

BULLETIN 41-42

OFFICIAL LANGUAGES

Community Development and
Linguistic Duality

IMPLEMENTATION OF SECTIONS 41 AND 42 OF THE OFFICIAL LANGUAGES ACT

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Minister Josée Verner with Véronique Cloutier and Sébastien Benoit, hosts of the final broadcast of the *Jour de l'An/Dernière de La fureur*.



Canadian Heritage
Patrimoine canadien

Canada



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We will be pleased to receive your comments and observations.

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The *Bulletin 41-42* is published by the Interdepartmental Coordination Directorate of the Department of Canadian Heritage. It takes its name from sections 41 and 42 of the *Official Languages Act* (OLA). Section 41 commits the federal government to enhancing the vitality of official-language minority communities (OLMCs), as well as fostering the full recognition and use of both English and French in Canadian society. Section 42 mandates the Department of Canadian Heritage, through interdepartmental coordination, to promote and encourage a coordinated approach to this commitment.

The *Bulletin 41-42* aims to promote measures taken by federal institutions to support the development of OLMCs and promote linguistic duality, and to reflect concrete results stemming from interdepartmental coordination.

La Fureur welcomes Minister Verner!

Just a few hours before the official opening of Quebec City's 400th anniversary celebrations on December 31, 2007, Minister Josée Verner participated in the latest musical game, *La Fureur*, presented on *Radio-Canada* television. Nearly 4,000 people gathered at the *Pavillon de la jeunesse* on the *ExpoCité* site to take part in this special celebration.

Canadian Heritage provided the *Fondation canadienne pour le dialogue des cultures* with \$308,000 in financial support to produce the special program. This funding was provided through Enhancement of Official Languages Program, which is designed to foster greater understanding and appreciation of linguistic duality and to promote closer ties between the members of the two official-language communities on the basis of language and culture.

Good Practices Forum

In collaboration with Mariam Adshead, Department of Canadian Heritage

On November 29, 2007, the Canada Public Service Agency, together with its partners the Department of Canadian Heritage and the Council of the Network of Official Languages Champions, hosted the third annual Good Practices Forum on Official Languages. A forum of this type provides an opportunity for official languages champions and co-champions from federal departments, agencies and Crown corporations, as well as national coordinators responsible for implementing section 41 (Part VII) of the *Official Languages Act* (OLA) and public servants responsible for Parts IV, V and VI of the Act to assemble and discuss issues relating to official languages in their respective institutions.

Nicole Jauvin, President of the Canada Public Service Agency, underlined the importance of sharing best practices, particularly in the context of Public Service renewal, which provides an excellent opportunity to anchor bilingualism firmly into the federal Public Service culture. She also announced the launching of four information sheets on official languages, including one for supporting official-language minorities. Invited speaker Judith A. LaRocque, Deputy Minister of Canadian Heritage, referred to the Guide for Federal Institutions, developed on the enhanced Part VII of the Act, and to the "positive measures" expected of all federal institutions. She made special reference to the internal policy concerning official-language minority communities and linguistic duality adopted by Health Canada, a similar one being developed at Canada Post Corporation, as well as the Canadian Radio-Television Commission taking these communities' needs into account in the development of its policies.

Guest speaker Graham Fraser, Commissioner of Official Languages, stressed that it was good to highlight success stories rather than dwelling on criticisms, to underline the concept of respect for language rights as part of human rights,

and that it was necessary to strengthen Part VII of the OLA. He emphasized that the lack of a definition for positive measures actually opens the door for federal institutions to be creative and proactive.

The following are examples of good practices presented:

- Air Canada conducts mini-training courses for its employees who are not bilingual to enable them to carry out simple conversations with passengers about the most familiar aspects of air travel;
- two national committees on human resources and economic development (one for Francophones outside Quebec and one for Anglophones in Quebec) have been successfully combining the efforts of several partner departments with minority-community representatives to produce best practices involving community development;
- the Translation Bureau has been working on improving federal written communication so that it is clear and effective and understood by the Canadian public, including those with low literacy levels;
- the federal regional councils of the Atlantic provinces hosted a symposium on Part VII of the OLA in Prince Edward Island;
- Natural Resources Canada has an in-house language training program integrated into the work lives of its participants; and
- the Canadian Air Transport Security Authority offers financial incentives in order to recruit more bilingual screening officers.

All in all, a successful forum with a high participation rate, giving everyone something to think about for improving official languages awareness in their federal institutions!



INFO-CULTURE



Zones Théâtrales 2007

In collaboration with Anne Tanguay, National Arts Centre

The *Festival Zones Théâtrales*, produced by the National Arts Centre French Theatre, was held from September 6 to 15, 2007, at various locations in the Ottawa/Gatineau region. The mandate of this biennial event is to present professional theatre performances created by artists from Canadian Francophone communities and regions of Quebec. According to Paul Lefebvre, Artistic Manager of the Festival, "this second edition confirmed that this event is the main meeting place for theatre artists and tradespeople from the Canadian Francophonie."

As during the 2005 edition, the Festival was marked by collaboration with the *Centre des auteurs dramatiques* for a series of four readings. Note that of the four texts read in 2005, three have since been produced professionally. This year the audience could attend the reading of six texts of the Rideau Project, created in partnership with the Magnetic North Theatre Festival and the *Théâtre la Catapulte*. Those texts will be the basis for six short plays—three in English and three in French—by Ottawa/Gatineau region playwrights, to be staged in 2009.

