

ANNUAL REPORT *2018 ► 2019*

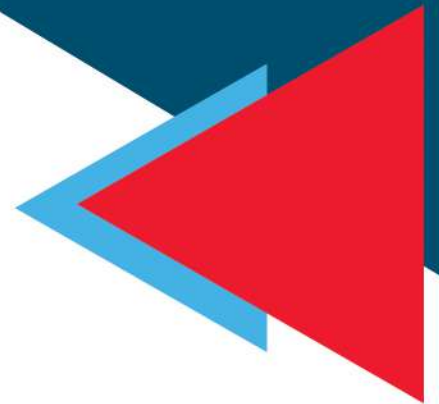


RDÉE

Terre-Neuve-et-Labrador



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MESSAGE FROM THE PRESIDENT



Dear Members and Friends of RDÉE TNL,

As we approach our 2019 annual general assembly, it strikes me that yet another eventful year has quickly gone by for our organization. I want to take advantage of this opportunity to, first and foremost, sincerely thank all of those who have contributed to RDÉE TNL in the course of the 2018-2019 year, notably our funding partners, our dedicated team of employees and our volunteer board of directors. I also take this opportunity to acknowledge the contribution of Carolina Herrera, RDÉE TNL's executive director for the relevant period (who has since moved away in the pursuit of other opportunities), as well as to renew my warm wishes of welcome and success to Diego Toledo, our new ED hired in May 2019 through a competitive process.

As my second year as President comes to an end, I see a bright future for our organization. With a new strategic plan in-hand which has been prepared by our team on the basis of the study and consultations begun last year, and with your contributions and an open approach focused on leadership, we have, in my view, a real opportunity to increase significantly, through the coming months and years, the scale of our successes and to achieve measurable impacts on our communities through our services and projects. To that end, I ask that you think of us and seek the contribution of RDÉE TNL, of its team and also of its national network (RDÉE Canada) in pursuing and advancing your projects, your goals and issues which matter to you in the context of economic development and employability. We want to work with you and we are here to help, whether on the Avalon Peninsula, the West Coast and the Port au Port Peninsula, in Labrador West or elsewhere – don't hesitate to call on us and to avail of the resources and services we are able to offer!

Sincerely,

Gabriel Brodeur
President, RDÉE TNL

MESSAGE FROM THE EXECUTIVE DIRECTOR



Hello bonjour,

This message will be a goodbye note since 2018-2019 would be my last one within RDÉE TNL.

When I first arrived in NL in 2012, I had absolutely no clue there was a Francophone community and even less that there were community organizations working hard in favour of this community. In 2015, I discovered RDÉE TNL and ever since my life has changed for the best.

From the bottom of my heart, I would like to thank my team for four years of comradery, good work, constant effort and positive results. The road wasn't always easy, we met difficulties and obstacles along the way, but we did our best to overcome them. Thank you for the lessons we learned together.

I would also like to thank the community of the Centre des Grands-Vents for creating a nice environment every day. When you are a foreigner on an island in the middle of the North Atlantic, this little Francophone family becomes priceless.

I left, but TNL is still very much in my heart, especially the community. I would like to take this opportunity to encourage all French-speaking people to participate in activities but, specifically, to volunteer. We need your feedback to improve and your commitment to keep existing.

I wish you a lot of success and good times together.

Carolina Herrera
Executive Director, RDÉE TNL

WHO ARE WE?

Board of Directors

Gabriel Brodeur, *President*
Michael Clair, *Vice-president*
Sophie Thibodeau, *Treasurer*
Lyne Minguy, *Secretary*
Florian Villaumé, *Administrator*
Karl Grah, *Administrator*
Samuel Nkott, *Administrator*
Dillon Jesso, *Administrator*
Arnault Le Bris, *Administrator*

Employees

Carolina Herrera, *Executive Director*
Eric Tremblay, *Communications coordinator*
France J. Bélanger, *Administrative assistant*
Aurore Lambert, *Tourism development officer*
Mustapha Fezoui, *Economic development officer, Labrador*
Wendy Brake, *Economic development officer, West region*
Samir Jaouadi, *Economic development officer, East region*
Asta Rowe, *Economic immigration officer*

National network

RDÉE Canada brings together 12 provincial and territorial organizations from across Canada to support the economic development of Francophone and Acadian communities.

RDÉE Canada fosters engagement, collaboration and coordination among its members at the national level.

The Network includes nearly 160 employees and specialists who, between 2009 and 2012 alone, with the support of some 1,610 partners, generated over \$100 million in economic spinoffs, helped create 2,708 direct and indirect jobs and supported 20,976 entrepreneurs.



