

REPORT: *A SENSE OF BELONGING*
MONCTON REGIONAL VISIT
November 19 - 21, 2007



Report

A Sense of Belonging aims to promote diversity and combat racism and discrimination in local communities across Canada through community outreach and public education. The United Nations Association in Canada's overall goal is to bridge gaps between distinct minority and "mainstream" groups to promote cross-cultural understanding and collective action and to promote fulsome and equal participation in Canadian society.

Objectives:

The *A Sense of Belonging* (SB) project is in its second fiscal year, and, as such, there is a need to return to the nine communities to investigate whether the issues and concerns of the first round of regional planning meetings are still relevant. Broadly the objectives of these regional visits can be outlined as follows:

- Re-introduce the project to key community stakeholders, including: UNA-Canada's mandate; project history; how *A Sense of Belonging* came to be; Objectives and Methodology; the Community action plan framework.
- Follow up to see how SB has made an impact in the community. Define modalities to evaluate the SB intermediate outcomes (effects) at the local level by the end of the project.
- Assess how *Sense of Belonging* will continue past March 2008.
- Check-in and reinvigorate Regional Coordinators.
- To draw on expertise of local stakeholders, including:
 - What initiatives are currently underway in the community to address racism and discrimination? What is the SB project actual level of involvement?
 - Where might *A Sense of Belonging* be able to support some of these initiatives (i.e. instead of duplicating efforts)?
 - Where do gaps still remain where *A Sense of Belonging* might focus its resources?
 - Brainstorming for final legacy research product of SB

Timeline: November 19th to 21st, 2007.

Agenda:

November 19 – Regional Roundtable with stakeholders. 6:00 p.m. to 9:00 p.m.

November 20 – Tour of partner facilities, meetings with MAGMA employment counsellors

November 21 – Community Event: YMCA's International Peace Week ceremony

Invitees:

For the Regional Roundtable, the focus was on inviting members of non-profit agencies dealing with immigration, ethno-cultural, and religious issues, along with members of local school boards, the Chamber of Commerce, local industries, and government representatives.

Regional Roundtable

Monday, November 19th, 6 p.m. to 9 p.m.

The purpose of the roundtable was to follow-up on the 2006 Regional Planning Meeting held at the project's launch in Moncton. A list of attendees can be found in **Appendix B**.

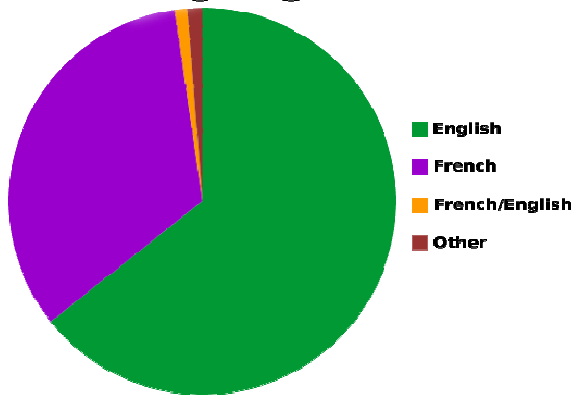
Appendix C outlines the agenda of the roundtable. A summary of *A Sense of Belonging's* synthesis report, presented at the Metropolis conference in March 2007, was given to the participants who then provided their own input. Participants discussed how national trends applied to their own community, and where they differed with regards to Moncton's unique situation.

Profile of Moncton:

Many participants agreed that issues in Moncton are different from the issues faced by immigrants in the rest of Canada. Moncton is at the beginning of a wave of immigration, thus participants were excited by the fact that they could put policies and action into place before being overwhelmed by a huge influx of New Canadians.

Demographics of Moncton compound the issue. For example, youth grow up and receive an education in the province and then subsequently emigrate for financial reasons to larger urban centres. Mobility and emigration were cited by most participants as a significant problem both with native born and immigrant youth; as people who start effective programs often leave and their work does not continue (i.e. with ethno-cultural groups).