One Festival highlight was unquestionably the lecture by Graham Fraser, Commissioner of Official Languages, the topic of which was *Les Arts et l'épanouissement des collectivités*

francophones en situation minoritaire [the arts and the vitality of minority Francophone communities]. As Mr. Fraser emphasized in his speech, "the *Festival Zones Théâtrales* clearly shows that Francophone communities across Canada know how to blend heritage with creation, and do it brilliantly. Choosing theatre is choosing community action, because theatre distils the essence of community life."

One Festival highlight was unquestionably the lecture by Graham Fraser, Commissioner of Official Languages, the topic of which was *Les Arts et l'épanouissement des collectivités francophones en situation minoritaire...*

a 22 percent increase in attendance compared to the first edition in 2005.

Many heartfelt moments and meetings arose from the Festival between the National Capital Region audience and artists from Ontario, Acadia, Quebec, British Columbia and the Prairies, as well as meetings between artists and many Canadian producers, artistic directors and other performance professionals. Over ten days, close to 4,000 festival-goers attended the ten different productions and participated in activities of the Free Zone ("mornings after the night before"), the Interactive Zone (readings, lectures and round table discussions) and the Grey Zone (cocktail hour and after-hours). There was also

La Voisine earns an award at the Atlantic Film Festival

In collaboration with Ginette Pépin, Telefilm Canada

La Voisine, by Pamela Gallant of New Brunswick, earned the best short film award at the Atlantic Film Festival in Halifax. "It's with great pleasure that we learned about this first honour for Pamela Gallant's film," stated producer Cécile Chevrier, President of Moncton's Productions Phare-Est. "Considering that *La Voisine*, filmed in French, had to be subtitled for the needs of the Festival, which only accepts English versions in its programming, that's a very good achievement and we mean to warmly congratulate the director." At least fifty films were in the running for this award.

Filmed last spring in the Cap-Pelé region and Shediac, New Brunswick, *La Voisine* was produced as part of the Interdepartmental Partnership with the Official-Language Communities (IPOLC) between Canadian Heritage and Telefilm Canada, in collaboration with the National Film Board and *Radio-Canada*. The goal of the initiative was to foster the development of television drama skills among writers, directors and producers working in French outside Quebec. In addition to directing this short film, Pamela Gallant edited it and wrote the script.

More support for publishers from official-language minority communities

In collaboration with Doris Boivin, Canadian Heritage

Canadian Heritage's Book Publishing Industry Development Program (BPIDP) provides more assistance to Canadian official-language minority publishers. In fact, the Program changed some of its criteria to allow more flexibility for those communities. During the 2007–2008 fiscal year, the BPIDP is supporting six publishers of the *Regroupement des éditeurs canadiens-français* (RÉCF). The Program specifically supports direct book sales projects, promotion and marketing

in bookstores; it also supports the ZOF (*zone francophone*) office in Montreal, which aims to support and assist Canadian Francophone writers outside Quebec in carving out a niche for themselves in the Quebec market, especially in Montreal. Finally, the BPIDP's flexibility regarding criteria among official-language minority communities resulted in a significant increase in contributions to RÉCF members.

E-cinema launch in Acadia

During the *Festival international du cinéma francophone en Acadie* in September 2007, the National Film Board (NFB) unveiled the partners in its pilot project for implementing e-cinema in Acadia. Because of its ultralight equipment, e-cinema offers a greater variety of quality digital format works at lower cost. This three-year unifying project is being developed with the support of the Interdepartmental Partnership with the Official-Language Communities between Canadian Heritage and the NFB and will be implemented in theatres by the end of the year in five

New Brunswick cities: Moncton, Kedgwick, Bouctouche, Caraquet and Edmundston. This digital distribution project provides the Acadian audience far from major centres with access to rich and diverse programming by enabling partners to offer the audience free NFB rendez-vous as well as other screenings. NFB film programs will be chosen in collaboration with those responsible for each theatre. The NFB will also be in charge of facilities and technical support for the entire length of the pilot project. The programming's official launch took place on January 21, 2008.

YOUTH

YOUTH

National Coordinators Focus on Youth

In collaboration with Claire Noël, Canadian Heritage

Q on October 4, 2007, the Interdepartmental Coordination Directorate (ICD), Canadian Heritage, brought together at the National Arts Centre in Ottawa the national and regional coordinators responsible for implementing section 41 of the *Official Languages Act*, in order to raise their awareness of the need to help enhance the vitality of linguistic minority youth in Canada. To do this, the ICD called on the main community organizations representing Canadian youth, the *Fédération de la jeunesse canadienne-française* (FJCF) and the Quebec Community Groups Network (QCGN).

Bill Floch, Research Manager, Official Languages Support Programs, shared the results of an analysis based on the two Ipsos-Reid public opinion surveys conducted for various federal departments, including Canadian Heritage, of over 2,000 young Canadians aged 12 to 30.

Community organizations were given a prominent place and took the opportunity to share their priorities with the federal institutions at the meeting. Sylvain Groulx, FJCF Executive Director, and Éric Mathieu-Doucet, from the New Brunswick office, shared their "recipe" containing all the "ingredients" necessary to attain the departments' official languages objectives in order to add a little "spice". Randy Boissonneault, of RDÉE Alberta and chairman of the organizing committee of the *Jeux de la francophonie canadienne*, that will take place in Edmonton in 2008, said that the Games will undoubtedly contribute to enhancing young Francophones' sense of belonging.



