpas Taylor visited Vancouver in May 2022 to consult with the Francophone community. We then prepared a consultation with our members and organized speeches on the issues.
- The FFCB then submitted a brief to the Minister.
- As of March 31, 2023, the APOL is not yet known, but the budget has just been announced, with a total funding of \$3.8 billion.

From top to bottom: (1) Emmanuelle Corne Bertrand, Senator René Cormier and Marie-Nicole Dubois (2) IRCC consultation on the future of immigration with Marie-France Lalonde, and Christiane Fox, (3) FCFA senior management table

B - Provincial Policy

In March 2022, Adrian Dix, provincial minister in charge of Francophone Affairs, announced that the provincial government was ready to work on a French language services policy.

- The FFCB organized numerous exchanges with the province's Francophone Affairs Program (FAP).
- It then conducted a community consultation to identify the needs and expectations of Francophone organizations and compiled the results, including the analysis of the survey conducted in 2018 among the Francophone population. Finally, the summary document was submitted to the FAP.
- After signing a confidentiality agreement, the FFCB filed a review of the draft policy and provided feedback. Members of the FFCB Board of Directors also received a copy of this draft in early 2023 to begin their analysis. Several exchanges took place with the FAP, including three with the Deputy Minister in charge.
- On March 9, 2023, a major community mobilization took place for the Journée de la proclamation de la Francophonie in the Legislature. The FFCB worked with the FAP to coordinate political meetings between members and representatives of provincial ministries. The FFCB also counted on the support of the Société francophone de Victoria and the Conseil culturel et artistique francophone de la C.-B. to organize a festive walk through the streets of Victoria and thus affirm our Francophonie. Nearly 200 people participated.



From left to right: (1) Emmanuelle Corne Bertrand, Marie-Nicole Dubois, Minister Adrian Dix and Christian Deron (2) Christian Deron, Marie-Nicole Dubois, Premier of British Columbia David Eby and Emmanuelle Corne Bertrand.

C - Proceedings on Employment Assistance Services

In April 2022, the Federal Court of Appeal rendered a largely favourable verdict on our Proceedings on Employment Assistance Services appeal. For the part where we were rejected by the courts, we asked to be heard by the Supreme Court, which they refused. This is the end of our legal proceedings, after more than 10 years of litigation. Here is what we have gained and what still needs to be implemented:

- Employment assistance services for Francophones will be handed over to BC's francophone organizations effective April 2024. As of March 31, 2023, the federal budget has allocated \$208 million to Francophone employment assistance services across the country. Our cause will enable all French-speaking minority communities to offer their own employment assistance services.
- After the Federal Court of Appeal clarified what is meant by the term "positive measures" in the *Official Languages Act*, Minister Petitpas Taylor took it into account in Bill C-13. Our proceedings will therefore have made a substantial contribution to the modernization of the *Official Languages Act*!

KEY FIGURES FOR THE YEAR

17	meetings with federal government ministers, deputy ministers and elected officials
21	meetings with the FCFA
1	briefing on the Action Plan for Official Languages
7	meetings with the Office of the Minister of Official Languages
23	meetings with the FAP, including three with the provincial deputy minister for Francophone affairs
1	survey of expectations for a future policy on French-language services in B.C.

THE FFCB STAFF

Management and Administration



Emmanuelle Corne Bertrand
General Director



Emmanuelle Archer
Director of Immigration



Jacques de Moissac
Director of Finance and Human Resources



Anne Kearnan
Administrative Assistant



Louise D. Couture
Receptionist and Secretarial Agent

Politics



Christian Deron
Policy and Government Relations Advisor

Community Development



Hilba Hilal
Coordinator, Community Development Department



Leyla Cherif
Service Coordinator *Until February 2023*



Marie-Pascale Lafrenière
Project Officer
Until October 2022



Devin Galway
Project Officer

THE FFCB STAFF

Communication

Hajer Ben Ajroudi
Communications Manager



Chloé Reynaud
Assistant Communications
Coordinator



Immigration

Orly Mulanga Kalombo
Operations Manager



Zaskya Mousseau
Liaison Coordinator



Sarah Fellag
Head of Partnerships



Kelly Chambaz
Communications and
Administration Officer



Loic Bernard
Service Manager



Coralie Tanneau
Operations Coordinator *Until*
August 2022



FINANCIAL STATEMENT

This annual report lists the main activities of the Fédération des francophones de la Colombie-Britannique for the period of April 1, 2022, to March 31, 2023.

