

**INDUSTRY CANADA
ACHIEVEMENT REPORT**

**IMPLEMENTATION OF SECTION 41
OF THE *OFFICIAL LANGUAGES ACT***

2006-2007

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Message from our Official Languages Champion

As Industry Canada's Official Languages Champion, I am pleased to present Industry Canada's 2006–2007 Achievement Report in respect of Part VII of the *Official Languages Act*. This report provides comprehensive details on all the initiatives we have undertaken to advance the economic development of official language minority communities and to promote the usage of English and French across the country.

During the past year, Industry Canada's commitment to official language minority communities has been strengthened through a number of key activities, including the following:

- A dialogue has been maintained, on an ongoing basis and at various levels, to better understand the priorities and challenges that official language minority communities are facing. In particular, our network of regional advisors and coordinators is dedicated to working exclusively with these communities and has been reinforced with new communications tools. We also organized formal consultations with the communities again this year, and for the first time, we developed a joint consultative agenda and a series of information and presentation sessions.
- At the same time, we have continued our awareness-building efforts internally as well as externally to ensure that managers and community leaders are informed about community needs and evolving programs.
- A formative evaluation was completed on all departmental programs, activities and projects that have been implemented to support the economic development of official language minority communities. The recommendations were accepted and are being enacted.
- Work was initiated to examine alternative impact-assessment tools to analyze the effects of our policies and strategies on official language minority communities.
- We developed a DVD that features interactive geographic maps showing the locations of official language minority communities across the country. This tool will provide a more comprehensive statistical portrait of the communities to help the Department determine future initiatives.
- Throughout all the foregoing activities, as well as in other efforts, we have strengthened our partnerships with the regional development agencies to ensure a coordinated presence within official language minority communities.

It is with pride that I have assumed the role of Official Languages Champion at Industry Canada. The Achievement Report is a key element of our work throughout the Department, as it highlights our efforts supporting the implementation of Section 41 of the *Official Languages Act*.

Rachel Larabie-LeSieur

IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT* AT INDUSTRY CANADA

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Preface

This Achievement Report presents the results of initiatives carried out by Industry Canada in 2006–2007 to support implementation of section 41 of the *Official Languages Act*. This section of the Act sets out the federal government's commitment to enhancing the vitality of English and French linguistic minority communities in Canada, to supporting and assisting their development, and to fostering the full recognition and use of both English and French in Canadian society. The Achievement Report has been prepared according to the requirements set forth by Canadian Heritage.

Industry Canada's work in supporting the development of official language minority communities builds on the achievements of the past few years in two principal ways: the consultation process, combined with ongoing dialogue, established by the Department with the communities involved, and the strong partnership forged with regional development agencies.

Industry Canada's Official Languages Champion participated in a number of activities, conferences and forums in 2006–2007, which provided her with an opportunity to showcase some of the best practices that enable the Department to respond to the needs of official language minority communities, as set forth in section 41 of the *Official Languages Act*. The Department also served on interdepartmental committees (horizontal initiatives) related to the implementation of section 41 of the Act.

A formative evaluation of Industry Canada's 2004–2008 Action Plan (section 41) and of the Economic Development of Official Language Minority Communities (EDOLMC) took place in 2006–2007, piloted by the Audit and Evaluation Branch. The results of this evaluation were submitted to Industry Canada's Departmental Audit and Evaluation Committee in January 2007.

The data collected during this evaluation indicate that Industry Canada's EDOLMC and Action Plan 2004–2008 (section 41) components are generally compatible with the priorities of the federal Action Plan for Official Languages and with Industry Canada's economic development priorities.

The evaluation demonstrates that Industry Canada has made real progress since the last evaluation of the implementation of section 41, which took place in 2001. Here are a few examples of the positive elements mentioned in the 2006 report:

- increased awareness among departmental managers of the needs of official language minority communities;
- closer ties with community organizations, through the following activities:
 - establishment of a network of regional advisors;
 - additional resources invested in the regions under the EDOLMC component (telelearning and teletraining projects, internships and impact of the *Francommunautés virtuelles* program;
 - annual consultations led by the National Coordination Group, whose work is much appreciated by the network of regional advisors and coordinators. The evaluation emphasizes the commitment, vision and leadership of the group, as well as the support it provides.

Two projects were carried out in 2006–2007 with small and medium-sized enterprises (SMEs) from official language minority communities in the Pacific Region:

- a trade delegation project and a demographic study in the Nanaimo, British Columbia area, the objective of which was to forge economic, cultural and tourism links between the Nanaimo region and the De l'Érable region in Quebec. The project was developed in cooperation with the Association des Francophones de Nanaimo;
- workshops on business opportunities related to the 2010 Winter Olympic and Paralympic Games in Vancouver, intended to strengthen the commitment of Francophone SMEs to local economic development, which will benefit from the 2010 Games. The workshops were organized through a partnership involving Industry Canada, Western Economic Diversification Canada and Canada Business, the Government of Quebec and the Société de développement économique de la Colombie-Britannique.

Industry Canada takes the specific needs of official language minority communities into account in its strategic planning and in the development of its policies and programs. The favourable reactions of regional partners and the communities served confirm that the Department is on the right track.

However, a great deal remains to be done, including making communities more aware of the Department's programs and services, developing specific measurement indicators in line with Industry Canada's action plan and consolidating partnerships at every level so that official language minority communities can benefit from the federal government's economic development programs.

Key Achievements in 2006–2007

Ongoing Activities

- In 2006–2007, Industry Canada's new Official Languages Champion devoted a great deal of her time to issues related to section 41 of the *Official Languages Act*, that is, the vitality of official language minority communities and the recognition and use of both official languages.
- The Official Languages Discussion Network was created in 2006–2007 to support the departmental official languages champion in implementing the Department's Official Languages Program. The program is required to respond to many challenges, now and in the future, with regard to service to the public (Part IV of the *Official Languages Act*), language of work (Part V), equitable participation (Part VI) and enhancing the vitality of official language minority communities (Part VII).
- The National Coordination Team, which has full-time responsibility for managing issues related to Part VII of the Act, was supported in 2006–2007 by a network of eight full-time regional advisors hired through the federal government Action Plan for Official Languages. Well known to official language minority communities, these section 41 advisors are supported by coordinators. In addition, there is a network of contacts working in programs and services.
- An integrated departmental awareness campaign was launched by the Official Languages Champion during the Rendez-vous de la Francophonie. During the campaign, the Economic Development Unit of Official Language Minority Communities and the Official Languages Unit of Human Resources Branch are pooling their efforts to meet the many challenges relating to official languages, namely, to better prepare the Department for addressing amendments to the *Official Languages Act*.
- Again this year, Industry Canada held formal consultations with official language minority communities, in partnership with regional development agencies. Consultations were held in April 2006 with Francophone minority communities and in May 2006 with Anglophone minority communities.
- The ProAction 41 intranet site, a virtual resource centre for Industry Canada's employees and managers, is regularly updated and has provided a better understanding of the requirements of section 41 and the needs of official language minority communities.
- The CommunAction.ca site is a virtual resource centre that provides information on federal government programs and services that support the economic development of minority language communities.
- A CD-ROM on the geographic distribution of official language minority communities, developed in 2005–2006, was also used in 2006–2007 to increase awareness among managers of Industry Canada programs and services. The CD-ROM, which was also distributed at information sessions for official language minority communities and to colleagues in other departments, is an

indispensable resource for Industry Canada, since it enables users to quickly access data on the demographic and socio-economic characteristics of more than 900 minority communities across Canada.

- A DVD was developed that features interactive geographic maps showing the locations of official language minority communities (OLMCs) across the country. Embedded within the maps is a large-scale socioeconomic data base providing detailed Census data on OLMCs and non-OLMCs across the country.
- The Community Access Program (CAP) has 87 networks across Canada, from which 57 are located in official language minority communities. The networks represent a broad array of projects, research activities, training activities, job openings and other opportunities contributing to the economic development of all communities in the country. Industry Canada's total investment to the 57 networks in 2006–2007 was in the order of \$10.1 million.
- In 2006–2007, the Computers for Schools Program delivered a total of 4609 computers to official language minority community schools and organizations in the provinces and territories. The program also provided skills development and learning opportunities for young people from official language minority communities throughout Canada.
- In 2006–2007, the Student Connections Program made it possible to hire 79 post-secondary students from minority communities, of which five were Anglophones living in Quebec, and 74 were students from outside of Quebec. This is an increase of 66 percent in the number of participants from minority communities over last year.
- Under the Canada–Ontario Municipal Rural Infrastructure Fund (COMRIF), more than \$164.2 million was invested in 2006–2007 in 160 community infrastructure projects. In 36 of these communities, people whose mother tongue is French account for at least 5 percent of the total population, or at least 5000 people. Projects in these 36 communities accounted for a federal investment of \$31.5 million.

Activities Related to the Federal Government's Action Plan for Official Languages

- A brainstorming session that brought together about 10 representatives of Industry Canada, FedNor and the Atlantic Canada Opportunities Agency (ACOA) was held in Ottawa on June 15, 2006, to study the development of common indicators for measuring the performance of Industry Canada and the regional development agencies in implementing section 41 of the *Official Languages Act*.
- More than \$2.2 million was invested in 24 projects over the past fiscal year thanks to the partnership between the Department and regional development agencies (RDAs) with regard to teletraining and telelearning pilot projects to ensure access to leading-edge technologies and services provided through technology. The projects confirm, once again this year, the importance of sustainable partnerships with teaching establishments and other funding providers in using this initiative to overcome deficiencies in distance training for official language minority communities in their own provinces.
- Under the Memorandum of Understanding between the Department and RDAs concerning the Youth Internship Initiative 45 young people from official language minority communities have benefited from work experience that involved an information technology learning component. The initiative, that received a total investment of \$374 155 over the past fiscal year, was created to help young Canadians 16 to 30 years of age acquire skills and work experience, improve their management and business practices (especially in the areas of engineering, communications technology, business administration and research) and increase their chances of working in the language of their choice.
- Investment under the *Francommunautés virtuelles* program for 2005–2007 totals over \$1.7 million for 18 projects submitted by official language minority communities.
- Through the Language Industry Initiative, Industry Canada provided financial support to eight businesses in official language minority communities (six in Quebec and two in Ontario), for a total investment of \$57 402.

1. Awareness Building

Result

- Introduction of a lasting change within the organizational culture of a federal institution; all employees and managers are aware of and understand their responsibilities regarding section 41 of the *Official Languages Act* and official language minority communities.

1.1 Activities

- Participation of senior management in section 41 activities and special events in the Department;
- Establishment of communication links between section 41 officials and managers and employees of priority programs;
- Information sharing on official language minority communities;
- Awareness building for managers and officers responsible for priority programs and services;
- Development of an internal communications plan on official language minority communities and the requirements of section 41 for managers and officers responsible for programs and services;
- Design, implementation and strengthening of tools for the Department's employees and managers, and information and training sessions on those tools;
- Consideration of official language minority communities' priorities in planning, developing and implementing the Department's programs and services;
- Facilitation of communications between the communities and program managers and officers; and
- Consideration of official language minority communities' views in departmental research, studies and surveys.

1.2 Achievements

The mission of Industry Canada's Official Languages Champion is to strengthen the visibility of official languages in the Department and to ensure that obligations are met, both for institutional bilingualism and for the development of official language minority communities. A number of major events in this regard took place in 2006–2007.

