



25 St. Clair Avenue East, Suite 700
Toronto, Ontario
M4T 1M2

Dear Service Provider Organization:

I would like to take this opportunity highlight the **new Communications Protocol** that was incorporated in the most recent contribution agreement that your agency signed with CIC.

Schedule 4 of your contribution agreement states:

The Parties to this Contribution Agreement agree that:

- a) There will be periodic announcements, through public events, press releases and/or other mechanisms, regarding the funding and outcomes of the project.*
- b) The parties will undertake to consult with each other in order to jointly plan external communications activities related to this Contribution Agreement, and that the Government of Canada must approve external communications plans and timing of public announcements and events.*
- c) The timing of public announcements and events shall be sufficient to allow for all orders of government to plan their involvement. The parties shall provide a minimum **of 40 days notice** of a public event, such as a launch or open house, to which the Minister of Citizenship and Immigration Canada and respective representatives of other levels of government will be invited. The signatories to this agreement agree to provide a list of possible dates for announcements and events, in order to ensure an opportunity for the Minister of Citizenship and Immigration Canada or his or her delegated representative to attend the event.*

If your agency is planning a public event that would include either the Minister of Citizenship and Immigration, other elected representatives or the media, we need you to contact your CIC settlement officer as soon as possible. Your settlement officer will notify CIC's communications team, which will evaluate the event and determine whether we need to develop a joint approach to external communications.

Notifying CIC of important events and new initiatives can increase the visibility of your programs within the community. Many events in the past have allowed our Minister to be involved, which often generates a large amount of media coverage for settlement programs. These announcements and events raise awareness about the positive work you do to assist newcomers to Canada, and help build support in your community for your work.

In the future, I kindly ask that you take the time to evaluate communications opportunities, and that you ensure that your staff is familiar with the Communications Protocol in Schedule 4 of your current contribution agreement.

We look forward to building successful settlement programs with you in the future.

Sincerely,

Ontario Region, Communications Team
Citizenship and Immigration Canada