



THE AMBM GROUP: A SYNERGY SERVING FRANCOPHONE AND BILINGUAL ECONOMIC IMMIGRATION TO MANITOBA



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MINISTERS' MESSAGES

MESSAGE FROM THE MINISTER OF IMMIGRATION, REFUGEES AND CITIZENSHIP CANADA

Francophone immigration plays a crucial role in Canada's economic growth, in promoting the vitality of Francophone minority communities, and in meeting labour needs across the country.

The 2024-2026 Levels Plan includes annual targets for French-speaking permanent residents outside Quebec of 6% in 2024, 7% in 2025 and 8% in 2026. This translates into a target of 26,100 new French-speaking permanent residents outside Quebec in 2024, 31,500 in 2025 and 36,000 in 2026.

The target of 4.4% admissions of French-speaking residents outside Quebec was exceeded last December, and reached approximately 4.7% from January to December 2023. In 2023, more than 19,600 French-speaking immigrants settled in one of the Francophone communities outside Quebec.

The Policy on Francophone Immigration (the Policy), launched on January 16, 2024, includes among its action areas the development of annual admission targets for French-speaking permanent residents outside Quebec, integrated into the Multi-Year Immigration Levels Plan. The aim is to gradually increase admissions over the long term.

In the fall of 2024, the Rural Immigration Pilot Program and the Francophone Communities Immigration Pilot Program will be launched. These programs are designed to address labour shortages in small and medium-sized communities, enabling them to attract and retain newcomers for priority jobs.

IRCC will continue to work with Francophone communities and organizations such as the AMBM Group to strengthen this initiative so that French-



**THE HONOURABLE MARC MILLER, M.P.,
MINISTER OF IMMIGRATION, REFUGEES
AND CITIZENSHIP CANADA**

photo : Courtesy of IRCC

speaking newcomers to Canada receive the support and services they need in French.

MESSAGE FROM MANITOBA'S MINISTER OF LABOUR AND IMMIGRATION

The Manitoba government remains steadfast in its support of the development of the French language and Francophone culture in our province and is proud to recognize the founding role of the Francophone community in our province.

We note with optimism the steady growth of Francophone and bilingual immigration to Manitoba and will continue to work with our community partners and the federal government to ensure that the Francophone community flourishes in our province's bilingual municipalities.

Having more Manitobans who are fluent in both official languages brings a solid advantage for businesses, especially those who trade with other Canadian jurisdictions or abroad.

The Manitoba government remains enthusiastic about continuing to work with our community partners in Manitoba in helping to achieve the common goal

of seeing *la Francophonie* flourish in our province.

Indeed, part of the success of the Manitoba Provincial Nominee Program (MPNP) is due to continued collaboration with Manitoba's Francophone community organizations, and we remain committed to working collaboratively with all Francophone stakeholders throughout the province to address identified economic immigration and settlement needs.

These stakeholders include the three organizations that make up the AMBM Group: the Association of Manitoba Bilingual Municipalities (AMBM), the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) and Eco-West Canada (EWC). We congratulate them on their leadership in Francophone and bilingual economic immigration, particularly for the creation and implementation of the *Strategy to Support Economic Immigration in Manitoba's Bilingual Municipalities*.



**THE HONOURABLE MALAYA MARCELINO,
MANITOBA MINISTER
OF LABOUR AND IMMIGRATION**

photo : Courtesy of Manitoba Minister of Labour and Immigration

We are also proud of the results achieved under the formal partnership with CDEM, which is successfully leading the coordination of the *Invitation au Manitoba* Francophone strategic sub-component of the MPNP.

MESSAGE FROM THE ASSOCIATION OF MANITOBA BILINGUAL MUNICIPALITIES (AMBM)



IVAN NORMANDEAU
AMBM PRESIDENT
REEVE OF THE RURAL
MUNICIPALITY OF LA BROQUERIE

photos: AMBM



JUSTIN JOHNSON
AMBM CHIEF EXECUTIVE
OFFICER

It's no secret that Manitoba has been a multicultural society since the days of its first inhabitants, the Indigenous peoples. Our Manitoba was built on immigration. When we look around us, we think of Riel's great dream for Manitoba: a society of great diversity where people live together in harmony. Where everyone is free to express and celebrate their cultural heritage.

Every year, Winnipeg is a destination of choice for thousands of immigrants from all over the world. Sincere congratulations on our capital city's achievements!

At the same time, a growing number of newcomers are discovering the quality of life offered by our bilingual rural municipalities and choosing to settle there with their families.

In rural Manitoba, as elsewhere in the province, our values of hospitality, sharing and community are very strong. It's important for us to welcome and build relationships with these newcomers who choose to settle here. Because cultural diversity makes our rural communities even stronger and more open to the world.

Municipalities play a leading role in Francophone and bilingual economic immigration to the AMBM territory. They welcome immigrants full of hopes, dreams and aspirations. By helping them to flourish, they create prosperity for their entire population. But to play their role effectively, these municipalities have to be ready to welcome.

As the order of government closest to the people, our members play a central role in ensuring harmonious coexistence at the local level. They also create the winning conditions

to ensure quality of life and make themselves attractive to prospective newcomers. This includes key infrastructure to ensure access to affordable housing, sustainable transportation solutions and adequate, versatile sports and leisure facilities.

As you will see from reading this magazine, our members are privileged to be able to count on the striking force of the AMBM Group in economic immigration. Together, the AMBM, the CDEM and EWC offer concrete, practical solutions to help rural bilingual municipalities succeed with immigration.

Working with a wide variety of community and government partners, the AMBM Group and its member municipalities are proud to play an active role in the continuum of Francophone and bilingual immigration services in Manitoba. Because together, we can go far.

MESSAGE FROM THE ECONOMIC DEVELOPMENT COUNCIL FOR MANITOBA BILINGUAL MUNICIPALITIES (CDEM)



photos: CDEM

GAB-RIEL "PIT" TURENNE
CDEM PRESIDENT

Through the striking force of the AMBM Group, the Economic Development Council for Manitoba Bilingual Municipalities (*Conseil de développement économique des municipalités bilingues du Manitoba*, or CDEM) is the economic engine that creates, develops and deploys a multitude of economic immigration initiatives, by being on the ground and responding and adapting to the needs of bilingual communities.

Working in close collaboration with key players in Manitoba's immigration continuum, such as *Accueil francophone*, the CDEM's experienced team is actively involved in economic immigration and employability to support newcomers in their immigration process and job search, thus responding directly to the shortage of skilled labour in bilingual municipalities.

The CDEM's innovative initiatives, such as the *Destination Manitoba* pilot project in Côte d'Ivoire and Cameroon, are already showing signi-

MADELEINE ARBEZ
CDEM EXECUTIVE DIRECTOR

ficant results in the field of economic immigration, and that is just the beginning!

This economic immigration is a win-win solution for all members of bilingual communities, helping to diversify the skilled workforce, meet demographic challenges, stimulate the local economy, support community vitality and, above all, enrich cultural diversity. By investing in targeted Francophone economic immigration of bilingual talent, we not only strengthen the local economy, but also the vitality of Manitoba's Francophonie.

The CDEM's contribution is also the story of this Moroccan teacher, who arrived in the community of Saint-Lazare, located in the Rural Municipality of Ellice-Archie, through the Francophone Mobility process, thanks to the assistance of CDEM Employability and Economic immigration. He now works for École Saint-Lazare (DSFM) and is fitting in perfectly. He has been able to begin his procedure to become a perma-

nent resident, again with the caring assistance of CDEM Immigration.

Thanks to our actions at the heart of municipalities, the CDEM's programs meet the needs of communities by creating a more diverse, stronger and inclusive Francophonie that supports community economic development in Manitoba. In collaboration with the AMBM and Eco-West Canada teams, the CDEM continues to work hard on the ground to ensure a prosperous and dynamic future for all bilingual communities, where there is a space for everyone.

