

Dialogue Day with the English Linguistic Minority Community of Quebec

November 3 – 4, 2016

Le Nouvel Hotel and Spa, 1740, René-Levesque Boul. West, Montreal

Report

Background

Innovation, Science and Economic Development (ISED) organizes consultations with the Official Languages Minority Communities (OLMCs) every two years as part of ISED's Economic Development Initiative (EDI). These consultations, also known as Dialogue Days, are organized in collaboration with the Regional Development Agencies.

This year ISED organized two consultations, one in Ottawa October 27-28, 2016 with the French language minority communities outside of Quebec and one in Montreal Nov 3-4, 2016 with English Linguistic Minority Communities of Quebec. ISED worked with the ISED Design Lab and other federal departments including Agriculture and Agri-Food Canada (AAFC), Employment and Social Development Canada (ESDC) and Canada Revenue Agency (CRA) to design and facilitate a consultation that would allow participants to identify key barriers and strategic opportunities for economic development in OLMCs. Dialogue Days also provided the opportunity to share information and collect feedback on the respective federal departments' programs and services, including the AAFC's draft strategic framework and ESDC's Enabling Fund for OLMCs. These interactions were intended to reinforce relationships among OLMCs and federal institutions. The outcomes of the consultations are being used to support federal institutions to develop Canada's new multi-year action plan for official languages.



In Ottawa, over fifty representatives from the OLMC's outside of Quebec and stakeholders in federal institutions participated in the consultation. The consultation in Montreal involved more than forty representatives and stakeholders (see list of Montreal participants in Appendix 1). A separate report in French summarizes the results of the consultations in Ottawa with the OLMCs outside of Quebec. AAFC and ESDC have also produced separate reports on the consultations they led. The present report summarizes the results from the Montreal session, with a focus on the first day organized by ISED. All of the reports are available with ISED upon request.

Objectives

- Identify key challenges and strategic opportunities for economic development in OLMCs.
- Reinforce relationships among OLMC stakeholders and federal institutions.

Overview of the Agenda

The agenda started with a series of short presentations from stakeholders, including opening remarks from federal institutions and success stories from OLMC stakeholders. This was followed by small working group organized around thematic areas negotiated in advance among OLMCs and federal institutions. The themes were: i) tourism; ii) entrepreneurship; iii) promotion of bilingualism; iv) youth and; v) immigration. These themes reflect important areas of work by OLMCs and their representative organizations, as well as sector and population priorities for the current Official Languages Roadmap.

At each thematic table participants shared examples of current organizational activities related to the theme and associated challenges. Participants then selected key challenges for further discussion and developed strategies for overcoming these challenge. The strategies were shared among the various thematic groups and improvements were made in light of feedback.

Each thematic group then matched the challenges and strategies they had prioritized to the ISED Innovation Agenda. This agenda reflects the current priorities of the Government of Canada with respect to programming for economic development. By flagging potential linkages between the needs expressed in the challenges and strategies on the one hand and the program funding opportunities emerging through the Innovation Agenda on the other, participants were able to clearly articulate the common ground. The day ended with a group assessment of the potential contribution of each set of thematic strategies to overcoming the associated thematic challenges, and the feasibility of implementing the strategies through programs associated with the Innovation Agenda.

Opening Remarks

Julie Insley, Executive Director, Strategic Policy Sector, Innovation, Science and Economic Development – Quebec Region welcomed participants and highlighted the importance of the Dialogue Day as an essential tool to facilitate exchange of ideas on issues and opportunities related to economic development in the OLMCs and to share knowledge of Federal departments programs and services with the Official Languages Minority Communities. She highlighted that this year the event coincided with the launch of the federal government's Inclusive and Innovation Agenda, a policy that provides an opportunity to support OLMC economic development initiatives, leverage resources and partnerships.

Representatives from the Canada Economic Development for Quebec Region, and the Anglophone Follow-up Committee provided highlights on the OLMCs.