From left to right, second row: Kevin Dobie (QCGN), Randy Boissonneault (RDÉE Alberta), Éric Mathieu-Doucet (FJCF New Brunswick) and Sylvain Groulx (FJCF). First row: Nina Kim (QCGN), France Caissy (PCH), Louise L. Trahan (PCH) and Marjolaine Guillemette (PCH).

Young Anglophones in Quebec face just as many challenges. According to the QCGN, whose activities are aimed at supporting young Anglophone Canadians in Quebec, it is important to build bridges between the various orders of government, private businesses and community organizations in order to create the infrastructure needed to develop their clientele. The QCGN plans to contribute by taking on the following challenges: youth out-migration, access to employment, development of new dynamics in the workplace, renewed leader mobilization in the community, greater national visibility for young Anglophones in Quebec, etc.

The meeting continued as a panel discussion. On one side were the representatives of minority Canadian youth and on the other were the various federal institutions. Activities included opportunities for participants to learn more about the Public Health Agency of Canada's Community Action Program for Children; Service Canada's programs such as Skills Link, Career Focus and its internship and summer employment programs; and Canadian Heritage's youth forums and exchanges. This meeting clearly brought youth organizations and federal institutions closer together.

The Government and Youth

In collaboration with Martin Durand, Canadian Heritage

Below are some of the results from an analysis based on two Ipsos-Reid public opinion surveys conducted for various federal departments, including Canadian Heritage. Over 2,000 young Canadians aged 12 to 30 participated in the survey.

Young people's main concerns:

- Francophones outside Quebec are twice as concerned about crime, violence and street gangs than other young Canadians. They believe that it is the second biggest problem they face.
- For young Anglophones living in Quebec, the biggest problem they face is unemployment and difficulty finding jobs.
- For young Anglophones living outside Quebec, the second biggest problem is education and tuition fees. Compared to minority youth and Quebec youth, twice as many of them identified this problem as a major issue.
- For young people in Western Canada and the Yukon, the biggest problem is alcohol, smoking and drugs. This is higher than the overall average for young Canadians.
- For young people in Quebec, while education and tuition fees are their second biggest concern, they are well below the overall average for young Canadians.
- For young Atlantic Canadians, more than for other young Canadians, unemployment and difficulty finding jobs was one of the biggest problems they faced.
- Nearly 70% of young people in majority communities are or would have been interested in taking part in school language exchanges to meet other young people from official-language minority communities.
- Over 80% of young respondents in minority communities believe that their primary/high school education gave them a good opportunity to learn their second official language. The percentage is lower, at 63.6%, for young people in majority communities.
- For nearly all of the statements, the proportion of young people who agree with them decreases the further west they are.
- Young bilingual Anglophones from the rest of Canada are more in favour of the various statements than their unilingual Anglophone counterparts. They are among those who most agree with the economic benefits of knowing both official languages.
- In Quebec, a very large proportion of young people believe that all high school graduates should have a working knowledge of English and French.
- More than 9 out of 10 Francophones living outside Quebec believe that the federal government has an important role to play in promoting and protecting French in Canada.
- Over 80% of young people believe that government services should be provided in both English and French throughout the country. In the West, three out of four young people agree with this statement.

Linguistic duality

- For almost all of the statements, minority populations supported public policies, linguistic duality and bilingualism more strongly than majority populations. Overall, Quebec Anglophones support the statements less than Francophones outside Quebec.
- Over 90% of young people in minority communities believe that knowing both English and French improve their chances of finding a job.

For more information, please contact Martin Durand at 819-994-1917.

Connecting with Young Canadians

In collaboration with Mercedes Morin, Canadian Heritage

The Canadian Heritage program Exchanges Canada connects young Canadians with one another through a variety of means and develops Canadian identity and a sense of belonging to Canada by helping youth appreciate both the diversity and the shared aspects of the Canadian experience. Exchanges Canada is expressly designed to support activities that foster bilingual exchange experiences and assist youth in the development of proficiency in their second official language. The program has two components: Youth Exchanges Canada and Youth Forums Canada.

Youth Exchanges Canada

By providing funding to support two-way exchanges for groups of young Canadians, participants from different regions of the country are twinned according to their age and interests. Participants take turns hosting their twin in their home, and play an active role in planning the exchange. They also communicate regularly with their twin, conduct research on the exchange communities and participate in fundraising. Exchanges are usually one week in duration and can take place anywhere in Canada. In 2006-2007, close to 9,000 young people took part in this program.

Youth Forums Canada

Eligible projects include national forums for young people, post-secondary study sessions in another region of Canada and projects such as workshops, thematic exchanges of interest to young Canadians, and other exchange-related experiences that meet the objectives of the Exchanges Canada Program. Forums are usually one week in duration and can take place anywhere in Canada. In 2006-2007, close to 5,600 young people attended events supported by this program.

An example of the projects funded in 2007 is the National Debating Seminar. This annual event, organized by the Canadian Student Debating Federation (CSDF), aims to expose students to the art of debating while providing an opportunity for cultural exchange among young people from all regions of the country. The seminar is held in a different location in Canada every year. The CSDF offers students the opportunity to attend the Seminar as English, French or bilingual delegates. This component of the Seminar involves delegates switching from one language to another during their speeches and debates in true recognition of Canada's bilingual nature.