Created by the AMBM in 1996, the CDEM, catalyst for community economic development in Manitoba's bilingual municipalities, is proud to continue to develop, celebrate and promote our beautiful Francophone culture by ensuring a strong economic foundation in our bilingual municipalities that will create prosperous communities for the development of all.

MESSAGE FROM ECO-WEST CANADA (EWC)



photo: AMBM

IVAN NORMANDEAU
EWC PRESIDENT

We are very proud of the unique expertise developed by the Eco-West Canada (EWC) team within the AMBM Group over more than 15 years.

A not-for-profit organization with a national scope, EWC was created by Manitoba's bilingual municipalities for small and medium-sized Canadian municipalities looking for support in making their energy transition a success.

EWC's expertise and pragmatic approach ensure that municipal leaders achieve measurable results in terms of energy transition and progress towards the carbon neutrality target, in addition to creating multiple leveraging effects for the funding of key related infrastructure.



photo: Eco-West

DANY ROBIDOUX
EWC EXECUTIVE DIRECTOR

We also apply a sustainable development lens to the determining factors of successful economic immigration to the region.

In concrete terms, we enable municipalities to plan, create and implement infrastructure projects that meet both their objectives and the environmental criteria of public funding bodies. Whether it's the creation of affordable housing, municipal infrastructure for new construction, sports and leisure facilities or regional and inter-regional mobility strategies, we're there when it counts, drawing on best practices from across Canada.

Because all these infrastructure projects have a direct effect on the attractiveness of these communities

and their ability to create a quality of life that will appeal to and retain newcomers, where they will be proud and happy to live.

Of course, not everything is in place to achieve carbon neutrality in our bilingual communities. Much remains to be done. We believe that the gradual arrival of newcomers to Manitoba's bilingual municipalities will facilitate this transition. With their experience, environmental awareness, knowledge and willingness to participate in our communities, newcomers will be part of the solution to the challenges of housing, transportation and infrastructure renewal.

Ecology is everyone's business. Ecology is long-term economics.



Created in 1995, the Association of Manitoba Bilingual Municipalities (AMBM) now has 16 member municipalities, including the City of Winnipeg and 15 local rural governments.

Justin Johnson, Chief Executive Officer: “Our role at the AMBM is to help our member municipalities take stock of their needs, unify this commitment to making our communities more welcoming and attractive, and facilitate linkages with the various orders of government to give voice and visibility to municipal issues and perspectives, all in the service of Official Language Minority Communities (OLMCs).

“Our members are the order of government closest to citizens and OLMCs. They are in the best position to understand the challenges and needs of the local population and entrepreneurs.”

By working together with its members, the AMBM supports them in creating the right conditions for successful economic immigration. ■

Created by the AMBM in 1996, the Economic Development Council of Manitoba Bilingual Municipalities (*Conseil de développement économique des municipalités bilingues du Manitoba*, or CDEM) is the driving force behind economic development in the AMBM’s bilingual member municipalities. The CDEM operates in five sectors: Employability and Immigration, Community Economic Development, Youth in the Economy, Tourism, and Business Services.

Madeleine Arbez, Executive Director: “The CDEM’s structure is unique in Canada. It is the only economic development organization in Canada’s Francophonie that was created by bilingual municipal governments to deliver programs and services in support of their priorities and objectives. The mission of our five sectors, which address different markets, is to help implement the key economic development strategies identified by the AMBM, in response to the priorities and objectives of its 16 member municipalities.” ■

Eco-West Canada (EWC) was created in 2008, first as a CDEM project, then as an independent non-profit organization in 2017. It then became the third entity of the AMBM Group.

Its mandate is to promote the sustainable economic development of Canada’s rural municipalities through the planning and implementation of green economy infrastructure. EWC works on issues such as energy efficiency, sustainable housing, transportation, wastewater and waste management, and the circular economy.

Dany Robidoux, Executive Director: “Our main focus is on the transition to a carbon-neutral economy, in line with federal and provincial objectives. We ensure that municipalities are able to access the funding they need to make this transition, by working with them to develop plans and feasibility studies, or by supporting the implementation of these projects.” ■

THE AMBM GROUP'S STRENGTH IN ACTION



These three organizations are dedicated to the development of Manitoba's bilingual municipalities, and have chosen to work hand in hand and combine their complementary knowledge, expertise and experience, to strike even harder and further for the benefit of the bilingual communities they represent.

The **AMBM** is the political representative organization for Manitoba's bilingual municipalities.

It is the governing body. Together with its members, it defines priorities and develops strategies, including the *2022-2025 Strategy to Support Economic Immigration in Manitoba's Bilingual Municipalities*. Above all, it works in collaboration with elected representatives and chief administrative officers.

Although the majority of the AMBM's 16 member municipalities have a predominantly English-speaking population, they have voluntarily committed to offering services in both official languages to recognize and honour the added value of the French-speaking community present on their territory.

Thanks to its varied expertise, the **CDEM** puts these strategies into practice on the ground by developing various programs and services to support and promote the economic development of Manitoba's bilingual municipalities through its five sectors, applying a *rural* lens wherever possible.

It works primarily with municipal economic teams, including Economic Development Officers (EDOs) and Community Development Corporations (CDCs).

The CDEM plays an important role in the practical aspects of economic immigration. It is actively involved in the deployment of the *2022-2025 Strategy to Support Economic Immigration in Manitoba's Bilingual Municipalities*, notably as a preferred partner of the Manitoba government in the recruitment of French-speaking immigrants under the Manitoba Provincial Nominee Program. It also works to measure labour needs across the AMBM territory, and to connect employers and prospective immigrants. On the municipal side, the CDEM helps prepare municipalities to welcome newcomers, for instance by carrying out studies for the

construction of affordable housing in rural areas.

As for **EWC**, it helps municipalities find green and sustainable solutions to their identified needs, in line with provincial and federal objectives, particularly in terms of housing construction, transportation and basic infrastructure.

It supports municipalities in developing plans, carrying out feasibility studies, and finding funding to implement these vital projects. EWC's expertise addresses many of the determining factors for successful economic immigration within municipal jurisdictions, in terms of infrastructure development to ensure that Manitoba's bilingual municipalities are ready to welcome newcomers and offer them a quality living environment.

The AMBM Group is a unique model in Canada, particularly for Official Language Minority Communities (OLMCs). And it's a model that, thanks to the partners of each of its three members, is connected at municipal, national and international levels, adding undeniable power to its operational influence. ■

ECONOMIC IMMIGRATION, AN AMBM GROUP PRIORITY



Among the AMBM Group's many missions, the issue of economic immigration to AMBM member municipalities is now front and centre.



photo: Pop Comm

Justin Johnson, AMBM CEO: “In 2020, thanks to the support of Immigration, Refugees and Citizenship Canada (IRCC), at the request of our members, we took a closer look at the role and assets of Manitoba’s bilingual municipalities in terms of Francophone and bilingual economic immigration.

“Bilingual municipalities face many challenges in land use planning, economic development, mobility, connectivity, labour shortages, affordable housing and more. So they wanted to create the right conditions for attractive, prosperous communities that are great places to live at any age.”

The better prepared municipalities are to welcome and retain newcomers in the best possible conditions, the more they will have the workforce, the demand and the support of governments to maintain their services.

JUSTIN JOHNSON,
AMBM CHIEF EXECUTIVE OFFICER

Hence the importance of skilled bilingual immigration.

That's why, in 2022, the AMBM adopted the **2022-2025 Strategy to Support Economic Immigration in Manitoba's Bilingual Municipalities**, drawn up by and for its members, with a clear focus on regionalizing economic immigration and creating the tools needed for rural communities to flourish.

