

Community Plan 2024-2028

Welcoming Francophone Community (WFC) of London

*Report presented on November 22, 2024 by the
WFC London Community Advisory Board*

Financé par :



Immigration, Réfugiés
et Citoyenneté Canada

Funded by:

Immigration, Refugees
and Citizenship Canada

1. ECONOMIC DEVELOPMENT, ENTREPRENEURSHIP AND EMPLOYMENT

The London community and local employers recognize, value and capitalize on the expertise that French-speaking newcomers bring to increase the economic vitality of the region.

IDENTIFIED NEEDS

1. Many newcomers have an insufficient level of knowledge of English language to enable them to fully integrate into the labour market.
2. Newcomers lack knowledge about the resources available to help them enter the labour market or pursue entrepreneurial projects.
3. Newcomers lack opportunities to find employment that corresponds to their level of knowledge, experience and expertise and employers lack knowledge of the Francophone candidate pool.
4. Newcomers do not have the financial means to pay for training or participate in unpaid initiatives that contribute to their professional development.

OBJECTIVES

1. Francophone newcomers have a sufficient level of English language proficiency to enable them to integrate into the local labour market.
2. Francophone newcomers have a high level of knowledge and use of available employment and entrepreneurship resources.
3. Francophone newcomers are able to align their knowledge, skills and expertise acquired abroad with the needs of the local labour market, with the support of employers.
4. Newcomers wishing to pursue professional development programs have access to financial support to compensate for the loss of employment income due to their absence from work and to pay for training or participation in unpaid initiatives.

IMMEDIATE RESULTS

1. Francophone newcomers have acquired the skills to succeed in a local job that meets their economic needs, including English as a working language
2. Newcomers have access to reliable information in both official languages and, if necessary, in the other main languages of newcomers, on the supports and services available for immigrant employment and entrepreneurship and they develop their knowledge.

INTERIM RESULTS

1. Increase in the employment rate of working-age immigrants.
2. Decrease in the rate and duration of unemployment of working-age immigrants.
3. Decrease in the rate of underemployment (people who are overqualified for the work they do and people in lower-skilled jobs).

YEAR 1 - 2024-2025 (JANUARY TO MARCH)

ACTIVITIES:

1. Acquisition of English language skills as a working language

1.1 Develop programming frameworks and identify conditions for the success of various initiatives to improve English as a second language and working language skills, including English fluency and pronunciation and frequency of sessions

Partners: CCFL, Collège Boréal, RIFCSO

YEAR 2 - 2025-2026

ACTIVITIES:

1. Acquisition of English language as working language

1.1 Organize **conversation circles in English** related to the labour market at the rate of one session per month for 3 quarters, aiming at an average of 10 participants per session

Partners: CCFL, Public Library, Collège Boréal, Western University (experiential learning), CSC Providence, CS Viamonde

1.2 Develop and deliver, in English, the pilot project of a series of short sessions on a monthly cycle, ten months per year, targeting an average of 5 participants registered per cycle

Partners: Collège Boréal

2. Access to the local labour market and entrepreneurship

2.1 At least once a year, join job fairs in English or organize a bilingual **job fair** to develop relationships with local employers, engage the participation of 10 newcomers

Partners: CCFL, Collège Boréal, SÉO, RIFCSO, CSC Providence, CS Viamonde

2.2 Develop a language and professional **mentoring program** that combines professional networking and language skills improvement

Partners: Collège Boréal, CCFL, Ethnocultural Associations, CSC Providence, CS Viamonde

2.3 At least once a quarter, organize an **information session on entrepreneurship**, including the SEO Virtual Business Incubator and Entrepreneurship Mentoring Service, with an average of 5 participants per session

Partners: SÉO, CCFL, Collège Boréal, Ethnocultural Associations, ÉlanF, CSC Providence, CS Viamonde

2.4 Organize **networking evenings** between entrepreneurs, one evening per quarter, allowing participants to create professional connections, exchange ideas and develop collaborations.

