



GROWING A SUSTAINABLE FRENCH-SPEAKING COMMUNITY

PEI Francophone Immigration
Strategic Action Plan
2023-2028

June 2023

MESSAGE

It is abundantly clear that immigration has been a catalyst for prosperity, dynamism and innovation for PEI in recent years and will continue to be so for the foreseeable future. Immigration has been critical in allowing PEI to confront some of its pressing labour requirements and has played a major part in our growing presence on international markets. In addition to helping meet these needs and creating such opportunities, Francophone immigration also contributes to strengthening the vitality of PEI's French-speaking community. French-speaking newcomers coming to PEI are a source of vibrant diversity that is key not only to our economy, but to the ongoing existence of the Island's Acadian and Francophone community.



In order to be in a position to benefit from the many favourable impacts of Francophone immigration, our province must strengthen its capacity and that of its community partners to welcome and integrate French-speaking newcomers. Inclusive communities are crucial to the success of such an approach as is the availability of services in French in priority areas such as health, early childhood education and the school system.

The advancements required will best be achieved by leveraging partnerships and synergies within provincial government such as the multi-departmental governance committee created to implement the Francophone Immigration Strategic Action Plan. Collaboration with federal and community partners will also be central in many areas including strengthening settlement service capacity in French. Community infrastructure providing opportunities for the Island's French-speaking population to live in French and to experience the varied facets of the Island's Acadian and Francophone culture will also be more important than ever.

In the coming months and years, it will be imperative to achieve progress on Francophone immigration and build upon lessons learned as we move forward. Francophone immigration can yield immense benefits for PEI and its Acadian and Francophone community. This Strategic Action Plan provides a sound and actionable blueprint to capitalize on this significant opportunity.

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THE IMPORTANCE OF FRENCH-SPEAKING IMMIGRATION

French-speaking immigration is important to the sustainability of Prince Edward Island and to the Acadian and Francophone community in rural and urban areas. French-speaking immigrants enrich the province not only demographically, but also economically, culturally, and socially.

Attracting international French-speaking immigrants and supporting their successful settlement and integration as active members of society in PEI brings many benefits.

Among these benefits are the following:

- Supports PEI's population growth and the sustainability of the Acadian and Francophone community;
- Contributes to the sustainability of the French language and francophone culture;
- Helps to address labour market gaps and supports employer labour needs;
- Helps meet the demand for French-speaking and bilingual workers;
- Expands the quality, breadth and depth of services available in French for Island residents and tourism;
- Contributes to the delivery of services in French directly in the Acadian and Francophone community, which helps to attract more French-speaking people and younger generations to the community; and
- Helps to open pathways to French-speaking markets around the world.

French-speaking refers to an individual who has the ability to work and/or live using the French language.

Bilingual refers to both French and English languages.

Acadian and Francophone community refers to the Island-wide community of Acadian and Francophone people.

Based on Community Needs

This five-year Francophone Immigration Strategic Action Plan was developed in response to national, provincial and community priorities and the opportunity for a more focused approach to growing PEI's French-speaking population.

The Government of Prince Edward Island is committed to supporting the Acadian and Francophone community and maintaining the French language on Prince Edward Island for future generations. This commitment is legislated within the *French Language Services Act* (2013). *The Act* is based on the principle of aligning the service priorities of the Acadian and Francophone community with the service capacity of the provincial government.

The Acadian and Francophone Community Advisory Committee prepared a report with recommendations for improving Francophone immigration in PEI based on feedback received through community engagement. This report was provided, in an advisory capacity, to the provincial government for consideration as part of the development of this strategic action plan.



The plan was then developed based on a province-wide government initiative to define actions that can leverage existing and future strategies, plans and initiatives within government in order to achieve a greater impact on growing PEI's French-speaking population through immigration. The steering committee determined that having an action-oriented focus in this plan would be key to its successful implementation.

Key Collaborators Across Government

The Acadian and Francophone Affairs (AFA) Secretariat led the development of this strategic action plan and is responsible for acting as the coordinating body for the governance committee that will be established to oversee the successful implementation of this plan.

The development of the strategic action plan involved engagement of the Office of Immigration, Economic and Population Growth, and representatives of other areas of the public sector, health and education that have an important role in leading or supporting efforts related to international immigration recruitment and/or settlement and integration. These and other areas of government will play a critical role in the implementation of the actions presented in this plan.

Acadian and Francophone Affairs (AFA) Secretariat supports the provincial government on matters related to the Acadian and Francophone community of Prince Edward Island.

Office of Immigration administers the PEI Provincial Nominee Program and shares the administration of the Atlantic Immigration Program under an agreement with the federal department of Immigration, Refugees and Citizenship Canada (IRCC).

Economic and Population Growth, a division of the Department of Workforce, Advanced Learning and Population, is responsible for settlement services. It provides funding to the Coopérative d'intégration francophone de l'île-du-Prince-Édouard (CIF) for the administration of settlement services to French-speaking newcomers who want to live and work in PEI.

These government offices work with employers to help them address their labour needs through recruitment and settlement services. Employers and communities are key to supporting recruitment, settlement and successful integration of new immigrants and their families. Community-focused services, such as those provided by the CIF and PEI Community Navigators, are critical to support these efforts.