REVENUE

	2023	2022
Canadian Heritage	\$756,130	\$800,735
Immigration	\$531,293	\$333,499
Immigration, Refugees and Citizenship Canada - Administration	\$103,198	\$74,873
Summer job program	\$47,673	\$34,427
Independent revenue	\$46,386	\$37,056
Société de développement économique of British Columbia	\$42,200	\$13,000
Dues	\$24,681	\$10,150
Miscellaneous	\$17,868	\$8,500
Interest	\$3,801	\$101
	\$1,573,230	\$1,312,341

EXPENSES

Salaries and benefits	\$638,559	\$634,443
Immigration	\$531,293	\$333,499
Professional fees	\$110,926	\$225,055
Travel and accommodations	\$66,087	\$25,317
Rent	\$34,279	\$41,008
Office and postage	\$22,968	\$18,463
Directory production	\$17,107	\$17,435
Advertising and public relations	\$13,653	\$21,946
Chair compensation	\$13,000	\$13,558
Telephone	\$10,463	\$14,972
Operational costs	\$10,155	\$29,497
Maintenance	\$7,058	\$12,811
Insurance	\$7,012	\$3,780
Bank charges	\$1,082	\$796
Awards and grants	\$1,000	\$3,150
Amortization of capital assets	\$0	\$7,593
Newsletters and reports	\$0	\$1,915
	\$1,484,642	\$1,405,238

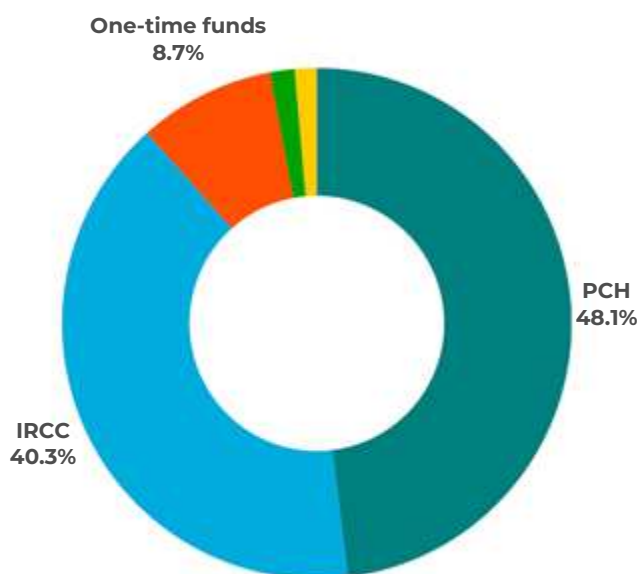
OVER EXPENSES/(DEFICIENCY OF REVENUES)	\$88,588	\$(92,897)
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FINANCIAL STATEMENT

Budget trends



Revenue categorization



On the way to filling the 2022 deficiency of revenues

- ⊖ Deficiency of revenues 2022: \$92,897
- ⊕ 2023 surplus: \$88,588
- = Deficiency of revenues to be filled: \$4,309

Thanks to the support of several one-time funds and a reduction in several internal costs.

AWARDS AND GRANTS

01. FFCB Scholarship

This scholarship has been awarded to: **Léna Rousseau-Hanson** Student at École Victor-Brodeur



02. BAFF Scholarship

This scholarship has been awarded to: **Ara Christie** Student at École Riverside Secondary School



03. Cornouiller d'or

This award was been awarded to: **Élodie Cuvelier** Senior Program Advisor and Regional Coordinator of Interdepartmental Coordination, Canadian Heritage



04. Prix pédagogique

This award has been awarded to the group: **EDPresse** of École des Pionniers-de-Maillardville



A BIG THANK YOU

The Fédération des francophones de la Colombie-Britannique would like to thank its funders, including Canadian Heritage, Immigration, Refugees and Citizenship Canada, the Société de développement économique de la Colombie-Britannique, the Fonds de développement économique francophone de l'Ouest canadien, the members of its board of directors and staff, the volunteers and the staff of its member organizations who supported it. We would also like to thank our sponsor Air Canada for their support.

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et Citoyenneté Canada

Immigration, Refugees
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SDE

Colombie-Britannique



FDEFO

Fonds de développement économique
francophone de l'ouest



AIR CANADA

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