

The background of the cover is a photograph of a rocky coastline at low tide. In the foreground, a stack of five smooth, grey stones is balanced on a larger rock. The ocean is visible in the background under a bright blue sky with scattered white clouds. A large, dark blue diagonal shape is overlaid on the right side of the image, containing the text.

ANNUAL REPORT
2019 ► 2020

RDÉE
TNL

FOR 20 YEARS NOW

THE YEAR 2019-2020 - AT A GLANCE

1765⁺
PEOPLE



affected by our actions and services

KEY EVENTS



749 FOLLOWERS

AND INCREASE OF

33,75 %

of the number of followers
of our Facebook page



226 FOLLOWERS

AN INCREASE OF

53,75 %

of the number of followers
of our LinkedIn page



rdeetnl.ca

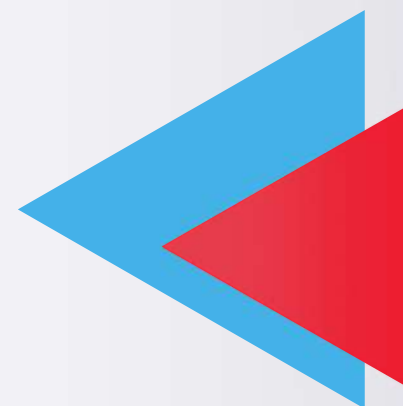
April 1st 2019 - March 31st 2020

32 291

pages views

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Canada 

A WORD FROM THE PRESIDENT



The year 2020 will be remembered for a long time! In March, everything is turned upside down on a global scale. The brakes are put on the economy around the world. Although Newfoundland and Labrador has escaped the worst of the pandemic, our economy has still been slammed by the virus: tourism, fish markets with restaurant closures, falling oil prices and stagnant metal prices. Despite all these conditions, RDÉE TNL continues its work. The organization will be even more important during an economic crisis than it was before. New measures to contribute to economic development are being put in place. We have a qualified, experienced and motivated team ready to help.

At last October's general meeting, I had the honour of being chosen as President of RDÉE TNL, replacing Gabriel Brodeur, who remains on the board of directors and who is our representative on the national network of provincial and territorial RDÉEs within RDÉE Canada. We were joined by new members as well as members who renewed their commitment. I sincerely believe that we have the best Board of Directors we have ever had and I would like to thank the members for their dedication and commitment to the province's Francophone community.

This annual report is for the fiscal year 2019-2020, and I am summarizing the highlights. First, this was the first year we were invited to the "lock-up" preceding the announcement of the Provincial Budget in April. For the first time, RDÉE TNL was recognized by the highest levels of the provincial government as deserving to be invited to this exclusive club.

In May 2019, we followed a rigorous process to replace Carolina Herrera for the position of Executive Director. We chose Diego Toledo, formerly of the Economic Council of the Northwest Territories. Thank you, Carolina and welcome Diego!

As usual, RDÉE TNL has kept busy with several projects but I would like to draw attention to one project in particular: the construction of the cellular tower on the Port au Port Peninsula. In responding to the needs of the residents of Mainland and Three Rock cove, RDÉE TNL took the challenge in hand and put together a proposal to convince the provincial government, Bell company and the Canadian Internet Registration Authority (CIRA) to implement a cellular tower. We are very proud of this project which mobilized the community and in turn, began a fund-raising campaign that raised close to \$49,000.

Another major project was the finalization of our 2020-2023 strategic plan, the results of which are presented at this annual general meeting. This document will guide our activities for the next three years and is therefore of great importance.

On behalf of the board of directors and members, I would like to thank the staff of RDÉE TNL for all the work they have done to maintain their activities despite the closure of our offices during the pandemic. We would also like to welcome to the world the children born in the midst of the pandemic, Samir, Diego, and Régis's sons respectively.

In closing, I hope that a vaccine will be available very soon so that we can come out of our respective "bubbles" and meet as a group again. Thank you for your support and let's move forward!

Michael Clair, President

A WORD FROM THE EXECUTIVE DIRECTOR



My inaugural year was one that passed by very quickly. With all the support of the Board of Directors, I decided to accept the challenge of traveling nearly 9,000 km from the Northwest Territories to come and settle in the easternmost province where scenery, music, and smiles are commonplace.