A National Focus on French-Speaking Immigration

The Government of Canada recognizes the importance of immigration as a strategy to help businesses find workers and to attract the skills required in key sectors to manage the social and economic challenges Canada will face in the decades ahead.¹

Federal efforts have resulted in changes to immigration programming that support increased Francophone immigration as part of Canada's **Francophone Immigration Strategy** (2018-2023). Some of these efforts include:

- Additional points in the Express Entry system for strong **French-language skills**.
- **Mobilité Francophone stream of the International Mobility Program** to help employers (outside of Quebec) hire French-speaking temporary workers and enable French-speaking foreign nationals to gain Canadian work experience, which can help them qualify for permanent residence.
- A **francophone integration pathway** coordinated through Connexions Francophones (pre-departure service).
- The **continued and targeted expansion of promotion and recruitment activities** focused on French-speaking immigrants, including **Destination Canada**.
- Strengthening **engagement of Francophone communities**, so the "by and for Francophones" principle applies from the design of policies and programs through to implementation.
- **Strengthening settlement services**, including in rural areas, and facilitating linkages between French-speaking newcomers and Francophone communities.
- Funding for the **Welcoming Francophone Communities initiative** to support communities across the country to welcome new immigrants to their region.
- **Strengthening coordination and collaboration** between IRCC and federal, provincial and territorial partners.
- Improvement in **data collection, measurement and performance reporting** based on the definition of French-speaking immigration.

Growing Francophone immigration in jurisdictions across the country (outside of Quebec) continues to be an important priority of the Government of Canada.

¹ Source: Canada. Immigration, Refugees and Citizenship Canada (2002). 2022 Annual report to Parliament on immigration. Retrieved from: www.canada.ca/en/immigration-refugees-citizenship/corporate/publications-manuals/annual-report-parliament-immigration-2022.html

FRANCOPHONE IMMIGRATION – DEFINITIONS

Immigrant (Source: Statistics Canada)

Immigrant refers to a person who is, or who has ever been, a landed immigrant or permanent resident. Such a person has been granted the right to live in Canada permanently by immigration authorities. Immigrants who have obtained Canadian citizenship by naturalization are included in this group.

French-Speaking

For this strategic action plan, French-Speaking refers to an individual who has the ability to work and/or live using the French language.

Immigration, Refugees and Citizenship Canada (IRCC)'s definition of a French-speaking immigrant is an immigrant for whom French is the first Canadian official language of usages.

Temporary Resident

Temporary residents include temporary workers and international students. Temporary residents account for approximately 90% of immigrants through the PEI Provincial Nominee Program.

Permanent Resident (Source: IRCC)

A permanent resident is someone who has been given permanent resident status by immigrating to Canada, but is not a Canadian citizen. Permanent residents are citizens of other countries. A person in Canada temporarily, like a student or foreign worker, is not a permanent resident.

Refugees who are resettled from overseas become permanent residents through the Government-Assisted Refugee Program or the Private Sponsorship of Refugees Program.

Immigration, Refugees and Citizenship Canada (Source: IRCC)

IRCC facilitates the entry of permanent residents in a way that maximizes their economic, social and cultural contribution to Canada while at the same time protecting the health, safety and security of Canadians.

PEI Provincial Nominee Program (Source: Office of Immigration)

An immigration pathway to permanent residency through the federal government is the PEI Provincial Nominee Program (PNP). Individuals are selected for nomination based on their intention to live and work in PEI and their economic ability to establish here. At this time, priority will be given to individuals qualified to work in areas with identified skill shortages in the PEI labour market.

Atlantic Immigration Program (Atlantic Canada) (Source: IRCC)

The Atlantic Immigration Program (AIP) helps designated employers hire qualified candidates for jobs they are not able to fill locally. These candidates can be overseas or living in Canada as temporary residents. Employers must become designated by the provincial government of the Atlantic Canada province where the candidate will be working. There is a pathway to permanent residency status in Canada for those who meet all the requirements.

Coopérative d'intégration francophone de l'Île-du-Prince-Édouard (CIF) (Source: <http://tonile.ca/en/>)

The CIF is PEI's Francophone Integration Cooperative and the sister organization of Immigrant & Refugee Services Association PEI. The CIF welcomes and integrates French-speaking newcomers into the Francophone community while maintaining and increasing the Francophone population in the province.

The CIF's main mandate is to help French-speaking newcomers settle in PEI by facilitating their social, economic, educational, and cultural integration. The CIF raises awareness among the welcoming population—the Island's Acadian and Francophone community—regarding cultural diversity, the benefits of immigration, and the importance of Francophone immigration.

OVERVIEW OF PRINCE EDWARD ISLAND: POPULATION AND IMMIGRATION

PEI's Population Continues to Grow

Prince Edward Island has experienced population growth of an average of 1.3% annually between 2008 and 2021. PEI's population grew by 2.6% in 2019, 2.5% in 2020, and 1.9% in 2021.

PEI anticipates continued population growth, and international immigration will continue to be a significant contributor to this growth.

A focused approach to growing French-speaking immigration as part of international immigration and population growth is both necessary and an opportunity. **French-speaking immigration and population growth are important to sustain the culture and language and grow a vibrant Acadian and Francophone community in Prince Edward Island.**

Figure 1. PEI Total Population

Source: PEI Statistics Bureau, PEI Population Projections 2022-2061 (July 4, 2022)

