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Canada



# OFFICIAL LANGUAGES

Implementation of Sections 41 and 42 of the *Official Languages Act*  
Community Development and Linguistic Duality



**4**  
**Official Languages  
Champions: In pursuit  
of excellence**



**6**  
**Research**



**13**  
**Info-culture**



**BULLETIN  
41-42**



# IN THIS ISSUE...

3

**New Minister**

4

**Official Languages Champions**

5

**Roadmap for Canada's Linguistic Duality  
2008-2013**

7

**Gateway 41**  
A virtual community ... real results

8

**Quebec's Community Table**  
celebrates a decade of community development!

11

**Languages Canada : Two languages, One voice**

15

**Dare to experience Newfoundland  
and Labrador!**

We will be pleased to receive your comments and observations.

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## New look for *Bulletin 41-42*

**Your Bulletin has a new look reflecting Canadian Heritage's updated corporate image.**

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.

# New Minister of Canadian Heritage and Official Languages

*In collaboration with Canadian Heritage*



**O**n October 30, 2008, James Moore, Member of Parliament for Port Moody–Westwood–Port Coquitlam in British Columbia, was sworn in as Minister of Canadian Heritage and Official Languages. He retains responsibility for the Official Languages portfolio, which he has held since June 2008, when he was appointed Secretary of State (Asia-Pacific Gateway) (2010 Olympics) (Official Languages).

As part of his responsibilities relating to official languages, Mr. Moore has focused on the progress made in the development of French- and English-speaking minority communities, as well as the promotion of linguistic duality in

Canada. The latter topic received special attention with the June 2008 release of the *Roadmap for Canada's Linguistic Duality 2008–2013: Acting for the Future*.

**Mr. Moore prides himself at being «a Francophone at heart»; his mother enrolled all her children in French immersion programs.**

Mr. Moore, an Anglophone from Western Canada, prides himself at being “a Francophone at heart.” He is particularly pleased with the decision his mother made 30 years ago to learn and teach French in British Columbia. She enrolled all her children in French immersion programs, where they stayed throughout their elementary and high school years. This extraordinary legacy from their mother allowed the Moore children to communicate in either official language anywhere in Canada.

**BULLETIN  
41-42  
ONLINE**



[www.pch.gc.ca/bulletin41-42](http://www.pch.gc.ca/bulletin41-42)



# Official Languages Champions: In pursuit of excellence

*In collaboration with Renaud Marcotte, Canada Public Service Agency*

Some 75 official languages champions from various federal institutions met in Quebec City on June 3 and 4, 2008, to attend this year's conference with the theme "Official Languages: In Pursuit of Excellence". This event gave them the opportunity to meet Quebec's English-speaking communities, attend presentations on a variety of issues related to official languages and take part in workshop discussions. The working sessions were held at the Morrin Centre, a heritage building for the Anglophone community.

Karen Ellis, Senior Vice-President, Workplace and Workforce Renewal Sector of the Canada Public Service Agency, shared her vision for a modern public service and discussed the role of official languages in public service renewal. Her speech set the tone for the conference by encouraging the champions to consider their leadership regarding the horizontal management of official languages issues.

Two representatives from Canadian Heritage were among the speakers at the conference: Tom Scrimger, Assistant Deputy Minister, Planning and Corporate Affairs, and Hubert Lussier, Director General, Official Languages Support Programs. In his presentation, Mr. Lussier stressed the importance of cooperation between official-language minority communities and Canadian Heritage and federal institutions in order to fulfill their obligations under Part VII of the *Official Languages Act* more effectively.

The Council of the Network of Champions released the results of the official languages champions' survey conducted in April 2008, which aimed to identify a few of the key issues that face official languages champions in federal institutions subject to the *Official Languages Act*. In the workshop

that followed, participants proposed solutions to the major challenges concerning official languages within institutions. Furthermore, Daniel J. Caron, Chairperson of the Council, presented a document on the role and responsibilities of official languages champions, which was sent to agency and deputy heads. In the coming months, the Council plans to develop a strategy to promote linguistic duality in

Canada using existing tools. In addition, the Council plans to strengthen the overlooked aspect of the advantages of knowing two or more languages.

Gilbert Lavoie, a political columnist for *Le Soleil* and guest speaker at the conference, discussed the future of official languages in Canada.

According to Mr. Lavoie, the future rests in the hands of the young people developing today. He believes that learning languages poses a problem for many people because they do not have the opportunity to take the most important first step: immersion.

Over the two days of the conference, participants had the opportunity to hear presentations from community representatives and visit the Arsenal Foundry, the English heritage buildings of Old Quebec and *Espace 400°*. Representatives from key community organizations joined the champions for a reception at the Garrison Club.

In general, the champion's role is to increase the visibility of official languages within his or her institution, and involves listening, synthesis, influence and communication. The champion is appointed by the deputy head and sits on the institution's executive committee.