Following the opening remarks, presentations were made by Federal representatives and OLMCs to share information on opportunities and issues affecting the economic development of the OLMCs.

a) Innovation, Science and Economic Development Canada

Linda Garand, A/Manager / Strategic Policy Sector, Report Innovation, Science and Economic Development (ISED), provided an update on the “Economic Development Initiative Mid-Term Review”.

b) Canada Economic Development for Quebec Regions

Mark Burbidge, Director, Policy and Programs Directorate and Yves Lavoie, Senior Advisor, Business Development and Infrastructure, provided an overview of the CED intervention in the Economic Development Initiative (EDI) and input of Anglophone economic development organizations into CED's 2016 *"Economic Development Initiative's in Quebec"* Engagement Strategy.

c) Employment and Social Development Canada (ESDC)

Denise Gareau, Director Horizontal Initiatives, Planning and Enabling Fund for Official Language Minority Communities, *"Economic Action Network"*, presented the approaches to operating the new economic network. She highlighted that the goal of this initiative is to support the creation of successful and innovative companies owned and managed by

OLMCs. This also encourages the development of a skilled and active workforce in the communities.

d) Agriculture and Agri-Food Canada (AAFC)

Katherine MacDonald, Executive Director, Cross-Sectoral Issues, Agriculture and Agri-Food Canada (AAFC), presented AAFC's *"Developing the Next Federal-Provincial-Territorial Agricultural Policy Framework"*. The presentation highlighted that consultations are currently underway with various partners across the country to develop the next strategic framework for agriculture. She invited all participants to participate in the discussions scheduled the next day.

e) Canada Revenue Agency (CRA)

Melissa-Marie Cormier, Senior Analyst made presentation on *"Community Volunteer Income Tax Program (CVITP)"*, provided highlights on the role of this program as a tool to support community organizations and volunteers, provide free tax software and computers to eligible community organizations, promote tax preparation clinics on the CRA website for indigenous peoples, modest-income families, persons with disabilities, newcomer to Canada, seniors and youth.

OLMC Success Stories / Best Practices - Presentations

a) Youth Employment Services (YES)

Mario Clarke, Director, Entrepreneurship Program, presented the initiative *"Supporting Women in Business and in the STEM (Science, Technology, Engineering, and Mathematics) Sector"*. This initiative supports women entrepreneurs to start or grow their businesses, provides the resources they need to succeed. The main goal of this program is to support and encourage more women to explore careers and start-up opportunities in the fields of technology, create a mentorship model that STEM companies can implement to help advance their female staff and build a strong company.

b) Community Economic Development and Employability Corporation (CEDEC)

Allen Richards, Provincial Development Officer presentation on the *"Tourism and Economic Growth"* provided highlights on various tourism activities including the Tourism Intelligence Network, Local Development (Grosse-Ile, Lower North Shore Ad Hoc Committee) and expanding new markets in collaboration with Destination Canada and Tourism Quebec (Economusée) and supporting workforce development.

c) Voice of English-speaking Québec (VEQ)

Brigitte Wellens, Executive Director, presentation on the *VEQ Newcomers Program: Attracting and Integrating immigrants and migrants in an Official Language Minority Context As An Economic Development Tool*. She identified the various challenges of newcomers to the region, underlined the importance of newcomers to the region and identified the tools and services available to support newcomers adjust to life in the Greater Quebec City region.

d) Committee For Anglophone Social Action (CASA)

Cathy Brown, Executive Director, presentation on "*COMPASS Guiding Young Gaspésie's*", introduced this project as one of their initiatives that aims to mobilize and support English-speaking youth so that they may recognize the Gaspésie as a place of opportunity and become attracted to remain in or return to their region. A major focus was the delivery of coherent and relevant programming that aims to encourage English youth to explore their identity as Gaspésien while becoming familiar with the job market, educational opportunities that their region could offer them with the support of their school and community.

- e) Kimberly Buffitt, Director of Programs, Coasters' Association, Lower North Shore "Bio-Products Cooperative" in collaboration with local, regional, provincial and national stakeholders will develop a plan for Lower North Shore Research Centre Business innovation /incubation Centre, supporting current trends in green industry bio-development with the intent on increasing the capacity of its business and entrepreneurs capabilities to be competitive in the market place.