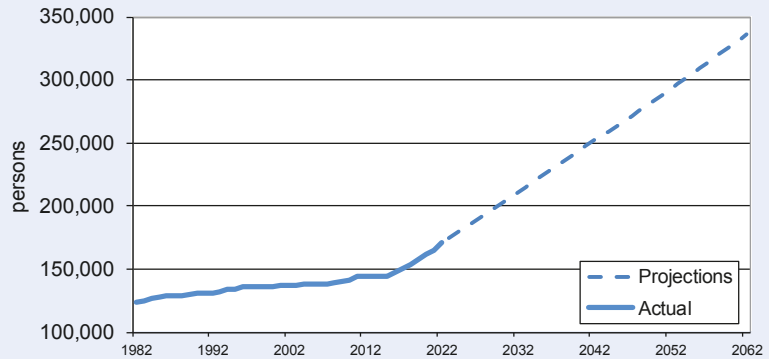
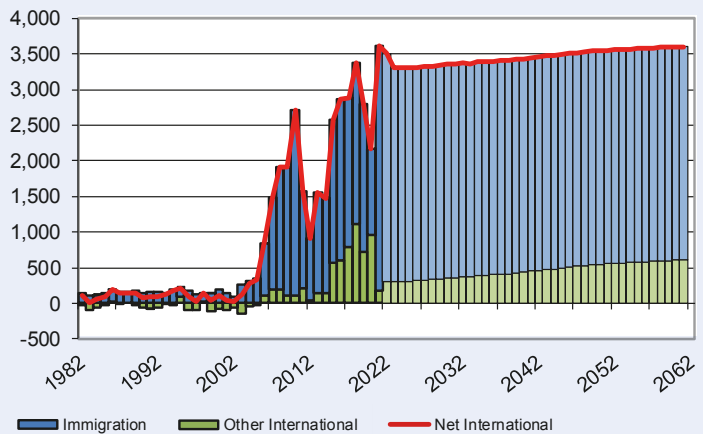


Figure 2. Net International Migration

Source: PEI Statistics Bureau, PEI Population Projections 2022-2061 (July 4, 2022)



Growing French-Speaking Population in PEI

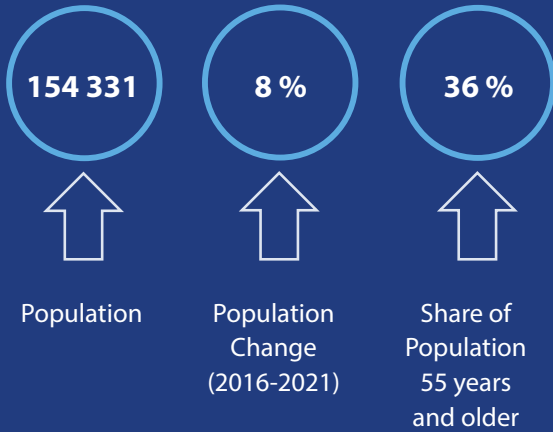
Almost 13% of PEI's total population, or 19,500 people living in Prince Edward Island, self-identified as French-speaking in 2021. Slightly more than 4,500 of PEI's French-speaking population identified French as their mother tongue.

PEI's French-speaking population grew by 8.7%, slightly more than the total population growth (8%) between 2016 and 2021, according to the census information. During this time, the percentage of the total population who identified French as their mother tongue declined from 3.4% to 3.0%.



Summary Economic and Demographic Profile: Prince Edward Island

Demographics and Economy



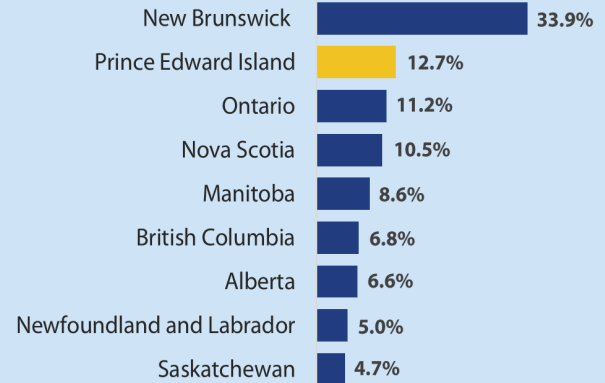
Top Five Industries by Employment (in order)

1. Health Care and Social Assistance
2. Public Administration
3. Retail Trade
4. Agriculture, Forestry, Fishing and Hunting
5. Manufacturing

Francophone Characteristics*

French-speaking Population	19 435
First Official Languages Spoken: French, and English and French	4 765
% of Total Population	13%
French as their Mother Tongue	4 560
% of Total Population	3%
% of Francophones 60 years and older	44%
% of Total Population 60 years and older	28%

French-Speaking Population as a Percentage of the Total (2021)*



Immigrant Characteristics*

Immigrants (All Countries)	11 765
Immigrants (% of Total Population)	7,6 %
Recent Immigrants (2016-2021)*	4 860
Proportion of French-speaking Immigrants (within recent immigration)	0 %



*Source: Statistics Canada. 2023. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released February 8, 2023. Retrieved from: www12.statcan.gc.ca/census-recensement/2021dp-pd/prof/index.cfm?Lang=E

Growth in the Number of French-Speaking Immigrants Nationally

The Government of Canada announced that more than 16,300 new immigrants have settled in Francophone minority communities across Canada in 2022. This means a 4.4% annual increase (based on preliminary numbers), and **the national target that Francophones would make up at least 4.4% of new permanent residents (outside of Quebec) was accomplished in 2022².**

Francophone immigration to Canada, excluding Quebec, was almost five times higher in 2022 than during the 2006 census year when the number of admissions of French-speaking residents outside Quebec was just over 2,800. 2022 has been identified as the year with the largest number of French-speaking immigrants (excluding Quebec).

Need to Improve Data, Measurement and Tracking

Having baseline data, measurements and tracking mechanisms in place is important to determine performance and the impact of efforts toward Francophone immigration. The Government of Canada has identified a priority to have coherent policies supported by evidence and outcomes. These efforts include a new measure of the definition of French-speaking immigrant; improving collection of official language data on temporary residents; developing new tools and mechanisms to monitor progress and measure the performance; and increasing the systematic communication of Francophone immigration outcomes, including progress toward the achievement of the French-speaking immigrant target and the broader results.

The provincial government is committed to working with IRCC and federal partners to ensure consistency in use of the French-speaking definition and measurement mechanisms and tools that best reflect PEI immigration pathways and the high percentage of temporary residents through the PEI Provincial Nominee Program.