**"The champion's role is to increase the visibility of official languages within his or her institution..."**

Website of the Canada Public Service Agency: [www.psagency-agencefp.gc.ca/](http://www.psagency-agencefp.gc.ca/)

# Roadmap for Canada's Linguistic Duality 2008-2013: Acting for the Future

*In collaboration with the Official Languages Secretariat, Canadian Heritage*



In June 2008, the Government of Canada released the *Roadmap for Canada's Linguistic Duality 2008-2013: Acting for the Future*. This Roadmap demonstrates the government's commitment to linguistic duality and to the vitality of official-language minority communities.

This unprecedented, government-wide investment of \$1.1 billion over five years, divided among 13 departments and federal agencies, will encourage linguistic duality among Canadians, and offer support to official-language minority communities with increased government support in five priority areas: health, justice, immigration, economic development, and arts and culture. In this last area, the Government will establish a Cultural Development Fund and will launch a new program, Music Showcases for Artists from Official-Language Minority Communities.

The Roadmap also provides additional funding to enable all Canadians to benefit from linguistic duality. For example, the Government will provide all Canadians with free access to the Government of Canada Language Portal, and a National Translation Program for Book Publishing will be put in place to increase the availability of books in both official languages. Another step taken was to request that the Canadian Radio-television and Telecommunications Commission (CRTC) report on the accessibility and quality of broadcasting services offered to minority French- and English-language communities. These

are but a few examples of how the Roadmap charts the course the Government intends to follow over the next five years to build on Canada's solid foundations. The Roadmap targets five areas of action:

- emphasizing the value of linguistic duality among Canadians;
- building the future by investing in youth;
- improving access to services for official-language minority communities;
- capitalizing on economic benefits; and
- ensuring efficient governance to better serve Canadians.

The Roadmap reflects the results of the Government of Canada's consultations, as well as the work of other key stakeholders such as official-language minority communities, parliamentary committees and the Commissioner of Official Languages. The Government of Canada will work with partners and key stakeholders, which also include provincial and territorial governments and all Canadians, to implement the Roadmap for Canada's Linguistic Duality in Canada so people across the country may benefit from it.

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Roadmap for Canada's Linguistic Duality 2008-2013:  
[www.pch.gc.ca/progs/slo-ols/strat\\_e.cfm](http://www.pch.gc.ca/progs/slo-ols/strat_e.cfm)

## Language Rights Support Program

*In collaboration with the Official Languages Support Programs Branch, Canadian Heritage*

In June 2008, Canadian Heritage announced the creation of the new Language Rights Support Program, through which the Government of Canada will invest \$1.5 million annually. The program stresses better understanding of language rights and focuses on mediation and consensus-based decisions to facilitate amicable agreements. It has three components: promoting awareness of language rights, dispute settlement, and support for litigation

when test cases are involved and mediation efforts have failed. Implementation will be entrusted to a public agency independent of the government, such as a university, to ensure impartiality. A committee of experts will be responsible for selecting cases to be funded. Funding for the new program comes directly from the Development of Official-Language Communities Program of the Department of Canadian Heritage. The first cases are expected to be considered during 2009.



# Research Research

## Francophonie research network

*In collaboration with Martin Durand, Canadian Heritage*

It was during the congress of the *Association francophone pour le savoir* (Acfas) — the most significant French-language event for scientific disciplines — in May 2008, in Quebec City, that the *Réseau de la recherche sur la francophonie canadienne* held its annual symposium. This year's theme for the research network's gathering was *Vues d'ici et d'ailleurs : minorités linguistiques et francophonies en perspective*, a review of local and other language minorities and French-speaking minority communities. It emphasized a comparative approach in considering its own situation in relation to other linguistic realities: international comparisons, comparisons between components of French-speaking minority communities in Canada, and comparisons between French-speaking minority communities and Quebec's French-speaking community.

The opening address was delivered by the Rector of the *Agence universitaire de la francophonie*, Bernard Cerquiglini, and some 50 participants gathered to hear him discuss the challenges diversity presents for the French language. During the two days of the symposium, some 30 Canadian and foreign researchers presented the results of their work. Representatives of the Canadian Institute for Research on Linguistic Minorities, the Office of the Commissioner of Official Languages, Canadian Heritage, the *Association des universités de la francophonie canadienne* and the *Fédération des communautés francophones et acadienne du Canada* took part in the symposium. Canadian Heritage also made a contribution to the organization of this event. The University of Ottawa will host the Acfas congress in May 2009.

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Website of the association, Acfas : [www.acfas.ca/](http://www.acfas.ca/)

## Official languages in research

*In collaboration with Adel Ghié, Justice Canada*

The *Fédération des communautés francophones et acadienne du Canada* (FCFA) met with Justice Canada representatives to discuss research on official-language minority communities.