Overview

The discussions were organized around five thematic areas reflecting key opportunities for economic development in OLMCs and programming areas in the current Official Languages Roadmap. The themes were:

- Tourism in OLMCs: Tourism products link many businesses including transportation services, accommodations, food and beverage services, recreation, entertainment, travel services and attractions such as nature, history and culture. OLMC's offer an additional linguistic dimension to attractions which draw visitors from across Canada and around the world.
- Small and Medium Enterprises and Start-Ups: Fostering activities that support SME and Start-Up creation and development, including initiatives to improve business productivity, expand reach into new markets, incubate start-ups, facilitate access to capital, foster investment and employment, and accelerate and support industry collaboration. There is some overlap between the tourism theme and the SME/start-up theme as tourism businesses are often SMEs. The tourism table focused sharply on challenges specific to the sector, while the SME table addressed the challenges that apply to SMEs and start-up in a number of sectors.
- Promotion of Bilingualism: Promote services in both languages across Canada. Support for businesses and stakeholder groups at the regional, territorial or pan-territorial levels, to develop and implement common positions and strategies to promote bilingualism.



- Youth: Retention of youth (including early childhood development) in OLMCs can be a challenge in a knowledge-based economy with high levels of labour mobility.
- Immigration: Immigration provides a unique opportunity to engage newcomers in the economic development of OLMCs through the infusion of new ideas and development of dialogue across cultures.

Session 1: Activities, challenges, strategies

Small groups were formed around the five thematic area where community participants in each group described key activity of their respective organization related to the thematic area and identified the challenges they face.

Session 2: Sharing among groups

Participants circulated to other groups, provided feedback that helped to add and or refine the strategies. Groups were encouraged to “steal good ideas” from other tables, leading to some repetition of strategies from one theme to the other. In some cases overlap between more than one innovation agenda priorities was noted.

Session 3: Revisions and mapping onto the Innovation Agenda

The challenges specific to the themes were discussed and strategies were identified to overcome them. The groups discussed and mapped the selected key strategies in light of the Inclusive Innovation Agenda outlined by Anne-Marie McInnis, A/Director, Strategic Policy Sector, Innovation, Science and Economic Development and focused on:

1. **People:** Diversity in the workforce; support STEM: Prepare Canadians for the jobs of tomorrow, attract global talent.
2. **Emerging technologies and Science:** Grow innovation networks and clusters; link research institutions to opportunities, develop clean technology and harness digital technologies.
3. **Grow companies and Clean Growth:** Capital, mentorship, digital adoption, Government as a customer- procurement, streamline government programs, facilitate flexible and nimble regulations

Session 4: Assessing and further improvements to strategies

Participants assessed the key strategies on criteria of impact and feasibility by placing their vote in the appropriate location on a floor graph representing four quadrants:

- High impact + high feasibility;
- High impact + low feasibility;
- Low impact + high feasibility;
- Low impact + low feasibility.



Groups discussed the result of the rating, explored options on how to increase impacts and improve the feasibility of strategies.

The session concluded with a general assessment of the potential feasibility of all thematic strategies.

A summary of the evaluation of the Dialogue Day as well as the general observations surrounding the consultation are given in Appendices 4 and 5.

The following tables identify the challenges and strategies associated with each theme, and the area of the innovation agenda they are closely related to. Although the details of the discussions are not fully reflected in the report, the tables provide a basis for further planning and ongoing discussions with stakeholders towards the development of Canada's new multi-year action plan for Official Languages.

Dialogue Day – English Session – Novembre 3, 2016

Table 1 – TOURISM IN OLMC’S

Innovation Agenda Goal			
	People	Emerging technologies and Science	Grow companies and clean growth
S t r a t e g i e s	<ul style="list-style-type: none"> - Promote careers in tourism within OLMCs, along with potential opportunities for career progression. - Build partnerships with institutions working with OLMCs to develop relevant and accessible skill development opportunities - Build in heritage in the education system - Work integrated learning, flexible criteria, curriculum and adaptation - Improve access to resources to help build capacities in regions - Build partnerships with institutions working with OLMCs to develop relevant and accessible skill development opportunities. - Create long term outreach program to build awareness - Promote bilingualism as an economic asset in the tourism industry - Foster accessible skill development opportunities - Engage with sector councils (e.g., tools, training, foreign credential recognition) - Provide business management skills training for tourism operators - Build bilingual capacity through partnerships between educational institutions, private sector – mentorship province - Create and promote tourism careers and potential opportunities 	<ul style="list-style-type: none"> - Create/enhance partnership approaches to develop higher quality product experiences “Cluster approach” - Post-secondary programs for regions i.e. research topics applicable to the region / applied research - Support start-ups business incubators accelerators, business plans - Adapt/develop strategies /products to trends (market intelligence) - Make marketing of products accessible, revamp marketing supports - Use social media to promote products - Create viral marketing campaigns - Go beyond traditional marketing channels (social media, viral tools) - Offer business coaching by video conference, online 	<ul style="list-style-type: none"> - Build and use market intelligence to adopt strategies to trends and needs. - Invest in OLMC tourism - Fund a national brand and marketing strategy for OLMC tourism as a complement to Canada’s existing tourism offer - Support the development of high quality tourism products and experiences for cultural tourists who tend to stay longer and spend more during their stay - Stimulate interprovincial trade in tourism between Quebec and other provinces