Today, a little over a year since my arrival, I am happy to confirm that I made the right choice. Thanks to the combination of a competent team and a variety of ambitious projects well underway, I have seen with my own eyes the potential of a growing Francophone community that is eager and demanding to contribute to the province's economic development. It is inspiring to see this level of commitment.

Tasked with the responsibility of implementing a new business strategy, I challenged myself to imagine the kind of impact we want to have on the economic progress of Francophones already living in Newfoundland and Labrador, and those wishing to establish themselves here. I fervently believe that the contribution of linguistic minorities can lead to economic development when the objectives are well defined.

Yes, we were certainly affected by the pandemic at the very end of this fiscal year, but I am convinced that our role is more important than ever: the implementation of sessions to equip tourism operators, our participation in round tables to increase the number of daycare spaces, and hosting virtual job fairs are just some of the initiatives that we are deploying in order to respond to the many challenges of this historic crisis.

I would like to thank Mustapha Fezoui for his years of service to the team. A nod to his analytical ability, his wisdom and his team spirit, qualities that will be hard to forget. We wish him a relaxing retirement close to his family.

In closing, I again extend my gratitude to the Board of Directors for their confidence and involvement in our organization and I would also like to recognize each member of my team for their professionalism and personal qualities.

Diego Toledo, Executive Director

SERVICES



JOB SEARCH ASSISTANCE

EMPLOYMENT CLIENTS SERVED BY REGION

RESUME WRITING AND JOB SEARCH ASSISTANCE

42 EAST

7 WEST

4 LABRADOR

- Promotion of our services and workshop for international students at *Memorial University's Grenfell Campus* in Corner Brook.
- Delivery of a resume-writing workshop to young people at *École Rocher-du-Nord* in St. John's, in partnership with *FrancoJeunes*.
- 22 job postings requiring French language skills shared on RDÉE TNL's website, as well as on our social networks.

BUSINESS START-UP ASSISTANCE

ENTREPRENEURSHIP CLIENTS SERVED : 4 EAST

- We assisted 4 different clients over the 4 financial quarters. This included helping one client draft a business plan according to *Metro Business Opportunities* guidelines.

SENSIBILISATION À L'ENTREPRENEURIAT

October 22, 2019 : During *Small Business Week*, presentation of the *How to Set the Selling Price for Crafts* workshop in partnership with the *Department of Tourism, Culture, Industry and Innovation (TCII)* to help artisans in the Port au Port area optimize their marketing and sales.

Participation in the *French for the Future Forum* at *Memorial University* in St. John's, bringing together French as a Second Language and native French speakers in grades 9 to 12 for a full day of activities in French. This included presenting an entrepreneurship workshop to approximately 40 youth.



ECONOMIC IMMIGRATION ASSISTANCE

June, 2019 : A new Economic Immigration Officer joined RDÉE TNL and worked diligently to relaunch his department. Since then, the economic immigration department has accompanied 15 permanent residents in their efforts on an ongoing basis.

As a result of our networking and recruitment efforts at various job fairs, and thanks to our new Economic Development Assistant, we have compiled a database of approximately 480 job seekers classified using the *Government of Canada's National Occupational Classification (NOC)* system and grouped by their immigration status in Canada :

Express Entry + Working Holiday Visa + Application in Progress = 74 candidates
Permanent Residence + Canadian Citizenship + Work Permit = 47 candidates

- Contact with professional associations in the province, resulting in 160 professional contacts added to our database. We informed 400 employers in the region of our services. Of these, 83 permitted us to promote their job opportunities on their behalf.
- Utilization of a Customer Relationship Management tool (CRM) for greater efficiency in case management and follow-ups with our clients. After quickly becoming operational again, our economic immigration department continues its growth efforts using our new management tools, which will allow us to be even more efficient in the future.

EMPLOYABILITY ACTIVITIES



PARTICIPATION IN JOB FAIRS

JOBS CANADA FAIR

June 18, 2019 : Attended the *Jobs Canada Fair* at the Sheraton Hotel in St. John's to promote our employability services. Collected contact information from potential francophone clients.

