

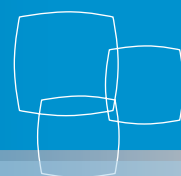


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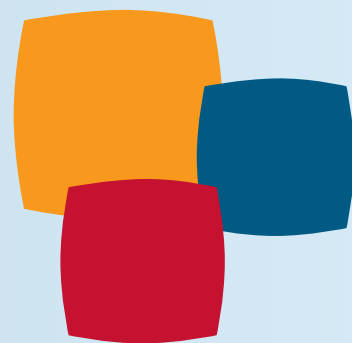
Industrie
Canada

Achievement Report

2007–2008



Implementation of Section 41 of the *Official Languages Act*



May 2008

Canada 

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For a print copy of this document, please contact:

Official Language Minority Communities
Directorate
Regional Operations Sector
Industry Canada
235 Queen Street
Ottawa ON K1A 0H5
Tel.: 613-946-0902
Fax: 613-954-4074

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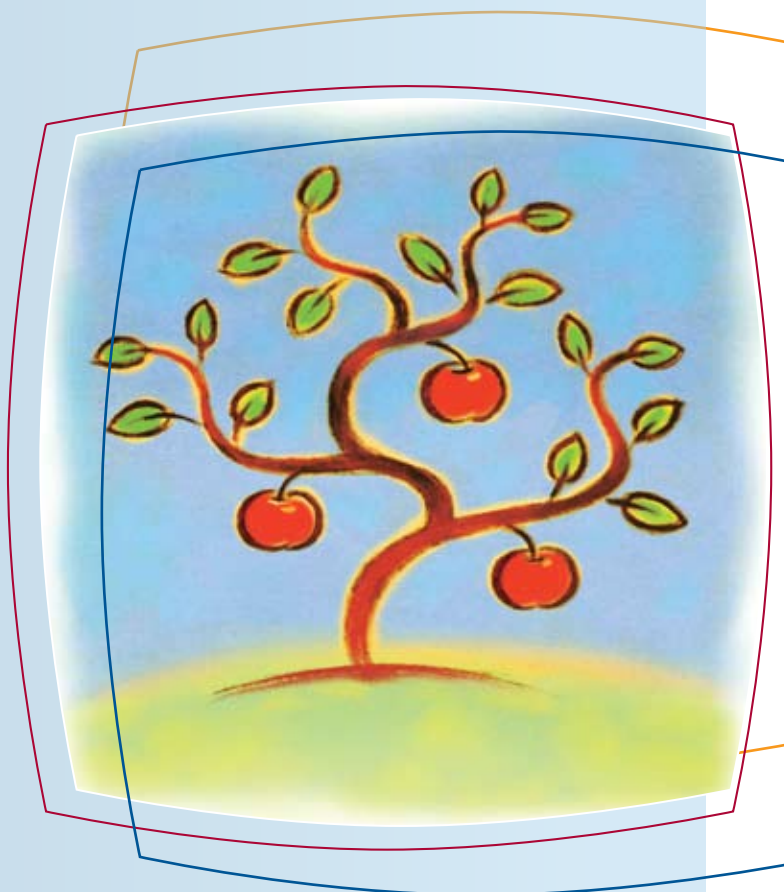
Implementation of Section 41 of the *Official Languages Act*

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Message from the Departmental Champion for Official Languages

As Industry Canada's Departmental Champion for Official Languages, I am pleased to present the Department's *Achievement Report 2007–2008*.

The *Achievement Report* is a key element of the Department's work, because it gives an account of the measures taken to ensure the implementation of section 41 of the *Official Languages Act*.

The Department's work promotes the federal government's Official Languages Program. This is first and foremost a matter of providing information and raising awareness.

In its action plan to implement section 41 of the *Official Languages Act*, Industry Canada commits to ensuring and fostering the development of Canada's francophone and anglophone minorities.

Industry Canada sees official languages as synonymous with economic development and profitability. The vitality of minority francophone and anglophone communities in our country reflects our desire to develop our workforce and thus enhance competitiveness and productivity in Canada. This linguistic duality contributes to the economic expansion and influence of our country.

The Department's work makes people aware that linguistic duality is a fundamental value of Canadian society. It is a matter of ensuring that all Canadians who are members of official language minority communities can express themselves, communicate and socialize in the country's two official languages.

The Department's work also promotes bilingualism in Canada and encourages the public, public service employees, associations and businesses to value learning and to recognize English and French in all their activities.

In support of the *Official Languages Act*, the Department's work contributes to the economic expansion and influence of our country.

Nick Heseltine
A/ADM

This report highlights Industry Canada's accomplishments, at headquarters and in the regions, in the area of official languages in 2007–2008. It also reviews the measures, policies and programs that were implemented in official language minority communities (OLMCs) under Part VII, section 41 of the *Official Languages Act*.

In the last fiscal year, Industry Canada took to heart its role to ensure the development of OLMCs, which led to some important achievements. For example, due to the influence and initiative of the Departmental Champion for Official Languages, section 41 of the *Official Languages Act* is among the Department's strategic management priorities for 2008–2009.

The Department is pleased with the progress made under two major federal action plans: the 2003–2008 Action Plan for Official Languages and *Action Plan 2004–2008: Implementation of Section 41 of the Official Languages Act*, prepared by the Government of Canada and Industry Canada, respectively. The Department's work in support of official languages and minority communities encompasses a rich mixture of activities from awareness building to delivery of programs and services.

