Economic Development Canada

Implementation of Section 41 of the

OFFICIAL LANGUAGES *ACT (Part VII)*

2009-2010

ANNUAL REPORT ON RESULTS

Canada Economic Development for Quebec Regions
Développement économique Canada pour les régions du Québec

Canada

Implementation of Section 41 of the

OFFICIAL LANGUAGES ACT

(Part VII)

2009-2010 Annual Report on Results

July 2010

Economic Development Agency of Canada
for the Regions of Quebec

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Implemention of Section 41
of the *Offficial Languages Act* (Part VII)
2009-2010 ANNUAL REPORT ON RESULTS

General information

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Summary of main achievements

According to the Act of incorporation, the purpose of the Economic Development Agency of Canada for the Regions of Quebec is to promote long-term economic development of Quebec regions by giving special attention to those regions where slow economic growth is prevalent or opportunities for productive employment are inadequate. Also, the Agency shall take such measures as will promote cooperation and complementarity with Quebec and Quebec communities.

More specifically, the strategic result of the Agency is for the regions of Quebec to have a competitive and diversified economy. In the long term, the regions and communities of Quebec will have increased their capacities for development, their dynamism and their prosperity in a significant and lasting manner for the benefit of citizens.

It is primarily through the *Community Development* program activity that the Agency contributes to the achievement of the objectives of the *Official Languages Act* (OLA), especially with reference to the commitment set forth in section 41 of Part VII, namely the development of the Official Language Minority Communities (OLMCs). The Agency has related OLMCs under the *Integration of Target Groups* component. Its objective is to promote their integration to existing structures of economic development in the regions of Quebec so that they participate in their communities' economic development and diversification efforts.

The Agency's contribution falls within the *Horizontal Results-Based Management and Accountability Framework* of the Government of Canada for Official Languages (OL) and refers more specifically to the following horizontal results:

- strengthening community economic development and language industries
- strengthening the vitality of communities
- strengthening linguistic duality within the institutions of society
- improving access to training in support of linguistic duality
- complying with the *Official Languages Act* and the *Constitution*.

Awareness

During the year, the Agency has carried out several activities that led to greater employee and management awareness regarding the implementation of section 41 of the OLA. For example, information sessions that gave the highlights of the *Economic Development Initiative* (EDI) of the *Roadmap for Canada's Linguistic Duality 2008-2013* were conducted with managers and official languages resource persons in all Business Offices thus ensuring better delivery of the initiative in the offices. Moreover, Business Offices undertook steps in English training allowing employees to take English courses. The latter are then able to provide better service to the English-speaking clientele. It should be stressed that the support given by Agency resource persons in official languages allows employees to better understand the OLA and the resulting obligations.

Furthermore, in the fall of 2009, a message from the President regarding the *Linguistic Duality Day* was sent to all Agency employees. The message invited employees to take part in awareness-raising activities organized by the Quebec Federal Council within the framework of the 40th anniversary of the OLA.

Consultations

Throughout the year, the Agency maintained its efforts in terms of consultation and discussions with OLMC representatives, especially through the Community Network, the National Human Resources Development Committee for the English Linguistic Minority (NHRDC) and the Quebec Communities Group Network. The Agency is thus better informed of the priorities of English-speaking communities and the communities have better knowledge of the opportunities provided by Agency programs.

The Agency has developed its knowledge of the OLMCs' economic development issues through its participation at meetings with organizations from the English-speaking community. For example, information on the issues and needs of the OLMCs was presented to the Agency at meetings between the Regional Director and the Official Languages Champion of the Gaspésie–Iles-de-la-Madeleine region and four organizations, namely the Community Economic Development and Employability Committee (CEDEC) in Gaspé, the Committee for Anglophone Social Action, the *Centre local de développement - Bonaventure* and the Council for Anglophone Magdalen Islanders.

Communications

In 2009-2010, the Agency distributed the *Annual Report on Results* for the implementation of section 41 of the OLA as well as the addresses and telephone numbers of Business Offices to different regional development stakeholders and to English-speaking communities. These documents, as well as the *2008-2010 Results-based Action Plan* for implementation of section 41 of the OLA and the description of projects eligible for the EDI, through specific Agency programs, are also available on the Agency Web site.