UNIVERSITY FAIRS

September 2019 : Attended the *Get Involved Grenfell Fair* to present our employability services. Met with **35** Francophone students from *Memorial University (MUN)* in Corner Brook. Attended the *Graduate School Fair* organized by *MUN & College of the North Atlantic (CAN)* in St. John's. Met with **25** students interested in our services.

MONTREAL NATIONAL JOB FAIR

October 17-18, 2019 : Participation in the *Montreal National Job Fair*. Our agents met **76** job candidates interested in finding employment in Newfoundland and Labrador.



DESTINATION CANADA

October-November 2019 : We contacted **400** employers across the province to introduce them to our services and offered to represent them at the *Destination Canada Mobility Forum*. Of the employers contacted, **39** were interested in Francophone immigration. We remain in contact with these businesses and we have integrated them into a dedicated database. RDÉE TNL employees presented **86** job opportunities at the event and met with **386** candidates. Following the event, additional candidates contacted our Economic Immigration Agent expressing interest in employment opportunities in Newfoundland and Labrador.



VIRTUAL JOB FAIR

February 26, 2020 : RDÉE TNL participated in the second edition of *RDÉE Canada's Virtual Job Fair*. This year, we had **4** employers from across the province represent themselves on the platform and we promoted a total of **46** job postings.

Around **20** job seekers were present from Newfoundland and Labrador, and our province's home page had a total of **957** page views and **52** clicks on the 'Apply' button.

TOURISM



TOURISM GUIDE – 10TH EDITION

15,654 tourism guides were printed and distributed in partnership with the Government of Newfoundland and Labrador. 1,708 tourism guides were downloaded in PDF format.

WEBSITE www.exploreTNL.ca

26,521 site visitors | 82.35% from Canada | 7.15% from France | 88,620 page views

SOCIAL MEDIA



2,662 Facebook followers
Average interaction rate: 8%



750 Instagram followers

NEWSLETTER

2,264 subscribers | 3 newsletters sent | opening rate: 48% | clickthrough rate: 12.5%



PROJECTS

Tourism Guide – 11th Edition

During the winter, ExploreTNL worked tirelessly, producing the newest version of our tourism guide, which is due to be released every two years. For the 11th edition, the content of this valuable document was enhanced, updated, and revised in its entirety. In response to the continued increasing number of Francophone visitors to the province, two detailed itineraries were added to the guide.

A total of 45,000 copies of the guide were printed. As with previous versions, it is available in both print and digital format and can be ordered for free online. It is also available at information centres around the province, at the St. John's and Deer Lake airports, and at *Marine Atlantic* ferry terminals.

Tourism Planning for the Port au Port Peninsula

On the Port au Port Peninsula, the *Secret Cove Brewery* hosted a day of tourism strategy planning on **March 3, 2020**. Led by an employee of the provincial *Minister of Tourism*, this event gathered 33 participants from a variety of sectors (entrepreneurs, municipal representatives, and tourism organizations) who identified action points for increasing tourism on the Port au Port Peninsula.

A second day, dedicated to presenting the results of the event, is expected at a future date.

PROJECTS



CELLULAR COVERAGE FOR MAINLAND AND THREE ROCK COVE

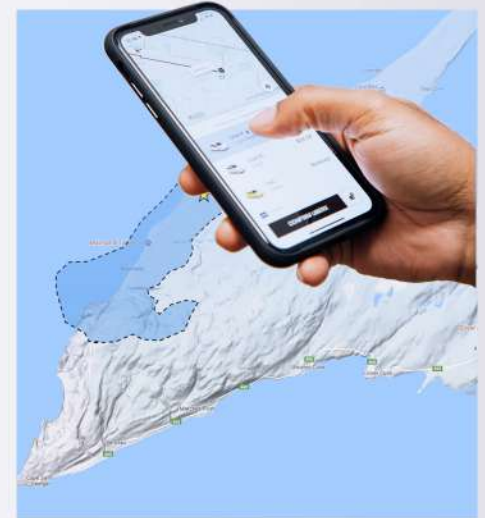
This project was initiated in 2016, following a community consultation. In May 2018, TCII provided funding for this project. A fundraising committee was formed to collect 15% of the total project cost according to the agreement, or close to \$80,000. Various events were organized to solicit donations from local residents and businesses.