To put this strategy into action, and thus strike even harder, the AMBM and its members can count on the complementary expertise of their two subsidiaries, the CDEM and EWC.

According to Justin Johnson: "The issue of development is often taken for granted, but this work

requires collaboration, consultation and local commitment. That's why it's so important to have a *Strategy* that makes municipalities aware of the importance of their role. In addition, the *Strategy* acts as a bridge to the provincial and federal levels, providing input from municipalities."

He points out that "although municipalities in Canada manage over 60% of the country's public infrastructure, they receive only 8 cents on the dollar for the maintenance and renewal of public infrastructure. The pressure is enormous.

"This is where our role is crucial. We recognize that modern, quality infrastructure has a direct impact on the vitality and development of Francophone and

bilingual communities. And ultimately, on successful immigration. Without adequate infrastructure in place, we won't be able to attract and retain our newcomer families. We need the right tools."

The *Strategy* has also made it possible to create "a coordination position for municipal management of Francophone and bilingual economic immigration, which is now part of the CDEM. It's a hands-on position with cross-functional responsibilities. Clémence Morin, who now holds this position, deals with our members on a daily basis and is responsible for connecting the municipal world to the issue of economic immigration and other priorities," concludes Justin Johnson.

AMBM Group and municipalities: active partners in immigration

- **2018:** Signing of the partnership agreement between the CDEM and the Province of Manitoba on immigration, giving the CDEM the mission of coordinating the Invitation au Manitoba Francophone strategic stream of the Manitoba Provincial Nominee Program.

- **2020:** Studies and consultations to clearly identify the role of Manitoba's bilingual municipalities in the continuum of Francophone immigration to Manitoba.

- **Since 2021:** Training sessions, consultation with municipal leadership to define the role, responsibilities, assets and needs of Manitoba's bilingual municipalities in the continuum of Francophone and bilingual economic immigration.

- **2021:** Written awareness campaign, *Des histoires qui nous rassemblent, des histoires qui nous ressemblent* (Stories About Us. Stories That Unite Us.), then in video from 2022, *Bâtir les communautés de demain*

(*Building Tomorrow's Communities*), funded by IRCC.

- **June 2022:** Publication of the 2022-2025 Strategy to Support Economic Immigration in Manitoba's Bilingual Municipalities.

- **2022-2023:** First phase of the 2022-2028 Labour Market Outlook for Manitoba's Bilingual Municipalities study, to better understand and anticipate the labour market needs of industries, by industry.

- **March 2023:** The first edition of the AMBM's municipal forum on economic immigration was held under the theme Prêts à accueillir (Ready to Welcome) to share successes and challenges on three key issues: housing, transportation and connectivity.

- **August 2023:** Destination Manitoba in Côte d'Ivoire.

- **November 2023 :** Destination Manitoba in Cameroon.



photos : Pop Comm'



SALIMATA SORO,
CDEM EMPLOYABILITY
AND ECONOMIC IMMIGRATION
DIRECTOR.

MADELEINE ARBEZ,
CDEM EXECUTIVE DIRECTOR.



EXPERTS IN ATTRACTION

The AMBM Group's capacity to intervene in the area of economic immigration stretches back long before newcomers arrive in Manitoba. It's the work of CDEM's Employability and Economic Immigration sector, in collaboration with its Community Economic Development (CED) sector.

"Thanks to CED's work in the field, we can see which municipalities are most interested and ready to receive newcomers, says Madeleine Arbez, the CDEM's Executive Director. We determine what the workforce needs are, and then the Employability and Economic Immigration team, headed by Salimata Soro, goes out and finds qualified people to fill those needs through immigration."

“Our exploratory visit enabled us to meet all the must-see organizations like Pluri-elles, the CDEM, Accueil francophone, and to visit schools, and we immediately understood the meaning of Friendly Manitoba.”

- Pauline Ambec

The CDEM's immigration mission is indeed economic, in that it is targeted at the labour shortage. To fulfill it, the CDEM has many programs, including coordinating the *Invitation au Manitoba Francophone* strategic stream of the Manitoba Provincial Nominee Program (MPNP), as part of a formal partnership with the Manitoba government established in 2018.

Manitoba Provincial Nominee Program, Francophone Stream

“We receive around 660 people a year for exploratory visits, says Salimata Soro. The MPNP is not specific to any region of Manitoba, but we sometimes have candidates who want to move to rural areas because there are more job opportunities for them.”

The AMBM Group, and in particular the CDEM, is in a privileged position to identify and anticipate the needs of our member municipalities, then pass them on to the Province, which has decision-making power in matters of economic immigration

- Justin Johnson



photo : Pop Comm

The exploratory visit is one of the best ways to be invited to immigrate to Manitoba, since it creates a link with Manitoba even before arriving. The CDEM takes care of French-speaking and bilingual candidates.

“Since the pandemic, the visit has been virtual, she explains. We organize several online workshops with the CDEM, *Accueil francophone*, and other relevant Francophone services such as DSFM (*Division scolaire franco-manitobaine*) if candidates have children.”

Another novelty of the visit was the absence of an interview. “Before, there was a face-to-face interview with the provincial immigration officer. Now, an exploratory visit report is drawn up, and it is on the basis of this report that the agent decides whether or not to invite the person

▲ PAULINE AND ALEXANDRE AMBEC, based in La Broquerie since summer 2021 with their two children Louka and Clémence, made their exploratory visit organized by the CDEM in April 2019.

Did you know...

With 6,725 residents, 17.6% of whom speak French, the Rural Municipality of La Broquerie, located 70 km from Winnipeg, is part of the *Communauté francophone accueillante de la Rivière-Seine* (Welcoming Francophone Community of the Seine River Region). It stands out in particular for its ability to attract young families. The municipality's average age is 28.6!

to make a declaration of interest for Manitoba.

“We can recommend to the province profiles of French-speaking candidates who are likely to integrate more easily into Manitoba, but the ultimate decision rests with the Province.”

CDEM organizes the first Destination Manitoba in Abidjan, Côte d'Ivoire, in August 2023.



photo : Yanis Image

AMBM CEO Justin Johnson confirms: “The AMBM Group, and in particular the CDEM, is in a privileged position to identify and anticipate the needs of our member municipalities, then pass them on to the Province, which has decision-making power in matters of economic immigration.”

Pre-departure services

The CDEM's support continues once the invitation from the Province has been received, with pre-departure services. “Pre-departure is a program run by *Accueil francophone*, explains Salimata Soro. We work in partnership. *Accueil* takes care of all settlement issues, and we handle the employability side. Future newcomers are informed about job opportunities in their field and the programs and services available to them.”

The Employability and Immigration sector offers seven programs: Pre-departure services, *Intégration Emploi*, *Emploi pour tous (Employment for All)*, *Destination Emploi*, *Passeport Emploi*,

PROAction Canadian Mentoring Program, and *Espace Emploi*, including two targeted annual job fairs where employers come to meet potential candidates in whom they already have an interest. And that’s not counting the programs in the Business Services sector. “We offer a full range of services for all profiles,” says Salimata Soro.

Madeleine Arbez stresses the importance of inter-agency collaboration. “The immigration continuum is important. The CDEM and *Accueil francophone* complement each other. We bring different areas of expertise to Pre-Departure Services to better serve our future immigrants. We also work hand in hand with the World Trade Centre Winnipeg, Economic Development Winnipeg and the Rural Manitoba Economic Development Corporation (RMED).”

New: targeted economic immigration with Destination Manitoba

“Destination Manitoba was one of our pilot projects in 2023-2024, along with Côte d'Ivoire in August 2023 and Cameroon in November, explains Salimata Soro. We have met face-to-face with thousands of candidates interested in immigrating to Manitoba.

