

ANNUAL REPORT
2020 ▶ 2021

RD&E
TNL

FOR 20 YEARS NOW





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Canada 

WORD FROM THE DIRECTOR



Thank you for your interest in the *Bilingual Economic Development Network of Newfoundland and Labrador* (RDÉE TNL).

At RDÉE TNL, our main objective is to help improve the financial situation of francophones in Newfoundland and Labrador and of those who wish to move here. To do so, our main areas of expertise are:

- Employability and recruitment;
- Economic immigration;
- Tourism;
- Entrepreneurship.

2020-2021 was the first year of implementation of our three-year strategic plan. Our initial projections based on pre-COVID economic conditions had to be radically readjusted. The challenges we faced were unprecedented.

To achieve our goals, we had to reinvent ourselves: we sought training on new management tools and began collaborating with previous as well as new partners to create services that ultimately provided revenues for 29 French-speaking clients, exceeding our target of 25 set out in our strategic plan. In addition, these efforts had a positive impact on 14 of our partners' clients.

However, during this period, an abrupt halt to tourism and group activities such as cooperative entrepreneurship prevented us from reaching some of the objectives we had set before the pandemic.

But not to worry, because this year we have already resumed these activities and we aim to exceed our projections. With all of the preparation mentioned above, we are excited to get back to normal!

Diego Toledo
Executive Director

VIRTUAL JOB FAIR

We hosted our 1st virtual job fair in partnership with the St. John's Board of Trade, Axis, Eventide and Connector NL:

38 job seekers and 5 employers attended, with 3 contracts offered during the event.

October 18-24, 2020

Embassy Liaison Tour

Interactive teleconferences presented by the IRCC to employers and community organizations of the province to showcase their programs that support Francophone immigration and, at the same time, to meet and better understand the community their programs are targeted to. **318 participants in total.**

Port au Port tourism planning sessions

2 virtual sessions were presented in collaboration with TCAR to discuss the region's challenges: lack of access to high-speed internet and lack of computer literacy. Recommendations for a future action plan were proposed to the **5 francophone organizations** represented.

October 23, 2020

November 4, 2020



June 23, 2020



October 19, 2020



October - December 2020



Long Range Small Business Week

With sessions on workplace mental health and cybersecurity among other topics posted on the event committee's Facebook page. *The RDÉE TNL Award of Excellence* was presented to ARCO by our West Coast Economic Development Officer, Andrew Hibbitts.



VIRTUAL JOB FAIR

Organized by RDÉE TNL, our 2nd fair welcomed some **15 job seekers** who were able to connect with RBC bank recruiters in private virtual booths.



Entrepre'Imm Conference

As part of the *Semaine de l'immigration francophone*, RDÉE Canada organized a teleconference with **3 panellists** (including our Eastern agent), **5 entrepreneurs and more than 50 participants**, to discuss the different challenges faced by francophone immigrant entrepreneurs.

Virtual Job Fair MUN / CNA

RDÉE TNL was present on this virtual campus organized by the universities of the region to promote our employability services and job offers from francophone organizations. We collected more than **36 resumes from bilingual candidates**.

November 2020 – January 2021



October 29, 2020



Digital Literacy Sessions

Part of the Women's Economic Council's entrepreneurial project "Her Own Boss" funded by the IRCC, 5 workshops aimed at training newcomers to manage their own business. RDÉE TNL offered its support in French for the workshops on computer skills, such as online marketing tools. **3 regular participants.**

Cellular tower on the Port au Port Peninsula

After many months of work in partnership with Bell, ARCO and the region's cellular committee, cell phone service has become available in Mainland and Three Rock Cove.



December 2020 - January 2021



December 2020



Launch of our revamped websites

During the lockdown in our province, we took advantage of the downturn to make some long overdue changes to our web sites **ExploreTNL.ca** and **RDÉE TNL.ca** in order to reach a larger audience, including an improved localisation and mobile compatibility.

VIRTUAL JOB FAIR

Organized by RDÉE Canada, this event represents all provinces and territories. **400 candidates** (permanent residents, temporary permits, working holiday visas, and student permits) were selected from 17 countries, with 68% of job seekers already in Canada.

February 2021



October 2021



DESTINATION Canada

RDÉE TNL participated in this 3-day virtual fair. It is a major annual event for employers interested in finding candidates outside of Canada through Francophone immigration. **8000 participants** this year.

EMPLOYABILITY



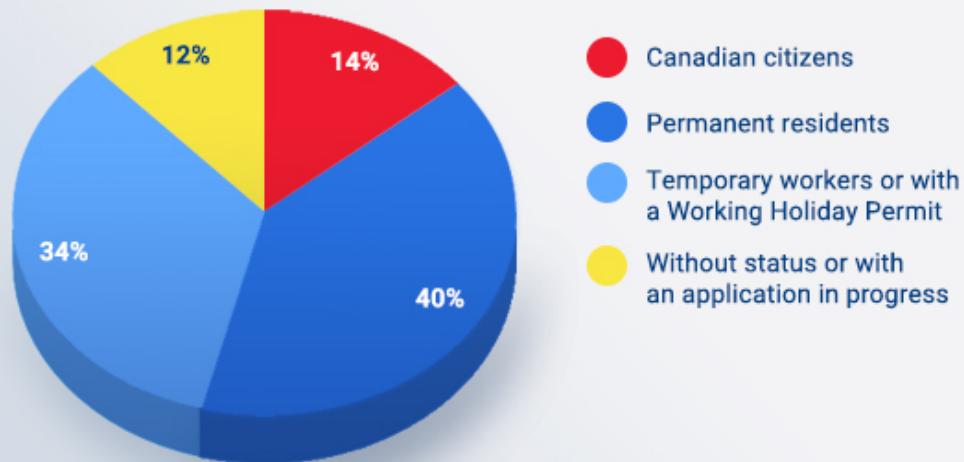
At the various recruitment events we attended this year, we represented a total of **83** employers from the province:

