

May 15, 2019

Re: Your request for access to information under Part II of the *Access to Information and Protection of Privacy Act, 2015* [Our File #: AESL/033/2019]

On May 8, 2019 the Department of Advanced Education, Skills and Labour received your request for access to the following records/information:

“March 2019 Decision Note titled Funding for Francophone Immigration Recruitment Events in 2019-20.”

I am pleased to inform you that your request for access to this information has been granted in part and the responsive records are attached. Access to the remaining records, and/or information contained within the records, has been refused in accordance with the following exceptions to disclosure, as specified in the *Access to Information and Protection of Privacy Act, 2015* (the act):

Section 29.(1) The head of a public body may refuse to disclose to an applicant information that would reveal:

- a. advice, proposals, recommendations, analyses or policy options developed by or for a public body or minister.

As required by subsection 8.(2) of the act, we have severed information that is excepted from disclosure and have provided you with as much information as possible. Furthermore, the act also requires us to provide an advisory response within 10 days of receiving the request. As this request has been completed prior to day 10, this letter also serves as our Advisory Response.

Section 42 of the act provides that you may ask the Information and Privacy Commissioner to review this partial refusal of access or you may appeal the refusal to the Supreme Court Trial Division. A request to the Information and Privacy Commissioner shall be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner.

The address and contact information of the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner
2 Canada Drive
P. O. Box 13004, Stn. A
St. John's, NL A1B 3V8

Telephone: (709) 729-6309
Facsimile: (709) 729-6500

In the event you wish to appeal to the Supreme Court, you must do so within 15 business days of the date of this letter. Section 52 of the act sets out the process to be followed when filing such an appeal.

Please be advised that responsive records will be published following a 72 hour period after the response is sent electronically to you or five days in the case where records are mailed to you. It is the goal to have the responsive records posted to the Completed Access to Information requests website within one day following the applicable period of time.

If you have any further questions, please feel free to contact the undersigned at (709) 729-4276 or SharonSeaward@gov.nl.ca.

Sincerely,



SHARON SEAWARD
ATIPP Coordinator

Attachment

Decision Note
Department of Advanced Education, Skills and Labour

Title: Funding for Francophone Immigration Recruitment Events in 2019-20

Decision Required:

- The *Fédération Francophone de Terre-Neuve-et-Labrador (FFTNL)* has submitted a proposal to the Department of Advanced Education, Skills and Labour (AESL) to promote Francophone immigrant attraction in Francophone publications and at international recruitment events and (Annex A refers).
- It is recommended that AESL approve the funding request to attend international recruitment missions and promote Newfoundland and Labrador in Francophone publications.

Background and Current Status:

- FFTNL helps attract and retain Francophone newcomers to Newfoundland and Labrador. It assists newcomers who settle in the province, reach out to potential newcomers, and connect French speakers to employment services in the province.
- In March 2017, the Provincial Government launched *The Way Forward on Immigration in Newfoundland and Labrador*, in which Government committed to partnering with Francophone settlement organizations, and increasing Francophone newcomers to the province through the Newfoundland and Labrador Provincial Nominee Program (NLPNP).
- Destination Canada is a marquee event for Newfoundland and Labrador, as all other provinces and territories use it as an opportunity to recruit international professionals. It is important that Newfoundland and Labrador participate in the event, and that the province support francophone immigrant-serving organizations in attending as well.
- FFTNL recently submitted a proposal to the Office of Immigration and Multiculturalism (OIM) requesting \$15,000 in funding to support its 2019-20 Francophone immigration recruitment strategy, which includes promotion of the province's opportunities (LaMPSS proposal 237100). The organization has sought an additional \$15,000 from the Atlantic Canada Opportunities Agency (ACOA) to conduct promotional activities, all of which will be expended through magazine advertising. The organization's strategy includes three international recruitment opportunities: Destination Canada (November 2019); Rural regions of France (November 2019); publication of promotional information and articles in the prominent French publication, *l'Express* (space to be confirmed by the end of March, publication in August, distributed to all Destination Canada participants, and magazine sold in all Francophone countries). The proposal is intended to assist in addressing workforce shortages in NL.