“This project really fits in with Manitoba’s targeted economic immigration strategy, as we were able to search directly for profiles that matched identified labour shortages and were ready to come and settle in Manitoba. With targeted economic immigration, people make a more informed choice.”

[Destination Manitoba] really fits in with Manitoba’s targeted economic immigration strategy, as we were able to search directly for profiles that matched identified labour shortages and were ready to come and settle in Manitoba.

- Salimata Soro

She adds that with Destination Manitoba, “we have the opportunity to talk to each client one by one. We organize individual meetings where they can ask questions.”

A total of 8,000 people in Côte d'Ivoire had expressed an interest in participating in Destination Manitoba, and the CDEM selected 2,700 who met the criteria for economic immigration.

As for Cameroon, where Destination Manitoba took place alongside Destination Canada, in which the CDEM participated at the request of the

Province of Manitoba, there were 35,000 registered candidates, and the CDEM received around 2,200.

In the coming year, CDEM plans to add an *International Recruitment* component to this project, bringing with it Manitoba employers who are ready to hire, for on-site interviews. The *Fédération des parents de la francophonie manitobaine* (FPFM) has already been able to support the CDEM in Côte d'Ivoire.



“The presence of newcomers in our rural communities is an opportunity for everyone to open up to the world and discover different cultures.”

- Richard Fiola

RICHARD FIOLA,
PRINCIPAL OF ÉCOLE SAINT-LAZARE,
which has already welcomed immigrant
families among its staff and students.

What's more, rural municipalities will be able to take advantage of this opportunity to directly attract people ready to settle in their area. The Saint-Lazare community was able to test it out. It had previously informed the CDEM of the positions to be filled. “We were able to bring back to Saint-Lazare the names of over 100 jobseekers from Côte d'Ivoire interested in moving here,” enthuses Salimata Soro.

Other improvements followed the experience, such as the creation of a specific recruitment page for the bilingual French-speaking workforce on the provincial recruitment portal, which

brings together all employer advertisements.

“The emphasis now is not only on explaining to candidates the options and steps they need to take to immigrate, but also on training them to create a profile on the page and apply for jobs. We also help employers screen interested candidates,” says Madeleine Arbez.

Liaison tours

“In September 2024, we're going to bring employers and municipalities together to the table to discuss each other's issues and needs. We'll also be touring four municipalities to see what's being done elsewhere and share best practices,” explains Madeleine Arbez.

Salimata Soro adds: “We'll be able to encourage employers to hire Francophones outside

Canada, and answer their questions about Francophone Mobility. Rural employers don't always have easy access to this information.

“And since bringing people here isn't just about giving them a job, we include the municipalities. Everyone needs to be involved if an immigration experience is to be a success and a newcomer family is to feel fully integrated.”

Salimata Soro also hopes to organize “the first rural job fair, because with the *Communautés francophones accueillantes* (CFA, or Francophone Welcoming Communities) Initiative and the *AMBM Strategy to Support Economic Immigration in Manitoba's Bilingual Municipalities*, there's more and more interest in rural areas.”

Finally, the CDEM is currently working on launching a major field survey of employers in each bilingual rural municipality. This project will aim to create tools to strengthen the job market in these same communities, through the lens of economic immigration. ■

In the arms of Manitoba's Prairie region, the community of Saint-Lazare, in the Rural Municipality of Ellice-Archie, stretches across fields bathed in sunshine and the immensity of the sky. The Rural Municipality of Ellice-Archie has 831 residents, 34.1% of whom speak French.



PREPARING COMMUNITIES



While it's important to find qualified workers interested in coming to work in Manitoba's bilingual municipalities, it's equally important to prepare municipalities, especially rural ones, to best welcome these potential future newcomer families. This is the mission of the CDEM's Community Economic Development (CED) sector and Eco-West Canada, among others.



photos : Pop Comm'



DANY ROBIDOUX,
EXECUTIVE DIRECTOR,
ECO-WEST CANADA.



CLÉMENCE MORIN,
DIRECTOR OF MUNICIPAL
STRATEGIC DEVELOPMENT, CDEM.



The Montcalm Heritage Festival in Saint-Joseph, an annual event in June.

“Together with the municipalities, we have identified the sectors that are essential to a community’s vitality, and are working with them to improve them, according to their own needs and priorities,” explains Clémence Morin, CED Director at the CDEM.

This includes housing, transportation, basic infrastructure such as lagoons, and municipal infrastructure in general.

“In November 2023, municipalities were polled on their priorities for the next four years. We have identified 129 priority projects across all AMBM member rural municipalities, 70 of which have already been or will be started in 2024.”

Housing

Sometimes, CED identifies funding opportunities that may be of interest to municipalities, and then encourages them to seize the opportunity to set up a project. This was the case with

the *Housing Accelerator Fund*, opened in summer 2023. Indeed, if the community doesn’t have the means to house its newcomers at affordable prices and in good conditions, they won’t stay.

“We supported four municipalities, reports Clémence Morin. A consulting firm was contracted to complete the funding applications for them, and studies on housing needs were funded to be attached to the applications.

“My husband, Noi, is originally from Laos and I’m Franco-Manitoban. In Sainte-Agathe, we’re a close-knit community. We have beautiful natural parks, many hiking trails and a municipality that organizes great events like the Cheyenne Summer Festival.”

- Joanne Chanthavongsa



JOANNE CHANTHAVONGSA, a Sainte-Agathe resident since 2013, with her husband Noi and two children, Malee and Kayden.

“This Fund was especially interesting, she points out, because it identified all the needs that would enable housing to be built. Lagoon capacity, roads to be built... These developments are often necessary to be able to add housing, but are rarely targeted by public funding programs.”

Basic infrastructure

Issues of lagoon capacity or wastewater management are indeed a recurring problem today in the AMBM’s growing rural municipalities, since this is blocking housing construction.

Dany Robidoux, Executive Director of EWC, states: “A municipality’s capacity for growth is directly linked to its ability to treat wastewater, among other things. Good basic infrastructure is very important for welcoming people, and therefore for immigration. At a recent workshop, it was noted that many municipalities in Manitoba had problems with their lagoons.”

Clémence Morin points out, for example, that “the Rural Municipality of Saint-Laurent is at maximum lagoon capacity. Some developers are interested, but for the moment, because of the lagoon, no construction can be approved.”

Rental housing

Another major challenge facing bilingual rural communities today is the lack of rental housing.

Clémence Morin: “We need transitional rental housing in communities to welcome families as soon as they arrive. In our rural municipalities, there’s almost no

Located 90 km from Winnipeg, the Rural Municipality of Saint-Laurent has a population of 1,542, 28.7% of whom speak French. With its rich Métis and Francophone history, and located on the shores of Lake Manitoba, it boasts a fishing industry and water-based recreational activities - even in winter!

rental housing available, and it’s difficult to buy on arrival without a credit history. So people are likely to move elsewhere.”

The problem also affects young people and the elderly. To maintain a community’s vitality, there is a need for rental housing with services for seniors, as well as rooms for students. Otherwise, the whole family might leave.

“EWC is contributing its expertise to a project to expand the number of rooms at the *Manoir de Saint-Pierre-Jolys* by creating a new net-zero building,” says Dany Robidoux. Once completed, the new building will meet the municipality’s needs while minimizing its net carbon footprint on the environment.

Transportation

“The ability of people to get from their homes to their jobs or other services can influence the attractiveness of a municipality, especially for those who don’t have a car, as many families do when they immigrate to Canada, notes Dany Robidoux.

“Public transit is therefore an essential indicator of vitality, and various feasibility studies are underway to identify the most viable type of service. Ultimately, it’s up to the municipalities.”