Empirical research and statistical analyses are conducted for Justice Canada by its Research and Statistics Division, which looks into a variety of issues. Following the meeting with the FCFA, the Division will consider the possibility of including an official languages dimension in its research projects, with an emphasis on linguistic minorities. This is the approach

most consistent with the request from the FCFA and the role of the Department in the field of research. In 2008-2009, the Department will be exploring ways of incorporating the official languages "lens," through discussions within the Department and with the FCFA.

The Research and Statistics Division also provides technical and analytical support to the Francophonie, Justice in Official Languages and Legal Dualism Group at Justice Canada in reviewing data from Statistics Canada's Survey on the Vitality of Official-Language Minorities (SVOLM).

# Bilingualism in a plurilingual Canada

In collaboration with Sylvie Rochette, Canadian Heritage

In order to promote excellence and innovation in bilingualism and language acquisition, the University of Ottawa established a facility for research and reflection: the Official Languages and Bilingualism Institute (OLBI). The OLBI held its inaugural symposium on June 19 and 20, 2008, on the theme “Bilingualism in a Plurilingual Canada: Research and Implications”.

During the symposium, more than 200 teachers and researchers came to learn from some 70 Canadian researchers who submitted the results of their work on second official languages and linguistic duality. Many of these research projects were funded through the Official Languages Research and Dissemination Program, a joint venture of the Social Sciences and Humanities Research Council of Canada and Canadian Heritage.

The opening lecture was delivered by Joseph Sheils, who heads the Language Policy Division of the Council of Europe, and came to share the European experience in language policy design. Mr. Sheils made particular reference to the nearly 40-year process followed by the 47 European countries in developing the Common European Framework of Reference for Languages to describe various levels of language proficiency.

This practical tool is now being studied in Canada with a view to possible adoption.

The themes of the symposium, reflected in individual papers, roundtable discussions and seminars, included the peculiarities of language teaching, the social, political and cultural realities of teaching French as a second language in Canada, future directions for that activity, and implementation of language rights and language policy. After two days of intensive discussion,

Stacy Churchill, Researcher Emeritus of the OLBI, delivered the closing address and invited participants to ponder the many issues surrounding official languages in a plurilingual Canada.

Following the symposium, the research findings presented will be summarized and included in a special issue of the *Canadian Modern Language Review*. Various documentary resources—video-tapes, audio files, PDF files, digital slide shows, newsletters, flyers and brochures— will be included in a dissemination project led by the Canadian Association of Second Language Teachers, the

Canadian Parents for French network and the OLBI.

The symposium was funded by Canadian Heritage, the Office of the Commissioner of Official Languages and the Faculty of Arts of the University of Ottawa.

“Stacy Churchill, Researcher Emeritus of the OLBI, delivered the closing address and invited participants to ponder the many issues surrounding official languages in a plurilingual Canada.”

## Gateway 41: A virtual community ... real results

In collaboration with Pierrette Jutras, Canadian Heritage

In May 2008, the Interdepartmental Coordination Directorate at Canadian Heritage launched Gateway 41, a new tool for federal coordinators who are responsible for the implementation of section 41 of the *Official Languages Act* (OLA). This intranet site offers a virtual resource centre for these coordinators and aims to create a community of practice among federal institutions through interactive and accessible exchanges at any time. It contains an events calendar, work tools, references and a discussion forum. Furthermore, the site makes it possible to organize events and provide all pertinent documentation.

Gateway 41 is intended for federal coordinators responsible for section 41 at the national and regional levels, for official languages champions, and for members of Canadian Heritage's Interdepartmental Coordination Network.

This initiative became reality as a result of a strong demand from coordinators who wanted to be able to exchange information rapidly, and share tools and best practices relating to the implementation of section 41 of the OLA.

Gateway 41 is the product of a collaboration between Canadian Heritage and the Canada School of Public Service. It is hosted by the School's Communities of Practice Portal which specifically encourages the development of communities of practice and learning within federal institutions.

The Portal's address is: [csps-efpc.tomoye.com/ev\\_en.php](http://csps-efpc.tomoye.com/ev_en.php). For further information, please contact Leanna Haythorne at [leanna\\_haythorne@pch.gc.ca](mailto:leanna_haythorne@pch.gc.ca).



# Quebec's Community Table celebrates a decade of community development!

*In collaboration with Mariam Adshead, Canadian Heritage*

*I*n 1998, English speakers from across Quebec joined forces to build on their strengths, look to their future and take stock of opportunities through a long-term and continuous process called Community Economic Development (CED).