Awareness Building

To increase awareness within the Department, Industry Canada established the internal Official Languages Discussion Network. The Network of Regional Advisors and Coordinators is responsible for ensuring liaison between the Department and OLMCs. A departmental awareness-building campaign, with the theme Official Languages Make Good Business Sense! was organized in cooperation with the Human Resources Branch. This campaign gave managers a chance to get acquainted with the *Official Languages Act* and facilitated visits with all departmental sector management committees and senior management.

All of Industry Canada's partners received two DVDs featuring interactive geographic maps and socio-economic data on OLMCs. This tool made it possible to create more complete minority community profiles. A working group was also established in each region to study the similarities and differences that characterize the socio-economic status of Canada's various linguistic minorities.

Consultations

A process for ongoing consultation and dialogue was introduced in the OLMCs. The Department also maintained strong partnerships with the three regional development agencies — Western Economic Diversification Canada, Canada Economic Development for Quebec Regions and the Atlantic Canada Opportunities Agency.

Communications

Industry Canada developed a communications plan to better inform managers of their obligations under the *Official Languages Act*. The plan also improved the coordination of the distribution of information on the implementation of section 41 among the regions and of efforts to provide information to OLMCs about Industry Canada's programs and services.

Coordination

The Departmental Champion for Official Languages co-chaired the National Committee on Economic Development and Employability and the National Human Resources Development Committee for Quebec's minority anglophone community. The role of these two committees, which are the result of an interdepartmental and community partnership, is to present recommendations on the policies, programs and services of federal agencies promoting official languages.

Research was also a priority for the Official Language Minority Communities Directorate. A wide range of official languages-related projects were undertaken in 2007–2008, including: an analysis of financial assistance given to OLMCs by Industry Canada and the regional development agencies; a socio-economic analysis of official language communities; an inquiry into the vitality of linguistic minorities, carried out in partnership with Statistics Canada and other federal departments; participation in the Symposium on Official Language Research Issues sponsored by Canadian Heritage; and participation in the work of the Canadian Heritage research committee.

Delivery of Programs and Services

Through various programs and initiatives, Industry Canada made more than \$30 million available to promote OLMC development.

Accountability

Industry Canada pledged to improve the coordination of the implementation of section 41 of the *Official Languages Act* and to consolidate some departmental mechanisms to facilitate planning, monitoring and performance measurement to improve the incorporation of community points of view.

The report contains success stories that, in addition to highlighting results obtained to date, provide a glimpse of Industry Canada's positive contributions to OLMCs.

Implementation of section 41 of the *Official Languages Act* within Industry Canada

General Information

Minister Responsible

The Honourable Jim Prentice

Officer Responsible for the Implementation of Part VII of the *Official Languages Act*

Richard Dicerni, Deputy Minister

A/Assistant Deputy Minister, Regional Operations Sector, and Departmental Champion for Official Languages

Nick Heseltine

Official Language Minority Communities Directorate

Johan Rudnick, *Director*

Tel.: 613-954-3288

Email: rudnick.johan@ic.gc.ca

Regional Coordinators

Atlantic Region

Adrien Poirier, *Official Languages Coordinator*

Tel.: 506-851-6513

Email: poirier.adrien@ic.gc.ca

Quebec Region

François-Nicolas Asselin, *Director, Communications*

Tel.: 514-283-2418

Email: asselin.francois-nicolas@ic.gc.ca

Ontario Region

Julie Iannetta, *Manager, Communications*

Tel.: 416-973-5163

Email: iannetta.julie@ic.gc.ca

FedNor

Grace Hodder, *Coordinator*

Tel.: 705-670-6769

Email: hodder.grace@ic.gc.ca

Prairie and Northern Region

Brian Williamson, *Coordinator*

Tel.: 204-984-8102

Email: williamson.brian@ic.gc.ca

Pacific Region

Jean-Pierre Roy, *Manager, Communications*

Tel.: 604-666-1420

Email: roy.jean-pierre@ic.gc.ca

Key Achievements in 2007–2008

1 AWARENESS BUILDING

RESULT There is constant change in the organizational culture of the federal institution; all the employees and executives know and understand their responsibilities with respect to the OLMCs and their obligations in accordance with section 41 of the *Official Languages Act*.

1.1 Activities

- Participation of senior management (Minister, Deputy Minister, Departmental Champion for Official Languages, regional executive directors) in departmental activities related to section 41
- Establishment of ongoing communication between section 41 coordinators and the managers and employees of priority programs
- Sharing of information about OLMCs
- Awareness building for managers and employees responsible for priority programs and services
- Consideration of the needs of communities when planning, developing and implementing departmental programs and services
- Improvement of communication between the OLMCs and program managers and officers
- Consideration of the viewpoints of the OLMCs in departmental research, studies and surveys

1.2 Achievements

The mission of the Departmental Champion for Official Languages is to improve the visibility of official languages at Industry Canada and to ensure that official language obligations are met as they relate to both institutional bilingualism and OLMC development. A number of significant activities took place in the 2007–2008 fiscal year.

A departmental awareness-building campaign was inaugurated during the previous fiscal year, to place more emphasis on official languages in activity and human resources management plans.

Under the theme Official Languages Make Good Business Sense! the awareness-building campaign was a resounding success. Carried out in collaboration with the Human Resources Branch, the campaign enabled visits to all management committees and sectors and to all Industry Canada branches. In all, 15 awareness sessions were held and 185 information kits were distributed.