- At **Destination Canada**, **4000** job candidates showed interest in the **101** job offers we published.
- At **RDÉE Canada's Virtual Job Fair**, **103** candidates showed interest in the **83** job offers we published.
- In total, around **4500** candidates showed interest in our services.

To follow up on this interest, we worked with candidates who met one or more specific criteria:

- **88** candidates had a migratory and/or citizenship status.
- **36** candidates had a profile that was in high demand in the province.
- **12** other candidates were of strong interest, but without a migratory status.

STATISTICS ON ASSISTED CANDIDATES



SERVICES OFFERED

- 19 clients assisted with resume and cover letter writing
- 394 periodic mailings of job offers according to profile
- Participation in / organization of 7 virtual job fairs

All in all, during the period from April 2020 to March 2021, **29** clients found work thanks to the RDÉE TNL.



+ 14 clients of our partners

ONLINE REACH



WEB SITE www.rdeeTNL.ca

9 124 unique visitors | 50% from Canada | 12% from the USA | 30 818 pages viewed

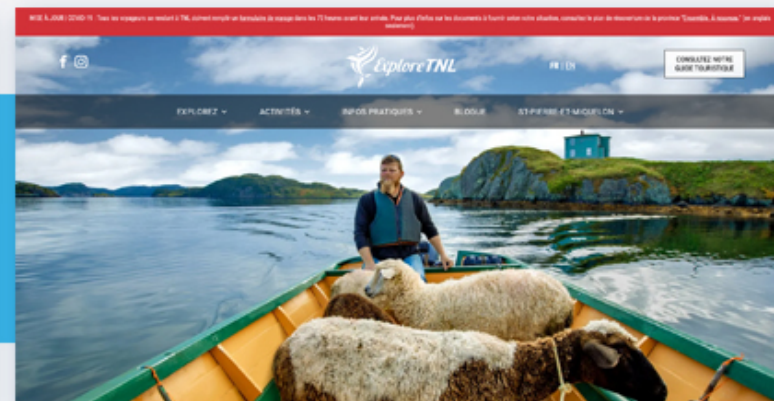
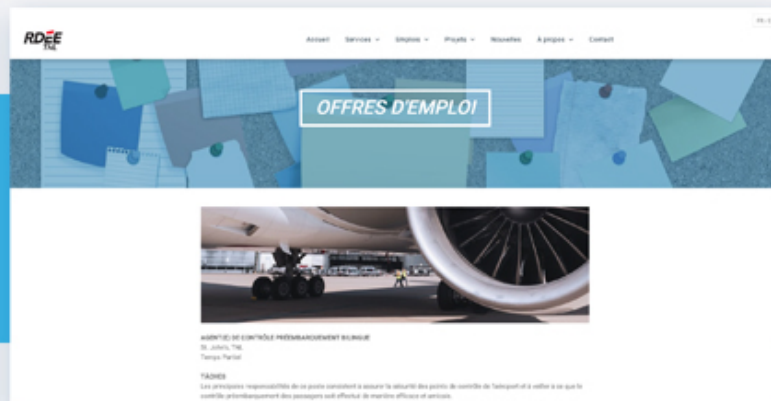
SOCIAL MEDIA



749 followers on Facebook
A 26% increase



387 followers on LinkedIn
A 71% increase



WEB SITE www.exploreTNL.ca

21 094 unique visitors | 76% from Canada | 7% from France | 53 742 pages viewed

SOCIAL MEDIA



2 672 followers on Facebook
Average interaction rate: 6%



897 followers on Instagram

ABOUT US

RDÉE TNL

BOARD OF DIRECTORS

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

EMPLOYEES

Diego Toledo, *Executive Director*
 France J. Bélanger, *Administrative Assistant*
 Eric Tremblay, *Communications Coordinator*
 Aurore Lambert, *Tourism Development Officer*
 Ruth Bongba, *Economic Development Officer, Labrador*
 Andrew Hibbitts, *Economic Development Officer, Western Region*
 Samir Jaouadi, *Economic Development Officer, Eastern Region*
 Régis Guyot, *Economic Immigration Officer*
 Alyson Judd, *Economic Immigration and Employability Assistant*

VISION

The economic progress of Francophones in Newfoundland and Labrador.

MISSION

Using French as a lever for economic development.

ADDED VALUE

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

FUNDING AGENCIES

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

Canada



Immigration, Refugees
 and Citizenship Canada

Immigration, Réfugiés
 et Citoyenneté Canada



Atlantic Canada
 Opportunities
 Agency

Agence de
 promotion économique
 du Canada atlantique

Canada

Secrétariat aux
 relations canadiennes

Québec

PARTNERSHIPS



