

**Strategic Plan**

**CANADA – BRITISH COLUMBIA CO-OPERATION AGREEMENT  
ON OFFICIAL LANGUAGES  
2009-10 – 2010-11**

**Government of British Columbia**

**March 2009**

**2009-11 British Columbia Strategic Plan**  
**For the implementation of the**  
**Canada- British Columbia Cooperation Agreement on Official Languages 2009-10 — 2010-11**

1. General Orientation, Objectives, and Priorities of British Columbia

Since it was first signed in 2001, the Canada-BC Cooperation Agreement on Official Languages has improved access to programs and services in priority sectors for francophone British Columbians and enhanced the capacity of the Province to deliver services in French.

Thanks to the Agreement, francophone British Columbians can participate more actively in managing their own affairs in an environment where linguistic duality prevails; for instance, francophone newcomers have access to a Connection Center for Francophone Immigrants; the B.C. HealthGuide was translated for the first time; numerous civic and public information documents are translated every year; and la Fédération des francophones de la Colombie-Britannique formally recognized the flourishing partnership between the province's public service and the francophone community at the Francodôme in June 2008.

The Government of British Columbia wishes to chart the course for the next two years in its collaboration with the Government of Canada to further develop British Columbia's official language minority community. This *2009-11 Strategic Plan* has been developed to meet this objective.

The *2009-11 Strategic Plan* builds on past accomplishments and proposes new initiatives to strengthen ties between French-speaking and English speaking British Columbians. This *Strategic Plan* reflects a government-wide commitment and promotes a coordinated approach to maximize the effectiveness of the initiatives undertaken to enhance the vitality and further support the development of this community. This *Plan* will also be instrumental for the development of partnerships in support of the Francophone Affairs Program general orientations and objectives.

To ensure that the *Plan* reflects the B.C. Francophone community's priorities of today and the coming years, the Government of British Columbia conducted a province-wide consultation in the fall of 2008. Throughout the consultation process, the B.C. francophone community expressed the need for increased availability of services in French in the following priority sectors: Health, Social Services, Economic Development, Immigration, Justice, and, Arts and Culture. One new theme emerged in the 2008 consultation process: the importance of investing in Francophone youth. In developing this new *Strategic Plan*, the Francophone Affairs Program also consulted with la Fédération des Francophones de la Colombie-Britannique to ensure that the priorities of this *Plan* link with the Fédération's upcoming Strategic Plan, the 2009-14 Plan de Développement Global (*Strategic Development Plan*).

Since 2001, British Columbia has made ongoing efforts to strengthen its capacity to provide services to the province's Francophone community in priority sectors. The year ahead represents a very special year for British Columbia's French speaking population. The 2010 Olympic and Paralympic Winter Games provide the British Columbia Francophone community an extraordinary, once-in-a-lifetime opportunity to show its strength, vitality and culture to the world. This is a unique opportunity for British Columbia to build a legacy by establishing a new baseline for its French services infrastructure in areas such as communication, translation, economic development, tourism, immigration and culture and the arts. To maximize the benefits the Province and the country can gain from the linguistic duality of the Winter Games, it is essential to include the 2010 Olympic and Paralympic Winter Games as part of this *Plan*.

Another important priority for the government of British Columbia is its legislated commitment to reduce greenhouse gas emissions by 33 percent by 2020. The Francophone community through the consultation process has also indicated its desire to be involved in meeting this objective, particularly by being more informed by having information in French in this area made more readily accessible. Therefore, to align the British Columbia *Strategic Plan* with this priority, the *Plan* provides for some translation of documents related to this climate action.

## 2. Strategic Objective

The *2009-11 British Columbia Strategic Plan* is consistent with the general purpose of the 2009-11 Agreement which is to increase British Columbia's capacity to support the B.C. Francophone community by continuing to promote the start-up and development of a basic service infrastructure in priority areas. These are: Health, Economic Development, Social Services, Justice, Arts and Culture and Communication, Information and Consultation. As mentioned earlier, some initiatives of this *Plan* are building the future by investing in youth. By enhancing the B.C. Francophone Affairs Program, strengthening collaboration with ministries and agencies, building on the linguistic duality of the 2010 Olympic and Paralympic Winter Games, this *Plan* strives to increase the availability of services to the Francophone community.

In developing this *Strategic Plan*, the needs of the community, the priorities of the Government of British Columbia and the priorities of the Government of Canada as outlined in the *Roadmap for Canada's Linguistic Duality 2008-13: Acting for the Future* were taken into consideration.

The *Strategic Plan* describes the initiatives and activities that British Columbia intends to pursue over the life of the *2009-11 Canada-B.C. Cooperation Agreement on Official Languages* and indicates the expected results of these undertakings. British Columbia will survey and evaluate the outcomes of these initiatives. The *Strategic Plan* serves as a roadmap for the planning, implementation and assessment of various initiatives and activities.