Partners: SÉO, RIFCSO, CCFL, Collège Boréal, Ethnocultural Associations, ÉlanF, CSC Providence, CS Viamonde

<p>YEAR 3 - 2026-2027</p> <p>ACTIVITIES:</p> <p>1. Continue and evaluate Year 2 initiatives</p> <p>1.1 Acquisition of English language skills</p> <p>1.1.1 Conversation circles in English</p> <p>1.1.2 Pilot Project-Skills for Success</p> <p>1.1.3 Language and Professional Mentoring</p> <p>1.2 Access to the local labour market and entrepreneurship</p> <p>1.2.1 Bilingual job fairs</p> <p>1.2.2 information Sessions-SÉO Programs</p> <p>1.2.3 Entrepreneur Networking Evenings</p>	<p>YEAR 4 - 2027-2028</p> <p>ACTIVITIES:</p> <p>1. Continue Year 3 initiatives and evaluate them</p> <p>1.1 Acquisition of English language skills</p> <p>1.1.1. Conversation circles in English</p> <p>1.1.2 Pilot Project - Skills for Success</p> <p>1.1.3 Language and Professional Mentoring</p> <p>1.2 Access to the local labour market and entrepreneurship</p> <p>1.2.1 Bilingual job fairs</p> <p>1.2.2 Information Sessions - SEO Programs</p> <p>1.2.3 Entrepreneur Networking Evenings</p>

2. CIVIC ENGAGEMENT AND PARTICIPATION

French-speaking newcomers to London participate in the various community, civic and political activities of the community.

IDENTIFIED NEEDS

1. Newcomers lack knowledge and information about Canadian political structures.
2. Francophone ethnocultural communities lack representation within the London community as a whole.
3. Francophone ethnocultural communities lack the resources to carry out community activities.
4. Newcomers teenagers and young adult lack appropriate opportunities for participation.

OBJECTIVES

1. Francophone newcomers, particularly youth, have the knowledge to engage and participate in community, civic and political activities in the London area.
2. Newcomers from francophone ethnocultural communities have better representation and increased visibility within the Francophone and London community.

IMMEDIATE RESULTS

1. Increased availability of reliable information in French on the representation of ethnocultural communities and newcomers in London's community, civic and political consultative or decision-making bodies.
2. Increased level of knowledge of London's ethnocultural organizations regarding services/programs, sources of public funding and opportunities for public visibility and how to access them.

INTERMEDIATE RESULTS

1. Increased participation of francophone newcomers in ethnocultural communities and organizations in London.
2. Increased social ties between recent immigrants, established immigrants and the host community.
3. Increased participation in community activities, clubs and recreation and social service organizations.
4. Increase the proportion of francophone newcomers in management positions and on the boards of community and civic organizations.

YEAR 1 - 2024-2025 (JANUARY TO MARCH)

ACTIVITIES:

1. Take an overview of civic participation bodies

Mapping civic bodies where newcomers can participate and developing an action plan (workshops, local/regional/provincial visits, participation in meetings...) allowing for experiential learning of community, civic and political participation and representation according to the targeted population segments

Partners: CCFL, Collège Boréal, City of London, CSC Providence, CS Viamonde

2. Prepare the launch of the project to support community initiatives (associations and community groups)

2.1 Develop the terms and conditions of a WFC London Community Initiatives Fund: guidelines, budget, formation of the selection committee, ...

Partners: CAB members

YEAR 2 - 2025-2026

ACTIVITIES:

1. Raise awareness of opportunities for civic participation among newcomers

1.1 Offer four **workshops** per year on civic and political systems and participatory processes for 10-15 newcomers per workshop, targeting specific population segments (teenagers and young adults, women, etc.)

Partners: CCFL, Collège Boréal, City of London, CSC Providence, CS Viamonde

1.2 Organize four open house visits per year to political institutions and schedule meetings with elected officials at different levels of government (proximity: City Hall, school board meetings; travel: Legislative Assembly, Parliament).

Partners: CCFL, Collège Boréal, City of London, CSC Providence, CS Viamonde, RIFCSO

2. Launch calls for proposals from the Community Initiatives Fund and fund selected projects

2.1 Open the call for proposals and project selection process and supervise the launch of three to five funded projects

Partners: CAB members and funding recipients

<p>YEAR 3 - 2026-2027</p>	<p>YEAR 4 - 2027-2028</p>
<p>ACTIVITIES:</p> <p>1. Continue and evaluate Year 2 initiatives</p> <p>1.1 Raise awareness of participation opportunities among newcomers (workshops and visits)</p> <p>1.2 Community Initiatives Fund calls for proposals and fund selected projects (three to five projects)</p> <p>2. Raise the visibility of Francophone ethnocultural communities</p> <p>2.1 Organize an annual fair bringing together about ten Francophone associations and ethnocultural organizations.</p> <p>Partners: CAB members, CCFL, RIFCO and ethnocultural associations</p>	<p>ACTIVITIES:</p> <p>1. Continue Year 3 initiatives and evaluate them</p> <p>1.1 Raise awareness of participation opportunities among newcomers (workshops and visits)</p> <p>1.2 Community Initiatives Fund calls for proposals and fund selected projects (three to five projects)</p> <p>1.3 Raise the visibility of francophone ethnocultural communities (associations' annual fair)</p>

3. EQUITABLE ACCESS TO RECEPTION AND SETTLEMENT SERVICES

Francophone newcomers to London have access to services and resources in French and related to London's francophone community to enable them to integrate successfully

IDENTIFIED NEEDS

1. Some francophone newcomers lack knowledge and information about reception and settlement services available in the community.
2. Francophone newcomers do not have equitable access to personal services in a holistic, client-centred manner.