VISION

RDÉE TNL is renowned for its leadership in driving sustainable economic development in the province.

MISSION

RDÉE TNL offers its services to the communities to strengthen their economic vitality.

CLIENTELE

RDÉE TNL's clientele consists of all those who consider French as an added value in economic development.

VALUES

- **Valuing partnerships:** Facilitate the involvement of the community and partners in economic development.
- **Open-mindedness:** Be inclusive and open to different economic development approaches.
- **Integrity:** Be honest and respectful in everything that we do.
- **Accountability:** Show professionalism by taking responsibility for actions and outcomes.
- **Innovation:** Be creative to maximize the community's economic growth.

OUR SERVICES

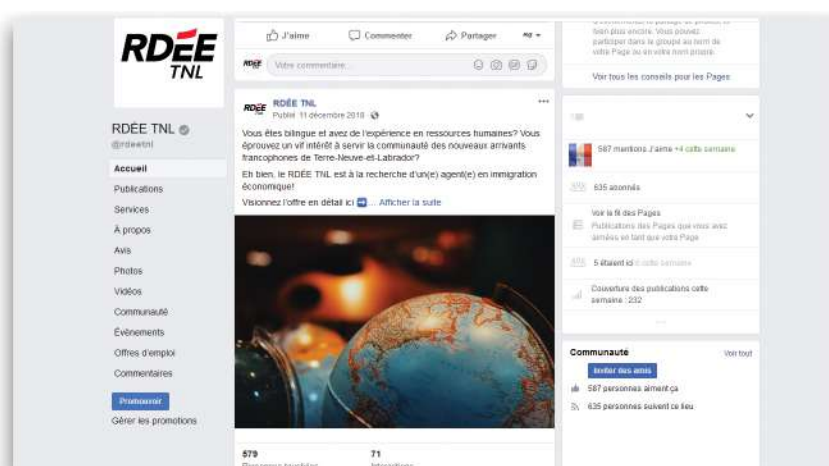
JOB SEARCH ASSISTANCE ASSISTED JOB SEEKERS

41 EAST

5 WEST

9 FOUND A JOB

- Support of 7 bilingual candidates from the ANC (Association For New Canadians).
- Construction of a database of French-speaking or bilingual candidates to consolidate our supply of skilled labor to employers.
- 17 job vacancies requiring French language skills shared on the RDÉE TNL website and on our social networks.



BUSINESS STARTUP ASSISTANCE

ENTREPRENEURS AND COMPANIES SERVED : 6 EAST

RAISING AWARENESS ABOUT ENTREPRENEURSHIP

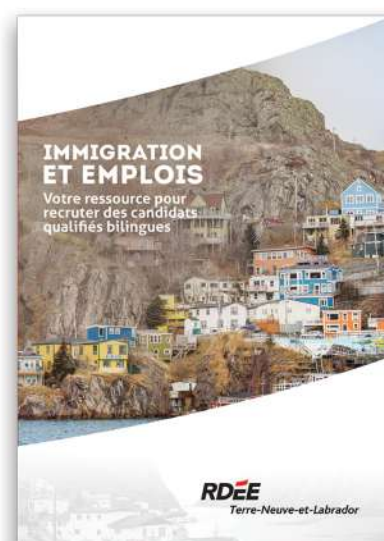
- Delivery of the Junior Achievement program *Business World* at the Boréale school in Happy Valley-Goose Bay (for 10 students) and *Economics for Success* at the Sainte-Anne school in Mainland.
- Collaboration with RDÉE Canada for the drafting of an entrepreneurial guide that forms the basis of an interactive online tool for newcomers to Canada.
- Collaboration with RDÉE Canada for the production of video segments and podcasts for the website *espaceentrepreneurs.com* about different aspects of entrepreneurial development in Canada.

COOPERATIVE DEVELOPMENT ASSISTANCE

- Introduction to the concepts of circular economy on the West Coast with CDR-Acadie (Coopérative de développement régional-Acadie). Target: artists.

ECONOMIC IMMIGRATION

- 35 immigration candidates assisted in their job search in NL under the AIPP (Atlantic Immigration Pilot Program).
- 7 job seekers seeking immigration served.
12 job seekers outside Canada served.
- Participation in the provincial consultation on the priorities of the settlement program in St. John's - with ARAISA (Atlantic Region Association of Immigrant Serving Agencies), IRCC (Immigration Refugees And Citizenship Canada); in the Atlantic Symposium on Francophone immigration with the CAIF (Comité atlantique sur l'immigration francophone), SNA (Société Nationale de l'Acadie) and all Atlantic region Rifs (Réseaux de l'Immigration francophone).
- Design of the *Immigration and Employment* manual to educate employers, financed by RDÉE Canada.