Table 1 – TOURISM IN OLMC’S

Challenge 2: Product development. *Weak development of distinct OLMC tourism products undermines access to capital.*

Innovation Agenda Goal			
	People	Emerging technologies and Science	Grow companies and clean growth
S t r a t e g i e s	<ul style="list-style-type: none"> - Implement more flexible programs by allowing access to business coaching by video conference, phone etc. - Explore hybrid on-site visits e.g., YES regional program - Increase government collaboration for joint funding initiatives – break silos - Build evaluation strategy around mechanisms for the economic development roadmap - Create subsidies to make tourism products of isolated regions more accessible (tax break) - Create viral marketing campaigns - Go beyond traditional marketing channels (social media, virtual tools etc., - Marketing - Continuous improvement and integrating best practices 	<ul style="list-style-type: none"> - Partnerships with post-secondary education institutions to offset operational cost and provide internship opportunities - Use social media to promote products 	<ul style="list-style-type: none"> - Support start up business incubators/accelerators (business plan) - Adopt development strategies/products to trends (market intelligences) - Make marketing of products accessible to small businesses, revamp marketing supports

Table 2 – ENTREPRENEURSHIP (SME / ACCELERATORS / INCUBATORS) IN OLMC

Challenge 1: *Engaging and mobilizing OLMC communities and individuals to be entrepreneurial, when many provincial services are only in French.*

	Innovation Agenda Goal		
	People	Emerging technologies and Science	Grow companies and clean growth
S t r a t e g i e s	<ul style="list-style-type: none"> - Develop communication plan that will share relevant valuable info to facilitate mobilizing OLMCs into entrepreneurial growth - Better, greater communication by providing examples in English from other areas - Support business succession in rural areas - Active involvement in community volunteering (boards, tables) - Soft skills (networking, leadership team work), tap into existing networks - Use traditional media, social media 24/7 - Multi-channel approach to tap into existing networks - Word of mouth through partnerships - Ambassador program (referral) - Relevant targeted information tailored to clients' needs - Key messages at national provincial scale, with different levels of content - Develop specialized communication to keep in touch with clients (facilitate monitoring, follow-up) - Promote entrepreneurship as 2nd career – after retirement - Opportunities for events for youth to be leaders, support youth to create their own youth led 		<ul style="list-style-type: none"> - Apply OLMC lens to foster smaller communities suitability and vitality and explore innovative tools to enable growth - Modeling sharing (success) - Business succession - Ecosystem business development - Break down myths by showing successful examples in rural areas - Conduct, revise, share community strategic planning exercises around entrepreneurship - Offer English language entrepreneurship resources and services - Marketing support

	initiatives with a variety of supports <ul style="list-style-type: none"> - Integrate English speaking communities to Franco business development (equivalent programs coop) - Start with children, design specialized services to support businesses in new economy - Target and adapt programs for underrepresented population groups - Get youth involved in cultural exchanges to promote bilingualism - English equivalent programs (coop) 		
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Challenge 2: *Loss of critical mass (demographic – Isolation/Distance) in OLMCs requires hands-on attention to entrepreneurs’ needs and ways to keep up with specialized services (new tech, business continuum).*

Innovation Agenda Goal			
	People	Emerging technologies and Science	Grow companies and clean growth
S t r a t e g i e s	<ul style="list-style-type: none"> - Change the narrative attitude (ecosystem) - Consider other aspects than just demographics for investment (such as immigration programs) - Complementary programs to achieve complementary benefits, will lead to greater impact - Alternative funding solutions (social fiancé) - Diversity investments for SMEs enterprising NFPs 	<ul style="list-style-type: none"> - Seek innovation (using new tech to support businesses) - Build local economy around 2-3 clusters 	<ul style="list-style-type: none"> - Create incentives programs that mitigate risk taking to encourage/promote innovation (such as loan guarantees) - Balance opportunity-based investments and needs—based identify potential high growth business - Integrate to new economy market - Prepare business succession services