² Government of Canada, News release (January 23, 2023), *Highest number of francophone newcomers welcomed since 2006*. Retrieved from: www.canada.ca/en/immigration-refugees-citizenship/news/2023/01/canada-meets-its-francophone-immigration-target-in-2022.html

REFLECTING ON COMMUNITY NEEDS

Importance of Immigration to Address Labour Market Needs

Immigration and interprovincial migration are critical to supporting population growth and to addressing labour and skill shortages in Prince Edward Island. The provincial government has been and continues to work with employers, the federal government, and community partners in addressing labour market needs and support for immigration recruitment, settlement and newcomer integration.

Temporary residents (temporary workers and international students) make up a majority of the immigrants coming to PEI through the PEI Provincial Nominee Program and the Atlantic Immigration Program. **The intent is to create pathways to permanent residency for eligible temporary residents.** International immigration focused on the French-speaking population must consider English language requirements as part of this process.

Through these efforts, there is a continual strengthening of partnerships within government in terms of recruitment and settlement services, across governments in terms of the Atlantic Immigration Program, and with community organizations and partners, including the CIF, PEI Community Navigators, Study and Stay PEI, Atlantic Student Development Alliance, and others. There is more that can be done in terms of these and other relationships to ensure strong partnerships and mechanisms for collaboration and alignment to maximize the impact on French-speaking immigration. **These efforts include providing supports in the community to help create a sense of belonging and encourage immigrants and their families to work and live in PEI.**

In addition, there are efforts in health and education that are supporting more targeted recruitment based on specialized needs and in-demand occupations. There is an opportunity to place an even greater focus on French-speaking immigration as part of targeted recruitment for in-demand and hard-to-fill occupations. These efforts include strengthening collaboration and mechanisms within the provincial government, where possible, to better support long-term labour market needs. There is also a greater opportunity to connect with more PEI employers to create a strong understanding of the importance and potential of French-speaking immigrants.

There is an important role for French-speaking immigration to support labour market needs for all PEI employers. These efforts come at a time when all sectors are facing labour market shortages in the province and throughout the country. This means it is even more important to work together to attract and support people to live and work in PEI.



Demand to Improve French-Speaking Service Delivery in the Community

There is a strong need and desire for more services in French in the community, as well as access to priority services and community infrastructure including housing and transportation, in order to be able to attract more people to live in the Acadian and Francophone community in PEI.

Specifically, the community has identified a strong demand for qualified French-speaking and bilingual people to fill educator and specialist positions for early, elementary, secondary, and post-secondary education for French-language and French Immersion programs in PEI. The attraction of French-speaking employees to work at non-profit associations and community groups that provide services to the community also presents a strong opportunity to support sustainability.

The community has identified gaps in French-language services and care in the health system, which includes many in-demand occupations that are hard to fill. Another area of demand is more bilingual positions within government, both provincially and federally.

Immigration is Essential for A Sustainable Community

The Acadian and Francophone community in PEI is looking for ways to ensure development and sustainability at a time when it is facing a decline in population with aging demographics [it has a higher percentage of residents aged 60 years and older (44%) compared to all of PEI (28%)], and people are moving outside of the community to more urban areas. In addition, the Acadian and Francophone community is faced with intergenerational linguistic shifts to English.

Finding ways to provide more services in French (especially within the community where possible) and improving community infrastructure (housing and transportation) are important for helping to sustain the community.

Sustaining the French language is important to sustain and grow PEI's Acadian and Francophone community. A number of positive things are in place or happening in the community and will support attraction, immigration and sustainability of the community. Among these are a strong network of six French-language school community centres and the Commission scolaire de langue française (CSLF); growing demand for French Immersion programs in PEI schools across the province; and a French-language post-secondary institution in Prince Edward Island, Collège de l'Île.

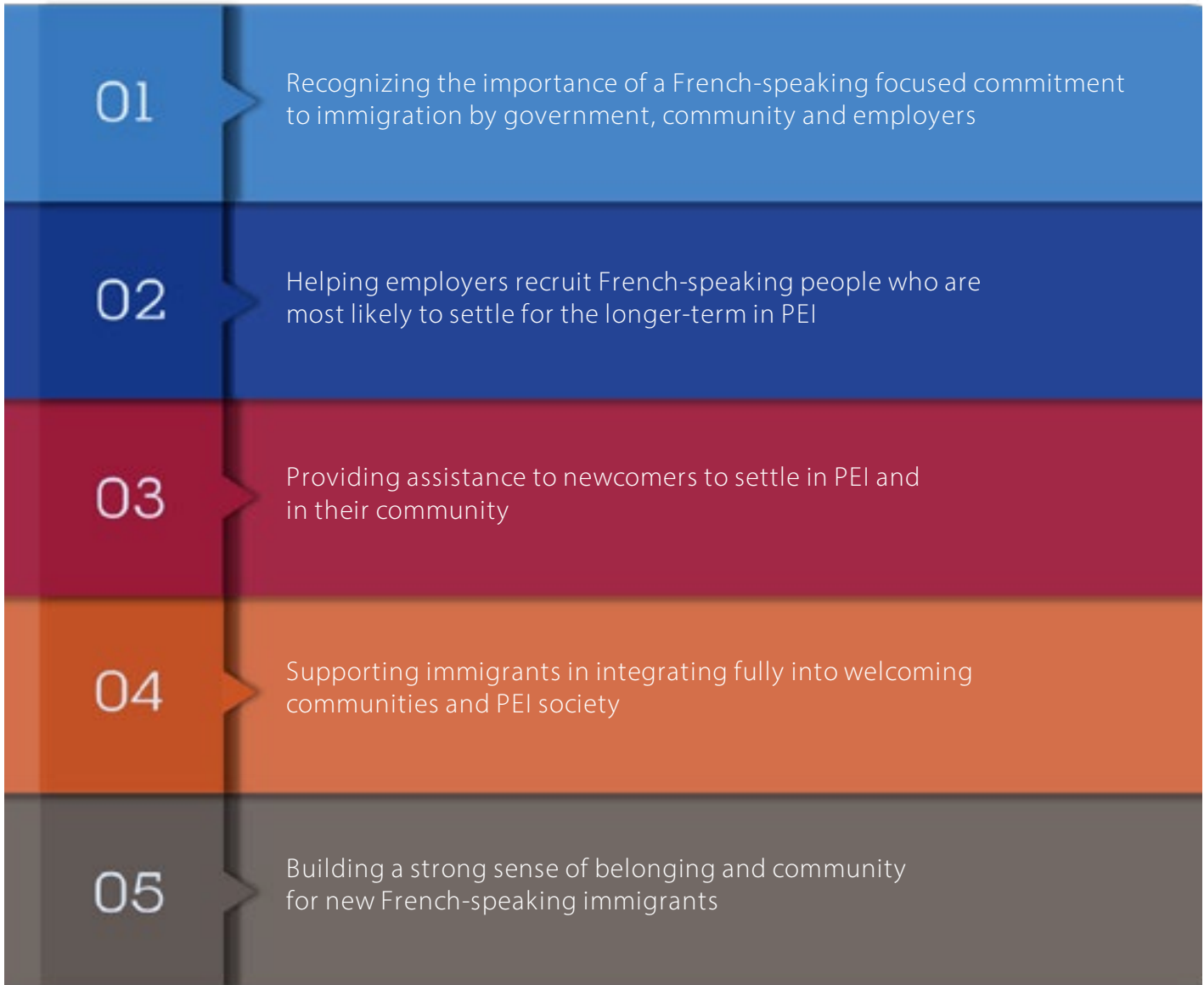
A majority of students at the Collège de l'Île are international, and the Early Childhood Educator program, through the Collège, has resulted in graduates becoming employed in PEI after graduation.