PROJECTS ▶

PARTICIPATION IN JOB FAIRS

MUN / CNA CAREER & GRADUATE SCHOOL FAIR

September 2018. Promotion of our services to Francophone international students of MUN (Memorial University of Newfoundland) and CNA (College of the North Atlantic). **44** visitors met on the MUN campus in St. John's.

NATIONAL CAREER EVENT OF MONTREAL

October 2018. **268** visitors. **50** participants in the conference *Working and living in NL*. **21** registered job applications

DESTINATION CANADA

November 2018. Recruitment mission that offers local employers the possibility to find bilingual skilled workers looking for job opportunities in Canada. **69** applications recorded in our database, resulting in one hire for our East region office with a contract signed in January 2019.



VIRTUAL JOB FAIR (SVE)

February 2019. Planned in collaboration with RDÉE Canada. This event offers the opportunity for Canadians, or those who have their permanent residency, to chat with Canadian Francophone employers outside of Quebec and apply for jobs online.

THE GREAT NORTHERN LOOP (EXPEDITION 51°)

June 2018. The culmination of a year of partnership between Destination Labrador, RDÉE TNL and Tourisme Côte-Nord, a new thematic identity and a common brand connecting interprovincial tourist routes between Quebec and Labrador was created. This circuit will attract travelers seeking quality experiences and will promote the development of tourism in the region.



PARTICIPATION IN SMALL BUSINESS WEEK

October 2018, Labrador City. Organized by the Labrador West Chamber of Commerce, TCII (Department of Tourism, Culture, Industry and Innovation), AESL (Department of Advanced Education, Skills and Labour), RDÉE TNL and other partners. On the agenda: a panel of speakers; introduction of the Futurpreneur start-up service Canada loan and mentoring offer; presentations by entrepreneurs on the steps involved in starting a business. RDÉE TNL appeared at a promotional table where we were able to increase our visibility to the public and local organizations. In the Western Region, the committee consisted of TCII, CBDC (Community Business Development Corporations), AESL, CNA, the Chamber of Commerce and Qalipu First Nation. Activities for entrepreneurs and an awards gala for companies punctuated the event.

BILINGUAL POSTSECONDARY CAREER AND ENTREPRENEURSHIP DAY (JOCBE)

November 2018. Presentation of our services at the JOCBE Eastern edition in Torbay, with **45** exhibitors and **543** students present. First Western edition of the JOCBE in Stephenville with **26** exhibitors and **210** students present.

FUNDING CAMPAIGN FOR CELL SERVICE ON THE WEST COAST

This ambitious project was launched in 2016, and TCII has since granted us 25% of the total cost of the project. The community, with RDÉE TNL as project manager, raised \$49,701.54 as of March 31, 2019 through various donations and fundraising activities of the Mainland and Three Rock Cove committee for cellular service. The service will be installed by Bell Mobility.

NATIONAL EARLY CHILDHOOD STRATEGY

January 2019. Agreement between RDÉE Canada and RDÉE TNL as part of a strategic partnership between RDÉE Canada, EDSC (Employment and Social Development Canada) and the CNPF (Commission nationale des parents francophones). Phase 1 completed, dealing with a survey of the state in NL (wait time problems for childcare services, absence of francophone activities, retention of staff, English cultural domination imposing the creation of new services in French, etc.) and early childhood development perspectives for the next 5 years.

A RECEPTION BY RDÉE TNL AND ITS PARTNERS

March 2019, St. John's. Organized in partnership with francophone organizations in the region as a showcase of our services to present to newcomers of the province.

TRAVELLER'S GUIDE - 10th EDITION

18,656 guides distributed in partnership with the provincial government
1,576 downloads of the guide in pdf format

WEBSITE www.exploreTNL.ca

32,819 unique visitors | 53.24% from Canada | 27.08% from France | 105,240 page views

SOCIAL MEDIA AND OTHER COMMUNICATION TOOLS



2 540 Facebook followers
Average interaction rate: 10,6%



425 Instagram followers

NEWSLETTER

1,634 subscribers | 5 newsletters sent | opening rate: 40.7% | clickthrough rate: 8.2%