During the 2007–2008 fiscal year, the coordination team for Part VII, section 41 of the *Official Languages Act* ensured that linguistic duality was taken into account in the internal activities of the Department. To achieve this, Industry Canada created the Official Languages Discussion Network, which brought together official language advocates from each

sector of the Department with the mandate to raise awareness among Industry Canada employees and to support departmental and interdepartmental activities, notably Rendez-vous de la Francophonie, which took place in March 2008.

Another large project undertaken during the 2007–2008 fiscal year was the distribution of two DVDs containing interactive maps that identify the locations of the OLMCs and list more than 300 socio-economic characteristics of these communities.

Community Access Program managers held discussions and consultations with representatives from Legal Services, Program Services and the Official Language Minority Communities Directorate to ensure that section 41 is taken into consideration when drafting and distributing documents, particularly project summary sheets.

The Department held discussions, as it does each year, with the officers responsible for the Student Connections program's administrative centres to make them aware of the needs and realities of OLMCs. The contribution agreement drafted for this program includes an official languages clause to properly reflect the importance of community needs and priorities. This same clause appears in the sub-contracts between the beneficiary and administrative centres.

Lastly, representatives of the Language Industry Program participated in section 41 planning sessions and consultations held with the francophone and anglophone communities.

Bonjour Niagara Campaign in Southern Ontario

The Bonjour Niagara campaign was established to emphasize the importance of hiring francophone or francophile employees to welcome tourists to the Niagara Region, with the goal of attracting a larger number of francophone tourists to the area. The campaign is financed by Industry Canada's Francommunautés virtuelles program and the Ontario Trillium Foundation.

The program is a pilot project supported by 35 organizations interested in stimulating the francophone tourism market in the Niagara Region. To date, the results have been significant: approximately 50 000 Internet users visited the bonjourniagara.com website in 2007, and more than 500 pins were distributed to reception employees and community partners during the summer.

The campaign had a significant impact on the minority francophone community in southern Ontario. In fact, it helped create new business relationships that enabled small francophone firms specializing in translation, marketing, itinerary planning and support services to win contracts and break into the francophone tourism industry.

The benefits do not end there. Since the beginning of the campaign, the visibility of an active francophone community in the Welland–Niagara area has been increased; a strong feeling of community pride has developed; and the skills of local francophones have been recognized more than ever, as has the importance of providing services in French as part of the regional tourism industry.

Key Achievements in 2007–2008

1.3 Regional Achievements

Atlantic Region

The Atlantic Region Executive Director personally made sure that all programs and services offered to the Region's OLMCs were delivered with attention, understanding and efficiency.

In 2007–2008, the Region continued to establish close relationships with Atlantic Canada's Acadian and francophone media to make them more aware of the concerns, questions and challenges of the OLMCs in the four Atlantic provinces, primarily with respect to community economic development.

To promote knowledge acquisition and stimulate strategic thinking on the needs of the communities, the Region consulted a number of reference works, such as Canadian Heritage's *Bulletin 41–42*, the *Beyond Words* e-newsletter of the Office of the Commissioner of Official Languages, and the annual reports, websites and minutes of meetings of provincial and regional economic development agencies.

The Atlantic Regional Office maintains databases and distribution lists containing the names of a large number of community stakeholders who receive *Atlantic Connection*, the quarterly regional newsletter.

At the Atlantic Region's request, Pierre-Marcel Desjardins, an economist from the Université de Moncton, led a study and consultation project with the objective of informing Industry Canada employees of the needs of the Atlantic Region's OLMCs and encouraging them to serve these communities better. To fulfill this mandate, Mr. Desjardins joined a working group that met in Moncton in June, in Wellington in July and in Halifax in August to analyze socio-economic data from established communities in the Atlantic provinces.

The working group's findings and recommendations will influence analysis carried out at the national level in support of the new official languages strategy. In October 2007, the working group presented

its final report, including 12 recommendations, to Industry Canada.

The Director and Coordinator responsible for official languages make regular efforts to raise awareness among members of the Senior Management Committee and their staff of their obligations under the *Official Languages Act*, especially relating to service to the public (Part IV). This awareness building fosters the communities' growth and development while promoting full recognition and use of both English and French in Canadian society (Part VII).

Before identifying a position as either bilingual or unilingual, each Atlantic Region manager is responsible for assessing its impact on the OLMCs. The issues considered in making these designations are documented by the Region's human resources staff.

For positions open to the public, and bilingual positions in particular, the Regional Office informs local OLMC associations of the staffing process once it is under way. Managers also contributed by continuing to support second-language training for their employees.

Regional management encouraged the holding of internal and external consultations to promote discussion and to listen to the needs of the many community stakeholders.

The Official Languages Support Committee held regular awareness-building activities for senior management to encourage them to implement programs, services and policies that are more accessible to the Acadian and francophone minority population.

The Atlantic Region's Official Languages Coordinator was a sought-after participant in various OLMC studies and summary evaluations.

Quebec Region

To stay abreast of the latest developments in the *Official Languages Act*, the Regional Executive Director held regular discussions with the management committee throughout the year. He also met with Community Table leaders several times to discuss, among other things, the supporting role of the Quebec Federal Council and the recruitment of anglophones into the public service. From June 2007 to March 2008, the Assistant Deputy Minister co-chaired the National Human Resources Development Committee for the English Linguistic Minority.