First language learned

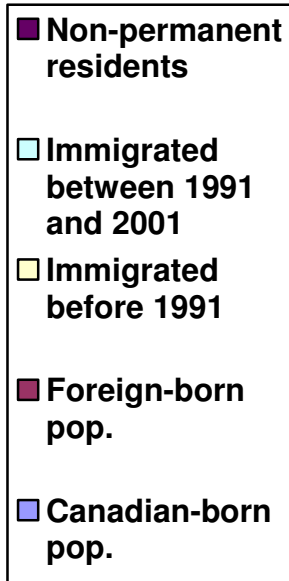
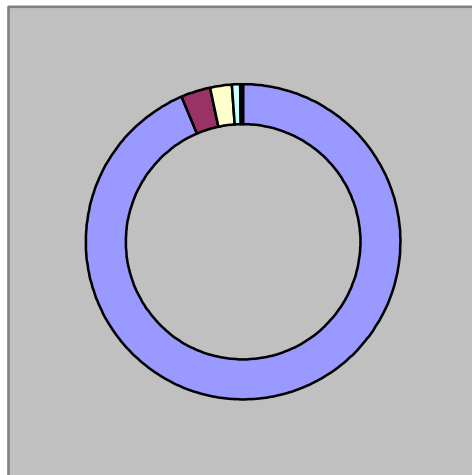


Since the previous national census in 2001 the metropolitan area has grown by 6.5%. This rate of growth is within the top ten amongst major cities in Canada and Moncton has the fastest growth rate of any city east of Toronto. Moncton's census metropolitan area had a population of 126,424 as of the 2006 national census, which makes it the largest metropolitan area in the province of New Brunswick and the second largest in the Maritime Provinces after Halifax. (StatsCan)

Historically, the population of the city has been racially homogenous with almost all residents originating from northwestern Europe (United Kingdom, France and Ireland). The

population has been becoming more diverse over the course of the past couple of decades but it still remains a challenge to attract visible minorities as new immigrants to the city. Immigration is mostly from other areas of New Brunswick (especially the north) as well as Nova Scotia (13%) and Ontario (9%). Overall, 62% of new arrivals to the city are Anglophone and 38% are Francophone (Census 2001).

About 40% of the metropolitan population of Moncton is bilingual, (the remainder being mostly unilingual Anglophone). The only other cities in Canada that approach this level of linguistic duality are Ottawa and Montreal. Moncton became the first officially bilingual city in the country in 2002.



Immigration Characteristics	Moncton, City			New Brunswick		
	Total	Male	Female	Total	Male	Female
Total - All persons	60,080	28,535	31,545	719,710	352,495	367,220
Canadian-born population (23)	57,970	27,485	30,480	695,560	341,265	354,295
Foreign-born population (24)	1,890	910	980	22,465	10,315	12,150
Immigrated before 1991	1,455	660	800	18,070	8,220	9,850
Immigrated between 1991 and 2001 (25)	435	255	180	4,400	2,095	2,300
Non-permanent residents (26)	225	140	85	1,685	915	775

Visible Minority Status	Moncton, City			New Brunswick		
	Total	Male	Female	Total	Male	Female
Total population by visible minority groups	60,080	28,535	31,540	719,710	352,490	367,220
Visible minority population (31)	1,155	655	500	9,425	4,755	4,670
Chinese	185	105	80	1,535	765	770
South Asian	145	60	85	1,415	750	660
Black	550	330	225	3,850	1,945	1,910

Filipino	25	15	10	355	140	215
Latin American	20	10	15	425	210	215
Southeast Asian	70	40	30	310	155	155
Arab	65	45	25	580	310	265
West Asian	0	0	0	185	90	95
Korean	10	0	0	110	60	45
Japanese	20	10	10	135	55	75
Visible minority, n.i.e (28)	20	15	10	265	165	100
Multiple visible minorities (29)	45	20	20	275	115	160
All others (30)	58,920	27,880	31,040	710,285	347,740	362,550

Public acknowledgement / visibility of diversity:

“Once people get settled here, they move west. They go to Toronto or Vancouver where there is a cultural community set up whether it be Greek, Chinese, African etc. We don’t have anything to offer.”

“I think we do have something to offer. It’s a safe place to live and it’s cheaper than in Toronto or Vancouver. If we make it a welcoming community and recognize credentials then people may stay.”

Participants at the roundtable all stated their willingness and the necessity of making the Greater Moncton Area attractive to newcomers and to diverse groups within Canada. They can appreciate where immigrants are coming from when they want to move to larger urban centers. It was agreed that for Moncton to be a vibrant community they need to put in place the required infrastructure.