PROJECTS

« Dare to lose yourself » contest

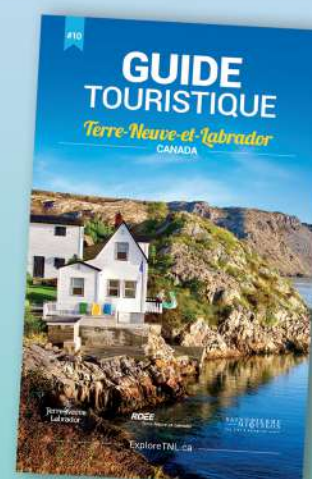
Between March and April 2018, ExploreTNL organized a contest to promote the website and the new Facebook page. Every week for 8 weeks we offered a different prize; the final prize was a pair of plane tickets to visit Newfoundland and Labrador. The total value of the prizes was \$6,000. This project has highlighted the new website and won over 2,000 new subscribers on our Facebook page.

Participation in the Outdoor Adventure Show in Montreal

On April 7 and 8, 2018, ExploreTNL participated in the Adventure & Outdoor Fair, held annually at the Montreal Convention Centre. This show, although still young, gains in attendance each year (18,600 visitors in 2018). In partnership with Marine Atlantic, Destination Labrador and Gros Morne National Park, we promoted the province to 700 visitors with a varied profile (millennials, couples without children, retirees) who visited the booth.

Familiarization tour of the Port au Port Peninsula

From July 3 to 5, 2018, the West Coast Economic Development Officer organized two days of training for employees in the tourism sector of the Port au Port Peninsula. On the first day, the 36 participants had the opportunity to visit the various existing tourist sites in order to better promote them to visitors and, during the second day, they received training entitled *Quality of the Visitor Experience*.



Calendar made from the photo contest winners of the *Explore new horizons* contest in November 2018

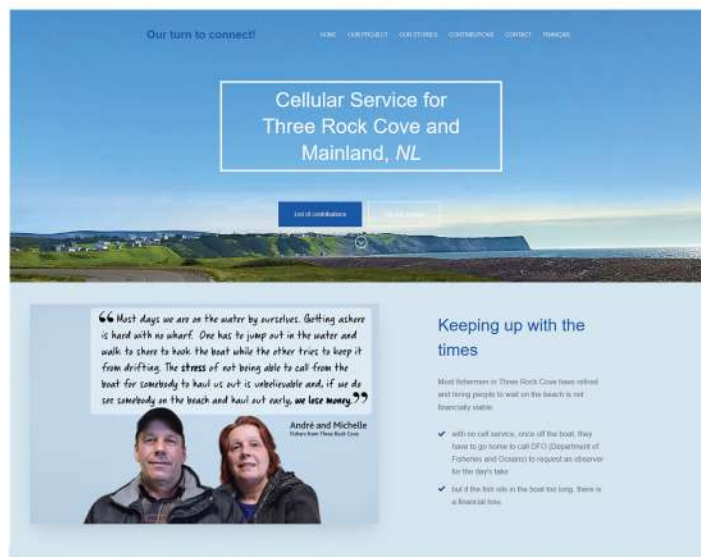


Outdoor Adventure Show in Montreal

FUNDING CAMPAIGN FOR CELLULAR SERVICE IN MAINLAND AND THREE ROCK COVE

March 2019. Deployment of an online campaign entitled *Our turn to connect* with the aim of attracting the interest of the media, informing the Canadian Francophonie of the problems faced by the affected communities and of extending the scope of fundraising to a wider audience:

- development of a website made up of photos and testimonials from residents of both communities;
- creation of a video to illustrate the context and the economic issues that the lack of cellular reception in the region creates;
- integration of a GoFundMe fundraising page and Facebook page to attract donations.



VIDEO FOR THE JOCBE



December 2018-March 2019. Production of a video to document the *Bilingual Postsecondary Career And Entrepreneurship Day (JOCBE)*, Eastern edition, held at the Jack Byrne Arena in Torbay, published on RDÉE TNL's new Youtube channel.

- to gather the testimony of the participants and demonstrate the relevance of bilingualism in the career path of secondary students;
- to highlight the success of the event in order to use it as a promotional tool for future editions.

Acknowledgements

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Government
of Canada

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gouvernement
du Canada

Canada

futurpreneur
canada™
fuel for young enterprise
moteur de la jeune entreprise

Newfoundland
Labrador

DESTINATION
LABRADOR



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada



Bell



Immigration, Réfugiés
et Citoyenneté Canada

Immigration, Refugees
and Citizenship Canada



Parks
Canada

Parcs
Canada

Secrétariat aux
relations canadiennes
Québec



Tourism
SOUTHWEST

RDÉE
Canada

RDÉE

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