Premier Choix helps young Manitobans find work

In collaboration with Louise Hébert-Rahemtulla, Service Canada

Managed by the not-for-profit organization Premier Personnel Corp., *Premier Choix* is a bilingual project funded under Skills Link, a program of Service Canada's Youth Employment Strategy in Manitoba. From February 2007 to February 2008, 75 Francophones will have participated in the project aimed at helping young Manitobans facing barriers find employment by giving them access to coaching services and various resources enabling them to

increase their employability. *Premier Choix* maintains close ties with the community's Francophone organizations, including the *Collège Louis-Riel*, the Franco-Manitoban School Division, the Economic Development Council for Manitoba Bilingual Municipalities, the Catholic Health Corporation of Manitoba and *Accueil francophone*. Furthermore, the project earned a recognition award from the Franco-Manitoban School Division for its contribution regarding young people.



Participants in the *Le pouvoir, c'est osé!* Forum.

Women and the power of influence

In collaboration with Mila Younes, Status of Women Canada

As part of a project funded by the Women's Program at Status of Women Canada in collaboration with other youth groups, some forty young women aged between 14 and 25 from across the country met in Ottawa around the theme *Le pouvoir, c'est osé*. The objective was to set out the challenges facing women and the tools they would need to help them exert more influence in their community and elsewhere. The seven following priorities were defined during the meeting: shattering myths about feminism, the revolution of the feminine image, women and

politics, challenges facing superwomen in 2007, violence against women, the immigrant woman in Canada, and, finally, employment equity and women in power. The young women returned to their respective regions equipped with tools and mechanisms to make the changes they want to make in their communities. This event was organized by the *Alliance des femmes de la francophonie canadienne* (AFFC), which receives ongoing support from Canadian Heritage. Visit the AFFC's Web site at www.affc.ca.

A Bilingual Website Entirely Run by Youth

In collaboration with Jo-Anne Lecompte, Royal Canadian Mounted Police

In order to help young people stay safe in their communities, the Royal Canadian Mounted Police (RCMP) implemented its "deal.org" Program. Now in its tenth year, it boasts a bilingual website entirely run by youth, which supports the RCMP Youth Strategic Priority. The Program aims at encouraging youth throughout Canada to make healthy, informed decisions and to get involved in their communities. The revamped website, which was launched in January 2006, generates an astounding 1.1 million visits a month. It addresses a variety of subjects with feature presentations, fast facts and moderated online blogs on issues of importance to youth, including bullying, Internet safety, impaired driving and youth gangs. As Canada's national police force, the RCMP has a presence in all provinces and territories and is promoting the deal.org website. The Directorate of Official Languages, in collaboration with the National Youth Services,

has presented the "deal.org" programs to youth organizations in official-language minority communities and other federal institutions at the meeting of national coordinators responsible for the implementation of section 41 of the *Official Languages Act*, held on October 4, 2007. It is also promoting the deal.org website at other interdepartmental meetings.



The deal.org team will be going coast-to-coast in the near future to consult youth, promote the website and recruit youth for a national advisory committee. This will include one stop in Quebec and two stops in New Brunswick, to ensure coverage in both Anglophone and Francophone communities.

For more information, please visit www.deal.org.

Official Languages Campaign

In collaboration with Alice Barnabé, Canada Public Service Agency

Official languages:
a winning
formula.



October 9, 2007, marked the launch of the Official Languages Information Campaign. This nation-wide campaign to promote official languages is the fruit of a partnership among nine organizations: the Public Service Agency of Canada, the Canada Border Services Agency, the Office of the Auditor General of Canada, the Public Service Commission of Canada, Industry Canada, Canadian Heritage, Natural Resources Canada, Public Works and Government Services Canada and VIA Rail Canada.

The campaign has three interrelated goals:

- Inform employees of their rights and obligations regarding official languages;
- Inform employees of the Government of Canada's obligations to official-language minority communities and promote English and French in Canada; and
- Better anchor official languages in the fundamental values of the Public Service and Canadian society.

The campaign's slogans are:

- We take pride in providing quality service in English and French.
- We all win when we work together in the official language of our choice.
- Anglophone and Francophone minority-community development, let's make it a reality.

- Our official languages enrich us all.
- Official languages: a winning formula.
- Respecting official languages means supporting the communities across the country.
- Leaders make it happen in both official languages.

The event, which began with a networking breakfast, featured keynote speeches by Monique Boudrias, Executive Vice-President of the Agency, and Judith A. LaRocque, Deputy Minister of Canadian Heritage. The speeches emphasized the critical importance of official languages, both in Canadian society and in organizations subject to the *Official Languages Act*. The speeches are posted at www.psagency-agencefpgc.ca/ollo.

The audience of official languages champions, managers and national coordinators of Section 41 of the Act then got the first glimpse of the initial series of promotional products ranging from banners and posters to publications. This material can be viewed and ordered through the CPSA website. More products will be released at a later date.

Key issues of English-speaking communities of Montreal

In collaboration with Beverley Caplan, Canadian Heritage

The Greater Montreal Community Development Initiative is a community-driven project to identify the key issues of the English-speaking communities (ESC) of the Greater Montreal area. The first segment of the project involved a literature review of ESC research, consultations in five regions of Montreal followed by a session with the public at large and expert panel discussions. The report on the findings of Phase 1

was released in September 2007, and can be accessed through the Quebec Community Groups Network website, at www.qcgn.ca. In its report, the initiative has focused on six key subjects: demographics, health and social services, education, employment and economic development, social participation, and arts and culture.