In November 2006, further to amendments to the *Official Languages Act* in 2005, the Official Languages Champion made a presentation, followed by a discussion, to the Deputy Minister's Management Committee with regard to the new obligations of federal institutions, including the obligation to take positive measures to promote the vitality of Canada's Francophone and Anglophone minorities and support their development.

Regional Operations Sector managers also attended a joint presentation by Canadian Heritage and Justice Canada in June 2006 concerning amendments to the *Official Languages Act*.

The Departmental Official Languages Discussion Network was created in 2006–2007 to support the departmental champion in implementing the Department's Official Languages Program. The program faces many current and future challenges with regard to service to the public (Part IV of the *Official Languages Act*), language of work (Part V), equitable participation (Part VI) and enhancing the vitality of official language minority communities (Part VII).

An integrated departmental awareness campaign began in 2006–2007. The Economic Development Unit of Official Language Minority Communities and the Official Languages Unit of Human Resources Branch are pooling their efforts to meet the many challenges relating to official languages, namely, to better prepare the Department for addressing amendments to the *Official Languages Act*.

Over the course of 2006–2007, the team ensured that promotion of linguistic duality was incorporated into the Department's activities, such as the Rendez-vous de la francophonie and the publication of articles in *This Week at @ IC*, the national in-house newsletter of Industry Canada employees.

The 2006–2007 fiscal year brought a number of rewards. On March 21, 2007, Industry Canada was honoured at the Rendez-vous de la Francophonie celebrations in Vancouver. The Department's Regional Executive Director for the Pacific Region accepted the prestigious Cornouiller d'Or of the Fédération des francophones de la Colombie-Britannique (FFCB). This award recognizes the remarkable contribution of federal public servants to the region's Francophone community. The Region received an honourable mention from the FFCB for the half-day meeting between the federal and Francophone communities that it planned and delivered in November 2006.

The regions kept abreast of information disseminated by the official language minority media, so as to keep their staff informed of the issues and concerns of official language minority communities.

The ProAction 41 intranet site, a virtual resource centre for Industry Canada's employees and managers, is regularly updated and has provided a better understanding of the requirements of section 41 and the needs of the communities.

The CommunAction.ca website is a virtual resource centre that provides information on federal government programs and services for the economic development of official language minority communities.

A CD-ROM on the geographic distribution of official language minority communities, developed in 2005–2006, was also used in 2006–2007 to increase awareness among managers of Industry Canada programs and services. The CD-ROM, which was also distributed at information sessions for official language minority communities and to colleagues in other departments, is an indispensable resource for Industry Canada, since it enables users to quickly grasp data on the demographic and socio-economic characteristics of more than 900 minority communities throughout Canada.

Again this year, Industry Canada held formal consultations with the official language minority communities, in partnership with the regional development agencies. This year, the agenda was set jointly by the government agencies and the official language minority communities. During these consultations, Industry Canada ensured the participation of national organizations representing official language minority communities (Fédération des communautés francophones et acadienne, Quebec Community Groups Network), and the regional, provincial and territorial organizations working for the economic development of these communities (especially the Réseau de développement économique et d'employabilité Canada and the Community Table). In addition, managers of the Franccommunautés virtuelles and Community Access (CAP) programs held specific consultations with official language minority communities.

CAP held discussions and consultations to ensure that section 41 was respected and implemented at every stage of the design, preparation and production of documents. The program takes into account the official language status of a community in making a decision regarding funding. The program also targets official language minority communities to ensure that they are connected to the Internet, in the interest of fairness and to ensure that they participate fully in the knowledge economy. Information is transmitted in real time to all networks, all staff in the regions and all partners in the CAP.

The Director of the Broadband Office attended the annual consultation meeting with representatives of Francophone minority communities in April 2006. In addition, members of the section 41 coordination team were invited to the meeting of Broadband Office staff in May 2006 to present a briefing document on the implementation of section 41. The same invitation was extended to members of the regional Broadband services, who attended by teleconference.

Officers responsible for implementation of section 41 are kept abreast of Information Highway Applications Branch programs, so that they can make them known to official language minority communities.

Presentations and discussions took place twice in 2006–2007 with the 15 Student Connections administrative centres to inform them and make them aware of the needs and situations of official language minority communities. When submitting proposals to recruit new centres, applicants must describe their regional strategy to ensure that Student Connections is able to serve these communities in the language of their choice.

The Communications and Marketing Branch (CMB) provided advice with regard to consolidating the ProAction 41 intranet site. Every week, the newsletter *This Week @ IC* provides linguistic advice for all Department employees and has made it possible for the Official Languages Champion to inform employees about her role and the challenges it involves. An article on the Rendez-vous de la Francophonie was also published, including a complete table of the Canada-wide objectives of this get-together.

The CMB ensures that the concerns and language preferences of official language minority communities are taken into account in all publicity (publicity campaigns and public statements) and that media placements comply with official language requirements. In 2006–2007, the CMB, in cooperation with the Ministerial Coordination and Minority Communities Branch, developed a communications and marketing strategy with regard to section 41, including messages and activities for internal audiences.

Lastly, a publishing toolbox, together with a template for the publication of success stories and best practices, is accessible to all departmental employees, including those in the regions.

1.3 Regional Achievements

Atlantic Region

As Official Languages Champion for the Atlantic Region, the Regional Executive Director was regularly consulted and informed about the design, development and progress of various projects and activities targeting official language minority communities in each of the region's four provinces. This also includes participation in a variety of formal and informal consultations on the official language minority communities, at both the national and regional levels. The federal interdepartmental Atlantic Symposium on Part VII of the *Official Languages Act*, held in Charlottetown in May 2006, was the highlight of these meetings.

With the support of all members of the Atlantic Official Languages Team, the Champion maintained the course toward improved awareness and more complete integration of the letter and spirit of section 41 in Industry Canada's daily operations in the region.

The region keeps abreast of information distributed by the Acadian and Francophone minority press in order to keep its staff aware of concerns, issues and questions of interest to official language minority communities in the four Atlantic provinces. Other relevant reference sources are regularly consulted so that information and strategic insight on those communities is obtained. Examples are Canadian Heritage's *Bulletin 41-42* and the *InfoAction* newsletter of the Office of the Commissioner of Official Languages, as well as Industry Canada and federal government annual reports and Internet sites, and publications and communications from the main Acadian and Francophone communities in the Atlantic Region.

In 2006–2007, a study was conducted by an economist of the University of Moncton, at the request of Industry Canada, Atlantic Region. The project was intended to enable Industry Canada staff to improve their knowledge of Acadian and Francophone communities in the Atlantic provinces. The *Profil économique du Canada atlantique à partir du registre des entreprises* was delivered to the Department in March 2007.

The director and coordinator responsible for official languages regularly made efforts to raise awareness among the members of the Senior Management Committee and staff of their responsibilities under the *Official Languages Act*, especially in terms of service to the public (Part IV), supporting and assisting the development of official language minority communities and fostering the full recognition and use of both English and French in Canadian society (Part VII).

In May 2006, the members of Industry Canada's Atlantic Region management team attended a one-day workshop in Charlottetown on their obligations under the *Official Languages Act* with regard to language of service and language of work, as well the representation component and Part VII of the Act, that is, promotion of linguistic duality and the vitality of official language minority communities. Industry Canada's Atlantic Region actively listens to the needs and challenges of many stakeholders from the

region's Acadian and Francophone communities, so as to promote the growth of the knowledge economy.

The team promotes positive measures and builds awareness among decision makers to encourage them to establish programs, services and policies that ensure improved access for members of the Acadian and Francophone communities.

Quebec Region

The Regional Executive Director and the Expanded Management Team studied the *Official Languages Act* and the amendments made to it in 2005 to strengthen the federal government's commitment, establish the way federal obligations must be fulfilled and give effect to Part VII. A number of Quebec Region directorates attended a presentation on section 41 and the amendments to the Act. An open house was also held in March 2007 to enable Industry Canada employees to learn about the specific realities and needs of Quebec's Anglophone communities.

Information sharing and awareness building are daily activities, using conference calls, Canadian Heritage's *Bulletin 41-42* and Industry Canada's ProAction 41 intranet site, which plays a leading role in understanding many aspects of the *Official Languages Act*. Industry Canada's regional intranet in Quebec promotes the CommunAction.ca and ProAction 41 websites.

All managers and program officers involved were made aware of the requirements of section 41 and were encouraged to take them into account in their planning activities. To facilitate this approach, a number of internal and external communications activities are included as an integral part of Industry Canada's regional action plan for Quebec. In addition, during the planning and implementation of the various programs and services, time is allotted to discuss the priorities of Quebec's Anglophone communities.

Communications between the Anglophone communities and managers and program officers were facilitated during pre-consultation meetings and at regular meetings of the National Human Resources Development Committee for the English Linguistic Minority and the Government Table. In terms of the programs themselves, the priorities of the Anglophone minority communities are taken into account in Community Access Program and Broadband Services Program agreements, as well as in conducting socio-economic studies on vulnerable Anglophone communities.

Ontario Region

The Regional Executive Director, the Official Languages Champion for the Ontario Federal Council, participated in the development of the Innovation — Official Languages strategic plan. The individuals responsible for section 41 are in regular contact with programs and services managers and employees.

Information on official language minority communities is shared regularly with FedNor, the Canada–Ontario Business Service Centres and the Network for Women Entrepreneurs. The Ontario Region office also shares its success stories with the Commissioner of Official Languages, so as to showcase Industry Canada's best practices as well as the key role that linguistic duality plays in Canada's reputation.

A presentation prepared for senior management took this approach further by making managers aware of the specific issues affecting Ontario's Francophone communities. Constructive communication links were also forged between Industry Canada's Ontario Region and the business sector. These ties will be used in developing an internal communications plan for the region in 2007–2008.

A number of awareness tools were consolidated in 2006–2007, including active promotion of the CommunAction.ca and ProAction 41 sites and use of Termium Plus, the linguistic and terminological database of the Government of Canada. A bilingual information kit, posted on the Ontario Region's intranet site, promotes regional programs and services to ensure that the Department's employees are well informed at all times and that this information is continuously updated.

The Region responds directly to the needs and priorities of Francophone minority communities in the planning, development and implementation of the Department's programs and services in Ontario. The Community Access Program supports a number of regional projects in Ontario, allowing for consolidation of the Francophone economic network. In 2006–2007, the program provided financial support for 82 access sites, a total investment of \$372 100.

Industry Canada's Ontario Region participated in a working group on the formative evaluation of Industry Canada's 2004–2008 Action Plan (section 41) and the Economic Development of Official Language Minority Communities (EDOLMC). In June 2006, the Region also participated in a working meeting on performance measurement organized by the National Coordination Group aimed at determining the content of performance indicators for implementation of section 41 and the EDOLMC.

FedNor

FedNor awareness building activities in 2006–2007 dealt with the following:

- presentation of FedNor's action plan at the meeting of the Planning and Policy Coordination Unit and discussions of planned activities (June 2006);
- presentation of work tools to the program delivery sector (December 2006); and
- establishment of a working group with the role of supporting the implementation of activities related to section 41 of the *Official Languages Act* in all FedNor's satellite offices.

FedNor established close communication links in 2006–2007 with regard to the understanding of section 41 and promotion of its implementation, as can be seen by its participation in the following activities:

- regular teleconferences with official languages coordinators and advisors;
- an intensive work session on performance measurement in June 2006;
- telephone conferences organized by the Ontario Federal Council;

- a working group on the formative evaluation of Industry Canada's Action Plan (section 41) and the EDOLMC; and
- Industry Canada's annual meeting with advisors and regional coordinators.