The Community Table and its Community Economic Development and Employability Committees (CEDECs) benefit from a unique partnership with seven federal departments through the National Human Resources Development Committee for the English Linguistic Minority. Over the past ten years, the Community Table and its eleven CEDECs have achieved significant results throughout Quebec to enhance the vitality of the English-speaking community. This work continues as the organization promotes and supports community planning, entrepreneurial development, economic diversification, and actively brokers strategic partnerships at all levels of government and community.

On June 17, 2008, the Community Table launched the 10<sup>th</sup> anniversary edition of its annual report at the Morrin Centre, a historical English landmark in Quebec City, to underline the important contribution that the English-speaking community has made to the city over the past 400 years. This interactive event brought together invited guests assembled in Quebec City with community representatives in CEDECs across the province via videoconference technology housed in Community Learning Centres.

Some success stories highlighting results achieved to date:

- The Quebec Chaudière-Appalaches CEDEC is a member of the Multilingual Committee which comprises members of the community as well as local sectors of business, education, government (federal and provincial) and youth. This dynamic committee is sensitizing decision-makers to the need for bilingual and multilingual human resources in the Quebec City region in order to position the local economy with the ever-evolving global market.
- The South West Quebec CEDEC initiated the Entrepreneur Support Network to increase entrepreneurial development and support economic diversification of the region. First started in the Huntingdon area, the Network boasts more than 100 members and includes additional chapters – Châteauguay in South West Quebec and Brossard on the South Shore. Communities across Quebec have expressed interest in this model and the organizing committee is evaluating how to best approach further expansion of the Network.
- The Community Table and others from the English-speaking community partnered with the *Réseau des Carrefours jeunesse emploi du Québec* (RCJEQ) to hold National Entrepreneurship Day (November 16, 2008) in the English-speaking community in order to raise awareness among youth about how entrepreneurship can help them reach their personal and professional goals. The Community Table and the RCJEQ continue to partner to create awareness of entrepreneurship among English-speaking youth.

For more information on the results achieved by the Community Table, please visit the Web site at [www.buildingcommunities.ca](http://www.buildingcommunities.ca).

# Canada Post: A new official languages policy

In collaboration with Robert Gauthier, Canada Post Corporation

In December 2007, Canada Post Corporation acquired a new policy on Part VII of the *Official Languages Act* (OLA). Part VII stipulates, among other things, that federal institutions are to take positive measures to enhance the vitality of Canada's official-language minority communities (OLMCs).

The policy covers a number of sectors of activity of possible interest to OLMCs. These include:

- sponsorships and contributions in support of literacy programs, particularly in OLMCs;
- media advertising reaching the target group in both language groups;
- access to Canada Post programs in the community's official language of choice;
- the OLMC viewpoint in research, studies and investigations undertaken by Canada Post;
- the impact on OLMCs of major changes at the Corporation.

Literacy, one of Canada Post's favourite causes, is the main means used by the Corporation to meet the requirements of Part VII of the OLA. For example, Canada Post sponsored the

2007-2008 CanWest CanSpell national spelling bee. More than 225,000 students in grades 4 to 8 took part in this competition for English-speaking Canadians, including members of the English-speaking community in Quebec. The Corporation sponsored a similar event for the French-speaking community outside Quebec: the *Fondation Paul Gérin-Lajoie* French dictation contest. This educational activity is open to all primary students in French-language classes and French immersion classes. Nearly 210,000 students took part in the last contest, together with more than 9,700 teachers and over 1,200 schools.

In his 2007-2008 annual report, the Commissioner of Official Languages pointed to this example of leadership by Canada Post in promoting linguistic duality.

To make sure that its employees are better equipped to take Part VII of the OLA into consideration in their day-to-day activities, Canada Post published an article in the Winter 2008 edition of its employee magazine *Performance* to alert them to the Corporation's new policy.

In adopting this policy, Canada Post is reaffirming its commitment to promoting English and French as a way of ensuring better integration of section 41 into its programs.

## Retreat on immigration and diversity

In collaboration with Catherine Milot, Citizenship and Immigration Canada

Dedicated to improving policies through research, the Canadian arm of the Metropolis Project held its 10<sup>th</sup> national conference in Halifax in April 2008.

The program included a retreat on immigration and diversity in Francophone minority communities at the *Université de Moncton*.

During the day, roundtable discussions were held on the following four topics:

- Francophone immigration - an international overview;
- recruitment issues;
- new frontiers of Francophone identity;
- barriers to integration.

The day ended with an evening organized by the *Centre d'accueil et d'intégration des immigrants et immigrantes du Moncton métropolitain*. The evening was marked by a

screening of Victor Moke Ngala's film *Karibuni*, and the launch of a special edition of the *Canadian Issues* magazine dedicated to Francophone immigration.

In Canada, the Metropolis Project consists of five university-based centres of excellence and a secretariat based at Citizenship and Immigration Canada. The Department, Canadian Heritage, the Social Sciences and Humanities Research Council of Canada and 12 other departments fund the centres, which have approximately 350 affiliated researchers. Internationally, Metropolis is a network of policy officials and researchers from more than 20 countries.