Objective 1: Strengthen the Administrative Capacity of the Francophone Affairs Program			Annual Provincial and Federal Contributions
			Federal: \$220,000
			Provincial: \$80,000
			<b>Total: \$300,000</b>
Planned Actions/Measures 2009-11	Expected Results	Performance Indicators	
Consult with and assist British Columbia ministries, agencies, independent members of the legislative assembly (Ombudsman, Chief Electoral Officer, etc.) and municipalities in the planning and delivering of services to the British Columbia Francophone community.	British Columbia Francophone organisations are satisfied with the availability of French language services delivered by ministries, municipalities, and agencies in priority sectors.	Survey of Francophone organisations in term of their level of satisfaction.	
Promote use of both official languages in government communications when appropriate.	Increased access to government documents available in both official languages.	Number of updated or new British Columbia Government publications translated into French.	
Develop and monitor planning and service delivery to the British Columbia Francophone community by ministries and agencies in priority sectors such as: Health, Economic Development, Justice, Social Services (including child care, early childhood development, youth, immigration, and literacy) and arts and culture.	British Columbia Government maintained or increased its capacity to deliver services to its Francophone community.	Number of operational partnerships created or maintained.	
Build new partnerships with British Columbia Ministries, municipalities and agencies based on the linguistic duality of 2010 Olympic and Paralympic Winter Games.	British Columbia Government leveraged opportunities based on the linguistic duality of the Olympic and Paralympic Winter Games.	Number of partnerships created as a result of the 2010 Olympic and Paralympic Winter Games.	
Encourage collaboration and partnerships between British Columbia and Canada, and between British Columbia and other provinces and territories to strengthen the vitality of the Canadian Francophonie and the Francophone community in British Columbia.	Increased vitality of the French-language community and increased profile/awareness of the community.	Number of Francophone events and activities involving provincial ministries, municipalities and agencies.	
Encourage French-language awareness activities and provincial ministries' participation to raise visibility of the community and to increase collaboration between ministries and community groups.	Participation of Francophone groups/operational partnerships between ministries and agencies are maintained or created.	Number of Francophone events and activities involving provincial ministries, municipalities and agencies.	

Planned Actions/Measures	Expected Results	Performance Indicators	
The Francophone Affairs Program actively seeks partnerships with British Columbia Ministries, municipalities and agencies.	Increased awareness by British Columbia Government ministries and agencies, of the British Columbia Francophone Affairs Program and the British Columbia Francophone community.	Number of operational partnerships created or maintained.	
The Francophone Affairs Program connects Francophone community organizations with British Columbia Ministries, municipalities and agencies and facilitate communication and partnership.	Maintained or improved communication between provincial ministries and agencies, the Francophone community, and their French-speaking counterparts in other provinces and territories.	Number of operational partnerships created or maintained.	
<b>Objective 2: Support Service Development, Planning and Delivery in Six Priority Areas</b>			<b>Annual Provincial and Federal Contributions</b>
			Federal: \$480,000
			Provincial: \$620,000
			<b>Total: \$1,100,000</b>
<b>Priority 1: Health</b>			
Planned Actions/Measures	Expected Results	Performance Indicators	
Support the Ministry of Health Services and Health Services Authorities in their efforts to maintain and/or improve health services to the Francophone community.	Access to health services available to the British Columbia French-language community is maintained or increased.	Number of initiatives and activities undertaken to support health services to the British Columbia French-Language community.	
<b>Example of planned measures for 2009-2011:</b>			
Collaboration with the Provincial Health Services Authority of BC to maintain and increase access to and delivery of health services in French.	Two bilingual coordinator positions are maintained at the Provincial Language Services.	Number of bilingual coordinator positions at the Provincial Language Service.	
Collaborate with the British Columbia Ministry of Healthy Living and Sport for the translation of Act Now materials and Baby's Best Chance handbook.	Access to health related government materials is maintained or increased.	Number of updated or new British Columbia Government health publications translated into French.	

<b>Priority 2: Economic Development</b>			
<b>Planned Actions/Measures</b>	<b>Expected Results</b>	<b>Performance Indicators</b>	
Support the Ministry of Advanced Education and Labour Market Development, the Ministry of Community Development, and the Ministry of Small Business, Technology and Economic Development in initiatives focusing on identifying projects facilitating job creation for the Francophone community and marketing British Columbia as a preferred place to live, visit, invest and do business.	Francophone related economic development initiatives are identified or enhanced.	Number of Francophone related economic development initiatives that have been identified or enhanced.	
Support programs and strategies (including 2010 Olympic and Paralympic Winter Games initiatives) initiated by Ministries, Agencies, Crown Corporations or municipalities aiming to enhance Francophone community's economic development in rural and urban areas.	Francophone related economic development initiatives are identified or enhanced.	Number of Francophone related economic development initiatives that have been identified or enhanced.	
Support British Columbia Tourism in initiatives that will encourage tourists from Francophone markets to explore areas of British Columbia, during and after the 2010 Winter Games.	Increased access to Francophone information for Francophone tourists.	Number of French tourism initiatives initiated or enhanced in British Columbia.	
<b>Example of planned measures for 2009-2011:</b>			
Collaboration with the Ministry of Community Development and/or the city of Nanaimo for the bilingual tourism initiative of the Nanaimo region.	French tourism initiatives are initiated or enhanced in British Columbia.	Number of French tourism initiatives initiated or enhanced in British Columbia.	
Collaboration with city of Coquitlam for its Francophone revitalization project.	Francophone related economic development initiatives are identified or enhanced.	Number of Francophone related economic development initiatives that have been identified or enhanced.	