At last year’s Regional Planning Meeting, it emerged that immigration and settlement need to be considered as very different processes in Moncton. Immigration has been fairly successful in bringing newcomers to the city. However, creating an environment that encourages them to stay is a major challenge for Moncton. *A Sense of Belonging* has been successful at creating cultural initiatives to increase this settlement and sense of welcoming within Moncton’s diverse communities. SB has supported celebrations of Black History Month, a Youth Challenge for Diversity, MAGMA’s Multicultural Festival, school workshops and a Community Picnic.

“In Moncton, immigrants will finish off their commitments as they are very happy to be in Canada but they will move on. We have to be responsible to set-up training, or multi-faith centre. Is there a Buddhist temple...I think not.”

The Greater Moncton Area is in competition with various other communities trying to attract immigrants. Incentives must be put in place from the government, the employment sector, and the cultural community already established in this city.

Next Steps:

To take action on this issue, participants agreed to set up a working group for community and government officials to bridge gaps and come together. Two participants agreed to approach the Mayor's Office of Moncton and the New Brunswick Human Rights Council to encourage their participation. A need has been identified by participants to enact policies for workplace diversity and this working group will continue efforts on that front.

Employment:

A major barrier in the Greater Moncton Area is the recognition of foreign degrees and work experience. "I know many people, once they arrive in Canada their degrees are considered nothing. It is a key issue," said one participant. Many stakeholders considered foreign credential recognition to be a federal issue. According to participants, Atlantic Canada is consistently behind the curve in terms of credential recognition.

"I've noticed some really interesting changes in the community. MAGMA with new comers program has really come a long way. This is all coming about in the last year. MAGMA also has job training and employment help for newcomers."

Diversity must be shown to have an advantage in the workplace to employers and the bottom line. "If an employer has to do anything extra, than with a average Canadian, it takes convincing to take that person on." Most agreed that if there is any extra effort to hiring a New Canadian, employers will not consider that person. "It isn't a level playing field. I don't blame an employer, if it takes extra leg work to look into credentials they won't do it."

Unique to Moncton is the challenge that employers are looking for fluently bilingual (French and English) employees. This is a key barrier to New Canadians who may be competent in one but not both of Canada's official languages.

One conclusion agreed upon by all participants was that diversity and integration must be made a priority for the city of Moncton, the Chamber of Commerce, and downtown businesses. "Our community has come far but the cultural competency training is important. People need to be prepared [for immigrants] as Moncton is predominately a white community. There has been a lot of turnover for Non-profit sector, so it makes diversity programs hard to maintain."

Moncton is now in a perfect position to establish good practices just as the wave of immigration is beginning. Currently there is not a large proportion of visible minorities and New Canadians in Moncton. A trend emerging in Moncton is the recruitment of low-skilled workers from China and other Asian nations. As one participant noted, "Some businesses go to China, shopping to get people to come here. If they go without a plan for when the immigrants get here, then they shouldn't be able to allowed to recruit in the first place. Think about it before the immigrants show up."

A significant gap was identified between business aims and service providers in terms of settlement support. Settlement agencies felt they were scrambling to meet the needs of new recruits because employers were hiring without having any plan for supporting settelement and integration into the Greater Moncton Area. It is getting better, said one participant, because people are getting used to different cultures.

“Immigration is a big topic now because the 2006 report says the aging population shows we need to get workers in. It needs to be done in a safe and measured fashion. It seems rushed at times.”

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Priority Areas

Discussion was founded on the three priority areas for Moncton:

1. Formal and Public Education
2. Cultural and Linguistic Diversity
3. Intergenerational Challenges

These priority areas were set at the outset of *A Sense of Belonging*, and we continue to assess their value for the community.

Perspective from Regional Coordinator Angelique Reddy

With partners in the field, Angelique Reddy organized a community panel discussion on March 21, 2006 with representatives from the Democratic Republic of Congo, Togo, CBC, and MAGMA to foster harmony in the Greater Moncton Area.

“For Black History month, we had film screenings for youth at the local university. It was a pilot project and we must find ways to make these events more attractive to young people. We held a mini-gala with the black community.”

Conversation circles were organized through MAGMA and other partners to increase the links between newcomers and mainstream Moncton residents. The conversation circles built stronger links within different communities and were helpful for English as a Second Language speakers to improve their skills. Please see **Appendix D** for the promotional poster.