Analysis:

- OIM has reviewed the proposal and is recommending \$15,000 be approved for FFTNL, in collaboration with the *Reseau de developpement economique et d'employabilite (RDEE)* to attend Destination Canada (\$8,000), that its planned activities in rural France be redirected to promotion (\$3,275), and that it be appended to the current promotional budget to advertise NL in a prominent French magazine (\$3,725).
- FFTNL has indicated that approval of the proposal will allow the organization to plan its strategy to maximize the benefits of the Destination Canada event in November 2019. The organization is also unable to reserve space in the *L'Express* magazine after March 2019, as all articles and pages are claimed by March 31, 2019.



- OIM has collaborated with FFTNL on Francophone recruitment for a number of years, and has funded FFTNL's participation in Destination Canada since 2011-12. [REDACTED]
[REDACTED] However, the planned expenditure could be redirected toward promotion. NL is a new destination for Francophone applicants – to acquaint and familiarize prospective applicants, OIM is recommending funding FFTNL to engage in collaboration with l'Express, a prominent French magazine that publishes an annual issue on immigrating to Canada.
- Currently, all provinces and territories, with the exception of Nunavut, Alberta, and Newfoundland and Labrador, promote their immigration pathways through the l'Express Canada issue. All of these provinces and territories have promoted their jurisdictions for over ten years – l'Express is the official partner of the Destination Canada event, in collaboration with the Canadian Embassy in Paris & Brussels. Considering *The Way Forward* commitments to make up to 50 NLPNP nominations to Francophone applicants by 2022 (24 were issued in 2018 through NLPNP and Atlantic Immigration Pilot Program), it would be advisable to focus on increasing awareness of NL and its immigration pathways through French publications.
- While the OIM planned expenditures of \$10,000 toward Francophone immigration using provincial OIM funding allocated in the 2018-19 budget, this proposal is being recommended for funding through federal Labour Market Transfer Agreement funding, which will result in provincial savings, while also leveraging ACOA funding.

Alternatives:

- Option 1:** Approve the FFTNL funding request by providing a total of \$15,000 in funding for Destination Canada and promotional activities in 2019-20 (Recommended).

Advantages:

- Destination Canada has helped connect Francophone newcomers with employers in the province for eight years.
- The funding will help promote awareness of provincial Francophone communities' services/programs available for potential Francophone newcomers, and will assist in fulfilling provincial government commitments to promote Francophone immigration to the province.

Disadvantages:

- None.

- Option 2:** Do not approve any funding for the FFTNL proposed Francophone recruitment and promotion activities in 2019-20 (Not recommended).

Advantages:

- None.

Disadvantages:

- Foregoing funding the proposal will not advance Government priorities, as set out in *The Way Forward on Immigration in Newfoundland and Labrador*.
- Not approving the proposal may send a message to the Francophone community that Government is not fully committed to promoting Francophone immigration.

Prepared/Approved by: R. Cej, in collaboration with Employment and Training division/M. Snow

Deputy Minister Approval:

March 22, 2019

J. Langer



MAR 26 2019

Annex A:
Proposal Recommended for Funding

Funding for Francophone Immigration Recruitment Events in 2019-20.					
Proponent	Project Title	Project Description	Requested Amount	Recommended Amount	Rationale for Recommended Funding
Fédération Francophone de Terre-Neuve-et-Labrador (FFTNL) LaMPSS proposal 237100	Destination Canada 2018	<p>A proposal to attend the Destination Canada Job Fair taking place in November 2019.</p> <ul style="list-style-type: none"> • Will help inform potential workers of settlement services available to Francophone newcomers. • Will help promote awareness of existing Francophone communities in Newfoundland and Labrador, and help promote further settlement of francophone workers in the province. • The proposal includes collaboration with RDEE to send an economic development officer to Destination Canada to connect with prospective jobseekers and match them with NL employers. • The proposal includes a request to promote NL in rural France communities. • Will include a one-page poster in the Canada edition of L'Express, along with a two-page feature on living and working in Newfoundland and Labrador 	\$15,000	\$15,000	<p>2019-20 recommended funding is for one representative of the FFTNL to attend Destination Canada, along with a RDEE economic development officer, who will advise applicants of specific employment opportunities.</p> <p>AESL provided \$13,000 in provincial funding for FFTNL/RDEE to attend Destination Canada and undertake other recruitment events in 2017-18, and provided similar funding in 2018-19. The additional funding in 2019-20 will be used toward promotion of NL in the L'Express magazine.</p> <p>OIM also recommends not funding a 2019-20 rural France outreach mission, and redirecting the proposed funding toward promotion in the L'Express magazine.</p> <p>In 2018-19, both RDEE and FFTNL had representatives at the event. In 2017-18 only one FFTNL staff member attended.</p>