A car-sharing initiative between the Rural Municipality of Ritchot,



the Rural Municipality of De Salaberry, the Village of Saint-Pierre-Jolys and Villa Youville in Sainte-Anne is currently under negotiation. “Ritchot obtained funding from the *Fonds de développement économique francophone des Prairies* for this car-sharing service project in the Southeast region, says Clémence Morin. The entire project could affect up to 16,000 residents.” Other car sharing and carpooling projects are under discussion in the region.

Dany Robidoux points out that “in rural areas, because of the low population density, it’s better to work with several municipalities together to share costs and better meet needs. It’s also more complex, because everyone has to agree.”



PATRICIA AND ROBERT EBOT,
based in Lorette since May 2019
with their four children, Mégane,
Duran, Debra and Robin.

“In Lorette, we have a beautiful recreation centre where our children can take part in a wide range of activities. My daughter Debra takes ballet and gymnastics, in French. There are also plenty of parks and sporting activities, such as a summer soccer championship.”

- Patricia Ebot

The above-mentioned car-sharing initiative stems from the work done by the AMBM and its subsidiary EWC, who have just completed a feasibility study to explore public transit solutions in rural areas, a project that brought together 11 rural municipalities - including eight bilingual municipalities - and one First Nation in the southeast region of Manitoba. Thanks to this structuring approach to the development of green projects, we plan to develop several other initiatives of this kind in the southeast and elsewhere in Manitoba.

Implementing the solutions envisioned by this feasibility study

The ability of people to get from their homes to their jobs or other services can influence the attractiveness of a municipality.

- Dany Robidoux

will go a long way to helping these communities make the transition to carbon neutrality.

Tourism and recreation

Among the sectors important to a community's vitality is recreation. Parks, campsites, museums, libraries, arenas...

“All these elements make a community a great place to live. This is often a factor in deciding where the family will settle, says Clémence Morin. In recent years, CED has played a key role in helping municipalities seek funding to build or renovate essential infrastructure such as community centres, arenas, libraries, museums, grocery stores and fire stations.”

For example, with the help of the CDEM's Cell Fi service, the Rural Municipality of De Salaberry obtained over \$3 million to renovate the arena in Saint-Malo.

The Rural Municipality of Taché's future community centre is another example. Justin Johnson: “It will be a true community hub, a gathering place

for the local community, including Francophones, who will be able to enjoy activities and programming in French. The impact of these infrastructure projects is sometimes underestimated in terms of a community's vitality and attractiveness.”

Municipal priorities also include internet and cellular connectivity, and French-language childcare services for young children, which are sometimes non-existent. Two indicators that will considerably improve the lives of current and future residents, enabling families to earn two salaries and stay connected to the rest of the world.

In 2022-2023, the CDEM's Cell Fi service received around 50 requests from municipalities. Thirty-two (32) of these were approved for funding, and 20 of these 32 were approved for funding.

“These 20 projects represented over \$4.5 million in Cell Fi funding, for a total value of \$11 million!” concludes the CED Director. ■

A MULTIFACETED CAMPAIGN WITH A HUMAN FACE



Since 2022, the AMBM has been running a three-year Francophone immigration awareness campaign to encourage Manitoba's Francophone and bilingual communities to get involved in welcoming and integrating newcomers.

Spearheaded by Annie Girard, Immigration Associate at the AMBM, the campaign focuses on the central role of children in the development of communities, and the choice of families to settle in Manitoba to offer them a better life.

"When you have security, peace, people, it's special. When we left, it was for the future of Sofía, our daughter. Today, she has completed her studies and lives and works in Winnipeg. We've accomplished our goal!" says Carlos Yanez Meza, who arrived at Notre-Dame-de-Lourdes with his family from Chile in December 2005.

Relayed on social networks, the campaign includes mini-documentaries produced by POP Comm' on welcoming and integrating newcomer families in bilingual municipalities.

"We integrated very quickly. People have a lot of empathy," says Pauline Ambec, originally from France, now living in La Broquerie with her family since July 2021.

The same goes for François-Xavier Bailleux, who has been



living in Saint-Pierre-Jolys with his family since 2021. "Christian and Jacqueline [Dotremont] welcomed us as if we were their children. We became fast friends."

For each documentary, video vignettes entitled *La parole aux élèves* are also produced. Students from the *Division scolaire franco-manitobaine* (DSFM) engage with local elected officials on issues related to immigration and inclusion. This concept enables children to understand how the municipal world works, and highlights the importance of this order of government being close to citizens.

Six documentaries and over thirty video vignettes have already

▲ François-Xavier Bailleux (left) and his family were welcomed to Saint-Pierre-Jolys by Jacqueline Dotremont (right) and her husband Christian.

been produced in several bilingual communities: Taché, La Broquerie, Alexander, as well as Lorne, Saint-Pierre-Jolys and Winnipeg. Others will follow.

After each production, along with its partners the *Société de la francophonie manitobaine* (SFM), the *SFM au rural*, the DSFM and POP Comm', the AMBM organizes public launches in local Francophone schools. These are great opportunities for community gatherings and discussions on immigration. ■

MOTIVATED MUNICIPALITIES



With the help of the AMBM Group and its partners, member municipalities have taken action to improve living conditions on their territory.

Here are a few examples:

VILLAGE OF SAINT-PIERRE-JOLYS 📍

“The will to welcome is there, but there’s a lack of housing. So two new developments are underway to add 80 multi-family housing units in Saint-Pierre-Jolys. In part, the idea is to offer rental housing, which is very hard to find these days. With EWC, we are also carrying out feasibility studies for an extension to the *Manoir*.

“Another area for improvement is transportation. We’re part of the Southeast Regional Transportation Initiative, which includes the entire Southeast from Lorette to Piney. We’re trying to see how we can work together to offer transportation service to people who want to go into town, for example, and reduce our carbon footprint. At the same time, we’re working on a car-sharing project with the Rural Municipality of Ritchot. We should be able to launch it soon.”

In addition, the Village of Saint-Pierre-Jolys and the Rural Municipality of De Salaberry already offer on-demand access to two vans. “We’re now planning to add a third van for medical appointments at the hospital.”

On the recreational side, “we’re working on a new project for the whole region, the Southeast Recreation and Wellness Campus. The goal is to offer different activity options, because not all newcomers want to play hockey!”

Early childhood is another challenge. “We have 180 babies waiting for a place in a Francophone or bilingual daycare centre. We’re working with the CDEM and FPFM (*Fédération des parents de la francophonie manitobaine*) to support the opening of family daycare centres. ■

- Tina Bubbenzer, Chief Administrative Officer
Village of Saint-Pierre-Jolys



▲
TINA BUBBENZER
WITH THE MAYOR
OF THE VILLAGE OF SAINT-PIERRE-JOLYS,
RAYMOND MAYNARD.

RURAL MUNICIPALITY OF LA BROQUERIE 📍

“Diversity isn’t new to us, and it’s an important part of our history! La Broquerie was built up through various waves of immigration. We’re ready to welcome other families with open arms. But we’re going to do it even better, by setting up an official welcoming committee.

“We’re also working on a transportation strategy for the Southeast, to be able to take people to the hospital or to the city, for example. That said, transportation has never been a major problem for our residents. There’s a lot of work for our families, so they can buy cars quite easily.” ■

- Laurent Tétrault, Deputy Reeve
Rural Municipality of La Broquerie



photos: Pop Comm

RURAL MUNICIPALITY OF SAINT-LAURENT 📍

“We worked hard on connectivity in our municipality because the connection we offered was very sporadic. Thanks to the CDEM, we were able to offer residents the option of fibre optics with Valley Fiber. By autumn 2024, anyone who wants to will be able to connect their home.

“In parallel, for three years until November 2023, thanks to a federal government subsidy program, residents could apply to receive satellite broadband internet service from provider StarLink, and the federal government would reimburse them. Over 700 people took advantage.