Several directorates also participated in a presentation focusing on section 41 and proposed changes to the *Official Languages Act* (Bill S-3). This presentation enabled managers to better understand the daily challenges communities face. In addition, employees from the Spectrum, Information Technologies and Telecommunications Sector and the Quebec Region's Communications Branch united their efforts to support the Rendez-vous Acadie-Québec, held in June 2007.

Internal and external communication activities took place in 2007–2008. Brochures and posters on the Semaine de la Francophonie were distributed throughout the province, and two of Industry Canada's websites — CommunAction and ProAction 41 — were promoted on the regional intranet. Canadian Heritage's *Bulletin 41–42* was also distributed throughout the Region.

All planning and implementation meetings held in the Quebec Region included minority community-related issues on their agendas.

A facilitator was available to guide pre-consultation and legislative meetings held with representatives from the Government Table and the National Committee. Importantly, the Quebec Community Groups Network now sits on the National Committee. In February 2008, the Executive Director of the Community Table was introduced to the new director of the Quebec Region's Communications Branch,

who is currently the manager responsible for the coordination of section 41 in the Quebec Region.

It is important to emphasize that the viewpoints of OLMCs were integrated into Community Access Program agreements as well as into socio-economic studies of at-risk communities.

Ontario Region

In the Ontario Region, the Directorate actively promoted the Semaine de la Francophonie, instilling a sense of pride, celebration and openness to diversity and reiterating the Region's commitment to better inform employees about their official language responsibilities.

A solid communication link was established between the section 41 coordinators and the managers and employees of priority programs. This interchange is demonstrated through the periodic distribution of updates on files currently under discussion, bilateral meetings, meetings of the Senior Management Committee, and Communications and Marketing Branch focus days that target regional priorities and initiatives.

By sharing information collected in awareness-building activities, the Ontario Region continues to play a pivotal role in partnerships and working relationships with FedNor, the Canada–Ontario Business Service Centre and the Network for Women Entrepreneurs.

As part of the ceremonies held to welcome the new regional director, 70 employees had the opportunity to familiarize themselves with the roles and responsibilities inherent in official language policies and programs.

Senior Management Committee participated in a presentation entitled, *Official Languages Make Good Business Sense!* The presentation focused mainly on Part VII, section 41 of the *Official Languages Act*, but also covered the Department's obligations under parts IV, V and VI.

Key Achievements in 2007–2008

In 2007–2008, an internal communications plan was created to promote the 2008 editions of *Rendez-vous de la Francophonie* and the *Semaine de la Francophonie*. As a result of this initiative, employees of the Regional Office gained a better understanding of the role that the Department plays in helping OLMCs reach their full potential.

The new CommunAction website was also actively promoted during, among other events, regional activities relating to an internal exhibition and the 2008 *Semaine de la Francophonie*.

FedNor

In 2007–2008, FedNor participated in various awareness-building activities, including the following:

- regular teleconferences with official language advisors and coordinators
- an annual meeting in February 2008 with program managers, advisors and regional coordinators

Throughout the year, FedNor continued to communicate information on OLMCs to its employees. It also sent relevant information to official language working groups and Community Futures Development Corporations (CFDCs) designated to provide bilingual services, including the following:

- a description of programs developed for the communities (e.g., telelearning pilot projects)
- official language policies and guidelines, including the FedNor, Industry Canada and Government of Canada action plans
- proposed changes to the *Official Languages Act* (Bill S-3)

FedNor also contributed to information sharing by offering a range of services and activities to CFDCs designated to provide bilingual services, including:

- an information workshop held in Huntsville in June 2007 as part of the annual meeting of the Ontario Association of CFDCs
- support in evaluating official language action plans and in examining the progress achieved by CFDCs designated to provide bilingual services, as part of the process to renew agreements

FedNor also carried out important internal work on awareness building by organizing the following activities:

- a presentation of its official language action plan during the annual planning team meeting in May 2007
- a presentation about work tools for program managers
- meetings with the Working Group on Official Languages, whose role is to support the implementation of activities related to section 41 within FedNor satellite offices. The Working Group allowed the Coordinator to conduct a follow-up to FedNor's Official Language Action Plan and to plan awareness-building activities for *Rendez-vous de la Francophonie*, celebrated in March 2008 in seven FedNor offices

The FedNor Official Language Action Plan had a clear communications component. The plan anticipated the distribution of various information tools, including the following:

- the monthly *En bref* newsletter, which presents headlines from articles published in French from all over Canada, each with an electronic link
- notes providing essential information from the newsletters of various organizations and departments (Canadian Heritage's *Bulletin 41–42*, the Office of the Commissioner of Official Languages' *Infoaction* newsletter, the Réseau de

développement économique et d'employabilité de l'Ontario's [RDÉE Ontario's] *Vox RDÉE* and the Ontario Association of CFDCs' *The Update*)

FedNor also provided access to *Termium Plus*, a terminological and linguistic database, to 18 CFDCs designated to provide bilingual services and to the Nickel Basin Federal Development Corporation to help them enhance their communication skills.

New management tools were also designed to increase official language awareness among FedNor's employees and managers. During the 2007–2008 fiscal year, the FedNor team worked to create a detailed official languages sub-indicator to improve data collection and gather more targeted information. This information will be integrated into the database, which should facilitate production of official language information reports.