Holland College and the University of Prince Edward Island are also experiencing significant growth in international student enrolment. There is an opportunity to connect more with French-speaking students and graduates through programs such as Study and Stay PEI and Atlantic Student Development Alliance that support international students seeking employment in PEI after graduation.

Prince Edward Island has a long history of strong Acadian culture and heritage that can be found across the province and in the six Francophone regions. PEI along with Southeastern New Brunswick, hosted the sixth Congrès mondial acadien, uniting more than 100,000 people—both Acadians and all those interested in Acadian culture in 2019. **Living, promoting and celebrating the diversity and importance of Francophone and Acadian cultures helps to create a sense of belonging for everyone, including French-speaking immigrants.**

LOOKING AHEAD: THE PATHWAY TO SUCCESSFUL IMMIGRATION

Five keys to successfully welcoming French-speaking immigrants to PEI to help grow and sustain the community are as follows:



OUR PURPOSE

This strategic action plan is intended to provide direction to the Government of Prince Edward Island, working with community partners and the federal government, to support the following purpose:

to attract and support the successful integration of French-speaking immigrants who contribute to the prosperity of Prince Edward Island, while enriching the culture and diversity of our communities.

Primary Focus

While the primary focus is on growing a sustainable French-speaking community, it is recognized that French-speaking immigration recruitment, settlement and integration efforts will:

- help meet the existing and growing demand for French-speaking positions;
- support labour shortages across the province; and
- encourage more French-speaking international students to study and stay in PEI.

These candidates must be able to speak French and pass the English requirements for immigration.

Through these efforts, French-speaking immigration will play an important role in contributing to the prosperity of PEI and enriching the culture and diversity of our communities.

Goals

The next five years will focus on the following goals:

- **Attract French-speaking people who want to immigrate to PEI** to support the sustainability of the French-speaking community.
- **Help French-speaking newcomers settle and stay in PEI** through the building of a sense of community and opportunities to live and work in French.
- **Strengthen the capacity to grow PEI's French-speaking immigration** to contribute to the growth and diversity of PEI's workforce and population as well as the sustainability of the Acadian and Francophone community and culture in PEI.

Guiding Principles

These efforts will be guided by five core principles:

- Based on the needs of the community;
- Inclusive and welcoming approaches;
- Reliance on strong partnerships with the community;
- Alignment of priorities and actions; and
- Cross-government and partner accountability.

Strategic Action Plan Purpose	Shared Goals	Anticipated Outcomes
<p>To attract and support the successful integration of French-speaking immigrants who contribute to the prosperity of Prince Edward Island, while enriching the culture and diversity of our communities</p> <p>Grow a sustainable French-speaking community in Prince Edward Island</p>	<div data-bbox="646 348 1031 598" style="border: 2px solid red; border-radius: 15px; padding: 10px; margin-bottom: 10px;"> <p style="text-align: center; color: red; font-weight: bold;">Goal 1</p> <p style="text-align: center;">Attract French-speaking people who want to immigrate to PEI</p> </div> <div data-bbox="646 657 1031 907" style="border: 2px solid blue; border-radius: 15px; padding: 10px; margin-bottom: 10px;"> <p style="text-align: center; color: blue; font-weight: bold;">Goal 2</p> <p style="text-align: center;">Help French-speaking newcomers settle and stay in PEI</p> </div> <div data-bbox="646 966 1031 1215" style="border: 2px solid yellow; border-radius: 15px; padding: 10px;"> <p style="text-align: center; color: orange; font-weight: bold;">Goal 3</p> <p style="text-align: center;">Strengthen the capacity to grow PEI's French-speaking immigration</p> </div>	<p>Supports PEI's population growth and the sustainability of the Acadian and Francophone community;</p> <p>Contributes to the sustainability of the French language and francophone culture;</p> <p>Helps to address labour market gaps and supports employer labour needs;</p> <p>Helps meet the demand for French-speaking and bilingual workers;</p> <p>Expands the quality, breadth and depth of services available in French for Island residents and tourism;</p> <p>Contributes to the delivery of services in French directly in the Acadian and Francophone community, which helps to attract more French-speaking people and younger generations to the community; and</p> <p>Helps to open pathways to French-speaking markets around the world.</p>

GOAL 1:

ATTRACT FRENCH-SPEAKING PEOPLE WHO WANT TO IMMIGRATE TO PEI

Attracting people who want to live and work in PEI is a priority, and a focus should be on French-speaking foreign citizens who can contribute to the strengthening and sustainability of a French-speaking workforce and PEI's Acadian and Francophone community.