Challenge 3: *Connecting appropriate required talent to businesses entering market in non-urban/rural areas. Related interprovincial-economic barriers*

Innovation Agenda Goal			
	People	Emerging technologies and Science	Grow companies and clean growth
S t r a t e g i e s	<ul style="list-style-type: none"> - Ease or eliminate inter-provincial trade barriers - Improve the recognition of professional qualifications to ease mobility for bilingual workers - Capitalize on the linguistic, economic and community capacities and assets to remain competitive and sustainable (Bilingualism) - Promote entrepreneurship to youth via presentations in schools - Mentorship – Réseau M example – For EN entrepreneurs to raise awareness of OLMCs, engage them, share with FR SMEs to develop in EN communities (even outside QC) - Promote OLMC entrepreneur exchanges 	<ul style="list-style-type: none"> - Leverage provincial entrepreneurship services: creation, SMEs - Build and use market intelligence to adapt strategies to trends and needs - Invest in high growth businesses - Create a capital fund to invest in high growth potential businesses in OLMCs, (this fund should be community managed and self-sustaining with an initial investment from the Government) 	<ul style="list-style-type: none"> - Stimulate interprovincial trade - Fund intermediary organizations to assist OLMC-based business to recognize the commercial potential of markets in the rest of Canada and deliver programs and services aimed at helping them reach their markets - Promote business opportunities in OLMCs to SMEs and entrepreneurs across Canada and deliver business services to help access markets across Canada - Business Services Growth wheel - Provide support to entrepreneurs through use of the growth wheel business analysis tool - Target growth business start-ups and pre-start-ups - Business services mentorship

Table 3 – PROMOTION OF BILINGUALISM

Challenge 1: Lack of awareness of the economic value of bilingualism

Innovation Agenda Goals			
	People	Emerging technologies and Science	Grow companies and clean growth
S t r a t e g i c	<ul style="list-style-type: none"> - Create OLMC trade missions - Linguistic mentoring (merge internships, exchange and mentoring) - Find the networking opportunities (circles) to break into business. - Some contradictions – Mentorship activities exist, but employers are fighting to offer EN services - French Training is offered to new immigrants, but this is not the case for migrants (from other P/Ts). - Workforce language skills - Leaving regions because of a lack of French skills and unable to return to region without French. - Regrouping communities and organizations in order to offer services to a mass i.g. summer camps, day cares - On the job upskilling of languages in small business and NCG NFP - Extracurricular exchanges for students and parents - Language immersion internships - Small communities have limited number of people and training offered need a fixed number of participants, critical mass issue - Not always able to reach that minimum number of participants - Capitalize on the linguistic, economic and community capacities and assets to remain competitive and sustainable - Raise awareness of economic value of bilingualism - Acknowledge language proficiency as job skill are 	<ul style="list-style-type: none"> - Encourage business to work local but go global - Use technology and assistance learning for language courses and practice (apps / Skype, VCN) - Federal programs need to provide opportunities to use language learning in high school - Using technologies, distance learning - Anything we need to learn from QC cultural industry model? - Need to underline the added value of more \$ to be made...instead of an obligation, see this as opportunities (this was missing in the Roadmap) 	<ul style="list-style-type: none"> - Promote bilingualism as an economic driver (with SMEs, entrepreneurs, businesses, educational institutions) - Market the benefits of bilingualism including financial, cultural and heritage - Challenge: Having a ‘real’ bilingual community - Encourage and helping businesses to improve services - Outreach, have a roadshow, promote an OLMC trade show and mission - One example was underlined: Fairmount Hotels and Commissioner of OL and Canadian Parents for FR - Getting employees to learn on the job by working in QC - (Charlevoix)...why not work with Tim Horton’s? Canadian Tire? The return is having employees develop a higher fluency on both official languages - Summer camps