Other external communication activities contribute to informing OLMCs of Agency programs such as the presentations made to CEDECs on details of the EDI. The Agency's participation at events such as Business Contact allowed business people in the English-speaking community to better comprehend Agency programs and to create new business contacts among business people in Anglophone and Francophone communities.

Coordination and liaison

The Agency played a role of influence and of information dissemination at meetings held with different partners (regional development agencies, Industry Canada, NHRDC Government Table and the Working Group on the ruling regarding the *Centre d'avancement et de leadership en développement économique communautaire de la Huronie* [CALDECH]).

Agency representatives took part at meetings of the Network of National Coordinators responsible for implementation of section 41 of the OLA, of the Committee of Assistant Deputy Ministers on Official

Languages and of the Coordinating Committee on Official Languages Research. This allowed the Agency to ensure better understanding of the issues and good practices regarding the implementation of section 41 of the OLA.

Many meetings of representatives from various Agency directorates took place to promote a coherent and integrated implementation of section 41 of the OLA. These meetings dealt with the implementation of the EDI and the development of the *2010-2013 Results-based Action Plan* for implementation of Section 41 of the OLA.

Program funding and delivery

As of March 31, 2010, to further its commitment in promoting the development of OLMCs, the Agency had 11 on-going projects in support of their development, totalling $1.8 million in financial assistance and $7.4 million in investment value. Of these projects, six were approved during the year, totalling some $700,000 in financial assistance. Throughout the year, the Agency stressed support to Business Offices in continuing the implementation of the EDI of the *Roadmap for Canada's Linguistic Duality 2008-2013*, in order to uphold more intensely the economic development efforts of OLMCs.

The Agency also gives effective access to its programs and services to clients in the official language of their choice. In 2009-2010, 46 clients who received a contribution from the Agency obtained services in English. A satisfaction survey among clients having received information and/or services in English has demonstrated that a vast majority of these clients were *satisfied* or *completely satisfied* with the services provided by the Agency in English. Moreover, when the Agency enters into an agreement with a non-profit organization (NPO) and the project contains a segment of services to or communication with the public, the organization must commit to offering services and communication related to the project in French and in English when it is relevant to do so. In the last year, 44 organizations committed to providing services in both official languages.

Accountability

With respect to accountability, in addition to drafting the *Annual Report on Results*, the Agency worked on its new *2010-2013 Results-based Action Plan* for implementation of section 41 of the OLA. The Agency also integrated the data capture related to the OLA to its performance measures which allows monitoring and reporting more easily on its obligations under the OLA.

Conclusion

The Agency has continued to support OLMCs in the six categories of intervention. It intends to continue and improve its activities by putting into effect its new *2010-2013 Results-based Action Plan* for implementation of Section 41 of the OLA in the coming years and by continuing to implement the EDI of the *Roadmap for Canada's Linguistic Duality 2008-2013*.

1. AWARENESS - in-house activities

Training, information, orientation, awareness, communication and other activities carried out in-house in order to educate employees and/or senior managers of the Agency about linguistic duality and the priorities of OLMCs; senior manager performance contracts and recognition programs; taking the viewpoints of OLMCs into account during research, studies and in-house investigations.

Expected result

Creation of lasting changes in the Agency's organizational culture. All employees and management are aware of and understand their responsibilities regarding section 41 of the *Official Languages Act* and OLMCs.