“Being better connected is good for the community, and we hope it will also attract more people to Saint-Laurent!” ■

- Richard Chartrand, Reeve
Rural Municipality of Saint-Laurent

RURAL MUNICIPALITY OF RITCHOT 📍

“We work mainly on transportation. Ritchot is part of the Southeast Regional Transportation Initiative, which could include car sharing, carpooling and buses. A survey was conducted to find out how much residents would be willing to pay and where they would like to go.

“We also have a short-term electric vehicle (EV) sharing project with Saint-Pierre-Jolys, De Salaberry and Villa Youville in Sainte-Anne. One of the aims of the project is to educate people about EVs and offer them the experience of driving one. This is a first in Western Canada, as far as I know!

“EWC helped us find funding. We received funding from the provincial *Conservation and Climate Fund* and the federal *Fonds de développement économique francophone des Prairies*. We now have an EV and are in the process of choosing others. In Ritchot, we also have six charging stations, including a 50 kW level 3. Ultimately, we want to have 18 EVs.

“In addition, we are in the process of hiring an energy efficiency advocate thanks to Efficiency Manitoba, which is funding 80% of the salary up to \$40,000 per year for two years. This person will educate and promote green solutions to residents, farmers and businesses. We want to change mindsets.”

Residents of the municipality are also being connected, household by household, to high-speed internet through provider Valley Fiber, which finished installing its main lines in fall 2023, while StarLink offers service where Valley Fiber doesn't cover. “We've gone from no connection to several options!” ■

- Ryan Faucher, Economic Development Officer
Rural Municipality of Ritchot



photo : Pop Comm'

WINNIPEG: A MODEL OF INTEGRATION



The AMBM Strategy encompasses all its member municipalities, including the City of Winnipeg. When it comes to immigration and integration, Winnipeg is ahead of the game.

According to Statistics Canada's 2021 census, nearly 14% of Winnipeg's population was immigrant.

"That's a lot of people, notes Hafiz Jatto, Newcomer Special Projects and Initiatives Lead at the City of Winnipeg. Immigrants are our main engine of growth, and these diverse cultures shape Winnipeg. So it's important to better understand each person's needs and be aware of the barriers they might encounter with our way of doing things. Our aim is to make our services accessible and fair to all."

It was against this backdrop that the City of Winnipeg's **Newcomer Welcome and Inclusion Policy** was adopted, in February 2020.

"Following consultations led by Immigration Partnership Winnipeg, we co-created a model where the community and the City would work together, to identify the needs of each group and ensure they were met.



photo: Pop Comm

By and for the community

"It was the first time that a policy didn't just come from the administration, from the top down, but that it came from the community," says Hafiz Jatto with satisfaction.

HAFIZ JATTO IS NEWCOMER SPECIAL PROJECTS AND INITIATIVES LEAD AT THE CITY OF WINNIPEG.

Today, this *Policy* serves as Winnipeg's blueprint for welcoming newcomers.



photo: Pop Comm

DANIEL LUSSIER IS CHIEF EXECUTIVE OFFICER OF RÉSEAU COMPASSION NETWORK.

“The policy helps identify the best ways to better meet specific needs, increase and improve access for all to municipal services, and raise awareness of human rights, equity, diversity and inclusion among municipal staff and the public.

“Its goal is to create a city where all newcomers will feel welcomed, safe, equal, included and at home anywhere. A city that would be their ally.”

Informed by consultations with immigrant communities, the *Policy* includes orientation sessions in the mother tongue to help newcomers better understand the services to which they are entitled, awareness-raising on water safety, and regular consultations to adjust the *Policy*.

“This *Policy* is constantly evolving according to the needs and challenges of the moment, explains Hafiz Jatto. In 2022, for example, with the massive arrival of Ukrainian immigrants, we set up a pilot project for temporary recreational passes for refugees. We knew that leisure activities wouldn’t be a priority in their budget, but we wanted them to be able to enjoy them all the same.

“In 2023, we also set up working groups to collect qualitative and quantitative equity data on the City’s recreation programs. Another way to make sure you don’t forget a barrier.”

Housing newcomers

Winnipeg is also an example of affordable transitional housing for newcomer families. The Réseau Compassion Network is looking after this, in collaboration with *Accueil francophone*.

Its goal is to create a city where all newcomers will feel welcomed, safe, equal, included and at home anywhere. A city that would be their ally.

- Hafiz Jatto

Daniel Lussier, Chief Executive Officer of Réseau Compassion Network, underlines its importance: “Housing, especially affordable and transitional housing, is a key issue in creating a welcoming community. We have a certain amount of experience and expertise at Réseau Compassion Network, as we have a dozen short-term housing units for *Accueil francophone* clients, *Abri Marguerite*, and 48 long-term rental units, *Les suites Marion*, seven of which are for newcomers via *Accueil francophone*.”

He shared his experience with the AMBM Group and its member municipalities in March 2023, at the first edition of the municipal forum on economic immigration held by the AMBM under the theme *Prêts à accueillir (Ready to Welcome)*. “What we’ve learned from this pilot project is that, to be successful, you need to surround yourself with people with a variety of skills, beyond just construction.”

Réseau Compassion Network says it is “open to collaborating with the AMBM Group in rural areas, opening doors, sharing ideas... anything that will help.” ■

THE IMPORTANCE OF PARTNERS



While the AMBM Group has a wealth of expertise between its three entities, working with partners ensures even greater success in the deployment of its 2022-2025 Strategy to Support Economic Immigration in Manitoba's Bilingual Municipalities.



photo - Courtesy of AMM

ASSOCIATION OF MANITOBA MUNICIPALITIES

“As an immigrant myself from Ukraine 20 years ago, I understand the importance of having an immigration strategy. I applaud the AMBM’s leadership on this issue.

“The work of the AMBM Group is important for all our municipalities, not just those in the AMBM. Often, not all members of an arriving family find work and housing in the same municipality. It’s important that we join forces to ensure we have the workforce we need and the infrastructure to welcome them as best we can, so that these families stay in our rural areas. We all want to see more immigration to rural areas in general.” ■

- Denys Volkov, Executive Director

ASSOCIATION FRANCOPHONE DES MUNICIPALITÉS DU NOUVEAU-BRUNSWICK

“We have a lot in common with the AMBM. On the issue of language first of all, but also on Francophone immigration. We have tools in place here that are of interest to the AMBM, such as our preparation scale to find out whether municipalities are ready to welcome, and the AMBM motivates us to go even further in our projects.

“Seeing how others do it is always inspiring. We all still have a long way to go to find solutions, and it’s always better when there’s collaboration. We will continue to exchange information with the AMBM on a regular basis.” ■

- Pascal Reboul, Executive Director



photo - Courtesy of Pascal Reboul



SOCIÉTÉ DE LA FRANCOPHONIE MANITOBAINE

The SFM and SFM au rural are partners with the AMBM in the immigration awareness campaign *Bâtir les communautés de demain* (Building Tomorrow's Communities).

“The SFM’s *Toile de fond commune 2001-2050 Agrandir l’espace francophone au Manitoba* (Common Backdrop 2001-2050: Expanding the Francophone Space in Manitoba) also applies to rural areas, where we’ve been focusing more recently, and where our partnership with the AMBM Group really shines. We’re working closely together to strengthen the *Communauté francophone accueillante* (CFA, or Welcoming Francophone Community) in the Seine River Region.

“The demographic growth of our bilingual communities depends on immigration or internal migration. We need to be proactive in attracting people, both English-speaking and French-speaking, to maintain the unique character of these communities and fill their labour needs.