	<p>not identity</p> <ul style="list-style-type: none"> - Importance of 3rd grade reading levels (literacy programs) - Support a significant campaign within the OLMCs to retain talented, educated bilingual post-secondary graduates - Connect mentees in isolated areas to appropriate mentors - Work with the Government of QC because it is deeply linked with Quebec business community (FR) - Courses can be offered when working with many institutions (CLD and other institutions – linguistic exchanges between - Communities (one week working in one language, the next in the second language) - Regrouping communities (not just students, but get parents) - What can be done? Example of In Business Together was underlined. Strategy being that we should not to wait for people to participate but need to outreach, have a roadshow, promote an OLMC trade show and mission - Mentorship – Réseau M example – For EN entrepreneurs to raise awareness of OLMCs, engage them, share with FR SMEs to develop in EN communities (even outside QC) - Promote an OLMC entrepreneur exchanges 		<ul style="list-style-type: none"> - Daycare for OLMC - Incentives – easy for large businesses but not for SMEs (don't even have HR units) - Need guidance to make it work - Regions are different (Example given on trade mission...they cost a lot more when participating for rural areas) - Programs are for urban settings and not always well adapted to rural participants - Community and Government are pretty much on the same page about markets.
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Challenge 2 : Sensitization of government/SMCs etc. regarding access to info/services. The issue is not about SENSIBILIZE that OLMC exist, but how to better work with OLMCs.

Innovation Agenda Goals			
	People	Emerging technologies and Science	Grow companies and clean growth
S t r a t e g i e s	<ul style="list-style-type: none"> - OLMC trade missions (NGO, Twinning, economic) - Bilingual students working with government, “Coop”, NGO - Student employment program/coop - Incentive program for employers - Mentorship services – matching English and French enterprises/SME - Anglophone network can assist QC based French SMEs to out of Quebec and vice Versa to raise economic value of bilingualism - OLMC entrepreneur exchanges - Signature promotion of the cultural benefits of both OLMCs - Company outgrows ability to relating to “official languages workplace” - Inclusion of unilingual persons in an OLMC across country/provinces - Portrait of OLMCs with better data (qualitative data) SES Crop survey, baseline data non existent - Quebec recognition that English speaking community exists (offer services) 		<ul style="list-style-type: none"> - In QC, defensive reaction (Gov. of QC) when promoting economic development for English community - Documentation not always available in English - Only 1% of QC’s public service speaks EN

Table 4 – YOUTH

Challenge 1: Employment, Business and Training Support weak: Lack of employment opportunities for youth, difficulties retaining and attracting youth to OLMCs. Educational opportunities undeveloped, and hard to get universities involved.

	Innovation Agenda Goals		
	People	Emerging technologies and Science	Grow companies and clean growth
S t r a t e g i e s	<ul style="list-style-type: none"> - Design programs around relevant employment opportunities – present and future - Tailor programs to 0-17, 18-25, 25-35 years old - Work collaboratively with existing youth programs e.g., Emploi Québec, Carrefour, - Relieve enterprise - Modify the current program mandate - Connecting partners to form a network to connect English speaking job seekers to explore looking bilingual employers - Access to innovation centres in Quebec (funding attached) - Promotion of entrepreneurship to English speaking youth as solution to English (primarily) skills and access to world market - Awareness of economic benefits of bilingualism and culture - Developing entrepreneurial skills at school (resources to do this). Getting youth to graduate high-school - Career counseling, internships 	<ul style="list-style-type: none"> - Provide access to innovation centres (\$, STEM) for English speaking communities - Leverage technology Communication skills (i.e. interactive communication) - Generate comprehensive labour market information - Invest in targeted data gathering and analysis, forecasting and modelling that match emerging employment opportunities with the future labour supply of workers in OLMCs - Modify programs and tailor them to needs and to the reality of the community - Remote learning opportunities 	<ul style="list-style-type: none"> - Develop entrepreneurship skills knowledge in schools including business succession opportunities - Post-secondary programs for regions (e.g. research topics applicable to the region/ applied research) - Business succession support (business continuity)

	<ul style="list-style-type: none"> - Learning initiatives - Create networks - Soft-skills, communication skills training 		
Innovation Agenda Goals			
	People	Emerging technologies and Science	Grow companies and clean growth
S t r a t e g i e s	<ul style="list-style-type: none"> - Adapting programs to community needs - Availability of distance learning - Language training (bilingual training). Improve written French (basic French skills). English youth leave and don't come back because they can't find jobs - Summer jobs, hands-on training - Training partnerships for immersion students - Develop more relevant programs. Exchange programs (e.g. Katimavik) - Leverage provincial entrepreneurship services: creation, SMEs. - Official Language training for youth in French businesses – maybe CO-OP internship for students, language immersion internships - On the job training can also be good for NGOs - Design programs around relevant employment opportunities - Developing funding around adaption education programs, college, Masters Degrees - Developing shorter and targeted programs. 		