Activities carried out to achieve the expected result	Outputs
Information sessions	
• presentation of the highlights of the EDI of the *Roadmap for Canada's Linguistic Duality 2008-2013* to OL managers and resource persons in all Business Offices	• meeting, discussion and exchange of information
• briefing sessions for senior management on the ruling concerning the CALDECH and its effect on the Agency	• briefing notes • minutes of meetings

Progress achieved toward attaining the expected result

- raising awareness and development of knowledge about the EDI to ensure an optimal delivery of the initiative by the Business Offices
- raising senior management's awareness of the consequences on the Agency of the ruling regarding the CALDECH with reference to the development and implementation of programs and services

Activities carried out to achieve the expected result	Outputs
Meetings among various Agency directorates	
• numerous in-house meetings for the implementation of the EDI of the *Roadmap for Canada's Linguistic Duality 2008-2013* and for the development of the *2010-2013 Results-based Action Plan* for implementation of section 41 of the OLA	• meetings • exchange of information and documentation • briefing senior management
• holding Agency OL practices community meetings for consultation on the implementation of the EDI	• meetings, exchanges

Progress achieved toward attaining the expected result

- development of activities by the Agency to implement section 41 of the OLA in a coherent and integrated manner
- implementation of the EDI of the *Roadmap for Canada's Linguistic Duality 2008-2013* at the Agency and sharing of good practices

Activities carried out to achieve the expected result	Outputs
Training sessions	
• training of personnel in English as a second language	• 61 employees took English courses

Progress achieved toward attaining the expected result

- better delivery of programs and services to the English-speaking clientele

Activity carried out to achieve the expected result	Outputs
Bulletin 41-42	
• dissemination and distribution of Canadian Heritage's *Bulletin 41-42* to all employees of the responsibility centres concerned	• *Bulletin 41-42*

Progress achieved toward attaining the expected result

- better understanding of the issues related to the OLA

Activities carried out to achieve the expected result	Outputs
In-house information tools	
• message from the President sent to all employees in September 2009 on *Linguistic Duality Day*	• special message from the President to all employees
• frequent exchanges between the section 41 resource person in each Business Office and the national coordinator, responsible for the implementation of section 41 at the Agency	• conversations and exchanges of information

Progress achieved toward attaining the expected result

- raising the awareness of employees and senior management about linguistic duality
- dissemination of knowledge through increased sharing on the progress of projects related to the OLA

2. CONSULTATIONS - sharing of ideas and information with OLMCs

Activities (e.g. committees, discussions and meetings) through which the Agency consults OLMCs and interacts with them to identify their needs and priorities or to understand potential impacts on their development; activities (e.g. round tables and working groups) to explore possibilities for cooperation within the existing mandate of the Agency or as part of developing a new program or a new policy; participation in consultations with OLMCs coordinated by other government bodies; consultation of OLMCs by Business Offices to determine their concerns and needs.

Expected result

Creation of lasting relationships between the Agency and OLMCs and understanding of respective needs and mandate.

Activities carried out to achieve the expected result	Outputs
Consultation mechanisms	
• meetings with organizations representing the English-speaking community in Quebec (Community Network, Quebec Communities Group Network) to exchange information on the priorities of the English-speaking community in Quebec and on the opportunities offered by Agency programs	• meetings • sharing of ideas and information • documentation on Agency programs
• participation at meetings of the NHRDC	• meetings • distribution of the *2008-2009 Annual Report on Results* for the implementation of section 41 of the OLA
• conducting a satisfaction survey among 40 respondents that had obtained information and/or services from the Agency in English	• results of the satisfaction survey
• participation of the Agency at a conference organized by the Faculty of Law of the University of Ottawa within the framework of the 40th anniversary of the OLA	• sharing of information

Progress achieved toward attaining the expected result

- better knowledge at the Agency of the English-speaking communities' priorities
- better knowledge by communities of the opportunities offered by Agency programs
- the vast majority of clients who answered the survey claim to be *completely satisfied* or *satisfied* with the services provided by the Agency in English
- better knowledge by the Agency of client satisfaction level with its services provided in English
- better knowledge of the OLA