Three objectives support this goal:

1. Leverage and promote immigration pathways to benefit the French-speaking community
2. Promote and support targeted French-speaking recruitment
3. Improve access to priority services and community infrastructure

Objective 1.1:

Leverage and promote immigration pathways to benefit the French-speaking community

Our focus

- Increase the number of admissions of French-speaking candidates through immigration pathways in Prince Edward Island.

Actions

1. Promote and support a greater focus on French-speaking immigrants through PEI Provincial Nominee Program and Atlantic Immigration Program. (Lead: Office of Immigration)
2. Leverage the federal government's Mobilité Francophone Program as an immigration pathway to recruit temporary workers and provide information and support to those who qualify for permanent residency. (Lead: Office of Immigration)
 - Work with the CIF to better understand the profile of candidates through this program and to establish the conditions to support qualified individuals to work towards permanent residence status.
 - Work with the CIF to educate employers about the potential to hire qualified foreign French-speaking or bilingual workers to fill managerial, professional, technical or skilled trades occupations and positions through the Mobilité Francophone Program stream and the potential for these workers to become permanent residents.

Canada's Mobilité Francophone Program issues work permits to French-speaking foreign citizens who want to live and work in a Francophone community outside of Quebec. To qualify for a work permit, the individual must have a job offer from an employer in any Canadian province.

A commitment within Canada's **Francophone Immigration Strategy**, 2018-2023 was to raise awareness of the Mobilité Francophone stream among Canadian employers and French-speaking foreign nationals.

Objective 1.2:

Promote and support targeted French-speaking recruitment

Our focus

- Increase engagement and involvement by PEI employers (both Francophone and Anglophone) in the recruitment of French-speaking immigrants.
- Target recruitment efforts based on PEI's labour needs and the candidate's ability to meet immigration requirements and employment-related qualifications.

Actions

1. Partner with the CIF in working directly with employers to better understand and recruit on behalf of their labour needs and with candidates to help attract them to work in PEI. (Lead: Office of Immigration and Economic and Population Growth)

These efforts include:

- Engage Francophone and Anglophone employers to better understand their labour needs.
 - Work with employers and candidates to increase their understanding and use of federal and provincial immigration pathways that can optimize French-speaking immigration.
 - Actively engage in the recruitment of French-speaking immigrants.
2. Support educational authorities, the Commission scolaire de langue française (CSLF) and the English Public School Branch (PSB), with their recruitment of French-speaking educators and specialists in response to PEI's growing student population. (Lead: Department of Education and Early Years)
 3. Support the health system with international recruitment of French-speaking physicians, nurses and allied health professions to address the needs of multi-year HR planning led by Health PEI with the support of the Department of Health and Wellness, Health Workforce Planning and Recruitment and Retention Secretariat. (Lead: Acadian and Francophone Affairs Secretariat – AFA)
 4. Work with departments and agencies to facilitate discussions with regulatory bodies to clarify, communicate, and support credential recognition in PEI, and advocate for solutions based on best practices in other jurisdictions, including for qualified French-speaking educators (early childhood, elementary and secondary education), nurses, and other health professionals. (Lead: Economic and Population Growth, Department of Education and Early Years, Department Health and Wellness)
 5. Work with PEI employers, the CIF, as well as the educational, health, and public sectors to engage with international candidates at Francophone recruitment missions and events, including through Destination Acadie and Destination Canada. (Lead: Office of Immigration)



6. Explore ways to work with employers and partners to help facilitate local recruitment efforts, including job fairs, related to interprovincial migration. (Lead: Workforce Development/SkillsPEI, Economic and Population Growth)
7. Encourage and promote opportunities through education, health and the public service for international and domestic French-speaking students to study and learn in PEI.
 - Encourage more placement opportunities for French-speaking students to promote employment in health, education, public service, and other in-demand occupations. (Lead: Department of Workforce, Advanced Learning and Population, Health PEI/Department Health and Wellness, Public Service Commission)
 - Encourage an increase in the number of practicum collaboration agreements with post-secondary programs from outside of the province that will result in more French-speaking students coming to PEI for the practicum component of their study. (Lead: Department of Workforce, Advanced Learning and Population, Health PEI/Department Health and Wellness, Public Service Commission)
 - Work with the Collège de l'Île, Holland College and the University of Prince Edward Island to identify additional programming areas relevant to the French-speaking labour needs in PEI. (Lead: Department of Workforce, Advanced Learning and Population)
 - Expand international high school student recruitment for French-language schools and programs. (Lead: Department of Education and Early Years)
8. Actively engage with the Pre-Arrival Settlement Services (PASS) program (funded by IRCC) to proactively facilitate the recruitment and settlement process of French-speaking health professionals to PEI. (Lead: Health PEI/Department of Health and Wellness)

Objective 1.3:

Improve access to priority services and community infrastructure

Our focus

- Grow the number of priority services available in French across the province.
- Grow the number of French services delivered to the Acadian and Francophone community to facilitate population growth and sustainability.