Within FedNor, program officers, as the front-line contacts, are the main spokespeople with the OLMCs. They are in constant contact with the numerous francophone groups in the province, such as RDÉE Ontario, the Assemblée de la francophonie de l'Ontario and the Association française des municipalités de l'Ontario, among others. These and many other organizations planned numerous activities in which the Regional Official Languages Coordinator participated.

Prairie and Northern Region

Following the renewal of relations between section 41 coordinators and the program managers and employees, Aboriginal Business Canada (this program was transferred to Indian and Northern Affairs Canada in December 2007) and the Information Highway Applications Branch held regular information sessions on the activities of the Region's francophone and Métis communities in 2007–2008.

A number of methods were used to communicate information on the OLMCs, particularly the following:

- distribution of weekly updates to the Planning, Analysis and Communications Team in the Prairie and Northern Region
- establishment of discussion networks and consultations with regional coordinators responsible for the implementation of the *Official Languages Act*
- publication of eight articles on section 41 activities in *P&NR Connections*, the Region's internal newsletter
- publication of two articles in the *This Week @ IC* e-newsletter
- regular information sessions to inform employees of the needs of OLMCs and the tools available to them, including *Bulletin 41–42* and *Termium Plus*, the Government of Canada's terminological and linguistic database
- weekly distribution of 233-*Allô*, the Franco-Manitoban community calendar, to the Department's regional employees
- organization of events to celebrate and promote the Francophonie during *Rendez-vous de la Francophonie*, which took place in March 2008, especially preparing French quizzes and activities for all of the Region's employees

The Prairie and Northern Region also prepared a comprehensive list of community and economic development priorities. The list was given to section 41 coordinators, as well as to program managers and officers. During the 2007–2008 fiscal year, managers of priority programs participated in a meeting that brought together community stakeholders and representatives of various federal departments.

Key Achievements in 2007–2008

Other Regional events included monthly meetings of the Conseil de la Coopération de la Saskatchewan and of the Chambre de commerce francophone de Saint-Boniface. Regional representatives also attended the launch of a Master of Education program, with specialization in school administration. This program, sponsored by Western Economic Diversification Canada, is offered through distance education by the Collège universitaire de Saint-Boniface.

The Regional Office also held a consultation session with all Prairie and Northern Region RDÉEs.

Pacific Region

The Regional Executive Director attended the Rendez-vous de la Francophonie and a meeting of the Pacific Federal Council, to which OLMC representatives were invited. In fall 2007, he also took part in a forum on official languages organized for federal public servants by the Pacific Federal Council. The Region actively participated in Semaine de la Francophonie festivities.

In 2007–2008, official language discussions were characterized by an open door approach. In June 2007, the Pacific Regional Office published an article in the *This Week @ IC* e-newsletter on the official language exemplary practices it had adopted. This article was taken from the first report to Parliament by the Commissioner of Official Languages. Another article, published in *Bulletin 41–42*, reiterated the congratulations the Region received from the community for having prepared this first article and contributing its exemplary practices to the Commissioner's report.

The Pacific Regional Office sat on the steering committee for the formative evaluation of Industry Canada's 2004–2008 action plan and participated in the annual meeting of national advisors and coordinators.

During the summer and fall of 2007, the Regional Office carried out studies, conducted research activities and planned meetings with the Region's OLMCs (British Columbia and Yukon) to gather their viewpoints in preparation for Industry Canada's next action plan.

Managers regularly obtained information on the OLMCs through strategic meetings, the internal newsletter and the ProAction 41 intranet site. The Regional Office also features the Pacific Federal Council's *Coup de pouce* newsletter on its intranet site. This official languages newsletter includes an article about Industry Canada's programs and services at least once a year. ■

RESULT The federal institution and the OLMCs built lasting relationships reinforced by a mutual understanding of their respective needs and mandates.

2.1 Activities

- Official and unofficial consultations at the regional and national levels
- Consultations on program and policy development
- Consultations on implementing programs and policies
- Establishment of a collaborative relationship among advisors, coordinators and the OLMCs
- Participation in the official consultation sessions organized by other federal departments and agencies in order to seek the viewpoints of the communities
- Participation in national, regional joint and other committees
- Strengthening of relationships between Industry Canada managers and targeted groups, especially OLMC representatives

2.2 Achievements

In accordance with the federal government's Official Languages Accountability Framework, Industry Canada developed its policies and programs in consultation with community representatives and other targeted groups.

This approach allowed for the compilation of constructive comments that will lead to cumulative improvement in the way in which section 41 of the *Official Languages Act* is applied within the Department. The consultations, which take place on a number of levels, are a key link to the Department's action plan for official languages.

In 2007–2008, for the fourth consecutive year, Industry Canada consulted with francophone minority communities across Canada and anglophone minority communities in Quebec. Conducted in cooperation with the regional development agencies (Western Economic Diversification Canada, Canada Economic Development for Quebec Regions and the Atlantic Canada Opportunities Agency), these consultations were intended to help determine community priorities, exchange information on government programs and services, and strengthen partnerships between federal institutions and community representatives.

In April 2007, Industry Canada and the two coordinating agencies that took part in the consultations — RDÉE Canada and the Fédération

Key Achievements in 2007–2008

des communautés francophones et acadienne du Canada — met for open discussions on current issues.