Activities carried out to achieve the expected result	Outputs
Business Offices	
• regular contacts between the Île-de-Montréal Business Office and representatives of Youth Employment Services (YES), whose mission is to support entrepreneurship in the English-speaking community in the Greater Montréal region	• several meetings throughout the year with YES representatives
• participation at the YES Annual Conference organized for young English-speaking entrepreneurs	• participation at the conference
• meeting between the regional director of the Gaspésie–Îles-de-la-Madeleine Business Office, the resource person for section 41 in the Business Office and four organizations working with OLMCs to discuss OLMCs' economic development issues and Agency programs ◦ *Committee for Anglophone Social Action* ◦ CEDEC of Gaspé ◦ *Centre local de développement - Bonaventure* ◦ Council for Anglophone Magdalen Islanders	• various projects that are ongoing or at the review phase, namely a project whose purpose is to support the community in structuring its tourism sector
• meeting with Montérégie Business Office and the Community Table of National Human Resources in order to follow-up on a project and the aimed objectives	• consultation and advice

Progress achieved toward attaining the expected result

- periodic update of problems that refer to the English-speaking community in the Greater Montréal region served by YES; the information feeds the reflection on the OLA-related actions to be included in the Île-de-Montréal Business Offices's business plan
- better knowledge by the Agency of the issues of the English-speaking community in the Gaspésie–Îles-de-la-Madeleine region
- maintaining links with OLMCs and the possibility of financing projects
- better understanding by the Agency of the needs of the organization
- assessment of the financing needs

3. COMMUNICATIONS - transmission of information to OLMCs

External communications activities to inform OLMCs about the activities, programs and policies of the Agency and to promote the bilingual character of Canada; inclusion of OLMCs in all information and distribution lists; use of the Agency's Web site to communicate with OLMCs.

Expected result

OLMC culture reflects a broad understanding of the Agency's mandate. OLMCs receive up-to-date and relevant information about the Agency's programs and services.

Activities carried out to achieve the expected result	Outputs
Events	

• participation at Business Contact events (Outaouais and Côte-Nord):
  ◦ identification of business people from the English-speaking community
  ◦ invitation of business people from the English-speaking community
	• departmental and federal agency information kiosks
	• conference
	• network lunches

Progress achieved toward attaining the expected result

- enhanced knowledge of government programs by business people from the English-speaking community
- new business ties developed between business people from the English-speaking community and those of the Francophone community

Activities carried out to achieve the expected result	Outputs
Business Office Events	
• participation of employees from the Gaspésie–Îles-de-la-Madeleine Business Office in a mentoring activity with English-speaking high school students, organized by Service Canada; the OLA was stressed during the activity	• mentoring sessions
• presentation of Agency programs and services at a Forum organized by Fisheries and Oceans Canada addressed to First Nations English-speaking communities of Gaspésie	• 20 participants at the Forum
• invitation of representatives from the English-speaking communities to all public announcements made by the Gaspésie–Îles-de-la-Madeleine Business Office	• press conferences

Progress achieved toward attaining the expected result

- better knowledge of Agency mission and programs and of opportunities for employment
- better knowledge of Agency programs and services for First Nations communities in Gaspésie
- better understanding of Agency mandate and programs by representatives of English-speaking communities in the Gaspésie–Îles-de-la-Madeleine region

Activities carried out to achieve the expected result	Outputs
Web Site	
• posting on the Agency's Web site and transmittal of the *Annual Report on Results* for implementation of section 41, Part VII at the Agency, as well as business-contact information to different regional development stakeholders and to English-speaking communities	• *2008-2009 Annual Report on Results* of the implementation of section 41, Part VII of the OLA at the Agency • list of addresses and telephone numbers of Agency Business Offices
• posting on the Agency Web site of the eligibility criteria of the EDI of the *Roadmap for Canada's linguistic duality 2008-2013* through specific Agency programs	• eligibility criteria

Progress achieved toward attaining the expected result

- better understanding of the measures taken by the Agency for the English-speaking community
- knowledge of the Agency's contacts to submit projects and ask for information
- better understanding of the measures planned by the Agency for the English-speaking community

Activities carried out to achieve the expected result	Outputs
General information	
• presentation of EDI procedures to CEDECs	• exchanges • information sheets
• meetings and communications for English-speaking entrepreneurs and community organizations that deal with English-speaking entrepreneurs regarding Agency programs	• meetings • exchanges

Progress achieved toward attaining the expected result

- increased knowledge of the EDI in order to obtain financial support for a project
- better understanding of the Agency's mandate and programs by representatives of English-speaking communities

4. COORDINATION AND LIAISON

(Does not include funding – Internal coordination and liaison with other government institutions)

Coordination activities (research, studies, meetings, etc.) carried out by the Agency itself along with other federal institutions or other levels of government; participation in activities organized by other federal institutions, other levels of government, etc.; participation of official languages champions, national and regional coordinators, and others in various government forums.

