

Newcomers to Canada Vision for this work 5 years from now

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Biography

Vice-President, Quebec Operations for CFEE.
Creator of the Monnaie Money Financial Literacy Project with the Carrefour jeunesse-emploi de Côte-des-Neiges in Montreal.
Project targeted visible minority and new immigrant youth since 2007.
Since 1998 have worked with this clientele.

Vision for this work 5 years from now

- Excellent work is being all across Canada for Newcomers.
- What direction are we heading?
- What is the vision?

CONFIDENCE & TRUST

Continue to develop levels of confidence and trust with individual & communities.

Allows them to be open with their financial literacy challenges & develop lifelong skills.

Providing Support

- Continue to assist organizations that serve newcomers, so they can develop their capacities to deliver financial literacy training.
- These organizations are well situated.
- A place newcomers feel less isolated.
- Respect for cultural values from country of origin.
- Openness to learn and speak about their experiences.

Banking

- A streamlined approach to introduce banking to all newcomers to Canada.
- All the Banks are doing there own marketing to attract newcomers to their services
- Basic orientation mandatory to be given to all newcomers. Assist with integration of newcomers to Canada.
- <http://www.cba.ca/en/consumer-information/40-banking-basics/479-newcomers-to-canada>

Sharing of Best Practices

- Strategies of sharing best practices between community organizations, financial literacy stakeholders, financial institutions and other partners.
- FCEE, FCAC, Prosper Canada.
- Facilitate project development across the country.
- See what is being done globally.

Technology & Social Media

- Smart phone technology makes it easier for us to be in contact with each other. 24 hrs a day.
- Provide organizations resources & training to develop their social media networks to engage newcomers.
- Very powerful tool with plenty of possibilities

Keep the Discussion Going

- Financial Literacy
- Changing the behaviors & attitudes of newcomers.
- Events such as ABLE and other events where we can exchange ideas to bring about positive results for Canadians.
- Try to stay ahead of the game to know what is influencing us with our money related issues.

Thank you - Merci

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