

Sophie Gauthier, Immigration Project Officer, and David Lapierre, Employment and Economic Development Advisor, representing the Association franco-yukonnaise at Destination Canada.

Promoting Francophone Immigration by Assisting Employers with Recruitment

The Association franco-yukonnaise (AFY) can help Yukon employers hire qualified bilingual staff. Frédéric Nolet, Economic Development Director, explains how these services can make things easier for employers, help job seekers enter the workforce and contribute to the retention of Francophone immigrants in the territory.

Free Services for Employers

AFY's recruitment assistance services are offered free-of-charge to all Yukon employers. Recruitment can take place on three levels: local, national and international.

First off, on the local level, employers have access to competent staff who are ready to be hired right away. In fact, AFY offers individual in-person support services for job seekers who are already in the territory and ready to work. Above all, this service allows employers access to a pool of job candidates who speak both official languages.

Secondly, AFY has been offering assistance with out-of-territory recruitment for the past three years. For jobs where specific qualifications make it difficult to hire locally, AFY visits several cities each year that have been strategically chosen for their potential to offer a large number of bilingual job candidates. For example, in 2017-18, AFY participated in job fairs in Montréal, Moncton and Ottawa where they promoted the Yukon as a great place to work, presenting in particular Francophone educational, early childhood and health organizations. Fifteen people moved to the Yukon as a result of these events.

Thirdly, when local or national hiring efforts prove unsuccessful, employers can turn to recruiting internationally. In order to do this, they must first be able to prove that the prioritized recruitment of Canadian candidates is not possible through a Labour Market Impact Assessment. They can then call on AFY to help them recruit qualified Francophone staff, predominantly from European and North African countries, through the Mobilité francophone program. To start with, in order to connect with qualified job candidates AFY participates in Destination Canada, a Mobility Fair which takes place in Paris and Brussels. The event,

organized by the Canadian Embassy in France, is intended for job candidates who have already started the immigration process. In 2017, AFY representatives brought 120 job offers from 15 employers. They then preselected job candidates before submitting their CVs to the employers. Nine people moved to the Yukon as a result of this event.

Hiring Immigrants: An Advantage

Although the administrative burden of the hiring process for immigrant workers can be daunting for certain employers, Mr. Nolet believes that hiring immigrants comes with many advantages, beginning with diversity. "The unemployment rate in the Yukon in June 2018 was 2.3%, so it's definitely difficult to hire personnel." He adds, "There are lots of French and Francophone people who want to come to the Yukon, to stay here, and who are just trying to get a work permit. These

are people looking to build a life here. This is really a great opportunity for employers to find motivated, as well as qualified, staff."

As an example, he listed certain educational programs offered in Europe where you can find extremely qualified employees in the hospitality and food service industries, two of the most sought-after sectors in the territory.

Any employer can use AFY's services – a bilingual job offer is not required. Employers who would like to find out more about these recruitment assistance services can consult their website :

rh.afy.yk.ca