Expected result

Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices.

Activities carried out to achieve the expected result	Outputs

Collaboration with Canadian Heritage
• participation to
  • interdepartmental meetings of the national coordinators for Official Languages
  • meetings of the Committee of Assistant Deputy Ministers on Official Languages
  • meetings of the Interdepartmental Management Committee for the Official Languages Program
  • meetings of the Interdepartmental Policy Committee
  • meetings of the Coordinating Committee on Official Languages Research
  • the Official Languages Best Practices Forum organized by Canadian Heritage
	• meetings
	• exchange of information and documentation
	• terms and conditions of the *Roadmap for Canada's Linguistic Duality 2008-2013*

Progress achieved toward attaining the expected result

- better understanding of the issues and good practices that relate to section 41 of the OLA
- information-sharing concerning the *Roadmap for Canada's Linguistic Duality 2008-2013* and on good practices

Activities carried out to achieve the expected result	Outputs

Collaboration of the Agency with other federal institutions
• participation at meetings
  • of regional development agencies and Industry Canada to implement the EDI of the *Roadmap for Canada's Linguistic Duality 2008-2013*
  • of the NHRDC Government Table
  • of Official Languages Committee of the Quebec Federal Council
  • of Official Languages Champions (annual meeting)
  • of the Working Group on the ruling regarding the CALDECH
  • of the Commissioner of Official Languages of Canada to exchange on the involvement of the Agency with OLMCs of the Gaspésie–Îles-de-la-Madeleine region
  • of Parks Canada and of the *Conseil de bande micmac de Gespeg* regarding the future interpretation centre at Penouille in Gaspésie
  • with Fisheries and Oceans Canada to respond to needs expressed by OLMCs of the Côte-Nord
  • with representatives of the *ministère du Développement économique, de l'Innovation et de l'Exportation du Québec* in the Estrie region
	• meetings
	• exchanges of ideas and of documentation
	• briefings of senior management

Progress achieved toward attaining the expected result

- implementation at the Agency of the EDI of the *Roadmap for Canada's Linguistic Duality 2008-2013* and sharing of good practices
- better understanding of the issues and priorities of the English-speaking community
- better understanding of the impact on the Agency of the Supreme Court ruling regarding the CALDECH

5. PROGRAM FUNDING AND DELIVERY

Implementation of the Agency's programs and delivery of its services; funding of OLMC projects by the Agency on its own or in cooperation with other federal institutions; inclusion of the needs of OLMCs in the delivery of the Agency's programs and services.

Expected result

OLMCs are part of the Agency's regular clientele and have adequate access to its programs and services. OLMC needs (e.g. check geographic dispersal, development opportunities) are taken into account.

Activities carried out to achieve the expected result	Outputs
• financing of and participation in OLMC projects	• in 2009-2010, the Agency had 11 projects in progress to support the development of OLMCs, totalling $1.8 million in financial assistance and an investment value of $7.4 million • of these 11 ongoing projects, six were approved in 2009-2010, totalling some $700,000 and an investment value of $3.2 million Some examples of new projects supported in 2009-2010: • *Coaster's Association of the Lower North Shore Region*: development of a new economic program based on small fruit and wild mushrooms • *The Dobson-Lagassé Entrepreneurship Centre*: support for entrepreneurship • *Community Table of National Human Resources*: feasibility study for establishing a train station in Chelsea • *YES* - project in entrepreneurship

Progress achieved toward attaining the expected result

• projects have been conducted with OLMCs, specifically those encouraging support of entrepreneurship

Activities carried out to achieve the expected result	Outputs
• support and follow-up with Business Offices to implement the EDI of the *Roadmap for Canada's Linguistic Duality 2008-2013*	• projects carried out within the framework of the EDI