Project Metropolis' Website: [canada.metropolis.net/](http://canada.metropolis.net/)



# Promotion and recruitment of French-speaking immigrants

*In collaboration with Sylvie Faulkner-Bourdeau, Citizenship and Immigration Canada*

**D**estination Canada 2008 – Job Fair, a promotion and recruitment event, will be held from November 18 to 24, 2008, in Paris, Brussels and Toulouse. It will also continue in Tunis on November 26, provided employers are present to recruit. The purpose of this activity is:

- to make Canada as a whole better known;
- to encourage employers from the provinces and territories to come and recruit skilled French-speaking candidates; and
- to increase the number of French-speaking immigrants who decide to settle in a French-speaking minority community in Canada.

The 2007 event produced conclusive results: 88 Canadian representatives took part to brief interested persons on



Canada's French-speaking communities and job opportunities; 2,770 people in France and Belgium came to find out more; the day in Tunisia drew nearly 900 visitors. The Canadian delegation

included representatives from all ten provinces and two territories (Yukon and the Northwest Territories), employers, representatives of French-speaking communities and school boards, and regional and municipal economic development officers. Significantly, this was the first time employers attended. In all, 23 businesses of every kind were represented, which is a step forward in promoting recruitment.

This activity is part of Citizenship and Immigration Canada's 2006-2011 strategic plan to promote immigration to official-language minority communities (OLMCs). One of its goals is to attract 4.4 per cent of French-speaking immigrants annually to OLMCs by 2011.

## A new community investment program for OLMCs

*In collaboration with Robert Jerrett, Farm Credit Canada*

**I**n early November 2008, Farm Credit Canada (FCC), in its commitment to initiatives relating to Part VII of the *Official Languages Act*, launched the FCC Expression Fund for projects that enhance the vitality of English and French linguistic minority communities in Canada. In its first year, the Fund will award \$20,000 to fund projects that contribute to the vitality of these communities (e.g. community centres, day cares, theatrical productions) and help residents express the cultural and linguistic diversity of the area. Successful projects will receive between \$2,000 and \$10,000. Official-language minority

communities can submit their applications until December 15, 2008; selected projects will be announced in spring 2009. The creation of this fund is an example of Farm Credit Canada's commitment to official languages and of its mission of enhancing rural communities across Canada.

For more information about the FCC Expression Fund, check out [www.FCCExpressionFund.ca](http://www.FCCExpressionFund.ca), or contact Robert Jerrett, Consultant, Official Languages, at 306-780-7651.

# Francofièvre draws records crowds

Contributed by Alain Boucher, Canadian Heritage

As the largest gathering of Francophone and Francophile youth in Western Canada, *Francofièvre* broke attendance records in 2008. On May 8, 2008, 1,700 young people and 109 teachers from 46 French and immersion schools in 17 Saskatchewan communities came together in Saskatoon. This major annual event is designed to motivate Francophone and Francophile students to continue learning French.

The program included improvisation games, audience participation with the group *Samajam* and entertainment by talented youth from Saskatchewan for students from grades 7 to 10. The grade 11 and 12 students attended a forum on French for the Future. This was followed by a performance starring

*Les Cireux d'semelles*, *Samajam* and *Swing*. Evening entertainment was also provided for the general public.

*Francofièvre* is an initiative of the *Coalition pour la promotion de la langue française et de la culture francophone en Saskatchewan*, a group of 21 partners whose mission is to promote French language and culture and project a progressive, inclusive and modern image for it in Saskatchewan. Funding for the activity is provided by a number of partners, including the federal and provincial governments, municipalities, communities and the private sector. Partners included Canadian Heritage, the

Office of the Commissioner of Official Languages, Farm Credit Canada, the CBC and Air Canada.



## Languages Canada: Two Languages, One Voice

In collaboration with Elaine Armstrong, Canadian Heritage

Languages Canada was launched earlier this year by joining members from the Canada Language Council and the Canadian Association of Private Language Schools. The unified association represents more than 150 English- and French-as-a-second-language programs at universities, colleges and private language institutions across the country.

With long-time support from the federal government – Canadian Heritage, Industry Canada, Foreign Affairs and International Trade, and Citizenship and Immigration Canada – and a strong quality assurance program, the Association will enhance its presence both nationally and internationally. It aims at increasing Canada's market share as a choice destination in the world for international students to learn English or French as a second language.

"Two Languages, One Voice" was the theme of the inaugural conference of Languages Canada, which took place in March 2008 in Ottawa. Keynote speaker Pierre Lemieux, Parliamentary Secretary for Official Languages and Member of Parliament (Glengarry–Prescott–Russell), praised members' hard work to bring the new association to life. He noted that "learning a second language is a win-win situation, which enriches our lives, improves our career possibilities, increases cross-cultural understanding and opens our country up to opportunities globally."