May 1, 2019 : To support these efforts, RDÉE TNL launched an online socio-financing campaign including a website (*Our Turn to Connect*), a Facebook page, and a GoFundMe page.

June 1-2, 2019 : Two concerts in Port au Port called *Inside The Circle* were organized by CBC TV to benefit the cell phone committee.

June 26, 2019 : Following the sale of tickets for these concerts and a contribution from the *Canadian Internet Registration Authority (CIRA)*, RDÉE TNL announced that the goal of raising \$80,000 was achieved.

RDÉE TNL continues to work with TCII and Bell Mobility to obtain cellular coverage in Mainland and Three Rock Cove.



SOCIAL ENTERPRISE PROJECT

RDÉE TNL, in partnership with *Innoweave*, is working on the feasibility of launching a social enterprise in commercial cleaning in St. John's. The *Innoweave* program was developed by *The J.W. McConnell Family Foundation*, in collaboration with partners, to help charitable and non-profit organizations across the country meet the challenge of limited resources, especially financial resources, by demonstrating continuous innovation. A social enterprise carries out economic activities for social purposes, that is, it sells or exchanges goods and services not for profit, but rather to meet the needs of its members or host community.

EARLY YEARS

September 18, 2019 : Community consultation with the *Fédération des parents francophones de Terre-Neuve et du Labrador (FPFTNL)*, the *Conseil Scolaire Francophone Provincial (CSFP)*, and the *Garderie des P'tits Cerfs-Volants* regarding the need to fill the existing demand for new Francophone daycare spaces in the St. John's area with a second Francophone daycare.

Participation in the meeting organized by *Employment and Social Development Canada (ESDC)*, *RDÉE Canada* and the *Commission nationale des parents francophones (CNPF)* on a national strategy.



MEETINGS ABOUT YOUTH AND THE ECONOMY AND SUSTAINABLE DEVELOPMENT

November 19-21, 2019 : Meeting in Vancouver of *RDÉE Canada's Working Group on Youth and the Economy* and the *Working Group on Sustainable Development* to discuss various projects and to learn about the issues facing young people and small and medium-sized businesses.

Discussions of possible collaborations between the two groups and joint visits from the *Conseil jeunesse francophone de la Colombie-Britannique* and to the *EcoNova Albor Pacific* project, a youth-led environmental education program.

ABC LIFE LITERACY

February 25, 2020 : Participation in the launch of *Activate Learning*, a new program offered by *ABC Life Literacy*, a non-profit organization that aims to strengthen organizations that promote adult learning.

Activate Learning offers free materials and workshops to adult learners on essential and employability skills, as well as health and financial literacy. The program is uniquely tailored to the needs of Newfoundland and Labrador residents.



October 2019 : Project management training at the Gardiner Center for the entire RDÉE TNL team.

ABOUT US



BOARD OF DIRECTORS

Michael Clair, *President*
Gabriel Brodeur, *Vice-President*
Sophie Thibodeau, *Treasurer*
Cyr Couturier, *Secretary*
Florian Villaumé, *Administrator*
Samuel Nkott, *Administrator*
Jeffrey Young, *Administrator*
Paul Doucet, *Administrator*
Dwight Cornect, *Administrator*

EMPLOYEES

Diego Toledo, *Executive Director*
France J. Bélanger, *Administrative Assistant*
Eric Tremblay, *Communications Coordinator*
Aurore Lambert, *Tourism Development Officer*
Mustapha Fezoui, *Economic Development Officer, Labrador*
Wendy Brake, *Economic Development Officer, Western Region*
Samir Jaouadi, *Economic Development Officer, Eastern Region*
Régis Guyot, *Economic Immigration Officer*

CONTRACT STAFF

Alyson Judd, *Economic Development Assistant*
Marilynn Guay Racicot, *Tourism Development Assistant*

VISION

The economic progress of Francophones in Newfoundland and Labrador.

MISSION

Using French as a lever for economic development.

ADDED VALUE

RDÉE TNL imagines and supports initiatives to vitalize the economic development of Francophones in Newfoundland and Labrador.

FUNDING AGENCIES

Funded by the Government of Canada
Financé par le gouvernement du Canada



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



Secrétariat aux
relations canadiennes



PARTNERSHIPS





RDÉE
TNL

Canada 