FedNor shares information on official language minority communities with the staff, the official languages working group and Community Futures Development Corporations (CFDCs) designated to provide bilingual services. This information includes:

- information on programs designed for official language minority communities, especially the telelearning pilot project initiative;
- information on policies and directives related to official languages (FedNor, Industry Canada and federal government action plans); and
- information on amendments made to the *Official Languages Act* in 2005 and their implications.

FedNor participates in a variety of events that enable it to share this information, including an expanded interdepartmental meeting under the community forum of the Sudbury region organized as part of the Semaine de la Francophonie, and information workshops such as that held in Cornwall in June 2006 as part of the annual meeting of the Ontario Association of Community Futures Development Corporations (OACFDC).

In 2006–2007, FedNor also carried out an overall evaluation of the official language action plans and accomplishments of CFDCs designated to provide bilingual services, as part of the process for renewing their agreements with FedNor. This exhaustive evaluation shed light on the progress made by the CFDCs in terms of services for and communication with official language minority communities and allowed for a verification of their ability to include the priority needs of these communities in their work plans.

The internal communications component is an integral part of FedNor's Action Plan on Official Languages, developed in 2006–2007. FedNor communication tools include the monthly newsletter *En bref* and a variety of newsletters and information from federal institutions, such as *Bulletin 41-42*, *Vox-RDÉE* and *The Update* from the OACFDC.

Several working tools were developed in 2006–2007 to facilitate program and service delivery and thereby foster awareness of official languages among FedNor employees and managers:

- updated project forms that include a field for specifying whether or not a project must meet certain official languages requirements; and
- a checklist to determine whether a project must meet official languages requirements, so as to make it easier for officers to evaluate projects.

These and other tools, including an official languages sub-indicator developed to improve data gathering and used for a proper analysis of how FedNor fulfills its mandate for the economic development of Francophone communities in Northern Ontario.

In its program delivery, FedNor responds to project proposals submitted by

Francophone organizations. Program managers and officers in the field are responsible for sharing information to ensure that the needs and priorities of Francophone communities are considered in program development and delivery. One of FedNor's accomplishments in 2006–2007 was the consolidation of bilingual resources in its satellite offices.

FedNor's program officers are the first on-site contact people. As such, they are in continuous dialogue with community and economic development organizations in the region and participate in many activities. FedNor's new Official Languages Champion for 2006–2007 and the coordinator responsible for official languages participated in many meetings and activities organized by leading Francophone organizations, including the annual general meeting of the Assemblée de la francophonie de l'Ontario, held in Toronto in June 2006. The FedNor team also worked closely with the Réseau de développement économique et d'employabilité (RDÉE Ontario) and the Association française des municipalités de l'Ontario.

Lastly, FedNor was part of the working group on the formative evaluation of Industry Canada's 2004–2008 Action Plan (section 41) and the Economic Development of Official Language Minority Communities.

Prairie and Northern Region

The sharing of information on official language minority communities in 2006–2007 focused on the following main areas:

- weekly briefings to the planning, analysis and communications team in the Prairie and Northern Region;
- establishment of networks and holding of consultations with those responsible for the implementation of the *Official Languages Act* at Industry Canada in the Prairie and Northern Region;
- preparation of five articles on section 41 activities published in *Connexions*, the region's internal newsletter;
- regular information sessions with employees to build awareness of the needs of official language minority communities and the tools available, including *Bulletin 41-42* and Termium Plus.

Staff assigned to section 41 work closely with program officers. The publication of monthly articles in the internal newsletter also creates a climate favourable to a clear understanding of the requirements of section 41 and the specific needs of official language minority communities.

The same staff members also visited four Manitoba communities in 2006–2007, in cooperation with Aboriginal Business Canada and Industry Canada's Information Highway Applications Branch, with whom they work closely to respond to the needs of Francophone and Métis communities in the Prairie and Northern Region.

To facilitate internal communications, the Franco-Manitoban community calendar, *233-A//ô*, was distributed fortnightly in 2006–2007 to Industry Canada employees in the region. In March 2007, six activities were held to highlight the Rendez-vous de la

Francophonie and make employees aware of the needs of official language minority communities. The Prairie and Northern Region also developed an innovative approach to awareness, sending all employees in the region links to websites featuring quizzes and games in French.

Other activities and initiatives were undertaken in 2006–2007 to showcase the priorities of official language minority communities, including:

- creation of a comprehensive list of community and economic development priorities for the section 41 team, managers and program officers in the Prairie and Northern Region;
- participation by the Senior Manager in Alberta in Federal Council activities related to the Rendez-vous de la Francophonie;
- visits in March 2007 to Francophone minority communities in Nunavut and the Northwest Territories;
- regular participation in the monthly meetings of the Chambre de commerce francophone de Saint-Boniface and the Conseil de co-opération de la Saskatchewan.

Pacific Region

The Regional Executive Director attended the Rendez-vous de la Francophonie in March 2007. He also organized the very first meeting between senior federal government officials and Pacific Region Francophone communities. This half-day meeting, held in November 2006, was planned jointly by Industry Canada and the Pacific Regional Council.

A priority concern for the region is the shortage of skilled labour. B.C.'s Francophone community is active in this area, in partnership with Citizenship and Immigration Canada and the Government of British Columbia. In 2006–2007, as Chair of the Pacific Regional Council's Policy Sub-Committee, the Regional Executive Director hosted a half-day information session for federal officials on the efforts to attract foreign workers. This session highlighted the pivotal role played by the region's Francophone community.

In addition, two articles in the national newsletter *This Week @ IC* covered Pacific Region activities. Two articles were also published in the regional internal newsletter, on official language minority communities and linguistic duality in Canada.

The Department initiated a dialogue in 2006–2007 with federal stakeholders in the economic sector and with the secretariat of Vancouver 2010 to guarantee the full participation of official language minority communities in economic opportunities provided by the holding of the Olympic Games in Vancouver in 2010.

2. Consultations

Result

- Establishment of lasting links between the federal institution and official language minority communities; the federal institution and the communities understand their respective needs and mandates.

2.1 Activities

- Formal and informal consultations at national and regional levels;
- Consultations when programs and policies are developed;
- Consultations when programs and policies are implemented;
- Creation of ongoing collaborative relationships among advisors, coordinators and representatives of official language minority communities;
- Participation in formal consultations with official language minority communities that are organized by other federal departments and agencies;
- Participation in national and regional joint committees, and in other activities; and
- Creation of more direct ties between Industry Canada managers and stakeholders, in particular with representatives of official language minority communities.

2.2 Achievements

In 2006–2007, in accordance with the federal government's Official Languages Accountability Framework, Industry Canada ensured that representatives and other groups from official language minority communities were consulted with regard to the development of departmental policies and programs. This approach allowed for the collection of constructive comments and ongoing, cumulative improvement in application of section 41 of the *Official Languages Act* within the Department. The consultations, which take place on a number of levels, are the key link in the federal government's Action Plan for Official Languages.

The consultations conducted in 2006–2007 involved two target groups — Anglophone minority communities in Quebec and Francophone minority communities in the other provinces and territories.

Industry Canada consultations with Francophone minority communities (April 2006)

In 2006–2007, in cooperation with the regional development agencies (Western Economic Diversification Canada and the Atlantic Canada Opportunities Agency), Industry Canada consulted with organizations representing Francophone minority communities across Canada in order to learn more about their priorities, exchange information with them on government programs and services, and continue establishing and consolidating partnerships between federal institutions and community

representatives. The Réseau de développement économique et d'employabilité (RDÉE Canada) and the Fédération des communautés francophones et acadienne du Canada (FCFA) are two umbrella organizations represented at the consultations.

Industry Canada was represented by the Assistant Deputy Minister, Regional Operations, who is also the Official Languages Champion, as well as by regional coordinators and advisors, managers of the section 41 coordination team and managers of Department programs and operational units. Representatives of Canadian Heritage also took part in the consultations.

***Industry Canada consultations with Anglophone minority communities
(May 2006)***

In 2006–2007, in cooperation with the Economic Development Agency of Canada for the Regions of Quebec, Industry Canada consulted with representatives of the Anglophone minority community in Quebec in order to learn more about its priorities, exchange information on government programs and services and establish stronger partnerships. The Quebec Community Groups Network and the Community Table of the National Human Resources Development Committee for the English Linguistic Minority in Quebec are the umbrella organizations represented at these consultations.

Industry Canada was represented by the Assistant Deputy Minister, Regional Operations, and the Official Languages Champion, as well as by the Quebec Region coordinator and advisor, managers of the section 41 coordination team and managers of Department programs and operational units. Representatives of Canadian Heritage also took part in the consultations.

In addition, regional advisors and coordinators are in constant contact with the National Coordination Team. They also consulted with the communities regularly in 2006–2007. Their work in the field enabled them to take the pulse of official language minority communities and identify their situations and the challenges they face. As one of the Department's advisors eloquently explained, "I am like a go-between. My work is to promote Industry Canada programs in the province's French-speaking community, while apprising our Department of the community's needs."

Under some programs, specific measures were taken in 2006–2007 to consult communities at both the national and regional levels.

- The Community Access Program (CAP) has negotiated agreements with networks based in official language minority communities, including one with the Franco-Ontarian community. Through the program's websites, Anglophone and Francophone communities in all regions of Canada have access to assistive devices and functional accessories in both official languages. Persons with disabilities and individuals with literacy issues can thus have access to services in the official language of their choice and thus participate in the consultation process.
- The Director of the Broadband Office attended the annual consultation meeting with representatives of Francophone minority communities in April 2006, and presented a paper on broadband services and official language minority communities. The Broadband Office continues to share its analytical know-how

with Regional Operations Sector coordinators to enable them to develop profiles of official language minority communities based on Statistics Canada data.

- Once again this year, *Francommunautés virtuelles*, a program well tailored to the situation of Francophones, allowed for content and application development, equipment purchase and networking initiatives. In 2006–2007, many consultations were held, both internally and with the Francophone community Canada-wide. The need for synergy among projects funded by *Francommunautés virtuelles* and the development of a joint horizontal approach are two matters which emerged from the community consultations. The Department wants to focus on economic projects, based on innovation and creating a multiplier effect. In 2006–2007, a team of nine experts from various Francophone communities joined the program's national advisory committee for the analysis of proposed projects.

2.3 Regional Achievements

Atlantic Region

Industry Canada's regional office regularly seeks input from the Acadian and Francophone communities in order to determine their economic development needs and identify which Industry Canada programs and services could best meet these needs.

The Atlantic Region office ensures that Industry Canada's programs and services are well known and correctly tailored to the needs of the Acadian and Francophone communities, so that they can be properly served by the Department. To this end, the regional office initiates and participates in a variety of formal and informal consultations with these communities in each of the four Atlantic provinces. Examples include the following:

- The Department is at the table of joint advisory committees involving the communities of the four Atlantic provinces (the Acadian Community Committee of New Brunswick, the Sectoral Table of Economic Development in Nova Scotia, the Francophone Affairs Steering Committee in Newfoundland and Labrador, and the Prince Edward Island Francophone Resources Development Committee).
- The Department is also a member of the official languages committees of the federal councils in each of the provinces and continues to support their activities, including Official Languages Week (February 2007), the *Rendez-vous de la Francophonie* (March 2007) and the Federal Interdepartmental Atlantic Symposium on Part VII of the *Official Languages Act* (Charlottetown, May 2006).