Table 5 - IMMIGRATION

Challenge 1: Credential and professional experience recognition, legislative barrier at the provincial level

Innovation Agenda Goals			
	People	Emerging technologies and Science	Grow companies and clean growth
S t r a t e g i e s	<ul style="list-style-type: none"> - Create socio-cultural mentorship / match program (app for migrants and immigrants) - Provide free access to training courses (language, cultural competencies) - Work with employer associations/Labour unions, chamber of commerce (provincial, federal) to address barriers related to credential recognition - Provide/design incentives that reward employers to innovate in talent acquisition (tax credit to EI contributions, training) - Create a platform for sharing best practices (government org. is responsible) - Cultivate leadership at national level – oriented towards issue awareness - Link to Canada 150e - Incentive program for employers that helps upgrade skills of immigrant employee - Two stream program – target unemployed and employer sponsored - Provide education voucher based on points (gap training) - Develop a resource that helps employers understand accredited programs and professional experiences (may be by creating a new bureau? Machinery of government) - Support employers by providing free access to specialized training (language culture diversity) for employers and employees and also translation - Create a socio-cultural mentorship / matchmaking program (application) for migrants and immigrants - Use 150e to cultivate leadership and awareness towards diversity 	<ul style="list-style-type: none"> - Need strategy in regions to support professional association (e.g. McGill program, group training) 	<ul style="list-style-type: none"> - Work with employers / associations / labour unions / chambers of commerce / province / federal to address barriers related to credential recognition - Design incentives (with set targets) that reward employers to innovate in talent acquisition

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Challenge 2: *Lack of networks for newcomers makes it difficult to provide local references*

	Innovation Agenda Goals		
	People	Emerging technologies and Science	Grow companies and clean growth

<p style="text-align: center;">S t r a t e g i e s</p>	<ul style="list-style-type: none"> - Develop affirmative action referral program that encourage referring newcomers to employment agencies - Create mentorships between employers and employees, cross sector mentorship (buddy – informal) - Develop cultural competency/networks workshops for newcomers - Need to foster immigration to English regions - Connect newcomers to volunteer opportunities - Encourage local meet-ups and less formal socializing opportunities - Recognize that English speaking organizations are important bridge - Collaborate with resettlement organizations - Better connection with municipal governments - Community led program to retain eligible PSE grads - Visibility of ESL in municipal welcome packages - Need to consider empower ship – continuing education/training, - Soft skills on "How do we do things here?" - Need to change provincial ownership of selection process which privileges French speakers - Address language acquisition expectations/timelines - PPP (Alberta-Immigrant Access Fund- social enterprise (could this be scaled out across the country) 	<ul style="list-style-type: none"> - See McGill article on barriers 	<ul style="list-style-type: none"> - Address regulations and legislations (out of employers hands)
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Summary of evaluation from community participants

Evaluations of the session by participants from the community show that the discussions and exchange of ideas were positive.

Similarly, OLMC representatives expressed the same high level of satisfaction with the knowledge shared and issues raised.

“Interactive sessions came to clear outcomes”

Feedback from the federal institutions participating in the event indicates that all but a few were either very satisfied or satisfied with the level of understanding created through the process.

“Good dialogue and teamwork”

The concerns raised by three participants (2 federal and 1 OLMC) were that the discussion was at times too broad and that more time should have been dedicated to develop the strategies in greater detail.

“Great day – so many take-aways and knowledge”

Numerous participants noted the value of the workshop as a networking opportunity and appreciated how the differing realities of urban, rural and remote communities were brought into the foreground.

OLMC representatives applauded the effort to better ground federal initiatives in the realities and priorities of OLMCs, and expressed appreciation for shared information on federal programs.

OBSERVATIONS

We have reviewed the reports of the two consultations (English and French) and attempted to identify shared issues and differences between the two linguistic minority communities.

The following are general remarks that present the perceived realities of the two communities in certain areas.