Progress achieved toward attaining the expected result

- additional support to OLMC development projects

Activity carried out to achieve the expected result	Outputs
• special attention given to the provision of programs and services to OLMCs when writing the 2009-2012 Business Offices' business plans	• the nine Business Offices having OLMCs in their territory included measures for the implementation of the OLA in their 2009-2012 business plans

Progress achieved toward attaining the expected result

- interventions are planned with the OLMCs

Activity carried out to achieve the expected result	Outputs
• the Agency evaluates the quality of the provision of its services, in particular among clients that had obtained information and/or services in English	• in 2009-2010, 46 promoters with ongoing projects received documents and services in English from the Agency • the satisfaction survey conducted among clients that had obtained information and/or services in English shows that the vast majority is *satisfied* or *completely satisfied* with services provided by the Agency in English

Progress achieved toward attaining the expected result

- effective access to Agency programs and services in the official language of one's choice

Activity carried out to achieve the expected result	Outputs
• integration of clauses that commit the client to providing project-related services and communications in French and in English when the Agency enters into an agreement with an NPO and the project contains a segment of service to, or communication with the public	• in 2009-2010, 44 organizations financed by the Agency committed to offering their products and services in both official languages

Progress achieved toward attaining the expected result

- effective access to programs and services of organizations financed by the Agency

6. ACCOUNTABILITY

Activities through which the Agency integrates its work on the implementation of section 41 of the OLA into departmental planning and accountability mechanisms (e.g. report on plans and priorities, departmental performance report, departmental business plan and status report on implementation of section 41 of the OLA); internal audits and evaluations of programs and services; regular review of programs and services as well as policies by senior managers of the Agency to ensure implementation of section 41 of the OLA.

Expected result

Full integration of section 41 of the OLA and the OLMC perspective into Agency policies, programs and services; the reporting structure, internal evaluations and policy reviews determine how to better integrate OLMCs' perspective.

Activities carried out to achieve the expected result	Outputs
Development and implementation of the action plan	
• implementation of the Agency's *2008-2010 Results-based Action Plan*	• meetings • *2008-2010 Results-based Action Plan* • tabling of the Action plan with the Departmental Management Committee (DMC)
• development work for the *2010-2013 Results-based Action Plan*	• consultations • draft of the *2010-2013 Results-based Action Plan*

Progress achieved toward attaining the expected result

- integration of section 41 in implementation of Agency programs
- monitoring of developments in implementation of section 41 of the OLA at the Agency

Activities carried out to achieve the expected result	Extrants
Drafting of the report on results	
• production of the Agency's *Annual Report on Results*	• report • submission of the report to the DMC
• Business Offices' reports	• information and integration

Progress achieved toward attaining the expected result

- better knowledge of the report inside and outside the Agency
- compilation of results leading to subsequent decision-making

Activity carried out to achieve the expected result	Outputs
Capture of data associated with the OLA • integration of the capture of data associated with the OLA to the Agency's performance measures allowing to track and to report more easily on its obligations with regard to the OLA	• new fields to complete in the Hermès system (the Agency Management Information System)

Progress achieved toward attaining the expected result

- integration of results regarding the implementation of section 41 of the OLA to the Agency's accountability mechanism
- mechanism allowing to trace more easily the performance measures of OLA projects

Activity carried out to achieve the expected result	Outputs
Senate Committee on Official Languages • Agency's Minister of State appearance at the Senate Committee on Official Languages	• briefing book

Progress achieved toward attaining the expected result

- awareness and better knowledge of actions taken by the Agency in terms of its obligations under the OLA

List of acronyms

CALDECH	*Centre d'avancement et de leadership en développement économique communautaire de la Huronie*
CEDEC	Community Economic Development and Employability Committee
DMC	Departmental Management Committee
EDI	Economic Development Initiative
NHRDC	National Human Resources Development Committee for the English Linguistic Minority
NPO	Non-profit Organization
OL	Official Languages
OLA	*Official Languages Act*
OLMC	Official Language Minority Community
YES	Youth Employment Services