In August 2006, representatives of the Atlantic Region office attended a meeting organized by the *Fédération acadienne de la Nouvelle-Écosse* and Canadian Heritage to update their knowledge of Service Canada programs and projects. At the meeting, the other participating departments were provided with information on the Acadian network of CAP sites in Nova Scotia and the strategic role of this program as a partner in every Acadian community in the Atlantic region.

In 2006–2007, the regional office was able to promote extensive sharing of ideas and information between Industry Canada and the Francophone and Acadian communities. There was considerable goodwill at the discussions with regard to the establishment of sustainable links, fuelled continuously by sound consensus. A range of consultations, including the following, testifies to this goodwill:

- active participation in the activities and meetings of the Atlantic regional network responsible for the implementation of section 41 of the *Official Languages Act*, the activities of which are coordinated by Canadian Heritage;
- regular participation in all teleconferences and working meetings organized by Industry Canada and related to Francophone affairs;
- a major contribution to Industry Canada's national working session, held in Ottawa in June 2006, to develop appropriate performance measurement indicators for inventorying the Department's activities with regard to Part VII of the Act;
- ongoing cooperation by the Acadian and Francophone communities and the entire regional team in order to comprehend the value of Acadian and Francophone history and culture and identify initiatives that would allow for their promotion from a socio-economic development standpoint;
- many visits in the four Atlantic provinces in order to meet the representatives of a number of minority community organizations, including economic councils, museums, libraries, community and educational centres, SMEs, the media and municipal stakeholders;
- a series of consultations with organizations representing official language minority communities in the four Atlantic provinces, including participation in the annual general meeting of the Fédération des francophones de Terre-Neuve et du Labrador and the Société nationale de l'Acadie; and
- ongoing participation in the meetings of the tripartite committees on Francophone affairs of the Atlantic provinces, which bring representatives of the communities and the federal and provincial governments together around the same table.

The Official Languages Coordinator in the Atlantic Region was an active member of the Advisory Committee on the formative evaluation of Industry Canada's 2004–2008 Action Plan (section 41) and Economic Development of the Official Language Minority Communities. The Coordinator also participated in the national consultation in Ottawa in April 2006, attended by the Fédération des communautés francophones et acadienne and the Réseau de développement économique et d'employabilité (RDÉE Canada). The regional team also attended five RDÉE meetings on the steering committee for the knowledge economy in New Brunswick.

Quebec Region

In 2006–2007, the region held ongoing consultations with the leaders of Quebec's Anglophone communities through the National Human Resources Development Committee for the English Linguistic Minority (Community and Government Tables).

Managers and program officers in the region also consolidated their links this year with the Quebec Community Groups Network, which brings together 23 Anglophone community organizations and is mandated to ensure the development and vitality of official language minority communities in Quebec. Industry Canada's regional office supports this network by making it easier for it to access a number of federal government departments and agencies. In October 2006, the regional office organized a consultation forum to make the Anglophone communities aware of the programs and services of Industry Canada as well as other federal institutions.

The Department also works closely with Community Economic Development and Employability Committees (CEDECs) so as to take their priorities into account and thus increase the networking and partnership capabilities of Quebec's Anglophone minority in order to ensure its growth and its economic and community influence.

Ontario Region

The Ontario Region office, in partnership with FedNor and the Community Futures Development Corporations (CFDCs), held a series of consultations in 2006–2007 with Ontario Francophone communities in order to gain a better understanding of their priorities and discuss information related to Industry Canada's programs and services. Special attention was given to the importance of taking the needs of Francophones in rural and remote areas into consideration.

Consultations were held in January 2007 in Welland (south-eastern) and Penetanguishene (north central), in February 2007 in Windsor (southern) and in March 2007 in Cornwall (eastern). They identified 75 community stakeholders interested in disseminating the information gathered to their local networks. Together, these stakeholders make up a network of contacts that allows sustainable links to be established between Industry Canada and Francophone minority communities in Ontario.

The Ontario Region office continues to work closely with Collège Boréal in Sudbury on the Community Access Program. Collège Boréal has 77 networked sites that provide access to Francophone and government resources, self-training guides, equipment to facilitate access to computers and online resources. The network portal centralizes resources designed and developed for easy access. All the tools created links that make it easier to consult and share information.

FedNor

In 2006–2007, FedNor undertook a far-reaching consultation with Ontario's Francophone community. Nine meetings were organized in the regions of Renfrew, LaCloche–Manitoulin, Algoma–East, Superior–East, Sault Ste Marie, Essex, Niagara, Simcoe North and Stormont–Dundas–Glengarry. Nearly 150 people attended the meetings, the second phase of which will continue in the spring of 2007. The Ontario Region office helped to organize meetings in the south of the province.

The consultation process was intended to increase the participation of Ontario Francophone communities in the programs and services of FedNor and the Department as a whole, identify their needs and include them in Industry Canada's policy and

program priorities. The half-day meetings were centred on an agenda that included the following points:

- presentation of the Department's services and programs, followed by a question period; and
- identification and analysis of problems identified by the community and a search for solutions and one-time actions based on priority needs.

During this first phase of the consultation, held in 2006–2007, the general findings and immediate needs of Francophone communities were shared with FedNor and Industry Canada managers, so that they could be taken into account in developing policies and programs. The consultation process encouraged the creation of co-operative links between program officers from FedNor and designated bilingual CFDCs and RDÉE Ontario stakeholders. Information gathered during the community consultations thus benefited all stakeholders in terms of their common goal of ensuring the economic growth and cultural vitality of the province's Francophone communities.

In addition, through the Official Languages Champion and the Regional Coordinator of Official Languages, FedNor improved consensus-building with the following organizations:

- Comité National de développement économique et d'employabilité (CNDÉE);
- Ontario RDÉE Joint Committee, including the Table de concertation du Nord; and
- Citizenship and Immigration Canada's National Steering Committee and Francophone Sub-Committee, Ontario Region.

In May 2006, the Official Languages Champion and the Regional Coordinator attended the Salon du livre de Sudbury, a major event that attracts 10 000 Francophones from all over Northern Ontario. The book fair is an ideal venue for consultation and provided the Department with high visibility.

FedNor program officers work closely with Francophone communities; in 2006–2007, they participated actively in several local and regional events, including general meetings trade shows, information sessions and more formal meetings and consultations. These exchanges reinforce the working relationship between the communities and FedNor.

A community forum entitled "La Francophonie, j'en fais partie! Mettons l'accent sur Sudbury" also took place in 2006–2007. Held in Sudbury in March 2007, the forum promoted interaction between departments and agencies of the various levels of government and encouraged a better understanding of the community dynamic as a whole. Over 100 participants from Greater Sudbury Francophone organizations and about 20 agencies and departments discussed issues related to health, education, community economic development, immigration and quality of life. The forum provided networking opportunities and offered FedNor and Industry Canada an exceptional venue for consulting local Francophone communities.

Prairie and Northern Region

The staff assigned to section 41 in the Prairie and Northern Region consulted leaders and organizations in official language minority communities at 78 meetings in 2006–2007. Activities include:

- participation of the Prairie and Northern Region official languages team in the February 2007 national meeting;
- participation of an Industry Canada representative in the negotiating committee (federal–provincial–community) in Manitoba;
- participation in the raising of the Fransaskois flag at Saskatoon City Hall during the Rendez-vous de la Francophonie, organized by the Fédération des francophones de Saskatoon;
- regular meetings between the official responsible for implementing the *Official Languages Act* and representatives of Western Economic Diversification Canada; and
- participation at a meeting with the Official Languages Commissioner at the University of Regina's Institut français.

Industry Canada's regional office works closely with the Interdepartmental Networks of Official Languages Coordinators of Manitoba (INOLCM), Saskatchewan (INOLCS) and Alberta (INOLCA).

The Manitoba network was created in response to a recommendation from the Manitoba Federal Council's Official Languages Champion. The network's activities consist primarily in increasing the knowledge of program coordinators and officers regarding the implementation of various parts of the *Official Languages Act*. All three provincial networks encourage cooperation with Francophone minority communities and create opportunities to share ideas on models to follow, best practices and innovative initiatives.

In 2006–2007, Industry Canada's regional office worked closely with the three networks in order to facilitate the work of all federal institutions in the region that have official languages responsibilities. This collaboration was also intended to effect a change in attitude, from one of seeing official languages as an obligation to one of openness. This approach is based on strengthening local capacities of official language minority communities and the willingness of the departmental team in the Prairie and Northern Region to listen to requests from these communities at all times and in all places.

In order to promote the success stories of Francophones in the Region, the regional office assisted with the writing of articles in the "Français à la carte" column in *Connections*, the in-house newsletter. Francophones in Nunavut, the Northwest Territories and Alberta were honoured in 2006–2007.

Pacific Region

The Pacific Region office participated in Industry Canada's annual national consultations with official language minority communities, as well as in the national meeting of the network of section 41 implementation coordinators.

The office also participated in the Annual General Meeting of the Fédération des francophones de la Colombie-Britannique and working meetings of the Collège Éducacentre and its Vancouver, Victoria, Prince George and Nanaimo satellite campuses. The regional office played a strategic role in facilitating the creation of a distance learning pilot project with the participation of the Quebec government, which has an office in Vancouver, and Collège Éducacentre, a French-language adult education and training centre in British Columbia.

In 2006–2007, the regional team strengthened its ties with other stakeholders in the Pacific Region through the following means:

- meetings of the development officer with various government departments and organizations (federal, provincial and municipal) to strengthen partnerships and information exchanges;
- participation in a meeting with Francophone communities in the Yukon concerning their economic and community development needs and priorities;
- participation in meetings with the municipalities of Coquitlam and Nanaimo to ensure the full involvement of official language minority communities in the planning of the 2010 Olympic Games;
- continued participation in the working group for the British Columbia region of the section 41 federal network; and
- participation in regular meetings with Western Economic Diversification Canada, in accordance with the memorandum of understanding between the two institutions for the Pacific Region.

3. Communications

Result

- The culture of official language minority communities reflects a broad understanding of the mandate of the federal institution; the communities receive up-to-date and relevant information about the federal institution's programs and services.

3.1 Activities

- Support for official language minority communities wishing to obtain information on the programs and services provided by the Department and by regional development agencies, appropriate financial assistance and the means to ensure easy and quick access to this assistance;
- Departmental coordination and joint action with other government authorities (federal, provincial, municipal);
- Preparation of an external communications strategy for the Department's implementation of section 41;
- Design, implementation and reinforcement of external communications tools for the Department's programs and services;
- Distribution of articles promoting programs and services;
- Improvement and promotion of the CommunAction.ca website, a virtual resource centre for official language minority communities;
- Preparation of a regional forum for organizations and businesses in official language minority communities, in order to make them aware of the initiatives undertaken by Industry Canada and by regional development agencies; and
- Collaboration in other regional events, such as fairs, workshops and forums.

3.2 Achievements

In February 2006, section 41 regional coordinators and advisors set their priorities for external communications products. Further to a formative evaluation with respect to implementation of section 41 at Industry Canada, senior management recognized the need to develop products and tools to help regional coordinators and advisors do their jobs.

In its Action Plan, 2004–2008, Industry Canada indicated that its mission with regard to implementation of section 41 of the *Official Languages Act* is to make departmental programs and services more accessible to official language minority communities, thereby supporting their participation in the economic development of Canada in the minority language.