Research on childcare services in French

In collaboration with Gordon Lenjosek, Human Resources and Social Development Canada

Over 300 children from six Francophone minority communities across the country are participating in a childcare pilot project taking place from September 2007 to October 2009. Entitled *Je pars en grand*, this research project by Human Resources and Social Development Canada examines the effects of childcare services that are enriched with French on the linguistic and cultural development of preschool-aged children and on their learning ability. The project is part of the

government's Action Plan for Official Languages, launched in 2003, and has received the current government's support. The following communities were chosen to participate in the project through a competitive process: Edmundston and Saint John, New Brunswick; Cornwall, Orleans and Durham, Ontario; and Edmonton, Alberta. Family literacy workshops are also planned to provide parents with advice, resources and training to help them support their child's learning.

Canada School of Public Service plays an active role in official languages

In collaboration with Pierre Marquis, Canada School of Public Service

The Canada School of Public Service integrates official languages and section 41-related content throughout its various courses and programs, highlighting the important role public servants have in supporting the development and vitality of official-language minority communities (OLMCs) across Canada as well as promoting linguistic duality. The School's learning products are available in either official language or in a bilingual format, and particular attention is paid to monitoring end-of-course evaluations from Francophone participants to ensure that courses are appropriately adapted to their learning and linguistic needs. At the same time, the School "models" this leadership by ensuring the use of both official languages in course offerings, selecting experts to reflect Canada's cultural and linguistic diversity, and expanding its outreach in the regions.

As part of its central role in providing language training to public servants across the country, including those residing or working in OLMCs, the School is partnering with the *Université Sainte-Anne* and the Federal Regional Council in Halifax to deliver French-language courses. The School is an active participant in the French immersion class in Pointe-de-l'Église, in Nova Scotia. This class, led by the School's Halifax Office and piloted for a one-week period in 2004 and 2006, provides public servants with an opportunity to practise their

French in an OLMC while developing an appreciation for the Francophone culture of the region. In Quebec, where English is the language of the minority, the School has developed a partnership with the *Collège Shawinigan* and network of *Cégeps* to ensure federal employees in remote areas have access to one of its second-language maintenance programs in English since access to English training is very rare. Some of its students have also spent time as volunteer interns with Anglophone community groups in the final phase of their training program. This initiative gave students more opportunities to use their newly acquired language skills in an authentic English setting, and the extra help was also appreciated by the small community groups which play an important part in maintaining OLMC vitality.

The School also works together with several Francophone universities and the Francophone community in the Prairies to deliver language courses, hold language-retention forums and activities, and offer French immersion sessions across the region. In Ontario, the School has set up joint ventures for partnership in language training with Glendon College and *Collège Boréal*. The School continues to build on these relationships through pilots and consultations with these institutions from the Franco-Ontarian postsecondary network.



RDÉE Atlantique/ACOA Committee

In collaboration with Ghislaine Savoie, Atlantic Canada Opportunities Agency

The RDÉE Atlantique/ACOA (Atlantic Canada Opportunities Agency) committee was created in spring 2007. This committee is formed by provincial RDÉE representatives from the four Atlantic provinces and ACOA representatives. The committee has adopted a memorandum of understanding running from April 1, 2007, to March 31, 2009; its purpose is to achieve collaborative actions to strengthen the community and entrepreneurship economic base of Acadian and Francophone communities in the Atlantic Region. The agreement includes the following objectives:

- Sharing action plans, mandates and objectives as well as activities among economic development stakeholders, such as ACOA, and other federal institutions;

- Contributing to economic development and sustainable entrepreneurship.

In collaboration with provincial and territorial partners, the *Réseau de développement économique et d'employabilité (RDÉE Canada)* fosters economic development and job creation to ensure the vitality and sustainability of Canada's Francophone and Acadian communities. The committee is an instrument for bringing together Francophone and Acadian communities and the Government of Canada. The objective is to foster the development and socio-economic growth of the Canadian Francophonie.

Manitoba businesses wishing to enter Francophone markets

In collaboration with Jody Simonson, Western Economic Diversification Canada

Western Economic Diversification Canada (WD) is providing support to activities related to trade development and investment attraction carried out by the *Agence nationale et internationale du Manitoba (ANIM)*. This nonprofit organization was recently created by the *Société franco-manitobaine* as a separate entity. Within the framework of its mandate, ANIM will operate in Canada's two official languages to provide services to Manitoba organizations and businesses that wish to expand their presence in national and international Francophone markets. It will also provide services

related to investment attraction, working with business clients overseas who would like to invest in Manitoba. ANIM will build on partnerships and networks already established in Quebec, France, Belgium and Tunisia. WD's assistance will serve to: establish partnerships in target regions; develop guiding principles for working with Manitoba businesses wishing to export and for services provided to businesses abroad wanting to invest in Manitoba; identify investment opportunities; organize economic missions; and develop ANIM's website.



Michel C. Caron, Director, Active Employment Measures, surrounded by the official-language minority community policy team at Human Resources and Social Development Canada, receives an honorary plaque from Frank Saulnier, President and CEO of RDÉE Alberta.

10 years of collaboration

In collaboration with Martine Boucher, Human Resources and Social Development Canada

For close to ten years now, Human Resources and Social Development Canada (HRSDC) has been collaborating with the Economic Development and Employability Network of Canada (*RDÉE Canada*) and its members to promote community economic development and vitality within French-language minority communities throughout the country. On September 2007, as part of the 10th anniversary of the *Réseau de développement économique et d'employabilité* of Alberta (*RDÉE Alberta*), President and CEO Frank Saulnier underscored this collaboration by awarding an honorary

plaque to HRSDC employees. During that meeting, Mr. Saulnier talked with employees of the youth policy and official-language minority communities directorate to inform them of practical projects and partnerships taking place within Alberta's French-language communities. This most interesting meeting shed a little more light on the dynamism of these communities and gave employees an appreciation of the extent to which community networks play an essential role in promoting economic development and vitality.