“For instance, the SFM has been organizing a bus tour, *À la découverte du rural* (Discovering Rural Communities) with *Accueil francophone*, for over ten years. We take newcomers from Winnipeg to visit rural communities, to see the job opportunities, the way of life. As part of these tours, *SFM au rural* works closely with bilingual municipal authorities. We also have rural agents to support people in the municipalities, answering any questions or directing them to the right resources.” ■

- Jean-Michel Beaudry, Assistant Executive Director, and Janelle Howatt, Rural Officer

DIVISION SCOLAIRE FRANCO-MANITOBAINE

The DSFM (Franco-Manitoban School Division) is a key partner in the deployment of the AMBM’s immigration awareness campaign *Bâtir les communautés de demain* (Building Tomorrow’s Communities). Working with school principals, it helped find families for the documentaries, identified and prepared students for the *La parole aux élèves* (Students Speak Up) vignettes, and welcomed people from each community to the documentary and video launch evenings by making its schools available.

“Welcoming new families is a team effort. At DSFM, in our schools, we contribute in two ways. First, we welcome the family to the school, but also to the community.

“We support them in all their endeavours. Our staff often know people in the community well, so they can act as intermediaries. They can also help with English. The school can also organize a twinning with a family in the community.

“Secondly, we make sure that the child integrates well and has a positive experience here. Schools twin the child up with another child, if possible from the same country, so that the newcomer feels even more at home in this unfamiliar environment, and may even be able to speak the language.

“The DSFM also has three cultural or transition officer positions that work with schools and families to enhance



the integration experience, and schools receive stipends to provide lunches and pay tuition. 500,000 of our budget goes towards welcoming our new families.” ■

- Alain Laberge, Superintendent

ECONOMIC DEVELOPMENT WINNIPEG

“We partner with the CDEM to attract talent to Manitoba. The Francophonie is an advantage in Manitoba that we want to promote. We promote ourselves together to the world’s Francophonie, notably at Destination Canada. We also collaborate by directing the French-speaking talent we receive to the CDEM.

“Working together allows us to do things better in Manitoba. That makes all the difference compared with other provinces. Thanks to the AMBM Group, we’re able to demonstrate just how strong and well organized the Francophonie is in Manitoba, in all areas. This is one of the strong points of our international recruitment drive.” ■



- Alberto Velasco-Acosta,
Vice-President International, YES!
Winnipeg, one of four EDW entities

Co-author of the provincial job platform *Work in Manitoba*, EDW also pushed for the creation of a version for Francophones, *Travailler au Manitoba*, available at workinmanitoba.ca/work-fr. As EDW's partner for this platform, the CDEM promotes it to employers in Manitoba's bilingual municipalities, as well as to French-speaking candidates for immigration.



- Bintou Sacko (left),
Executive Director of *Accueil francophone*,
and Salwa Meddri, RIF-Pre-Departure
Manager

ACCUEIL FRANCOPHONE

“*Accueil francophone* works with the AMBM Group through the CDEM, in particular through pre-departure services. We do the networking and setting up, while the CDEM takes care of recruitment and employability. We also work together on exploratory visits and Destination Canada events, to promote French Manitoba internationally. Today, we’re in talks to see how we can further improve our collaboration and focus on the immigration continuum.

“In addition, the *Réseau en immigration francophone* (RIF, or Francophone Immigration Network), part of *Accueil*, works directly with rural communities in the Rivière-Seine WFC. A RIF settlement agent is stationed at the rural site to accompany clients on site. RIF and *Accueil* also organize tours of the CFA every summer during Newcomers’ Welcome Day. In addition, the RIF heads the CFA Community Advisory Council, on which the AMBM sits.” ■

THE 3M: MUNICIPAL MATURITY MODEL



While adequate physical infrastructure is essential for welcoming newcomers, the quality of services is equally important. In particular, the provision of municipal services in both official languages.

On March 20, 2024, the Province of Manitoba gave the green light for AMBM member municipalities to adopt a new common municipal regulatory framework on third reading: the **Municipal Maturity Model (3M)**.

“The 3M is a roadmap that provides the impetus not only for the delivery of quality municipal services in both official languages, but also for the improvement of these services over time, explains Justin Johnson, CEO of the AMBM. This will encourage our members to quantify and track their official languages commitments.”

The 3M targets 20 indicators divided into three areas: service delivery and communications with the public; governance, leadership and strategic direction; and people management.

Louis Tétrault, Project Coordinator, explains that “the 3M is



▲ DONALD LEGAL (LEFT), CONSULTANT FOR THE 3M PROJECT, AND LOUIS TÉTRAULT, COORDINATOR.

the same for all, and replaces all previous regulations on French-language services. But the level of service that each member will be able to offer, and its longer-term objectives, will be different.”

Donald Legal, consultant, explains: “For each of the 20 indicators, there are four performance levels, from 0 to 3. So municipalities will say, for instance, *I’m at level 1 and I’d like to move up to level 3. Or I’m at level 1 and want to stay there, to focus on another indicator.*” The 3M also includes a process for evaluating progress.

Depending on the objectives set by the municipalities, the

AMBM can then support each of them in creating tools to achieve these results. It will also enable the municipality to better assess the funding it needs to apply for.

The 3M is a unique model at the municipal level. “It’s the equivalent of provincial or federal legislation, concludes Justin Johnson. We now have the **Official Languages Act** at the federal level, **The Francophone Community Enhancement and Support Act** at the provincial level, and the 3M at the municipal level!” ■

VOICI LES MUNICIPALITÉS MEMBRES DE L'AMBM EN 2024 :

HERE ARE THE AMBM MEMBER MUNICIPALITIES IN 2024:

Municipalité rurale
Rural Municipality
de/of Alexander

Municipalité rurale
Rural Municipality
de/of De Salaberry

Municipalité rurale
Rural Municipality
de/of Ellice-Archie

Municipalité rurale
Rural Municipality
de/of Grey

Municipalité rurale
Rural Municipality
de/of La Broquerie

Municipalité rurale
Rural Municipality
de/of Lorne

Municipalité rurale
Rural Municipality
de/of Montcalm

Municipalité rurale
Rural Municipality
de/of Piney

Municipalité rurale
Rural Municipality
de/of Ritchot

Municipalité rurale
Rural Municipality
de/of Saint-Laurent

Municipalité rurale
Rural Municipality
de/of Sainte-Anne

Municipalité rurale
Rural Municipality
de/of Taché

Village
de/of Saint-Pierre-Jolys

Ville/ Town
de/of Powerview-Pine Falls

Ville/ Town
de/of Sainte-Anne

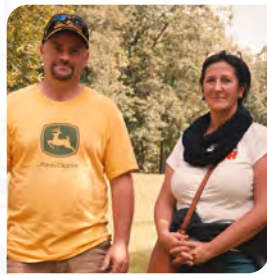
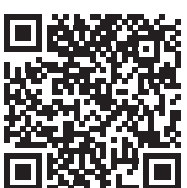
Ville/ City
de/of Winnipeg

Ces six familles ont pris part à la campagne **Bâtir les communautés de demain** menée par l'AMBM.

Retrouvez toutes les vidéos sur la chaîne YouTube de l'AMBM en balayant ce code QR à l'aide de votre caméra.

These six families took part in the AMBM's **Bâtir les communautés de demain (Building Tomorrow's Communities) campaign.**

Find all the videos on the AMBM YouTube channel by scanning this QR code with your camera.



VIRGINIE ET FRANÇOIS-XAVIER BAILLEUX, établis à Saint-Pierre-Jolys depuis l'été 2023 avec leurs trois enfants, Malo, Clément et Louis.

VIRGINIE AND FRANÇOIS-XAVIER BAILLEUX, settled in Saint-Pierre-Jolys in the summer of 2023, with their three children, Malo, Clément and Louis.