In 2006–2007, Industry Canada looked at various tools and options to help assess the impact of its policies and programs on official language minority communities.

Throughout the fiscal year, the section 41 National Coordination Team continued to maximize the participation of official language minority communities in departmental initiatives. Industry Canada also developed a communications and marketing strategy to implement section 41, and the Department is preparing an evaluation tool to determine the impacts of its initiatives on official language minority communities.

The following communications objectives were established for 2006–2007:

- Inform senior managers and program managers of Industry Canada's obligations under section 41 so they can include official language communities in their strategies, plans and programs.
- Keep representatives of official language minority communities abreast of the efforts made by Industry Canada with respect to section 41 so these representatives know that their concerns are being taken into account.
- Inform official language minority communities of the program and services offered by Industry Canada so that these communities can participate in and benefit from them.
- Coordinate communications regarding implementation of section 41 with the regions and regional development agencies.

In 2006–2007, the importance of the CommunAction.ca site was confirmed; it is a virtual resource centre that provides information on federal programs and services to support the economic development of official language minority communities. This site is a vast database on the programs and services offered by Industry Canada and federal regional development agencies for people who are interested in the economic development of official language minority communities. It is also a communications tool highly valued by regional advisors. The number of hits on the site increased slightly, from 75 202 in 2005–2006 to 83 088 in 2006–2007.

Community Access Program (CAP) officials work in close cooperation with 87 networks across the country to ensure that official language minority communities are adequately informed about the programs, services and tools offered.

Meetings with all regional offices take place every two weeks. The regions then forward information to all CAP networks, sites and clients. The latter can access information at some 4000 sites with Internet access across the country. These sites, as well as CAP's 87 networks, offer and (where relevant) actively promote services and information in both official languages. In addition, CAP remains in close communication with key organizations in official language minority communities, such as Collège Boréal in Ontario, the Fédération acadienne de la Nouvelle-Écosse and the Conseil scolaire francophone de la Colombie-Britannique.

In 2006–2007, broadband service managers continued to encourage beneficiaries to communicate with the organizations representing official language minority communities in their respective regions in order to motivate them to participate in the program. All contribution agreements now report on official language minority communities and encourage beneficiaries to take the necessary steps to meet the needs of these communities.

The Canadian Intellectual Property Office (CIPO) gave three presentations on intellectual property and its importance to various official language minority groups:

- a presentation to 16 Université Sainte-Anne students at the Centre Jodrey, a resource site of the Canada Business Service Centre, whose office is located in Church Point, Nova Scotia;
- a presentation to 16 students during an event organized by the Conseil jeunesse provincial and the Conseil de développement économique de la Nouvelle-Écosse in Nova Scotia; and
- a presentation to visitors at the fourth Salon Franco-Tech in New Brunswick as part of an event organized by the Collectivité ingénieuse de la Péninsule acadienne on the University of Moncton's Shippagan campus. A booth was also set up.

3.3 Regional Achievements

Atlantic Region

In fall 2006, Industry Canada participated in the national campaign “Services for Business: Promoting Entrepreneurship” with regional development organizations, including the Atlantic Canada Opportunities Agency (ACOA). In conjunction with this campaign, advertisements were placed in official language minority community media, including the Acadian press: *L'Acadie Nouvelle*, *Le Courrier de la Nouvelle-Écosse*, *Le Gaboteur*, *La Voix acadienne* and *Le Moniteur acadien*.

The Atlantic Region office produced a promotional kit, *Aider les Canadiens à réussir — étape par étape*, summarizing Industry Canada's complete range of programs and services. This promotional tool was widely distributed among Acadian and Francophone communities in the region. The Atlantic Region office also produces and distributes a regional newsletter, *Atlantic Connection*, which showcases Industry Canada and its successes and provides excellent coverage of official language minority communities in the Atlantic Region.

Numerous meetings with Acadian and Francophone communities, in conjunction with fairs, trade shows, annual general meetings and various information sessions, provided opportunities to present other promotional tools in 2006–2007. The Region actively promoted, both internally and externally, the programs, resources and virtual tools developed by Industry Canada for official language minority communities. These include the CommunAction.ca website, the Francommunautés virtuelles program and the CD-ROM entitled *Portrait of Official Language Minority Communities in Canada*.

In terms of economic development and innovation in official language minority communities, the Atlantic Region organized or provided financial support for a wide range of events and activities and, in some cases, actually participated in these events or activities; they include:

- The sixth annual conference of Avancement pédagogique des technologies de l'information et des communications en Atlantique (APTICA), the theme of which

was “Communautés d’apprentissage virtuelles,” which was held at the University of Moncton in May 2006;

- The official launch of new promotional tools by RDÉE New Brunswick at the University of Moncton’s Shippagan campus in September 2006;
- The 59th Pan-Canadian conference of the Association canadienne d’éducation de langue française, held in Moncton in September 2006;
- The very first Forum pancanadien des femmes d’affaires francophones, held in Moncton in March 2007, attended by Industry Canada’s Official Languages Champion;
- The Cercle de collaboration, a joint consultation between the Acadian and Francophone communities of Newfoundland and Labrador and the provincial and federal governments, held in Labrador City, sponsored by the Fédération des francophones de Terre-Neuve et du Labrador and the Department of Canadian Heritage;
- A seminar organized by the Conseil de développement économique de la Nouvelle-Écosse (CDÉNÉ) on the topic of the exodus of workers, held in Halifax in February 2007.

Quebec Region

The Quebec Region office visited several Community Economic Development and Employability Committees (CEDECs), including those in Rouyn, Gaspé, Montréal and the city of Québec, as well as Anglophone community associations, such as the Coasters on the North Shore and the Townshippers Association in the Eastern Townships. The CommunAction.ca and Strategis websites were used to facilitate access to the relevant information requested by the communities.

The regional office organized its annual forum in October 2006. Over 25 Anglophone community representatives attended, and four departments presented the highlights of their programs and services. The participants, 87 percent of whom were “very satisfied” with the Forum’s content, mentioned that Industry Canada was a model to follow for this type of activity.

A series of collaborative events took place in 2006–2007, including the “In Session” service with the Community Table, discussions with the Chambre économique de Québec concerning the multilingualism project launched by the regional office, and ad hoc activities, such as Townshippers Day and the 10th annual meeting of Youth Employment Services.

The region worked closely with federal colleagues in 2006–2007 in order to promote the Community Access Program and the Broadband Program to Anglophone community stakeholders in Quebec, targeting the Canada Business Service Centres and chambers of commerce on the Lower North Shore and in Montréal and the city of Québec.

Ontario Region

The national “Services for Business” campaign reached Francophone communities in southern Ontario thanks to excellent coverage and advertising inserts in French-language media in Toronto, London, Hamilton, Windsor and Welland. The media campaign was extended into eastern Ontario (Hawkesbury and Cornwall), and the northern part of the province, in Penetanguishene, Hearst and Sudbury.

The distribution of bilingual information kits in 2006–2007 as part of the regional office’s external liaison services was favourably received by Francophone communities, who were able to find information about regional programs and services. Industry Canada employees were given access to the bilingual information kit on the Ontario Region’s intranet site and also found it useful.

In terms of media relations, fact sheets and promotional articles about Industry Canada programs and services were distributed at regional events and during various activities in the province’s Francophone communities.

The regional office participated in a number of activities, including Canadian Club of Toronto lunches, the annual meeting of the Association of Community Futures Development Corporations of Ontario (ACFDCO), the launch of the Assemblée de la francophonie de l’Ontario and meetings of regional coordinators.

FedNor

The main purpose of FedNor’s communications plan is to make employees and managers aware of the various sources of information available to them to enhance their knowledge of requirements under section 41 and the situation faced by official language minority communities. A sheet of links to articles from newspapers that belong to the Association de la presse francophone is distributed in-house once a month.

FedNor’s communications strategy includes providing subscriptions to Termium Plus, the Government of Canada’s terminology and linguistic database, for 18 CFDCs designated to provide bilingual services. The purpose of this plan is to strengthen the capacities of these CFDCs, especially in the area of administrative writing.

Throughout the fiscal year, 200 information kits were prepared and distributed during consultation meetings. The purpose of the meetings was to promote FedNor and Industry Canada services and programs; they will be the subject of a report, the findings of which will be presented at a regional forum to take place in 2007–2008.

FedNor works closely with all of Ontario’s Francophone community leaders. The highlight of 2006–2007 was the first Ontario Francophone tourism conference.

Prairie and Northern Region

In 2006–2007, Prairie Region advisors held information activities on Industry Canada and Western Economic Diversification Canada (WD) services and programs. These efforts led to 78 awareness meetings in the communities and four joint visits in Manitoba with the Information Highway Applications Branch and Aboriginal Business Canada.

The section 41 team regularly updates information kits and slide presentations in order to accurately present the latest information on programs and services. The regional office also responds to inquiries from Francophone communities and meets informally with their representatives to create and maintain ongoing lines of communication.

In partnership with WD, Industry Canada regularly supports pilot projects and internships. For example, the regional office took advantage of the fact that in the Prairie and Northern Region, a number of employees work in the knowledge economy. Consequently, the office organized workshops on new technologies for Francophone small and medium-sized enterprises (SMEs) to help them maximize their use of information and communications technology.

In 2006–2007, the regional office officially met with provincial and territorial resource persons in order to establish constructive communications links. The section 41 team also met with all Canada Business Service Centres in the region to promote mutual communications tools that will benefit official language minority communities.

The section 41 regional advisors regularly forward to the CommunAction.ca webmaster all relevant information concerning activities of interest to official language minority communities.

In 2006–2007, the regional office initialized the preparation of a regional forum, which will take place in fall 2007. This forum, organized in partnership with federal partners, is to bring together around the same table Francophones from the three provinces and two territories in the Prairie and Northern Region (Manitoba, Saskatchewan, Alberta, Northwest Territories and Nunavut), as well as those from British Columbia and Yukon.

Pacific Region

In 2006–2007, the Pacific Region office included a list of its personnel responsible for section 41 in the *Annuaire francophone de la Colombie-Britannique*, a very popular reference tool within the region's Francophone community. The office also participated in three economic development and official languages committees set up for the 2010 Winter Olympics. The Economic Development Committee invested a lot of time and energy in producing a bilingual information booklet on the 2010 Olympics that provides information on Industry Canada's role in the Region and on the challenges that the Olympics represent for the entire community.

The team also participated in the *Rendez-vous de la Francophonie*, sharing a booth with RDÉE British Columbia and WD. The regional official language minority communities team and the communications team also worked with the Pacific Federal Council and the *Fédération des francophones de la Colombie-Britannique* to plan and coordinate the very first meeting between Francophone community leaders and federal institutions in British Columbia, which took place in November 2006. The initiative received an honourable mention by the Pacific Federal Council's Official Languages Champion at a ceremony in March 2007.

In 2006–2007, a partnership was formed between Industry Canada's Pacific Region and WD (British Columbia office) to offer the Francophone community a one-stop service for access to the programs and services of both departments in the province.

Another successful partnership involved the organization of a series of workshops for Francophone SMEs on business opportunities related to the 2010 Winter Olympics. The initiative was headed up by the Service Industries and Consumer Products Branch, which was supported by the regional communications team, the official language minority communities' team, the Communications and Marketing Branch and the Quebec Region. WD, the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games, Canada Business and the Société de développement économique de la Colombie-Britannique were actively involved in the initiative.