Languages Canada's efforts to promote high-quality accredited English- and French-language training in Canada ties in with the Government of Canada's efforts to promote our official bilingualism throughout the country and abroad.

# Keeping history alive

In collaboration with Lucie Charron, Canadian Heritage

Well-known by movie buffs and TV aficionados, *Historica Minutes* are the one-minute dramas presented before shows that capture the defining moments of Canada's history. Louis-Joseph Papineau, Mary Travers (a.k.a. La Bolduc) and Louis Riel are some of the personalities portrayed. The not-for-profit organization behind these entertaining vignettes, which are also screened in classrooms across Canada, launched another significant project two years ago that takes aim at the way Canadian history is taught. The Historica Foundation – Canada's leading national organization devoted to the promotion and improvement of history education – held its first *Benchmarks of Historical Thinking* consultation in Vancouver in February 2008. This high-level discussion examined the development of tools to measure how students learn history in schools. It was attended by 42 curriculum experts, teachers, historians and educational specialists. Their ideas will contribute to creating practical ways of encouraging young

people to think critically about history and to be better equipped to engage in debates.

Canadian Heritage provided funds for travel and simultaneous interpretation to ensure that representatives from across Canada could provide input relative to the specific situation of official-language minority schools and students. Participants involved in official-language minority education came from British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Prince Edward Island and New Brunswick, ensuring that their perspectives were an integral part of this dialogue.

*Benchmarks of Historical Thinking* is supported by the Canadian Studies Program of Canadian Heritage, the Canadian Council on Learning and the University of British Columbia's Centre for the Study of Historical Consciousness.

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For further information, please contact Danielle Larocque, Director, Management Services, Citizen Participation Branch, at 613-998-7112.

## Futurallia 2008: Manitoba represented at business forum

In collaboration with Alain Boucher, Canadian Heritage

Acting as the head of mission for its province, the *Agence nationale et internationale du Manitoba* (ANIM) sent a delegation of 43 to Futurallia Québec 2008, an international business forum held in Quebec City in May 2008. Funded by Canadian Heritage, Western

Economic Diversification and the province of Manitoba, ANIM's purpose is to promote and develop Manitoba's economy in the markets of Canadian and international Francophonie, particularly Quebec, France and Belgium.

Futurallia is an annual event that brings together businesses from all parts of the world. An appointment concept is used during the two-day event, where participants have an opportunity to meet with representatives of up to twelve businesses of their choice. The 2008 edition was an undeniable success, with 36 countries and 1,300 business leaders taking part. More than 9,000 appointments were made, and 10 business languages were spoken.

The province of Manitoba had the largest number of exhibitors at the launch breakfast, and offered hospitality to a number of chambers of commerce and industry. These activities led in particular to a cooperation agreement with SPI+ of Liège, Belgium. ANIM carried off two awards as head of mission for recruiting over 20 businesses, and as the outstanding head of mission.

Canadian Heritage funded ANIM through the Community Life component of its Development of Official-Language Communities Program. The funding was targeted more particularly at developing positioning strategies for French Manitoba in Quebec, and the implementation of a promotion campaign for Manitoba beyond its borders. These goals were achieved with the participation of ANIM as head of mission for all businesses in Manitoba, whether Anglophone or Francophone. ANIM's leadership, and the business partnerships resulting from the participation of Manitoba's delegation in Futurallia 2008, enhance the vitality of Francophones in Manitoba.



# Culture

## Info-culture

### Belle-Baie



## Success for Belle-Baie

*In collaboration with Nathalie Leduc, Telefilm Canada*

**B**elle-Baie, an Acadian series broadcast over the CBC's French network in the spring, was a resounding success. The average audience exceeded 650,000 viewers, even when competing with National Hockey League games! Filmed in New Brunswick, mainly in Caraquet and Bouctouche, the 13-episode series was the result of an effort that took place over a number of years. The environmentally-attuned plot tells the story of how people live in Belle-Baie, a

small town in Acadia. Telefilm Canada provided assistance, through its program for French-language producers outside Quebec, to provide training in the production of dramatic material. The second series is now being shot, and the development of a third should follow.

Support from Canadian Heritage was provided through the Interdepartmental Partnership with the Official-Language Communities (IPOLC).

## Mon premier emploi, take two

*In collaboration with Nathalie Leduc, Telefilm Canada*

**J**n the footsteps of its brilliant first season in 2007, *Mon premier emploi*, a television program on TVO's French-language network TFO, is returning for its second season. Aimed at young Ontarians, the 26-episode television series shows the experiences teens have in their first job. Each program follows four teens between the ages of 14 and 17 as they take their first steps into the working world. Telefilm Canada supports this project through funds intended for French-language producers

outside Quebec. Support from Canadian Heritage is provided through the Interdepartmental Partnership with the Official-Language Communities (IPOLC).