« Tous les gens qu'on a connus ici sont devenus des amis. Ils nous ont tous vraiment aidés à nous sentir comme chez nous. C'est ça qui est bien dans la ruralité, et c'est pour ça qu'on a choisi la campagne. De plus, Saint-Pierre-Jolys est une collectivité qui propose tous les services nécessaires à la vie d'une famille. Deux belles écoles, française et d'immersion, une banque, des restaurants, une boulangerie, une salle de sport, une pharmacie, un centre vétérinaire, un centre médical avec des médecins, un optométriste, des psychologues et des kinésithérapeutes... Nous ne sommes pas obligés d'aller à Winnipeg pour rechercher ces services, et ça, c'est vraiment appréciable! »

"Everyone we've met here has become a friend. They all really helped us feel at home. That's the great thing about rural life, and why we chose the country. What's more, Saint-Pierre-Jolys is a community that offers all the services a family needs. Two beautiful schools, French and immersion, a bank, restaurants, a bakery, a gym, a pharmacy, a veterinary centre, a medical centre with doctors, an optometrist, psychologists and physiotherapists... We don't have to go to Winnipeg to find these services, and that's really appreciated!"



CARLOS ET MARIELA YANEZ MEZA, établis à Notre-Dame-de-Lourdes depuis décembre 2005 avec leurs deux filles, Sofia et Fernanda.

CARLOS AND MARIELA YANEZ MEZA, who moved to Notre-Dame-de-Lourdes in December 2005 with their two daughters, Sofia and Fernanda.

« Lorsque nous sommes arrivés à Notre-Dame-de-Lourdes, du Chili, en décembre 2005, la communauté nous a merveilleusement accueillis. Ici, si une personne est nouvelle, les gens font rapidement l'effort de la rencontrer. C'est comme une grande famille. Nous aimons la tranquillité de Notre-Dame-de-Lourdes et l'accessibilité aux services. Il y a un service médical, un centre de services bilingues, une caserne de pompiers, une banque et des supermarchés. Il y a aussi beaucoup d'activités sportives pour les familles, comme des pistes de ski de fond, des cours d'eau pour la pêche, des sentiers de randonnée et de VTT. C'est vraiment un paradis pour les activités en plein air! »

"When we arrived at Notre-Dame-de-Lourdes from Chile in December 2005, the community gave us a wonderful welcome. Here, if someone is new, people quickly make the effort to meet them. It's like one big family. We love the tranquility of Notre-Dame-de-Lourdes and its easy access to services. There's a medical service, a bilingual service centre, a fire station, a bank and supermarkets. There are also plenty of sporting activities for families, including cross-country ski trails, fishing streams, hiking and ATV trails. It really is a paradise for outdoor activities!"



ANNE SONIE ET JEAN ROBERT NOEL, établis à Winnipeg depuis 2021 avec leurs trois enfants, Noah, Elodie et Jason (né depuis).

ANNE SOPHIE AND JEAN ROBERT NOEL, living in Winnipeg since 2021 with their three children, Noah, Elodie and Jason (born since their arrival).

« L'accueil de la communauté de Winnipeg a été extraordinaire. On a vécu de près le côté « Friendly Manitoba ». Spontanément, les gens sont venus vers nous pour nous aider, et ils ont gardé contact avec nous car ils voulaient que cela dure dans le temps. Jusqu'à présent, on a vécu des choses extraordinaires à Winnipeg. L'accompagnement des organismes communautaires a aussi été très important dans notre belle intégration au Canada et à Winnipeg. Nous avons pu suivre des cours d'anglais et nous avons toujours été aidés dans nos démarches administratives et dans notre recherche de logement. »

"The welcome from the Winnipeg community has been extraordinary. We experienced the "Friendly Manitoba" side of things up close. Spontaneously, people came to us to help, and they kept in touch with us because they wanted it to last over time. So far, we've experienced some extraordinary things in Winnipeg. The support of community organizations was also very important in our successful integration into Canada and Winnipeg. We were able to take English courses and were always helped with administrative formalities and finding accommodation."



PATRICIA ET ROBERT EBOT, établis à Lorette depuis mai 2019 avec leurs quatre enfants, Mégane, Duran, Debra et Robin.

PATRICIA AND ROBERT EBOT, based in Lorette since May 2019 with their four children, Mégane, Duran, Debra and Robin.

« On a toujours rêvé d'élever nos enfants hors de la ville, quelque part où ils pourraient jouer dehors, avoir de l'espace. On a choisi Lorette car c'est une communauté francophone, ce qui est fantastique pour nos enfants qui peuvent évoluer dans un environnement en français. L'école, les services et les activités récréatives sont bilingues. De plus, Lorette est un endroit très sécuritaire pour notre famille. Nos enfants peuvent se promener et se rendre seuls à l'école sans que nous soyons inquiets pour leur sécurité. On a voté en famille et personne ne veut retourner à Winnipeg! »

"We always dreamed of raising our children outside the city, someplace where they could play outside, have space. We chose Lorette because it's a French-speaking community, which is fantastic for our children who can grow up in a French environment. The school, services and recreational activities are bilingual. Also, Lorette is a very safe place for our family. Our children can walk and go to school on their own without us worrying about their safety. We voted as a family and no one wants to go back to Winnipeg!"



CHRISTINE ET ANDRÉ CYR, établis à Saint-Georges depuis 2018 avec leurs cinq enfants, Léonie, Estée, Étienne, Anastasie et Nicodème.

CHRISTINE AND ANDRÉ CYR, based in Saint-Georges since 2018 with their five children, Léonie, Estée, Étienne, Anastasie and Nicodème.

« On voulait que nos enfants vivent et étudient dans une communauté francophone, alors on a choisi Saint-Georges. On est chanceux d'avoir une école française ici et de ne pas être trop éloigné de Winnipeg, tout en profitant de la nature incroyable qui nous entoure! Saint-Georges est proche de la rivière Winnipeg, c'est vraiment magnifique. Ici, nous aimons la simplicité et la paisibilité de cette collectivité rurale. La communauté est accueillante, on s'est senti les bienvenus dès notre arrivée. De plus, dans la Municipalité rurale d'Alexander, la vie est très abordable. On peut facilement acheter une terre et construire notre future maison pour nos enfants. »

"We wanted our children to live and study in a French-speaking community, so we chose Saint-Georges. We're lucky to have a French school here and not be too far from Winnipeg, while still enjoying the incredible nature that surrounds us! Saint-Georges is close to the Winnipeg River, which is truly magnificent. We love the simplicity and peacefulness of this rural community. The community is welcoming, and we felt very welcome from the moment we arrived. And in the Rural Municipality of Alexander, life is very affordable. We can easily buy land and build our future home for our children."



PAULINE ET ALEXANDRE AMBEC, établis à La Broquerie depuis l'été 2021 avec leurs deux enfants, Louka et Clémence.

PAULINE AND ALEXANDRE AMBEC settled in La Broquerie in summer 2021 with their two children, Louka and Clémence.

« Il y a beaucoup d'idées préconçues sur le fait de vivre au rural, mais ici, on s'épanouit et on se sent en sécurité. On est aussi plus proche des Canadiens. La directrice adjointe du centre d'apprentissage nous a accueillis chaleureusement et nous a aidés pour beaucoup de démarches. Elle nous a présentés à sa famille entière, que nous considérons comme notre famille ici. À La Broquerie, il y a vraiment un esprit familial, mais les gens sont aussi impliqués pour la communauté et comment aider son prochain. De plus, on a la chance d'avoir l'Hôpital Sainte-Anne pas loin. En moins d'une heure, on peut voir un médecin en français! »

"There are a lot of preconceived ideas about living in the country, but here you can thrive and feel safe. We're also closer to Canadians. The assistant director of the learning centre welcomed us warmly and helped us with many of the formalities. She introduced us to her entire family, whom we consider our family here. In La Broquerie, there's a real family spirit, but people are also committed to the community and helping their neighbours. Plus, we're lucky to have Sainte-Anne Hospital nearby. In less than an hour, you can see a doctor in French!"