- under appreciation of the **local** value of bilingualism (even if valued in the federal context),
- retaining bilingual youth in the community (attrition),
- the small and often declining size of the OLMC market,
- access to strategic resources needed for economic development in the language of their choice (especially those produced by provincial governments where many programs exist),
- poor connections to potential investors in the majority language community,
- developing quality tourism products that will attract people from afar (from the larger language market),
- failures to integrate new immigrants into the local minority language culture (adding further to the declining language populations)

Contrasts between the communities seem to be:

- While both language communities have pockets of isolated communities, isolation seems to be more of a problem for the English OLMCs than for the French OLMCs.
- The English OLMCs struggle with a stereotyping of their identity (rich Montrealers) while French OLMCs struggle to be noticed at all (invisible, even to themselves).
- The French OLMCs struggle with generally much smaller and more distant language markets (Europe) while English OLMCs have access to larger, closer but very similar language markets (US and large Canadian cities).

**Dialogue Day with the English Linguistic Minority Community of Quebec
November 3 - 4, 2016**

Le Nouvel Hotel and Spa, 1740, René-Levesque Boul. West, Montréal

AGENDA

Objectives of the day

- Identify key barriers and strategic opportunities for economic development in OLMCs.
- Reinforce relationships among OLMC stakeholders and federal institutions.

Proceedings:

NOVEMBER 3RD, 2016

8:00 – 8:45 **Arrival/Registration**

8:45 – 9:00 **Welcome and outline of the day**

- Facilitator

9:00 – 9:20 **Opening Remarks**

- Julie Insley, Executive Director, Strategic Policy Sector, Innovation, Science and Economic Development - Quebec Region
- Sonia Le Bris, Director General, Policy, Research and Programs Canada Economic Development for Quebec Regions (CEDQR)
- Sylvia Martin-Laforge, Director General, Quebec Community Groups Network (QCGN)
- John Buck, Executive Director, Community Economic Development and Employability Corporation (CEDEC)

9:20 – 10:00 **Economic Development**

- Linda Garand, A/Manager, Strategic Policy Sector, Innovation, Science and Economic Development
"Economic Development Initiative's Mid-Term Review"

- Mark Burbidge, Director, Policy and programs Directorate, and Yves Lavoie, Senior Advisor, Business Development and Infrastructure of Canada Economic Development for Quebec Regions
"Economic Development Initiative's in Quebec"
- Denise Gareau, Director Horizontal Initiatives, Planning and Enabling Fund for Official Language Minority Communities, Employment and Social Development Canada (ESDC)
"Economic Action Network"

9:20 – 10:00

Economic Development (continue)

- Katherine MacDonald, Executive Director, Cross-Sectoral Issues Agriculture and Agri-Food Canada
"Developing the Next Federal-Provincial-Territorial Agricultural Policy Framework"
- Melissa-Marie Cormier, Senior Analyst Sect. 41, Revenue Canada Agency
"Community Volunteer Income Tax Program (CVITP)"

10:00 – 10:15

BREAK

10:15 – 11:15

Success Stories / Leading Practices

- Mario Clarke, Director, Entrepreneurship Program, Youth Employment Services (YES)
"Supporting Women in Business and in the STEM Sector"
- Allen Richards, Provincial Development Officer, CEDEC
"Tourism and Economic Growth"
- Brigitte Wellens, Executive Director, Voice of English-speaking Québec (VEQ)
"Newcomers program"
- Kimberly Buffit, Director of Programs, Coasters' Association, Lower North Shore
"Bio-Products Cooperative"
- Cathy Brown, Executive Director, Committee for Anglophone Social Action (CASA)
"COMPASS Guiding Young Gaspésiens"

11:15 – 12:00

Anne-Marie McInnis, A/Director, Strategic Policy Sector, Innovation, Science and Economic Development
"Overview of the new Inclusive Innovation Agenda"

Session 1 / Current and Improved Strategic Actions

12:00 – 13:00

LUNCH

13:00 – 13:30	Continue and finalize Session 1
13:30 – 15:00	Session 2 / Carrousel Sharing
15:00 – 15:15	BREAK
15:15 – 16:15	Session 3 / Priority setting <ul style="list-style-type: none">▪ Assess actions using contribution and feasibility tool and discuss key improvements to increase contribution and feasibility.▪ Quick polling of priorities.
16:15 – 16:30	Closing remarks and departure

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November 3 - 4, 2016

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