4. Coordination

Result

- Cooperation with multiple partners to enhance the development and vitality of official language minority communities and share best practices.

4.1 Activities

- Participation by the Department's senior management in the special activities and events held as part of the implementation of section 41;
- Including official language minority communities in the various activities, and sharing of information among partners;
- Partnerships with federal, provincial and municipal organizations;
- Active participation by the Department in various networks (national and regional) for the implementation of section 41;
- Ongoing dialogue between the coordinators of prioritized programs and services and communications officers from the Department; and
- Distribution of Canadian Heritage's *Bulletin 41-42* and drafting of articles on departmental initiatives related to section 41.

4.2 Achievements

Industry Canada's Official Languages Champion participated in a number of activities, conferences and forums in 2006–2007, which gave her an opportunity to showcase certain official languages best practices to meet the needs and expectations of official language minority communities, as prescribed in section 41 of the *Official Languages Act*.

The memorandum of understanding between Industry Canada and Canadian Heritage on the Interdepartmental Partnership with Official Language Communities (IPOLC) is coming to an end. Talks have begun on renewing the agreement for a two-year period beginning on April 1, 2007.

In 2006–2007, Industry Canada representatives participated actively in interdepartmental meetings and committees (horizontal initiatives) related to the implementation of section 41 of the *Official Languages Act*:

- National Economic Development and Employability Committee;
- National Human Resources Development Committee for the English Linguistic Minority;
- Official Languages Support Committee;
- Meetings of Assistant Deputy Ministers on Official Languages;
- Interdepartmental Action Plan Evaluation Committee;

- Co-ordinating Committee on Official Languages Research;
- Council of the Network of Departmental Official Languages Champions;
- Meetings with representatives of Statistics Canada with regard to evaluating the vitality of Francophone and Anglophone minority communities (post-Census 2001 survey);
- Committee of National Coordinators;
- Annual consultations of other departments with official language minority communities.

Within the Department, the Communications and Marketing Branch maintains regular contact with regional communicators in charge of building awareness among official language communities. In 2006–2007, Branch representatives participated in an annual meeting of national and regional coordinators and managers whose functions are related to section 41. The Branch also conducts ongoing liaison with the unit responsible for the coordination of section 41, and has an advisor on hand who is responsible for the file and can provide communications advice and support.

The Community Access Program (CAP) ensured that its programs were implemented under more than 87 agreements across Canada, with the involvement of five provincial governments and one territorial government. In regions where official language minority communities are well represented, specific elements of the control model emphasize the measures taken at the site to meet the needs of the language minority population. The Ontario Region supported the creation of a Francophone network to respond specifically to the needs of Francophone communities. This network, hosted at Collège Boréal, was a noteworthy success in terms of CAP's best practices for 2006–2007.

The Executive Director of the Canada Business Network was a guest speaker during formal consultations between Industry Canada and official language minority communities in 2006–2007. She presented an overview of the services offered by the Canada Business Network.

In April 2006, the Director of the Broadband Office participated in the annual consultations with representatives of Francophone minority communities and gave a talk on broadband services and official language minority communities. Program officials made sure that coordination mechanisms had been put in place in 2006–2007 in each region and at the national level so that official language minority communities could work with a number of partners to foster cooperation and share best practices.

4.3 Regional Achievements

Atlantic Region

The Regional Executive Director and all the members of her team participated in the Atlantic Federal Interdepartmental Symposium on Part VII of the *Official Languages Act*, which was held in Charlottetown in May 2006.

Under CAP, \$25 000 was obtained through the IPOLC for the Réseau acadien of CAP sites in Nova Scotia. The funds were used to carry out four projects in the communities of Pubnico, Meteghan, Petit-de-Grat and Chéticamp.

The regional office is strategically well connected, both in the Atlantic Region and across the country, with the networks most likely to achieve section 41 objectives. The regional office is always looking to expand these networks.

In 2006–2007, the Atlantic Region established and maintained a number of partnerships with community organizations and with federal, provincial and municipal organizations in the region. For example:

- Industry Canada is one of the seven key partners participating in the design and funding of the One-Stop Service project that provides travelling bilingual services on the west coast of Newfoundland. The hybrid One-Stop Service counter, launched in March 2006, was created to serve the very isolated Francophone community in Stephenville and the Port-au-Port Peninsula.
- Industry Canada is an active member of the advisory board of the Économie francophone du savoir au Nouveau-Brunswick, funded by the RDÉE New Brunswick.

Quebec Region

The Quebec Region is a member of a number of networks or works jointly with others to implement section 41 of the *Official Languages Act* in the province. These networks include:

- the Quebec Community Groups Network and its 26 member associations;
- the Community Table and its 11 members representing the Community Economic Development and Employability Committees (CEDECs); and
- the Government Table and its 11 departmental representatives.

Other networking activities include the Standing Working Group on Job Creation and Economic Diversification. The regional office also takes part in the monthly conference call of Industry Canada regional coordinators and section 41 advisors. In addition, the Quebec Region is represented on the federal government's rural team in the province. The Department's office handles coordination within the Quebec Region in conjunction with the regional program team.

An article on using the CommunAction.ca website that was published in 2006–2007 in Canadian Heritage's *Bulletin 41-42* was distributed to Industry Canada employees and all of the previously mentioned networks.

Ontario Region

A partnership between the Ontario Region office and FedNor ensures that they work together to support activities intended for Ontario's Francophone communities.

Industry Canada's Ontario Region office participates in several committees that bring together representatives of various federal and provincial institutions as well as paragovernmental agencies, such as the Trillium Foundation. The regional office participates in key events throughout the year and is actively involved in the work of a number of committees and working groups in the implementation of section 41. Of note is its participation in the monthly conference calls of the Department's official languages coordinators.

FedNor

FedNor regularly exchanges information with a number of institutions at various levels of government with a view to better serving the province's Francophone community. These include Service Canada, Health Canada, and Canadian Heritage at the federal level, and the ministries of Citizenship and of Northern Development and Mines at the provincial level.

The established consultation process calls for a wide range of data-collection activities, particularly during local consultation meetings in collaboration with Community Futures Development Corporations (CFDCs) designated to provide bilingual services.

In 2006–2007, FedNor participated in a joint working committee made up of community representatives and various government institutions. The committee played a strategic role in organizing and co-ordinating a forum entitled “La francophonie, j'en fais partie! Mettons l'accent sur Sudbury,” which took place in Sudbury in March 2007.

Prairie and Northern Region

Industry Canada's Regional Executive Director participated in activities organized by the Alberta Federal Council in conjunction with the Rendez-vous de la Francophonie. The activities underscored cooperation between federal departments in supporting and recognizing the success of official language minority communities. The event was also an opportunity for senior managers to meet members of official language minority communities and gain a better understanding of their situation and the constraints of living in a minority context.

In 2006–2007, a member of the regional office sat on the Board of Directors of the Manitoba Interprovincial Network of Official Languages Coordinators, whose publication *Coup de pouce* is distributed to all federal departments with offices in Manitoba. The Department was also part of the working group to maintain French learning in Saskatchewan and in the Alberta Linguistic Duality Network.

Pacific Region

Efforts to involve official language minority communities in Industry Canada planning and initiatives continued through the many activities described in detail in other sections of this document, particularly consultation and working meetings, participation by the Department in events organized by other stakeholders and in networks like the RDÉE Advisory Board, working groups for Vancouver 2010, the working group on Part VII of the *Official Languages Act* in British Columbia, and the Pacific Federal Council.

The Industry Canada regional office works closely with Western Economic Diversification Canada under a memorandum of understanding on official language minority communities. Many meetings have been held to coordinate its work with that of other federal institutions, such as Human Resources and Social Development Canada, Canadian Heritage, Public Works and Government Services Canada, Indian and Northern Affairs Canada, Citizenship and Immigration Canada and the Canada School of Public Service.

The regional office also continued its partnership efforts with provincial and municipal authorities.

5. Delivery of Programs and Services

Results

- Official language minority communities are part of the regular clientele of federal institutions and have access to their programs and services; the distinctive features of the official language minority communities (i.e., geographical dispersion, development opportunities) are taken into account.

5.1 Activities

- Participation by official language minority communities in priority programs and services;
- Partnerships and agreements on the delivery of services, joint projects, research or other initiatives linked to the economic development of official language minority communities;
- Participation in the Interdepartmental Partnership with the Official-Language Communities; and
- Financial assistance for specific projects on the needs of official language minority communities, offered directly or in collaboration with other partners.

5.2 Achievements

The Department has completed several projects with official language minority communities in 2006-2007. These are innovative projects which have helped strengthen linguistic duality.

A key project was the one involving a trade delegation and a demographic study which paved the way for development of economic, cultural and tourism links between the Nanaimo area in British Columbia and Quebec's De l'Érable region. This project has helped strengthen the presence and contribution of official language minority communities to the country's economic development. One highly innovative aspect of this project consists of putting an economic spin on a local festival, using maple syrup and its derivatives to enhance the linguistic duality of Canada. The adherence of the Organizing Committee for the 2010 Winter Olympics and Paralympics in Vancouver and of the municipal, provincial and federal governments has lent this project broad credibility.

The Community Access Program (CAP) includes 87 networks nationwide from which 57 are located in official language minority communities. These networks represent a broad array of projects, research and training activities, job openings, and other opportunities that contribute to the economic development of all communities in the country. Industry Canada's total investment in the 57 networks in 2006-2007 is more than \$10.1 million.

The CAP takes account of a community's official language status when making funding decisions. It also targets official language minority communities for Internet hook-up so that they will enjoy equal opportunity and full participation in the knowledge economy.

In 2006–2007, the Computers for Schools Program delivered a total of 4609 computers to schools and organizations in official language minority communities in the following provinces and territories: British Columbia (199), Alberta (6), Manitoba (3), Ontario (2167), Quebec (1041), New Brunswick (1175), Prince Edward Island (2), Nova Scotia (15) and the Northwest Territories (1). The program also presents opportunities for skills development and learning to young people from official language minority communities throughout Canada.

The CyberAverti.ca site has again in 2006–2007 provided advice, resources and useful links on how to use the Internet safely. The site offers, among other things, an online dictionary, classroom activities, games for young children and a description of online hazards such as cyberbullying, child pornography and cyberpredation.

During the year, CyberAverti.ca has enabled Industry Canada to establish partnerships with the online learning industry, the private sector and other levels of government to inform and educate the public about the Internet. In addition, since January 2006, CyberAverti.ca has distributed several thousand brochures, bookmarks and other items in schools and on demand to Canadians in general.

The CyberAverti.ca team took part in the *Avancement pédagogique des technologies de l'information et de la communication en Atlantique* convention, held in Moncton in May 2006. This was an ideal opportunity to distribute promotional material on the program to the region's Acadian and Francophone communities.

In 2006–2007, Student Connections administrative centres facilitated participation of official language minority communities in the Department's programs and services in various ways:

- A conference for entrepreneurs was held jointly with the Hawkesbury Chamber of Commerce and the Hawkesbury Business and Tourism Development Corporation;
- A partnership was created to provide training in French for users of the Eastern Ontario Community Network; and
- In 2006–2007, 74 students from Francophone minority communities and 5 Quebec Anglophone students were hired, for a total of 79 students. This represents a 66-percent increase in the number of participants from official language minority communities over the previous year.