In a meeting held in May 2007 the Department strongly encouraged organizations representing anglophone communities in Quebec — the Quebec Community Groups Network and the Community Table of the National Human Resources Development Committee for the English Linguistic Minority — to continue to work closely with stakeholders in the province and with other linguistic minority communities across Canada.

The Assistant Deputy Minister, Regional Operations Sector, and Departmental Champion for Official Languages, the Quebec Region Advisor and Coordinator, the section 41 coordination team managers, and the managers of various operational programs and units were all present at these two meetings to represent Industry Canada's interests. Canadian Heritage was also represented.

In 2007–2008, measures were introduced under the auspices of Industry Canada programs to promote community consultation:

- The Community Access Program promoted its products and services to francophone minority communities through its numerous networks by mobilizing many organizations, such as the Collège Boréal, the Fédération acadienne de la Nouvelle-Écosse and the Conseil scolaire francophone de la Colombie-Britannique.
- The Department organized a meeting with representatives of the Fédération des communautés francophones et acadienne du Canada to discuss the linguistic needs of new immigrants. In February 2008, we also took part in a planning session with advisors and coordinators of section 41 of the *Official Languages Act*. As with the section 41 coordination team, the Department is a member of the Interdepartmental Committee on Official

Languages, chaired by Canadian Heritage. In January 2008, departmental representatives participated in a symposium organized by Canadian Heritage with the theme Official Languages Research Issues.

In 2007–2008, the Department particularly insisted on the importance of sharing information on the implementation of section 41 and conducting consultations with other departments to strengthen Industry Canada's organizational culture.

2.3 Regional Achievements

Atlantic Region

In Atlantic Canada the challenges facing OLMCs include the sense of an increasingly fragile identity, the lack of a qualified workforce, the need for new francophone areas and the need to bridge the economic and digital divide. Against this backdrop, regional management and the whole team regularly solicit the viewpoints of the communities to better determine their economic development needs, and the departmental programs and services best suited to these communities.

To ensure it is providing good service to Atlantic Canada OLMCs, the Regional Office participated in official and unofficial consultations in the four provinces and sat on joint consultative committees.

Supported by all members of the official languages team in the Atlantic Region, the Regional Executive Director continued awareness-building efforts to make the scope and spirit of section 41 fully understood and to ensure its complete integration into the Department's daily activities.

Articles from Acadian and francophone media were distributed to regional Industry Canada employees to inform them of the concerns, challenges and issues facing OLMCs in the four Atlantic provinces.

In May 2007, in St. John's, Newfoundland and Labrador, the team met with national coordinators responsible for implementing section 41.

Approximately two months later, the team participated in a training session in Ottawa on using the two DVDs that feature interactive geographical maps and data on the communities.

Quebec Region

The Regional Advisor organized two pre-consultation meetings in 2007–2008, with the goal of preparing an agenda for the upcoming official community consultations with the Community Table, the Quebec Community Groups Network, the Government Table and the National Committee. The Quebec Community Groups Network is made up of 29 anglophone community organizations whose mission is to ensure the development and vitality of Quebec OLMCs.

Various information-sharing activities were held to promote collaboration, for example, Government Table member meetings, Community Economic Development and Employability Committee (CEDEC) meetings and discussions, participation in committees and working groups, visits from Quebec Community Groups Network member associations and participation in annual general meetings of key regional partners.

The Quebec Region provided financial support for concrete activities that made for constructive discussions; this is especially the case for the Community Vitality Index and a project promoting bilingualism.

The Regional Office and the Community Table also participated in a series of formal meetings convened by Canadian Heritage, Service Canada and Canada Economic Development for Quebec Regions. In addition to serving as an information forum, these meetings gave OLMCs and their institutional representatives a chance to be heard.

Prince Edward Island's Francophone Resources Development Committee

Prince Edward Island's Acadian and francophone communities signed a memorandum of understanding with the federal and provincial governments to promote human resources development and advance the knowledge-based economy. Launched in 1997, this agreement has evolved over the years to include, since 2003, all aspects of employability and community economic development.

The agreement gave rise to a tripartite committee called the Francophone Resources Development Committee, which brought together the Atlantic Canada Opportunities Agency, Human Resources Development Canada, Industry Canada (Atlantic Region), the provincial Department of Intergovernmental Affairs, the Société Saint-Thomas-d'Aquin (an advocacy organization for Acadians and francophones in the province) and the Prince Edward Island RDÉE.

This committee, responsible for coordinating the memorandum of understanding, strengthens the bond between the community and governments. It serves as a platform for the community to be heard by senior-level public servants, and it allows the community to learn more about how the government works and to gain a better understanding of the limitations of various government programs.

The Regional Advisor for section 41 brought the perspectives of Quebec anglophone communities to national consultations on the Department's strategic plan. He was able to establish strong connections during thematic meetings with the Community Table (particularly at the release of its June 2007 annual report), with the Quebec Community Groups Network and with several CEDECs.

Key Achievements in 2007–2008

The support given to the Youth Entrepreneurship Camp in Arundel, near Montréal, is another activity organized to stimulate economic renewal and provide Industry Canada with a framework for community organization and a way to share information.

Together, these consultative activities enabled the Department to cement relationships with the anglophone community, primarily by offering it access at all times to Industry Canada advisors and, as necessary, to program and service managers.

Ontario Region

The Ontario Regional Office, in collaboration with FedNor, various federal departments and organizations and OLMC partners, conducted a socio-economic analysis to evaluate the challenges, obstacles and needs associated with a community economic development program. The results of this work were delivered to OLMC management and will be used in the renewal strategy for the action plan for official languages.

