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## Launch of a mentoring initiative for women in municipal politics

**Petit-Rocher, June 28, 2022** – The Association francophone des municipalités du New Brunswick (AFMNB) is teaming up with the “Women in Leadership: From Talk to Action” project organized by Women in Business New Brunswick (WBNB) with a view to launching a mentoring initiative for women interested in taking part in municipal politics.

“With local governance reforms currently underway in New Brunswick, elections will be held on November 28, 2022. This is the perfect time to launch a project designed to support new female candidates in the municipal elections,” said AFMNB president Yvon Godin.

In line with initiatives carried out in recent years, the AFMNB has identified six major obstacles to women’s participation in municipal politics in New Brunswick. The Women in Leadership project addresses some of these known obstacles, i.e., informal networks, recruitment and unfamiliarity with the role played by municipal elected officials. Access to mentoring support is also regarded as crucial to the rise of new generations of women into leadership positions.

This political mentoring project is primarily designed to support women wishing to run in the upcoming elections by pairing them with experienced female municipal representatives for discussion and learning purposes. This formal networking initiative will also include guidance and training tools.

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“We acknowledge that advances have been made in women’s participation in municipal politics, but parity is still a long way away,” noted Josée Rioux-Walker, coordinator of the Women in Leadership project. She added: “Studies show that having an interest in politics and municipal affairs is not always enough for women to get involved. They also need information on the process and roles, as well as first-hand knowledge of women’s prior experience in the political arena.”

In New Brunswick, only 27 percent of elected mayors and 37 percent of council members are women.

Female elected officials and potential candidates interested in the project are asked to complete a registration form available on the websites of the participating organizations: [www.afmnb.org](http://www.afmnb.org) and [www.wbnleadership.ca](http://www.wbnleadership.ca).

## **About the AFMNB**

The AFMNB represents 50 francophone and bilingual municipalities in six major regions extending from north-western to south-eastern New Brunswick. Our member municipalities are home to some 300,000 people, or slightly over one-third of the provincial population.

## **About Women in Leadership: From Talk to Action**

The Women in Leadership project is an initiative of Women in Business New Brunswick and receives funding under Women and Gender Equality Canada's Women's Program.

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