The results of the last two application periods for the Canada–Ontario Rural Municipal Infrastructure Fund have been announced. For 2006–2007, the projects announced represent investments of over \$164.2 million in 160 community infrastructure projects, of which 36 are communities where people whose mother tongue is French account for at least 5 percent of the total population or number at least 5000. The projects undertaken with these 36 communities represent federal investments of \$31 517 338.

The third application period marked the end of the first wave of funding, as announced when the program was created in November 2004. The agreement signed by the governments of Canada and Ontario setting up the fund planned for each government to

invest \$298 million between then and 2009 in infrastructure projects in Ontario communities with a population of less than 250 000. The purpose of this program was to improve and extend public infrastructure in priority areas such as drinking water and wastewater treatment, roads and bridges, and waste management.

5.3 Regional Achievements

Atlantic Region

In order to fill the demographic and economic gap in the Acadian and Francophone communities, Industry Canada's Atlantic Region office has maintained its annual financial support for Acadian and Francophone sites on the Community Access Program (CAP) national network, broken down as follows among the four Atlantic provinces: 13 sites in Nova Scotia, 81 in New Brunswick, 4 in Prince Edward Island and seven in Newfoundland and Labrador. A great many of these sites are located in educational institutions (schools, colleges, universities), community learning centres and libraries.

In 2006–2007, the Atlantic Region office kept up its efforts to increase participation by Acadian and Francophone communities in the Department's programs and services. The following are a few examples:

- Cybercommerce workshops were held in Acadian and Francophone communities in Nova Scotia and Prince Edward Island to help Acadian and Francophone SMEs to acquire the technology and skills needed to participate more actively in e-business;
- Participation is continuing on the interdepartmental project steering committee for the one-stop window for bilingual services in Port au Port (Newfoundland and Labrador);
- A central shared online tool is being developed to provide information technology support for members of Acadian and Francophone community organizations in Prince Edward Island, in cooperation with the Société de développement de la Baie acadienne and the Réseau de développement économique et d'employabilité;
- A project for developing strategies for delivering community services in French for Acadian and Francophone CAP sites in Nova Scotia, in cooperation with the Acadian Federation of Nova Scotia;
- Financial partnership and full participation for the fourth annual Franco-Tech Show, on the theme of "Les technologies c'est pour moi", organized by the Collectivité ingénieuse de la Péninsule acadienne on the Shippagan campus of the University of Moncton, in March 2007.

Quebec Region

The Quebec regional office continued its efforts to enhance participation by the province's Anglophone communities in the Department's programs and services.

The Department took part in a project on multilingualism in the city of Québec area and a socio-economic study in the Magdalen Islands.

Ontario Region

Two activities occupied the attention of Industry Canada's regional office in 2006–2007:

- The Network for Women Entrepreneurs held a learning and networking day in Casselman in February 2007, bringing together a score of people to take advantage of the network's benefits.
- The Canada–Ontario Business Service Centre held a breakfast conference in Rockland in December 2006 to promote the Centre's services and products among local entrepreneurs and service providers.

In 2006–2007, the Ontario regional office also highlighted teletraining and telelearning projects as an ideal vehicle for delivering programs and services.

FedNor

In 2006–2007, FedNor invested more than \$4.3 million to support about 40 projects serving Francophone communities specifically. FedNor supported the economic development efforts of these communities through projects aimed at stimulating innovation (43 percent), increasing the presence of Francophones in the knowledge economy (19 percent) and encouraging community economic development (38 percent). The following are some examples:

- New technology equipment for the Centre FORA, which is working to establish a bookstore of used books in the Sudbury area, while remaining an educational centre with a particular focus on francophone literacy and students at a high risk of dropping out.
- The Tembec paper mill site renovations and the creation of multi-purpose industrial platform for several forestry and bioenergy companies in the area. The project, whose coordination team is in place for a two-year period, aims at supporting the community of Opasatika in realizing its economic potential by improving its competitive position the area.
- An opportunity for young Northern Ontario graduates to acquire work experience in their field of study. Among the host organizations are Destination Nord, Le Salon du livre de Sudbury, la Corporation économique de Hearst and La Mine d'Art de Kirkland Lake.

In addition, FedNor has inserted a special field in the project summary sheet used by managers, allowing them to identify projects meeting certain requirements of the *Official Languages Act* on service delivery or communications. Over the past year, this tool

pinpointed more than 50 projects in the areas of tourism, technology and other large-scale regional and provincial undertakings. These new data equate to indirect investment in the community of close to \$10 million in 2006–2007.

Lastly, FedNor underwrote development of 18 official languages action plans by bilingual-designated Community Futures Development Corporations (CFDCs) under the Community Development Program.

Prairie and Northern Region

The Prairie and Northern regional office supported a number of one-off projects for official language minority community needs, either directly or in cooperation with partners:

- A marketing plan was developed for the new Voyageur Communications co-operative, jointly with the Manitoba Association of Bilingual Municipalities;
- A cultural and commercial marketing strategy was developed for the municipality of St. Isidore, Alberta;
- Workshops on new technologies for Alberta SMEs were organized jointly with the Information Highway Applications Branch;
- A workshop for new arrivals to Manitoba was held in January 2007, in partnership with the Société franco-manitobaine;
- Support was given to development of a five-year strategic plan for Francophone communities in Manitoba; this project of the Manitoba Association of Bilingual Municipalities is scheduled over two fiscal years;
- A tourism development plan was developed for Fort Gibraltar, Manitoba, as a historical and cultural interpretation centre with the Festival du Voyageur;
- Entreprises Riel in Manitoba received support for a website project designed to enhance tourism content on Riel's Quartier Francophone;
- Support was given to a project to develop a communications and marketing strategy for the Economic Development Council of Bilingual Municipalities of Manitoba;
- Two projects conducted jointly with the Information Highway Applications Branch were supported: a feasibility study for establishment of a wireless portal in Manitoba's bilingual municipalities, and a tool for measuring the use made of information and communications technologies, the E-INDEX, intended for Manitoba's bilingual municipalities;
- A conference was held for Saskatchewan's Francophone communities to energize and revitalize rural regions and their economy;
- Two training camps were held in Saskatchewan, one for young entrepreneurs to learn what running an enterprise entails and what is needed to start in business,

and the other to explain to young entrepreneurs how to better integrate new information and communications technologies into their business; and

- Computer workshops were organized in the Northwest Territories to boost understanding and use of computer software so as to render the operations of Francophone and Francophile entrepreneurs in the Northwest Territories more effective.

Pacific Region

In addition to the many consultations, communication and coordination activities described in the preceding sections, the regional office conducted and funded several special projects to develop official language minority communities, such as the commercial delegation and demographic study project in the Nanaimo area, which reinforced the contribution of official language minority communities to local economic development, as well as their presence and collaboration.

In 2006–2007, the regional office also used British Columbia's Francophone community media to publicize entrepreneurship and the world of business.

6. Activities Relating to the Federal Government's Action Plan for Official Languages

Results

- Official language minority communities are part of the regular clientele of federal institutions and have adequate access to their programs and services; their features (i.e., geographic dispersion, development opportunities) are taken into account.

6.1 Activities

Economic development:

- Internships;
- Teletraining and telelearning pilot projects;
- Francommunautés virtuelles; and
- Consultation, communication and information for official language minority communities (liaison, communication, and counselling services offered to the communities through regional offices).

Language industry:

- Market introduction and brand image;
- Coordination and networking; and
- Language Technologies Research Centre.

6.2 Achievements

Economic development

In 2006–2007, a significant number of initiatives were born out of the agreement concluded between Industry Canada and regional development agencies with the aim of starting pilot projects in teletraining and telelearning and offering internships.

In the course of the last fiscal year, more than \$2.2 million was invested in 24 teletraining and telelearning projects, intended to ensure access to leading-edge technologies and services available through technology. This year again, these projects confirm the importance of stable partnerships with educational institutions and other financial backers so that through this program, shortfalls in the teletraining available to the official language minority communities in each province can be made up.

Under the Youth Internship Initiative, 45 young people from official language minority communities have benefited from work experience designed to foster the learning of information technology. This initiative that received funding totalling \$374 155 over the past fiscal year was created to help young Canadians between the ages of 16 and 30 to

acquire skills and work experience, improve their management and business practices (particularly in the fields of engineering, communications technology, business administration and research), and enhance their chances of working in the language of their choice. Participants get training and relevant work experience, and in many cases are hired at the end of the internship by the organizations that hosted them.

The following are two examples of projects in progress in 2006–2007:

- St. Boniface University College is to develop and implement online courses for its Master's program in School Administration; these courses will be offered to students in the college's distance learning programs. The second part of the project comprises development of an agreement linking Simon Fraser University (British Columbia), the University of Alberta's Campus St. Jean (Alberta), the University of Regina's French Institute (Saskatchewan) and St. Boniface for the pooling of courses and expertise for the Master's program in Education, for the benefit of all students in western Canada. This project is being piloted by Western Economic Diversification Canada.
- The Société de développement de la Baie acadienne has hired a young Francophone intern to collect and analyse data on Francophone enterprises in the region. This project is being piloted by the Atlantic Canada Opportunities Agency.

The Francommunautés virtuelles program team has finished evaluating submissions received in response to the call for proposals of January 2006. Industry Canada's program managers have negotiated contribution agreements for 18 projects submitted in connection with the 2005–2007 competition by official language minority communities, for a total investment of \$1.7 million.

The program issued a new call for proposals, with a deadline of November 24, 2006, for projects that it intended to fund over the next fiscal year. Of the 101 applications received, 76 were complete and met the eligibility criteria. The program team then coordinated the rating of these proposals, with input from the National Advisory Committee and a committee of experts from the country's various Francophone communities.

Lastly, Francommunautés virtuelles program managers took part in meetings coordinated by Canadian Heritage's Official Languages Secretariat and in meetings on the formative evaluation of the Action Plan (section 41) and economic development of official language minority communities. The program team also attended the meeting of Industry Canada's section 41 coordinators, held in February 2007.

Language industry

Through the Language Industry Program, Industry Canada provided financial support to eight businesses in official language minority communities (six in Quebec and two in Ontario), for a total investment of \$57 402.

In its efforts to promote marketing and branding activities of the language industry, Industry Canada has also undertaken the following projects:

- Launch of the language industry portal in cooperation with the Language Technology Research Centre (LTRC) and the Language Industry Association (AILIA); the work was done by the LTRC, with financial support of \$142 000 from Industry Canada;
- Market studies to explore new foreign outlets for the language industry's products and services; studies of the language-school sector for China, Hong Kong, Macao, Korea, Brazil, Germany and the Czech Republic will be published in 2007–2008;
- A study of the work of community interpreters in Canada; it yields a first overview of this little-known sub-sector;
- Participation in developing quality standards for translation services with the Canadian General Standards Board (CGSB);
- Exploration of new markets and partnerships in Canada with the Client Contact Centres and Canadian Manufacturers & Exporters; the aim is to promote the use of the language industry's products and services by other industries; and
- An economic assessment of the language industry in Canada conducted in co-operation with the Conference Board du Canada; the study will be published in summer 2007.

The Department undertook the following coordination and networking activities with the language industry:

- supporting AILIA to provide for networking, coordination and industry development (\$1.2 million over 2 years);
- participation in a number of trade shows promoting the language industry and its professions; and
- participation in the Language Industry Initiative Advisory Committee meeting of December 2006, which included the Fédération des communautés francophones et acadienne du Canada (FCFA) and the Réseau de développement économique et d'employabilité de la francophonie canadienne (RDÉE Canada).