The Regional Office also participated in the work of a Citizenship and Immigration Canada steering sub-committee in charge of implementing a new government-wide collaboration model. The goal of this initiative is to be more attentive to francophone immigrants in Ontario and help them meet their needs.

The Ontario Regional Office, in association with FedNor and CFDCs, led consultations again this year with Ontario francophone communities to inquire about their priorities and exchange information with them about Industry Canada programs and services. This year's sessions primarily focused on the needs of francophones in rural and remote areas.

FedNor

Program officers are the primary points of contact with the community. They look into OLMC needs

and distribute this information to the Department. In 2007–2008, they participated in various local and regional activities, including annual meetings, fairs, thematic meetings, information sessions and targeted consultations. These meetings helped strengthen the working relationships between FedNor and OLMCs.

Due to the work of the Regional Coordinator of Official Languages, FedNor was able to contribute to the promotion of community consensus building through the following committees and sub-committees:

- National Committee of Economic Development and Employability
- Ontario RDÉE Joint Committee (during a meeting held in September 2007)
- Citizenship and Immigration Canada's Francophone Minority Communities Steering Committee, as well as the Francophone sub-committee for the Ontario Region

FedNor continued extensive consultations with the francophone community. Of the 20 sessions, 11 took place in 2007–2008 with various community development organizations and various cities and municipalities in Ontario: Thunder Bay, Superior North, LAMBAC, Sturgeon Falls, North Bay, Temiskaming South, Kirkland Lake, Timmins, North Claybelt, Nord-Aski and Greenstone. More than a hundred people attended these meetings, the purpose of which was to increase OLMC participation in programs and services offered by Industry Canada–FedNor, define community needs and priorities and fine-tune the Department's ability to incorporate these priorities into its policies and programs.

FedNor also facilitated regional discussions related to the following activities:

- the meeting in Greater Sudbury in March 2007, involving representatives of various community departments and organizations, to establish a regional planning procedure and prepare the États généraux de la francophonie du Grand Sudbury, which will take place in spring 2008
- the annual general meeting of the Assemblée de la francophonie de l'Ontario, held in Ottawa in May and June 2007
- the Sommet des communautés francophones et acadiennes, held in Ottawa in June 2007
- numerous other annual meetings and assemblies with key partners, such as the Association française des municipalités de l'Ontario, the National Committee of Economic Development and Employability, and the Conseil de la coopération de l'Ontario

In February 2008, FedNor representatives attended the annual Industry Canada meeting, which brought together program managers, regional advisors and coordinators.

Prairie and Northern Region

To support socio-economic research on OLMCs, the Region organized consultations in September 2007 with RDÉEs in Manitoba, Saskatchewan, Alberta, Nunavut and the Northwest Territories. Indian and Northern Affairs Canada also participated in the consultations, which were held to shed light on community challenges and priorities, in preparation for the renewal of the action plan for official languages. A consultation report was produced and submitted to the Official Language Minority Communities Directorate in Ottawa.

Regional employees chosen to coordinate the implementation of section 41 regularly consulted community directors and organizations. The Prairie and Northern Region's Official Languages Team

participated in the annual departmental meeting, held in Ottawa in February 2008.

During the 2007–2008 fiscal year, strengthening of relationships was promoted, as the following highlights demonstrate:

- an Industry Canada representative participated in the joint committee (federal, provincial, community) in Manitoba
- quarterly meetings were organized with the Interdepartmental Network of Official Languages Coordinators of Manitoba, Saskatchewan and Alberta
- an Industry Canada representative participated in the Alberta interdepartmental meeting
- a representative from Industry Canada attended a presentation on official languages given by the Manitoba and Saskatchewan Office of the Commissioner of Official Languages
- regular consultations were held with Western Economic Diversification Canada
- the Region participated in the national teleconference organized each month by the Industry Canada official languages team

To promote francophone accomplishments in the Region, the Regional Office coordinated the publication of articles under the heading “Français à la carte” for its internal newsletter, *P&NR Connections*.

Pacific Region

Throughout the summer and fall of 2007, the Pacific Region led consultations in British Columbia and Yukon to better inform national employees and prepare the way for the upcoming Industry Canada action plan.

In 2007–2008, the Regional Office participated in a monthly national teleconference on official languages in the Department. It also contributed to OLMCs, by

Key Achievements in 2007–2008

participating in the annual meeting of the Fédération des francophones de la Colombie-Britannique, and activities of the Collège Educacentre and RDÉE Canada, the Société de développement économique de la Colombie-Britannique and the Canadian Foundation for Cross-Cultural Dialogue.

The Pacific Regional Office sat on the Citizenship and Immigration Canada Francophone Minority Communities Steering Committee. It also participated in various internal activities, notably meetings of the Pacific Federal Council's Official Languages Committee and meetings of a committee on the implementation of Part VII of the *Official Languages Act*. The latter committee was established by Canadian Heritage and Western Economic Diversification Canada to improve the horizontal coordination of the official language initiatives.