Given the popularity of the television show, *Mon premier emploi* is also available on the Internet at [www.TFO.org/mpe](http://www.TFO.org/mpe). The site includes games, blogs, videos, chats, photos and surveys.

# Accolades

## for interdepartmental working group

*In collaboration with Adel Ghié, Justice Canada*

In his 2007-2008 annual report, the Commissioner of Official Languages highlights as a best practice Canadian Heritage's initiative in creating a special interdepartmental committee. Now sponsored by Justice Canada, the interdepartmental working group of federal institutions that work in justice and security includes:

- Justice Canada
- Canadian Heritage
- Public Safety Canada
- Correctional Service Canada
- Canada Border Services Agency
- Royal Canadian Mounted Police
- Department of National Defence
- Public Prosecution Service of Canada

Working group meetings assist participants in being better prepared to implement Part VII of the *Official Languages*

Act (OLA) within their own organization and in communities. One of the outcomes resulting from the working group's initiatives is that participants are invited to meetings of the Justice Canada community advisory subcommittees that ensure better use of community resources for consultation purposes. For their part, communities can address complementary themes that affect a number of federal institutions, and discuss partnership projects. The result is better information-sharing, and opportunities for cooperation in coping with challenges in the field of justice and security.

Meetings are coordinated by representatives of the Access to Justice in Both Official Languages Support Fund and Justice Canada's Team 41, which is responsible for implementing Part VII of the OLA. This interdepartmental committee is part of a growing tendency within the federal administration for institutions to work together more to provide better service to communities.

# Project brings together Justice Canada, Éducaloi and the Quebec Community Groups Network

*In collaboration with Adel Ghié, Justice Canada*

Éducaloï and the Quebec Community Groups Network (QCGN) collaborated for the first time on a project with the financial assistance of Justice Canada.

The project is the distribution of pamphlets on linguistic rights. It had two objectives: to increase awareness of language rights in legal proceedings among the official-language minority community in Quebec, and to further deepen Éducaloï's network of partners, specifically community organizations committed to improving access to justice for the English-speaking community in Quebec through the dissemination of high-quality legal information.

Éducaloï and the QCGN worked together to develop a mailing list of organizations serving the English-speaking community throughout Quebec. This list included community groups that are members of the QCGN and others that are part of Éducaloï's existing network in the English-speaking community.

Pamphlets on language rights as well as other legal communication tools were distributed to 117 community organizations that serve the English-speaking community in Quebec, helping to increase the capacity of these organizations to better serve their clientele. Each package contained materials in both official languages.

# Dare to experience Newfoundland and Labrador!

In collaboration with Adrien Poirier, Industry Canada

Industry Canada and Canadian Heritage recently contributed to the production of a DVD designed to enhance the vitality and support the development of official-language minority communities in Newfoundland and Labrador. The easily-accessed 15-minute video on the theme "A Francophone treasure – an exciting future – Dare to experience Newfoundland and Labrador!" promotes the liveliness of its French-speaking and Acadian minorities, bursting with innovation and looking to the future. The avowed aim is to retain, repatriate and attract more Francophones and Francophiles to live and work in the province.

The video focuses on three Francophone and Acadian regions -- Port-au-Port, Avalon and Labrador. The beautiful landscapes, catchy music and comments by French-speaking



residents all serve to demonstrate the appeal of the quality of life enjoyed by those who live and work in this vast province. The project is also an example of the partners' efforts to use modern communication media to improve the sharing of ideas and information.

This innovative tool, the result of an inclusive and intensive cooperative effort involving the community and the federal and provincial governments, illustrates in a very practical way the essence of Part VII of the *Official Languages Act*. You can see the video on the Web sites of the *Fédération des*

*francophones de Terre-Neuve et du Labrador*, [www.francotnl.ca/Oser-tnl](http://www.francotnl.ca/Oser-tnl), the project's initiator, and the province's Francophone school board, [www.csfp.nl.ca](http://www.csfp.nl.ca), a key partner; for the English version, go to [www.csfp.nl.ca/video-eng.html](http://www.csfp.nl.ca/video-eng.html)

## Better serving communities with Part VII

In collaboration with Nathalie Ferreira, Royal Canadian Mounted Police

The Royal Canadian Mounted Police (RCMP) has launched a campaign entitled "Our heritage, our advantage" to raise awareness and educate employees on the *Official Languages Act* (OLA). One important activity has been the creation of a fact sheet to illustrate the RCMP's commitment to Part VII of the OLA. It highlights the organization's responsibilities and provides examples of positive measures that have been successfully implemented. These include:

- youth officers offering awareness and education sessions at schools in official-language minority communities (OLMCs);

- RCMP bilingual news releases sent to OLMC media;
- consultation with OLMCs on policy and program issues that concern them;
- participation of bilingual members in various OLMC events.