Lauriers de la PME 2007

In collaboration with Michel Riopel, Service Canada and, Johanne Bourgeois, Human Resources and Social Development Canada

The 4th edition of the *Lauriers de la PME* gala, organized by the *Réseau de développement économique et d'employabilité* (*RDÉE Canada*), was held in Ottawa on November 10, 2007. This biennial competition showcases the excellence of Francophone companies outside Quebec. Companies registered in the competition are chosen by provincial and territorial organizations that are members of *RDÉE Canada*, which makes the final selection on the basis of these companies' economic performance and social commitment. In 2007, thirty-five Francophone

finalist companies from Canada's minority communities were in the running in four categories: manufacturing businesses, service businesses, micro-businesses and new businesses. For the names of winners, please consult www.rdee.ca.

The *Lauriers de la PME* competition benefits from a range of public and private partners. Western Economic Diversification Canada, Industry Canada, the Business Development Bank of Canada and Canadian Heritage are some of the event's major partners.



Éducacentre launches its Virtual Campus

In collaboration with Jean Laberge, Western Economic Diversification Canada

Throughout the year, in November 2007, *Éducacentre* College, which offers postsecondary courses in French in its four British Columbia institutions, opened its virtual campus to the public. Online courses deal with rapidly expanding fields, including health, education, food service, hotel industry and tourism. Through sustained collaboration with the *Service francosaskois de formation aux adultes*, the *Service d'orientation et de formation aux adultes* of the Yukon, the *Fédération*

franco-ténoise and the *Association des francophones du Nunavut*, such distance teaching is also offered to Francophone and bilingual students in these regions. Supported by Canadian Heritage, Western Economic Diversification Canada, the British Columbia Ministry of Education and Industry Canada, this initiative aims to guarantee better access to higher education for Francophones living in the North and West of Canada, thereby improving their career opportunities.

Attracting Francophone Tourists to Western Canada

In collaboration with Jody Simonson, Western Economic Diversification Canada

The *Corridor touristique francophone de l'Ouest (CTFO)* is a panwestern initiative at the Francophone Economic Development Organizations (FEDOs), which promote Francophone tourism in Western Canada. This project is intended to build on successes of prior years, emphasizing greater efforts in targeting Quebecers aged 55 and over. The FEDOs have developed an action plan for 2005-2007 and have renewed their commitment to promoting attractions, small and medium enterprises, and the uniqueness of the four Western provinces. The plan proposes to implement and develop a number of marketing initiatives, participate in tourism trade shows and facilitate media tours to enhance greater knowledge of Western Canada. The main objective is to increase tourism and position the West within the Quebec market, capitalizing on the bilingual capacities within the four provinces. A survey conducted by Léger Marketing revealed some positive findings. In all, 96 per cent of respondents said they were satisfied with services rendered by the CTFO; almost two-thirds said they had visited places they would otherwise probably not have visited had they not consulted the travel guide provided; and 100 per cent said they obtained services



Berg Lake (Alberta)

in French and 93 per cent said they wish to visit Western Canada again one day. For more information on this initiative, visit: www.lecorridor.ca.



National committee members during a visit to Saint-Camille.

Study Tour of Saint-Camille

In collaboration with Martine Boucher, Human Resources and Social Development Canada

The National Human Resources Development Committee for the English Linguistic Minority of Quebec, in a effort to get a first-hand view of a successful social economy project, paid a visit to various sites in Saint-Camille, a rural town of about 450, which is working hard to revitalize itself following a number of years of steady population decline. Located 35 kilometres east of Sherbrooke, Saint-Camille boasts a number of impressive initiatives. The following are two examples:

Le P'tit Bonheur

This non-profit cultural and community centre, housed in a former general store, was created by a small group of local private investors in 1988 to be a gathering place for

people of all ages. Today, it is a self-sustaining cooperative and venue for theatrical and musical productions, conferences, expositions, training sessions, and offers various catering services.

La Clé des Champs de Saint-Camille

This *Coopérative de Solidarité* is focussed on providing local agricultural goods to the local market and making resources available to coop members to help them do so. Sales to coop members of fruits and vegetables, which they have access to throughout the growing and harvesting season, supports the start-up phase of each growing season.

National Human Resources Development Committee for the English Linguistic Minority of Quebec

In collaboration with Martine Boucher, Human Resources and Social Development Canada

In October 2007, federal and community partners met in Sherbrooke, Quebec, for a meeting of the National Human Resources Development Committee for the English Linguistic Minority. This meeting, co-chaired by Rachel Larabie-LeSieur, Assistant Deputy Minister at Industry Canada, and Jo Anne Fandrich, President of the Community Table, allowed the participants to share information and success stories, promote opportunities and new projects, raise communities' views and concerns, and create partnerships and alliances. During the meeting, the Community Table made an interesting presentation on the Community Vitality Index, a tool designed to focus on community needs and concerns and to help communities measure their vitality. Participants also heard from Industry Canada on the business opportunities

available for the 2010 Olympics in Vancouver, and listened to a presentation by the Quebec Community Groups Network on the Greater Montreal Community Development Initiative.