6.3 Regional Achievements

Atlantic Region

As part of a memorandum of understanding between Industry Canada and the Atlantic Canada Opportunities Agency (ACOA), four internship projects were launched during 2006–2007. The host organizations are the New Brunswick Economic Council, Société de développement de la Baie acadienne, Association régionale de la côte ouest et la zone économique 09 (ARCO/Zone 09), the Community Development Corporations and the municipality of Cape St. George, Newfoundland and Labrador.

Under the same memorandum of understanding, seven projects to develop mediated distance education and learning courses were extended or approved in the Atlantic

Region. The following institutions participated: the University of Moncton, four New Brunswick Community College campuses (Bathurst, Campbellton, Dieppe, and Péninsule acadienne), Université Ste-Anne and the Société éducative de l'Île-du-Prince-Édouard.

The Atlantic Region participated in announcing the Web Portal project for Newfoundland and Labrador's Francophone community, developed under the Francommunautés virtuelles program. The launch took place in February 2007 at the ENVOL education centre in Labrador City.

Quebec Region

In 2006–2007, the Quebec regional office consolidated its partnership with Canada Economic Development for the Regions of Quebec, especially in the field of teletraining and telelearning and internship pilot projects. Funds have been invested for the following initiatives:

- In 2006–2007, the Opportunities Through Internships project has provided work experience in targeted fields in the knowledge economy and helped retain 20 young people in rural and urban Anglophone communities by using the partner network of the promoting organization, Youth Employment Services, and its range of products and services, such as job search, entrepreneurship, mentoring and coaching (before, during and after the internship).
- A project under the Technical Assistance Program for Community Economic Development has been designed in partnership with RISQ (Réseau d'investissement social du Québec) and the Centre for Innovative and Entrepreneurial Leadership. The purpose of this project is to encourage targeted Anglophone communities to make use of telelearning and teletraining tools and to make available to the Anglophone community in Quebec three support tools for collective entrepreneurship:
 - an economic analysis manual for businesses in the social economy;
 - a computerized management trend chart for collective enterprises, designed for both their managers and their boards of directors; and
 - a community vitality index.

Ontario Region

In 2006–2007, the Ontario regional office supported an internship project for La Clé d'la Baie en Huronie multiservices centre, as part of a project to help nine young Francophones with a postsecondary diploma to acquire useful work experience in French in central-southwest Ontario's Francophone communities.

The Francophone teletraining and telelearning project initiative has lent multi-year support to five Ontario projects:

- A rural telediversity project run by Alfred College of the University of Guelph, in partnership with Coopération néo-canadienne de développement et de leadership communautaire. The purpose of this project is to establish a new telelearning formula based on a strategy of services to young rural learners

interested in honing their skills and increasing their income, thus consolidating rural employability.

- A coaching project for entrepreneurs in the development of e-commerce or other enterprises reliant on distance sales of products and services to facilitate research and development of innovative products deliverable online. Project partners are RDÉE Ontario, Collège Boréal, Club 2000, La Clé d'la Baie en Huronie, the African-Canadian Businessmen of Toronto Network and the Association canadienne française de l'Ontario (ACFO) of London–Sarnia.
- A project to promote online business start-up courses in French and ensure that Francophone organizations have access to resources and training materials in the language of their choice. This project is being led by the Ontario Association of Community Futures Development Corporations, jointly with the Community Futures Development Institute and Collège Boréal.
- The Destination Ontario français – TFO project, designed to create a multimedia gallery of the career profiles of 50 or so bilingual Francophones who have made a success of their professional lives. It will also serve as a portal for resources produced by TFO and other project partners, i.e., RDÉE Ontario, Glendon College, La Cité collégiale, the Eastern Ontario Training Commission and La Boussole.
- A Collège Boréal project for drawing up a plan for enhancing the content and increasing the use of **www.interpme.ca**, the self-training and online consultation website for skills development. The project is run jointly with RDÉE Ontario, Club 2000, La Clé d'la Baie en Huronie and the African-Canadian Businessmen of Toronto Network.

FedNor

FedNor has supported eight teletraining and telelearning pilot projects in 2006–2007. The following are some examples:

- An online training project for the Francophone tourism industry, designed by Destination Nord (currently Direction Ontario) jointly with the University of Hearst. This telelearning project provides online training as an integral part of the organization's global positioning system (GPS) tourism project and training in Francophone tourism development (supplier training).
- A Laurentian University project for making an adapted French version of the distance learning tool called TLM (The Learning Manager System) and deploying Francophone telelearning services for use both in distance teaching and on campus.
- A project of Carrefour francophone de Sudbury for setting up a computerized staff training network, run jointly with Collège Boréal.
- A project of Collège Boréal's New Liskeard campus, run jointly with Alfred College of the University of Guelph, for virtual training in agriculture, with provision of a videoconference room for this activity.

- A project of the Canadian Ecology Centre (CEC) in Mattawa to develop an online course in French on using the global positioning system (GPS). This positioning tool, very useful in forestry and mining, will be designed by CEC and adapted online by Collège Boréal's existing infrastructure.
- A Collège Boréal project to add videoconference equipment at its northern campus to facilitate its teletraining and telelearning operations.

During 2006–2007, the joint working committee, consisting of representatives from FedNor and the Ontario regional office, took part in three face-to-face working meetings and numerous conference calls to help coordinate the initiative. Funds have been fully committed for the duration of the teletraining and telelearning pilot project initiative.

Prairie and Northern Region

In partnership with Western Economic Diversification Canada (WD), Industry Canada's Prairie and Northern regional office has set up two youth internship projects, one at St. Boniface University College and the other with the Manitoba Association of Bilingual Municipalities.

The memorandum of understanding between Industry Canada and WD for the teletraining and telelearning program has supported four projects:

- A project of the St. Jean Faculty of the University of Alberta for distance education through integration of teaching technologies into specific courses, namely practical logic, applied linguistics, Level 3 writing skills for nurses, and introduction to computers.
- A project of the virtual campus for Western Canada, run jointly with the British Columbia EducaCentre College, the Fransaskois adult education service, the Yukon adult orientation and training service and the Fédération franco-TéNOise.
- A project sponsored by St. Boniface University College for developing and implementing an online course for its Master's program in School Administration.
- A large-scale project of the Fransaskois adult education service for significantly developing Le Lien virtual reference library and making it accessible round the clock to postsecondary teaching establishments and their staff and students in Saskatchewan, British Columbia, the Yukon and the Northwest Territories.

The Prairie and Northern Region has also widely promoted the 2006–2008 Franccommunautés virtuelles competition. Four applications for the program were sent in from organizations in Alberta, one was sent from a Manitoba organization and another from one in the Northwest Territories. Other projects are in development, including one to create a portal for networking among Francophone institutions in Nunavut.

Pacific Region

In partnership with WD, the Pacific regional office has set up two youth internship projects, one with the municipality of Coquitlam and the other with the Vancouver Cultural Centre.

In terms of teletraining and telelearning pilot projects, the regional office and WD are participating in the virtual campus project for Western Canada, in partnership with the British Columbia EducaCentre College, Fransaskois adult education service, Yukon adult orientation and training service and the Fédération franco-TéNOise. This three-year project is now in Phase II.

Industry Canada's Pacific Region office is closely involved with the Francophone communities of the greater Vancouver area, especially those of Coquitlam and Nanaimo, in connection with economic and community development associated with the 2010 Winter Olympics. The regional office also maintains close working links with the British Columbia RDÉE and with provincial and federal committees on issues related to official language minority communities' participation in the 2010 Games.

7. Accountability

Results

This year, 2006–2007, is the first time that the heading “Accountability” has appeared in the Achievement Report. Industry Canada has met the targets listed by the Government of Canada in the guide to the implementation of section 41 of the *Official Languages Act*:

- Section 41 of the *Official Languages Act* and the point of view of the official language minority communities have been incorporated into the policies, programs and services of federal institutions. The accountability structure, internal assessments and policy reviews make it possible to determine how the perspective of the official language minority communities can be better integrated.

Performance Indicators

A brainstorming session bringing together about ten representatives of Industry Canada, FedNor and the Atlantic Canada Opportunities Agency was held in Ottawa in 2006. The purpose of this session was to look at developing common indicators for measuring Industry Canada’s and the regional development agencies’ performance in implementing section 41 of the *Official Languages Act*. Development of these indicators will continue in 2007–2008.

Formative Evaluation of Industry Canada’s 2004–2008 Action Plan (Section 41) and Economic Development of Official Language Minority Communities

The Audit and Evaluation Branch piloted a formative evaluation of Industry Canada’s 2004–2008 Action Plan (section 41) and its Economic Development of Official Language Minority Communities component. The results of this evaluation were submitted in January 2007 to Industry Canada’s departmental audit and evaluation committee and are posted on the Department’s website.

The data gathered in connection with this evaluation indicate that the Department’s 2004–2008 Action Plan (section 41) and its Economic Development of Official Language Minority Communities component are broadly compatible with the Government of Canada’s priorities in its Official Languages Action Plan and with Industry Canada’s economic development priorities.

The evaluation shows that Industry Canada has achieved real progress in implementing section 41 since the last evaluation, which was in 2001. Here are some of the positive findings in the 2006 report:

- There is increased awareness among Industry Canada managers of the needs of official language minority communities.
- There are closer relations with community organizations through the following activities:

- establishment of a network of regional advisors;
- additional resources in the regions for economic development of official language minority communities (teletraining and telelearning projects, internships and the impact of the *Francommunautés virtuelles* program); and
- annual consultations directed by the national coordination group, whose work is greatly appreciated by the network of regional advisors and coordinators. The evaluation highlights the commitment, vision, leadership and support shown by this group.

Positive Measures

During the 2006–2007 fiscal year, the Department has taken other positive measures to comply more closely with the demands of section 41 of the *Official Languages Act*.

These measures include:

- the creation of a DVD that identifies the geographic location of official language minority communities; it is an indispensable resource for Industry Canada, since it allows for speedy access to demographic and socio-economic data on more than 900 official language minority communities in Canada. This tool is the result of detailed socio-economic mapping so that demographic data and economic development levels can be obtained on these communities;
- ongoing studies of Industry Canada investment and regional development agencies in official language minority communities; and
- the creation of a departmental discussion network to support the Official Languages Champion; as well as belonging to the champions' network, Industry Canada's Official Languages Champion is a member of the Assistant Deputy Ministers Committee on Official Languages, which meets every six to eight weeks;
- a presentation from the Official Languages Ministerial Champion to the Deputy Minister Management Committee to inform the members on strategies, activities and achievements, as well as to identify official languages issues and challenges.

Webography

Canada Business	http://www.rcsec.org
Cyberwise	http://www.cyberaverti.ca
Student Connections	http://scp-ebb.com
FedNor	http://fednor.ic.gc.ca
Canada-Ontario Municipal Rural Infrastructure Fund	http://www.fimrco.ca
Francommunautés virtuelles	http://francommunautes.ic.gc.ca
Computers for Schools	http://cfs-ope.ic.gc.ca
Community Access Program	http://pac.ic.gc.ca
Language Industry Program	http://strategis.ic.gc.ca/epic/internet/inlip-pil.nsf/en/Home
Broadband	http://broadband.gc.ca
Strategis	http://strategis.ic.gc.ca
CommunAction.ca	http://communaction.ca
ProAction 41 (intranet)	http://icweb.ic.gc.ca/proaction41