When trying to access young people, Angelique found that schools are extremely difficult to penetrate. Teachers are stressed out and lack resources to integrate diversity into their programs. For a lot of teachers it isn't relevant. So diversity needs to be put into the curriculum.

“It can get to be preaching to the converted. Go into the business community or schools. There needs to be an effort to get in touch with the ‘average Joe’ to show that Moncton has a golden opportunity.”

“It is a slow influx of immigrants, so we can integrate them. We can look at what has worked in larger centers and what hasn't worked. We don't need to reinvent the wheel instead we can look to larger centers like Toronto.”

Those people and stakeholders who are involved in diversity in New Brunswick are understaffed and stretched; they are volunteers who can actually come together who can get things done.

The Future – Next Steps:

One of the greatest needs identified through this visit was the necessity to involve employers in diversity – and to see their needs as well. Many participants requested that the Greater Moncton Area keep more detailed statistics about diversity and New Canadians to have a research base from which to start new programs. Municipal leadership in urban planning for businesses was identified by many as a key component of a welcoming city. What kind of business do you want/attract? What's the big secret? These stakeholders can then act with government involvement, good business sense, and community partnership.

“We need a **gathering place**. A new Peace Centre is being built - the plan is completed. Building a brand new venue. NGOs arts, organizations like United Way, Moncton Volunteers. Supposed to fly 2008. MAGMA is a great spot but it caters to one niche. We need to come together so the average white man can get to know these people. We need to get to know our neighbours. It's a healthy competitive push.”

“Education is important --- hand in hand for bringing people here. We can't expect MAGMA to pick up the slack from the business sector. It all has to go together. When you have people over for dinner you need to know what they like to eat, their language and their

customs. The same thing should be considered when people are recruited to immigrate to Canada.”

Appendix A: Action Plan for Moncton

3 Community Events

1 directory of community leaders/anti-racism/diversity committee

Youth Challenge

1 Mentorship Partnership

3 school workshops

1 Community Fact Sheet

Appendix B: Attendance Information, Regional Roundtable

Appendix C: Roundtable Agenda



United Nations Association in Canada
Association canadienne pour les Nations Unies



**Agenda: Community
Roundtable**
(November 19, 2007)

6:00-6:15 pm	Introduction to the <i>A Sense of Belonging</i> project
6:15-6:45 pm	Introduction of participants
6:45-7:00 pm	Presentation of synthesis report
7:00-7:15 pm	Discussion of report findings
7:15-7:45 pm	Group discussion on priority areas
7:45-8:00 pm	Break
8:00-8:15 pm	Reconvening on group discussion
8:15-8:45 pm	Brainstorming: future of project
8:45 am -9:00 pm	Conclusion

Appendix D

Adult Conversation Circles

**Excel at
School**

**Improve
English
Language
Skills**

**Make
New
Friends**

**Every
Tuesday and Thursday**

6:00-8:00pm

at

**Multicultural Association of the-
Greater Moncton Area Inc.**

1299A Mountain Road, Suite 2, Moncton

Everyone Welcome

FREE ADMISSION

Children's Homework Club

Need more info?

Contact: Angelique Reddy

angelique.reddy@nb.aibn.com or 858-9659 ext. 2

**This programming is made possible through the support of the
United Way's Community Building Grants.**



**United Nations Association in Canada
Association canadienne pour les Nations Éthiques**



Appendix E



Good Morning,

I would like to take this opportunity to thank everyone who helped organize the MAGMA and UNAC family picnic, which was held on September 30th at Centennial Park. The picnic was a tremendous success with 60+ people in attendance, not to mention excellent entertainment provided by Pickles the clown. A big thank you goes to Penny Caruthers, Sharon Warren-Hébert, Mary MacDonald and Gilles Arsenault for helping to organize this action packed day. This event would not have been possible without you!

MAGMA and the UNAC would like to thank the City of Moncton for their financial contribution and continued support over the years!

We would also like to extend our thanks to the following businesses for their contributions and support: Boston Pizza, Calactus Café Restaurant, Canadian Dollar Store, Dollarama (Main Street and Riverview), Sobeys , Mc Bunn's Bakery, Sasha's Martinis, Tapas and Lounge, Happy Wok, Lloyd's of Moncton and Jean Coutu (Riverview.)

Please find attached a few photographs taken at the picnic.

Have a great day!

Merci,

Angelique J. Reddy
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