Actions

1. Engage in discussions and the development of transportation planning within the province to ensure the needs of the Francophone regions are incorporated. (Lead: AFA)
2. Promote and help champion the housing needs of Francophone regions through contributions to the development of provincial and community-based housing strategies and partnerships with community service groups and municipalities to address housing needs. (Lead: AFA)
3. Support the PEI French Health Network with efforts to increase access to health services in French based on community need. (Lead: AFA)
4. Support growing the capacity to meet demand for French-speaking early childhood centres, including in the Acadian and Francophone community. (Lead: Department of Education and Early Years)
5. Continue to promote the importance of high-quality French education programming in the provincial school system. (Lead: Department of Education and Early Years)

GOAL 2:

HELP FRENCH-SPEAKING NEWCOMERS SETTLE AND STAY IN PEI

Meaningful opportunity to participate in and contribute to employment and society and being part of a community and province that fosters an inclusive and welcoming culture will help to encourage people to make PEI their home. A sustainable and seamless settlement service delivery system that is well-coordinated and readily accessed enables this successful integration of newcomers.

Three objectives support this goal:

1. Strengthen French-language settlement services
2. Support French-speaking immigrants and families in building connections with employers and industry
3. Increase access to information for employers and French-speaking workers

Objective 2.1:

Strengthen French-speaking settlement services

Our focus

- Continuously improve the delivery of effective settlement services in French.
- Foster community engagement, inclusion, and a sense of belonging.

Actions

1. Build bilingual capacity within government to support settlement services. (Lead: AFA)
2. Work with community partners to ensure settlement services are available, accessible and effectively communicated to French-speaking immigrants and their families. (Lead: Economic and Population Growth)
3. Work together with community, provincial, and federal partners to foster a community that is welcoming and creates a sense of belonging for newcomers. (Lead: Economic and Population Growth and AFA)
 - Collaborate to strengthen settlement services and build capacity within the CIF and other organizations to deliver services in French that meet the evolving needs of employers and candidates.
 - Coordinate efforts between the CIF and PEI Community Navigators to provide access to navigation support services in French to ensure the needs of French-speaking newcomers are being met in both urban and rural PEI.
 - Provide support to community organizations, through expertise and guidance, for efforts to strengthen welcoming communities, including to mobilize initiatives related to multiculturalism, anti-discrimination, and anti-racism.
 - Recognize the role of the Evangeline region in piloting IRCC's Francophone Welcoming Communities initiative, which is focused on welcoming and supporting French-speaking newcomers in the community.
4. Ensure all French-speaking school-age immigrants are registered with the English as an Additional Language/French as an Additional Language (EAL/FAL) Reception Centre so French language proficiency can be assessed and supported, if necessary. (Lead: Department of Education and Early Years)

5. Gain a better understanding of the number of French-speaking temporary residents and the specific supports needed to facilitate settlement and integration into the community, working with the CIF and other community partners. (Lead: Economic and Population Growth)
6. Work with Immigration, Refugees and Citizenship Canada (IRCC) on pilots to address gaps in programming and service for temporary residents, such as access to occupation-specific English language training. (Lead: Economic and Population Growth)
7. Promote pathways to permanent residence to temporary workers, including international students, to encourage them to stay and work in PEI. (Lead: Office of Immigration)
8. Work with the CIF to encourage and recognize employers that provide settlement assistance to candidates that support engagement and cultural diversity within the workplace and in the community. (Lead: Office of Immigration, Economic and Population Growth)
9. Continue to support Acadian and Francophone cultural and social inclusion events and activities and promote participation by newcomers, immigrants, and PEI residents to help build strong, supportive communities. (Lead: Economic and Population Growth, Innovation PEI)

Objective 2.2:

Support French-speaking immigrants and families in building connections with employers and industry

Our focus

- Support greater connections to relevant French-speaking and bilingual employment opportunities.
- Increase the number of recent international graduates who become employed in PEI.

Actions

1. Continue to support the CIF and community partners to help build connections between French-speaking immigrants and relevant employment opportunities, including spousal employment. (Lead: Economic and Population Growth)
2. Encourage post-secondary institutions to place greater emphasis on French-speaking participants in Study and Stay PEI, Atlantic Student Development Alliance, and other programs that support international students in connecting with job opportunities in PEI after they graduate. (Lead: Economic and Population Growth)
 - Identify and promote more French-speaking employment opportunities, including with Francophone employers.
 - Enhance the availability of written communications in French, working with provincial and federal government partners.
3. Facilitate the sharing of best practices in helping newcomers gain the qualifications required to work in their profession during the annual gathering of regulatory bodies in PEI. (Lead: Economic and Population Growth)

Objective 2.3:

Increase access to information for employers and French-speaking workers

Our focus

- Facilitate the successful employment of French-speaking/bilingual immigrants.

Actions

1. Promote the benefits of a bilingual workforce, including involvement of international students, to PEI employers in collaboration with the CIF and other partners. (Lead: Economic and Population Growth, Office of Immigration)
2. Facilitate the development of resources and tools for employers such as guidelines for French-speaking immigration recruitment, pre-arrival assistance, and integration support that are based on best practices. (Lead: Economic and Population Growth, Office of Immigration)
3. Work with the CIF to help employers navigate access to human resource (HR) management supports and resources in French. (Lead: Economic and Population Growth, Workforce Development/SkillsPEI)
4. Help facilitate access to information in French related to PEI legislation that affects immigrants in their employment – including human rights, working with the PEI Human Rights Commission, and workers' compensation and workplace safety, working with the Workers Compensation Board of PEI. (Lead: AFA)



GOAL 3:

STRENGTHEN THE CAPACITY TO GROW PEI'S FRENCH-SPEAKING IMMIGRATION

The achievement of successful immigration recruitment, settlement and the integration of newcomers into the community requires the further strengthening of the network and partnerships to support French-speaking individuals and families across PEI. There is also a need for the sharing of information and gathering of relevant research.