The National Human Resources Development Committee for the English Linguistic Minority is a partnership between the Government of Canada and members of the English minority communities of Quebec. This partnership stems from a shared vision for strong and sustainable English-speaking communities throughout Quebec. The National Committee is committed to supporting this vision through its two equal collaborators: the Government Table and the Community Table.

For further information, please contact Martine Boucher at 819-934-6165 or by e-mail at martine.boucher@hrsdc-rhdsc.gc.ca.

Promotion of bilingual services

In collaboration with Philippe Laurencelle, Canadian Heritage

For the first time in Gatineau, Quebec, in September 2007, Canadian Heritage's Official Languages Support Programs Branch (OLSPB) organized a forum on promoting bilingual services in the private sector. The objective was to assemble participants working in that field with a view to sharing best practices. The forum attracted some twenty participants, including 14 representatives of Francophone community organizations, municipal and provincial organizations, and economic development groups working particularly with store owners.

During the one-day meeting, participants presented ten projects undertaken across the country. The projects dealt with a range of activities, from visibility campaigns

for the French reality and awareness-raising among businesses on the benefits of offering services to the public in both official languages, to actively offering practical tools to businesses. Tools include staff language training workshops, recognition certificates to businesses offering bilingual services, and various means to list and promote services offered in French. A brief outline summarizing the key elements of each project is found on Canadian Heritage's official languages website, www.pch.gc.ca, under Citizenship and Identity. It is hoped that this will lead to other initiatives in the field.

Addition to priorities fostering immigration within communities

In collaboration with Denise Legault, Citizenship and Immigration Canada

In September 2006, the Citizenship and Immigration Canada – Francophone Minority Communities Steering Committee presented its strategic plan to promote immigration to those communities. The plan set nine priority activities for the next five years, dealing especially with support for local networks, language training, updating professional skills, creating micro-businesses and raising awareness in the local community about immigration. Now the following three new priorities are being added:

- integration into the labour market;
- commitment of employers;
- support to French-language postsecondary institutions with a view to recruiting and integrating international students.

These new priorities are the product of work by the Implementation Committee, created in January 2007. For more information, please consult the Strategic Plan to Foster Immigration to Francophone Minority Communities, under the Publications heading of the Resources section, at www.cic.gc.ca.





Robert Morin, Secretary General of the CRTC, at a discussion group meeting.

“It is thereby hoped that the communities will be more actively involved in public processes, so that the Commission may better take their interests into account...”

Promising dialogue between the CRTC and communities

In collaboration with Frédéric Janelle, Canadian Radio-Television and Telecommunications Commission

The Canadian Radio-Television and Telecommunications Commission (CRTC) recently launched an initiative that promises to have positive spin-offs for official-language minority communities (OLMCs). The OLMC-CRTC discussion group held its first meeting in September 2007, assembling representatives from across the country. The group's objective is twofold: to foster better understanding of OLMC issues by the CRTC, and better knowledge by OLMCs of the operations and role of public processes in the CRTC's decisions. It is thereby hoped that the communities will be more actively involved in public processes, so that the Commission may better take their interests into account in its decision-making

and policy development. Among the measures to be taken in this perspective, the CRTC will soon create a section on its website devoted to the communities. The discussion group will appoint an OLMC representative as joint president, a duty to be shared with Annie Laflamme, Official Languages Coordinator for the CRTC.

The CRTC took advantage of this meeting to announce the nomination of Renée Fairweather as the new official languages champion, replacing Diane Rhéaume, who fulfilled that role for several years.

Around-the-clock news service in both official languages across the country

In collaboration with Frédéric Janelle, Canadian Radio-Television and Telecommunications Commission

The Canadian Radio-Television and Telecommunications Commission (CRTC) issued a decision in July 2007 that will benefit official-language minority communities. This decision requires certain satellite distribution companies and broadcasting distribution undertakings to include, as part of their basic digital service, a network of 24-hour news services in English (CBS Newsworld) in Quebec and in French outside Quebec. In that decision, the CRTC recognized the exceptional

significance of such services for the communities and is of the opinion that all Anglophones and Francophones in Canada should have access to a news and information service in their own language.

For more information, consult the CRTC's site, under the heading Decisions, Notices and Orders at www.crtc.gc.ca.

Interdepartmental coordination in the West

In collaboration with Marie Gaudet, Canadian Heritage

Around the topic “creating positive measures,” 65 participants from different federal agencies and institutions, and from the Franco-Albertan community, participated in an interdepartmental consultation meeting on October 12, 2007, in Edmonton, Alberta. The brainstorming session dealt with items such as setting out positive measures provided under the new *Official Languages Act* aimed at fostering the growth of the Francophone community. Issues that were addressed included the Franco-Albertan reality, the role of the Alberta Federal Council regarding the Francophone community, and the vision of Graham Fraser, Commissioner of Official Languages, concerning the new Act. The Interdepartmental Network of Official Languages Coordinators of Alberta was there and

Among the most promising ideas was the launch of a promotion and visibility campaign regarding the French reality in Alberta in 2008–2009

showed examples of collaborative achievements between the federal public service and the community sector. Afterwards, participants attended workshops, which generated many innovative ideas. Among the most promising ideas was the launch of a promotion and visibility campaign regarding the French reality in Alberta in 2008–2009, and the setting up of a telephone line for Francophones and Francophiles to present an inventory of Francophone services/activities/resources available in Alberta. Another suggestion was to prepare a document summarizing the positive measures adopted throughout the country, which would also serve as a reference tool for government agencies and the Francophone community.