OBJECTIVES

1. Francophone newcomers are more familiar with the reception and settlement services offered in the community.
2. Francophone newcomers have equitable access to personal services.

IMMEDIATE RESULTS

1. Better knowledge of reception and settlement services offered in French.
2. Better availability of information in French on personal care services.
3. Better knowledge of access to services delivered in English through the services of navigators, qualified interpreters and translation.
4. A greater level of awareness and understanding among personal care providers of the needs of francophone immigrants.

INTERMEDIATE RESULTS

1. Increased access to public and community personal care services for newcomers.
2. Raising awareness among personal care providers of unmet needs among french-speaking newcomers

YEAR 1 - 2024-2025 (JANUARY TO MARCH)

ACTIVITIES:

1. Promote the WFC London project

1.1 Develop a **promotion and awareness plan** for the WFC London initiative, targeting both CAB members, English-speaking partners and community associations and local government authorities.

Partners: RIFCSO; Members of the CAB

2. Draft a strategy to address the issue of access to personal services

2.1 Draft the strategic axes and the positioning of the file of **access to personal services in French**, particularly for newcomers, and start the review of research and analysis according to these axes

Partners: CAB Members, Entité 1, CCFL

YEAR 2 - 2025-2026

ACTIVITIES:

1. Promote the WFC London project

1.1 Deploy the WFC London promotion and information plan

Partners: RIFCSO, CAB members, other stakeholders

1.2 Organize activities to celebrate Francophone Immigration Week

Partners: RIFCSO, CAB members, other stakeholders

1.3 Enhance the City of London portal-Living in French and establish links to employment resources and services available in French

Partners: CAB Members, RIFCSO, City of London

2. Support and collaborate with the London & Middlesex Local Immigration Partnership

2.1 Support and collaborate with the LMLIP on events throughout the year such as the Newcomer Day, campaigns of inclusion etc.; mobilize partners to participate in events; promote and distribute information on events of the LMLIP in French on social media of the CAB.

Partners: Members of CAB. RIFSCO, LMLIP

3. Establish a working group and action plan on access to personal services

3.1 Participate in information sessions and events organized by Connexions francophones, Destination Canada (virtually only), webinars of the Fédération des communautés francophones et acadienne (FCFA) du Canada, le Salon Afrique-Canada Immigration et Investissement (SACII) as well as events organized by other provinces (E.g. Immigration Show in Montreal).

	<p>Partners: Members of CAB , London Health Unit, service provider groups, external expertise (e.g. Centre de santé Communautaire de Hamilton-Niagara, Centre francophone de Toronto, Western University (students research projects)</p> <p>4. Coffee meetings of the Welcoming Francophone Communities in Southwest Ontario</p> <p>4.1 Organize an annual meeting to share information among the members of the CAB of London and the CAB of Hamilton.</p> <p>Partners: Members of CAB of London and Hamilton</p>
--	---

YEAR 3 - 2026-2027	YEAR 4 - 2027-2028
<p>ACTIVITIES:</p> <p>1. Continue the promotional activities of year 2</p> <p>1.1 Continue WFC London 's promotionand information plan</p> <p>1.2 Organize activities to celebrate Francophone Immigration Week</p> <p>1.3 Evaluate the City of London portal-Living in French and implement the solution chosen by the CAB</p> <p>1.4 Support and collaborate with the LMLIP</p> <p>1.5 Lead promotional and recruitment activities (in Canada and abroad)</p>	<p>ACTIVITIES:</p> <p>1. Continue and evaluate Year 3 promotional activities</p> <p>1.1 Continue WFC London's promotion and information plan</p> <p>2. 2 Organize activities to celebrate Francophone Immigration Week</p> <p>1.3 WFC London Portal/City of London</p> <p>1.4 Support and collaborate with the LMLIP</p> <p>1.5 Lead promotional and recruitment activities (in Canada and abroad)</p>