There is an opportunity to strengthen collaboration and alignment of priorities and efforts within government and the community to be able to grow French-speaking immigration in PEI. These efforts will require having strong mechanisms in place to support action, to track and measure progress, and to report on performance.

Three objectives support this goal:

1. Align French-speaking immigration priorities with government's broader immigration, population and workforce development priorities
2. Foster partnerships and strengthen coordination
3. Use research and information to inform decisions

Objective 3.1:

Align French-speaking immigration priorities with government's broader immigration, population and workforce development priorities

Our focus

- Incorporate French-speaking immigration priorities into other government initiatives.
- Make French-speaking immigration promotions and communications available and accessible in French.

Actions

1. Align French-speaking immigration recruitment and settlement with the province's strategies and initiatives related to population; immigration; equity, diversity and inclusion; workforce development; housing; health; and other priorities. (Lead: Governance Committee)
2. Provide access to French-language translation services for promotions, communications, and website content in priority areas related to French-speaking immigration. (Lead: AFA)
3. Leverage French-language marketing and promotions that showcase the Acadian and Francophone culture and activities in PEI within French-speaking immigration recruitment and settlement efforts. (Lead: Governance Committee)
4. Apply a Francophone lens to policy development, as part of the provincial government's diversity efforts. (Lead: AFA)
5. Build capacity within the provincial government through Translation Services of Acadian and Francophone Affairs Secretariat to enable more French content and materials for Francophone immigration recruitment and settlement. (Lead: AFA)

Objective 3.2:

Foster partnerships and strengthen coordination

Our focus

- Establish mechanisms that facilitate the sharing of information, priorities and progress across provincial government and with community and federal government partners.

Actions

1. Establish a governance committee to support the implementation of this strategic action plan, which is made up of cross-government representatives, with a mandate to facilitate the sharing of priorities to ensure alignment and progress updates to support accountability. (Lead: AFA)
2. Enable the sharing of information that informs decisions related to French-speaking immigration and helps to advance priorities working with the federal government. (Lead: Governance Committee)
3. Collaborate with IRCC, Canadian Heritage and other federal departments and agencies on French-speaking immigration priorities and facilitate connections and involvement in discussions with other local collaborators, as appropriate. (Lead: Governance Committee members)
4. Establish a Network for French-Speaking Immigration to support the alignment of priorities between government, community and other partners and meet at least once a year as a network to discuss priorities, community needs, and progress made. (Lead: Governance Committee)



Objective 3.3:

Use research and information to inform decisions

Our focus

- Define baseline measurement tools and mechanisms for monitoring that are consistently used and aligned with the federal government framework.
- Measure the success of Francophone immigration strategies through data.

Actions

1. Identify, incorporate, and communicate the French-speaking definition (which is used by IRCC) for PEI's French-speaking immigration efforts. (Lead: Governance Committee)
 2. Define the measurement tools and mechanisms to monitor programs and measure performance based on the national definition of French-speaking immigration and improved efforts by IRCC for the collection of official language data on temporary residents, as well as permanent residents. (Lead: Governance Committee)
 - Build on the IRCC measurement tools to include any measurements specific to PEI, such as French-speaking participation in the Study and Stay PEI, Atlantic Student Development Alliance, and other programs; growth in the number of international student graduates of the Collège de l'Île; and incremental French-speaking employment in health, education, public service and other high-in demand sectors.
 3. Work with government and community partners to better define, track and measure French-speaking immigration participation in programs, including recruitment and settlement. (Lead: Governance Committee)
 4. Develop reporting mechanisms on the performance of the Francophone Immigration Strategic Action Plan through the cross-government governance committee and with community stakeholders/ Network for French-Speaking Immigration. (Lead: Governance Committee)
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IMPLEMENTATION AND ACCOUNTABILITY

The Governance Committee for the Francophone Immigration Strategic Action Plan is made up of cross-government representatives and mandated to oversee the implementation of the action plan. The Governance Committee is responsible for identifying measurement tools and mechanisms and for tracking and reporting on performance. The Committee is also responsible for facilitating information sharing, where appropriate. The Governance Committee meets periodically and may establish working groups to support specific initiatives.

The Acadian and Francophone Affairs (AFA) Secretariat is the coordinating body responsible for ensuring the establishment and effective operations of the cross-government governance committee. AFA also helps to establish periodic meetings of the Governance Committee and other stakeholders, from time-to-time, through the Network for French-Speaking Immigration.

To support the efforts of the **French Language Services Act**, a French Language Services Coordinator is appointed in each government institution subject to the **Act**. Under the leadership of the AFA Secretariat, these Coordinators come together four times a year to share information and priorities and ensure collaboration and alignment. Leveraging these key positions and their role within each department within the provincial government will be helpful for implementing actions identified within this strategic action plan.



APPENDIX

A cross-government working group came together to reflect on feedback from community and priorities throughout government and to provide guidance on the development of the strategic action plan. Those involved in this process include:

Nicholas Faubert, Acadian and Francophone Affairs Secretariat

Rebecca Gill, Health Recruitment and Retention, Health and Wellness

Janet Horne, Staffing, Classification and Organizational Development, Public Service Commission

René Hurtubise, French Education, Programs and Services, Education and Early Years

Brad Ledgerwood, Health Recruitment and Retention, Health and Wellness

Juanita Lewis, Acadian and Francophone Affairs Secretariat

Nadine MacLean, Medical Affairs Administration, Health PEI

Thilak Tennekone, Staffing, Classification and Organizational Development, Public Service Commission

Kal Whitnell, Economic and Population Growth, Workforce, Advanced Learning and Population

Jeffrey Young, Office of Immigration