Post-Sommet des communautés francophones et acadiennes

In collaboration with Manon Larocque, Canadian Heritage

In September 2007, Canadian Heritage announced support of \$175,000 to the *Fédération des communautés francophones et acadienne du Canada* (FCFA). This support will enable the *Fédération* and 33 key organizations to develop and implement a community strategic plan by March 31, 2008, based on findings from the *Sommet des communautés francophones et acadiennes*, held from June 1 to 3, 2007. The national community strategic plan will include actions to be undertaken over the coming decade in five specific areas: increase in the population of

communities, improvement in their ability to live in French, strengthening of their governance, increased influence among governments, and improvement in their quality of life, and economic and social development.



The FCFA is the national and international advocate for Canada’s French-language minority communities. It brings together provincial and territorial Francophone associations as well as national organizations working in different operations sectors.

Culture in cyber-evolution!

In collaboration with Kiran Cahoon, Industry Canada

Following the acceptance of its project called *Imagine l'espace culturel francophone canadien en cyber evolution* through Industry Canada's *Francommunautés virtuelles* program, the *Fédération culturelle canadienne-française* (FCCF) launched, this fall, its brand new Web site: **www.fccf.ca**. According to Raymonde Boulay LeBlanc, President of the *Fédération*, "in 2007, as the FCCF celebrates 30 years of commitment and passion for arts and culture, it became crucial to offer Canadian Internet users, as well as the entire world, a dynamic, modern, multimedia window onto the Canadian Francophonie's artistic creation and cultural development."

The *Fédération's* mission is to promote the artistic and cultural expression of Francophone and Acadian communities. It brings together representatives of seven national groups in theatre, literature, song and music, media arts and visual arts, as well as representatives of eleven provinces and territories in Canada.



For better access to health services

In collaboration with Roger Farley, Health Canada

In October 2007, Health Canada announced additional funds to improve access to health services for official-language minority communities. That investment of \$4.5 million will go toward initiatives and projects for networking, training and maintaining health professional positions. The *Société Santé en français*, whose objective is to promote the development of health in French for Francophone and Acadian minority communities in Canada, will receive \$3 million to improve access to health services provided to Francophone communities outside Quebec. As for the Quebec Community Groups Network and McGill University, they will respectively receive \$1.1 million and \$400,000, also to improve access to health services provided to

“...the funds will serve to foster information-sharing and the establishment of stronger ties among health sector partners, governments and communities in order to create healthier communities.”

Anglophone communities in Quebec. Minister of Health Tony Clement said that “the funds will serve to foster information-sharing and the establishment of stronger ties among health sector partners, governments and communities in order to create healthier communities.”

On the whole, Health Canada will have granted a total of \$133.5 million between 2003–2004 and 2007–2008 to official-language minority communities across the country as part of the Action Plan for Official Languages.



Linguistic Duality Week at PWGSC

In collaboration with Julie A. Lemieux, Public Works and Government Services Canada



From left to right: Michael M. Fortier, Minister of PWGSC; Graham Fraser, Commissioner of Official Languages; François Guimont, Deputy Minister; Daphne Meredith, Associate Deputy Minister; Francine Kennedy, champion of promotion and development of official-language minority communities; and Tim McGrath, champion of corporate culture and bilingual service delivery.

Public Works and Government Services Canada (PWGSC) celebrated its first ever Linguistic Duality Week from December 3 to 7, 2007. The event aimed to organize activities to raise awareness of both official languages among the Department's employees in order to promote closer ties between them on the basis of language and culture. The theme, "Linguistic duality: experience it!" set the tone for this event which promoted the professional and personal benefits of bilingualism.

Linguistic Duality Week was launched at the national office with speeches by Graham Fraser, Commissioner of Official Languages, followed by Michael Fortier, Minister of PWGSC, and François Guimont, Deputy Minister.

To help its employees better understand official languages opportunities, PWGSC invited various federal institutions to set up booths and distribute information about official languages. The Canada School of Public Service, Canadian Heritage, the Translation Bureau, the Canada Public Service Agency, and representatives from the community sector, including the *Fédération des communautés francophones et acadienne du Canada (FCFA)*, the *Réseau de développement économique et d'employabilité (RDÉE)* and the Community Table were on hand for the activities.

Linguistic Duality Week was celebrated across Canada. The Atlantic Region organized physical and virtual activities in its offices in Saint John, Moncton, Shediac, Charlottetown, Halifax, Dartmouth, Sydney and St. John's.

The organizers were unanimous in calling this event a great success, and they believe that PWGSC's efforts to promote linguistic duality will generate the expected results.

Chantal Alarie at the Ministerial Conference on the Canadian Francophonie

In July 2007, Chantal Alarie joined the Ministerial Conference on the Canadian Francophonie. The Conference is an intergovernmental organization founded in 1994 bringing together provincial, territorial and federal departments responsible for delivering services in French and supporting Francophone communities and the Canadian Francophonie. It deals with issues affecting the Canadian Francophonie, guides intergovernmental cooperation approaches and acts as a catalyst in support of the Canadian

Francophonie. The annual Conference provides an opportunity to discuss intergovernmental issues relating to the Canadian Francophonie and a dialogue that is favourable to the development of public policies that strengthen Canada's linguistic duality. The Conference's regular operations are administered by a network of provincial, territorial and federal public servants called the Intergovernmental Network on Canadian Francophonie. Chantal worked at the Department of Canadian Heritage in Saskatoon from 1999 to 2007.