A key message of the campaign has been "Official languages are not only a part of the RCMP's heritage and identity, they give employees an operational advantage in serving their communities."

## Devinez qui, devinez quoi

In collaboration with Shereen Ghattas, Canadian Radio-television and Telecommunications Commission

In connection with its official languages awareness activities and the implementation of section 41 of the *Official Languages Act*, the Canadian Radio-television and Telecommunications Commission (CRTC) held a quiz in May 2008 entitled *Devinez qui, devinez quoi* [guess who and what]. The idea was to give CRTC staff an opportunity to discover cultural wealth, both Anglophone and Francophone. Some 250 employees, including managers, took part in this interactive

event. There were questions on music, literature, visual arts, theatre and film. Film excerpts, songs and images were used to provide inspiration. The result was heightened enthusiasm and greater awareness among employees of the importance of linguistic duality. This initiative was a first, but will certainly be repeated, and resulted from a joint effort by the official-languages, diversity, employment-equity and youth committees at the CRTC.

# APTICA broadens its reach in Atlantic Region

In collaboration with Adrien Poirier, Industry Canada

The Association pour l'avancement pédagogique des technologies de l'information et de la communication en Atlantique (APTICA), a non-profit organization dedicated to progress in information and communication technologies in the Atlantic region, is working hard to broaden its reach. First, it obtained a second grant from Industry Canada's *Francommunautés virtuelles* program, which concluded on March 31, 2008, to develop its Web site. As a result of the project entitled *Ensemble sous un même toit: Réseau APTICA* [the APTICA network: together under one roof], the site ([www.aptica.ca](http://www.aptica.ca)) brings together the various virtual educational resources available in the region, providing one-stop shopping for the Acadian

and Francophone educational community in the Atlantic region and elsewhere. The site offers educational games, links for teachers, recommendations on the use of wikis and blogs, and training activities.

Second, in May 2008, APTICA held its 8<sup>th</sup> Annual Congress at the *Université de Moncton*, on the theme *Échangeons nos pra-TICs pour la réussite!* [information and communication technologies as the key to success in learning], with support from Industry Canada. Some 80 workshops and a roundtable discussion involving experts from various educational communities drew more than 150 participants from the four Atlantic provinces as well as from Ontario, Alberta and British Columbia.

## Celebrate La Francophonie around the world!

In collaboration with Denis Stevens, Foreign Affairs and International Trade Canada

The Department of Foreign Affairs and International Trade invited its network of world-wide missions to celebrate the *Journée internationale de la Francophonie* in March 2008, and the 400<sup>th</sup> anniversary of Quebec City throughout the year. Over 50 missions participated in activities for the *Journée* and over 30 missions celebrated activities for the 400<sup>th</sup> anniversary of Quebec City. These initiatives help to promote Canada's bilingualism and cultural diversity on the international scene.

The Department provided financial support to several missions to plan activities celebrating the *Journée internationale de la Francophonie*. Cultural events were held in countries as diverse as Germany, China and Iceland. Books by Francophone

authors, including authors from minority communities, were distributed abroad as part of a contest with a French theme. These books included *Bonheur d'occasion*, by Gabrielle Roy, and *Lignes de faille*, by Nancy Huston.

In China, the Canadian mission helped to organize nine public performances over 12 days for the Montreal group Chinatown, as well as concerts in Hong Kong and Shanghai for Quebec singer Athésia. Canadian French-language films were shown as part of the celebrations.

The Department also put forward various initiatives to promote the 400<sup>th</sup> anniversary of Quebec City to its missions, in close collaboration with Canadian Heritage.

## Labrador City: A two-way radio!

In collaboration with James Prowse, Canadian Heritage

French-language community radio in Newfoundland and Labrador reminds us of the old saying: if some is good, more is better! Beginning in April 2009, this unique station will broaden its reach. In addition to off-air service, it will be broadcasting over the Web via the Newfoundland and Labrador French-language portal, [www.francoatl.ca](http://www.francoatl.ca). Transmission will be carried out in two ways, and the effects will be significant: the station in Labrador City, with freshly upgraded technology, will serve as a clearinghouse for sound clips from across the province to be broadcast from

its antenna; at the same time, all its programming will be webcast, making it available throughout the province and around the world. The primary purpose of this innovative project is to overcome the isolation of Francophone communities, which can be up to 1,000 kilometres apart.

According to project initiator Xavier Georges, of the *Fédération des francophones de Terre-Neuve et du Labrador*'s cultural network, its main financial backer is the Department of Canadian Heritage, which became a believer even before the technical studies began.