<b>Planned Actions/Measures</b>	<b>Expected Results</b>	<b>Performance Indicators</b>	
<b>2.1 Immigration</b>			
Support the Ministry of Advanced Education and Labour Market Development and the Ministry of Small Business, Technology and Economic Development, both sharing immigration responsibilities in their efforts to recruit, integrate and retain French-speaking newcomers.	Francophone newcomers are recruited, integrated and retained in British Columbia.	Number of recruitment, integration and retention initiatives for Francophone newcomers.	
<b>Priority 3: Arts and Culture</b>			
<b>Planned Actions/Measures</b>	<b>Expected Results</b>	<b>Performance Indicators</b>	
Support the Ministry of Tourism, Culture and the Arts in its mandate to develop programs that enable the arts and cultural sector to realize its social and economic potential.	Francophone artists, arts and cultural organizations reach existing and new markets and develop new products and services.	Number of initiatives celebrating the presence and contributions of the British Columbia Francophone community.	
<b>Priority 4: Social Services</b>			
<b>Planned Actions/Measures</b>	<b>Expected Results</b>	<b>Performance Indicators</b>	
Assist British Columbia ministries and agencies in their efforts to improving access to services for Francophone families, children/youth, women, seniors and newcomers.	Access to French services for Francophone families, children/youth, women, senior and newcomers is maintained or increased.	Number of initiatives that provide access to French services for Francophone families, children/youth, women, seniors and newcomers.	
Support ministries and agencies to provide access to resources materials in French for family, children, youth, adults and tutors.	Maintained or increased access to resource materials in French for family, children, youth, adults and tutors.	Number of updated or new British Columbia Government publications for family, children, youth, adults and tutors translated into French.	
<b>Example of planned measures for 2009-2011:</b>			
Collaborate with British Columbia ministries to promote and support French-speaking women in need.	Maintained or increased access to services that support French speaking women in need.	Number of hours of services available in French to a crisis line for women in need.	

Collaborate with British Columbia ministries to provide support to French speaking individual in need (e.g. homeless).	The number of social support workers positions in the city of Vancouver is maintained.	Number of support worker positions in the city of Vancouver.	
--	--	--	--

Planned Actions/Measures	Expected Results	Performance Indicators	
Work with Ministries and agencies to support initiatives that allow youth to make a greater use of their French language skills in activities outside the classroom.	Initiatives aimed at British Columbian youth that foster pride and greater use of French as a second language.	Number of initiatives involving, or aimed at, youth that promote community activities among youth, and/or contribute to building the capacity of Francophone community.	

**Priority 5: Justice**

Planned Actions/Measures	Expected Results	Performance Indicators	
Support the Ministry of Attorney General in the implementation of its service plan relating to French-language services.	Maintained or increased access to justice in both official languages as provided for under Part XVII of the Criminal Code.	Number of bilingual employees capable of providing services to the public in French.	

**Example of planned measures for 2009-2011:**

Support Court and Criminal Service Branch to facilitate linguistic training of staff.	The quality of Court and Criminal Service Branch staff's French skills is maintained or increased.	Number of linguistic training courses provided to Court and Criminal Service Branch.	
Translate justice related material.	Increased access to French justice related material.	Number of updated or new British Columbia Government justice related publications translated into French.	

**Priority 6: Communication, Information and Consultation**

Planned Actions/Measures	Expected Results	Performance Indicators	
<b>6.1 Communication and Information</b>			
Assist ministries to ensure that information about government programs and services is accessible to the Francophone community.	Increased availability of documents and information available in French.	Number of updated or new British Columbia Government publications translated into French.	

**Schedule B**

Assist ministries to ensure the visibility of the French language in British Columbia Government signage.	Maintained or increased visibility of French in British Columbia Government French language signage.	Number of British Columbia Government French language signage.	
Collaborate with the Climate Action secretariat to ensure information on Climate Action is available to the British Columbia Francophone Community.	Increased access to French information about Climate Action.	Number of Climate Action information documents/initiatives available in French.	
Ensure that British Columbia Government publications in French are updated and new publications are translated.	Increased availability of documents and information available in French.	Number of updated or new British Columbia Government publications translated into French.	
<b>6.2 Consultation</b>			
Encourage and monitor consultation between the British Columbia Government and the British Columbia Francophone community.	The British Columbia Government continues open dialogues with the British Columbia Francophone community.	Number of meetings with main British Columbia Francophone stakeholders.	