The regional team is also involved in a number of strategic committees created in anticipation of the 2010 Olympic Games:

- an ad hoc provincial committee coordinated by the Fédération des francophones de la Colombie-Britannique to promote OLMC presence at the 2010 Games
- a national coordination committee organized by the Canadian Foundation for Cross-Cultural Dialogue to mobilize OLMCs in British Columbia for the 2010 Games
- a provincial committee created to ensure that communities have access to the commercial and tourism opportunities generated by the 2010 Games

In 2007–2008, the Pacific Regional Office was represented on the provincial steering committee on immigration issues, the executive committee of the Pacific Federal Council's Official Languages Committee, and the national Selection Committee for the 2007 Lauriers de la PME 2007 contest (for small and medium-sized businesses), organized by RDÉE Canada.

As an event, Vancouver 2010 Olympic Games is a priority for the Pacific Region. This event represents an invaluable chance to promote official language communities. For this reason, the Department met with stakeholders in the federal economic sector as well as with the Vancouver 2010 Games Secretariat to ensure that OLMCs participate fully in the economic opportunities created by the Games. ■

3 COMMUNICATIONS

RESULT The OLMC culture reflects a more profound understanding of the federal institution's mandate; OLMCs receive pertinent and up-to-date information on federal institution programs and services.

3.1 Activities

- Support for OLMCs wanting to obtain information about programs and services provided by the Department and regional development agencies, the financial aid to which they are entitled and ways to access this funding quickly and easily
- Development of an internal communications plan about OLMCs and the obligations of managers and program officers with respect to section 41
- Preparation of an external communications strategy to implement section 41 in the Department
- Development and refinement of external communication tools used to promote the Department's programs and services
- Distribution of promotional items for the Department's programs and services
- Improvement and promotion of the CommunAction website, a virtual resource centre for OLMCs
- Support of other regional activities such as fairs, workshops and forums

3.2 Achievements

In 2007–2008, the Department developed a communications plan to inform managers of their obligations under the *Official Languages Act*, to better coordinate the way information about section 41 implementation is distributed to the regions and to inform OLMCs of Industry Canada's programs and services. The communications plan offers strategic considerations, communication models and anticipated activities.

The CommunAction website is a virtual resource centre that provides OLMCs with useful information about Government of Canada programs and services to support their economic development.

In response to a request from the National Coordination Unit, the Communications and Marketing Branch drafted recommendations related to the CommunAction website. The point of the exercise was to ensure that the site responds to the Department's economic development goals while respecting Treasury Board requirements for Internet site standardization.

The intranet site ProAction 41, a virtual resource centre for Industry Canada employees and management, is updated regularly. During the 2007–2008 fiscal year, the site provided a means to better understanding community needs and the requirements of section 41 of the *Official Languages Act*. The Communications and Marketing Branch

Key Achievements in 2007–2008

Online Courses on Using the Global Positioning System

As part of the Francophone Tele-Learning Pilot Project Initiative, provided for in the Action Plan for Official Languages, the Canadian Ecology Centre¹ implemented a French-language course on using the Global Positioning System (GPS). This program's innovation and future benefits mark it as a true best practice.

The course is provided via video conference using Collège Boréal computer networks. There is no doubt that GPS is becoming a key information tool for many sectors of the economy. The spatial reference data and applications it provides are significant assets to the OLMCs, particularly in relation to tourism.

Although the course was developed by Collège Boréal, the Canadian Ecology Centre directed the process and provided the content. The College's video-conference facilities will make it possible to offer the course in Northern Ontario and in many other regions.

Francophones need to catch up on global positioning techniques. The ability to learn this skill through practical courses, for recreational or non-recreational purposes, will encourage OLMC businesses and service providers to use GPS in the knowledge-based economy.

Initial results exceeded expectations: 15 Collège Boréal students received their certification in 2007 and the Ontario Ministry of Education backed the implementation of a secondary-level program, to be offered in September 2008.

proposed some modifications to standardize the ProAction 41 website to ensure that it better reflects Treasury Board requirements; the update will take place in the near future.

IC's weekly newsletter, *This Week @ IC*, presents information that is likely to be of interest to Industry Canada employees. It is the most effective way to reach employees nationwide. Among other things, the newsletter contains a language section called "Bons mots," and it regularly publishes articles highlighting Industry Canada official languages achievements.

The 2007–2008 fiscal year was also fruitful for the Department's programs and services. The following is a description of some of the accomplishments:

- Through networks throughout the country, the Community Access Program ensured that OLMCs are well informed about the programs, products and services available to them. This involved many organizations, such as the Collège Boréal, the Fédération acadienne de la Nouvelle-Écosse and the Conseil scolaire francophone de la Colombie-Britannique.
- In external communications, a Student Connections program representative participated in the eXtreme Entrepreneurship eXtrême Conference in Moncton. This conference was presented by the Conseil économique du Nouveau-Brunswick inc., an association devoted to economic development in the Atlantic Region. Program representatives also participated in other communications activities such as the Regroupement des gens d'affaires de la Capitale nationale gala, the Prescott-Russell Banquet de la francophonie, the RDÉE Canada gala and the e-business forum, organized in association with

¹ Established in June 1997, the Canadian Ecology Centre is an environmental and technological education centre. A true eco-tourism destination, it is located in the North Bay area, in Ontario, and offers year-round educational programs.

Entreprise Chaleur, a community economic development agency.

- During the previous year, communication officers from the *Francommunautés virtuelles* program worked in direct collaboration with beneficiaries and program officers to promote and advance a multitude of projects.
- The Canadian Intellectual Property Office prepared three presentations to improve knowledge of the role and importance of intellectual property among minority language groups:
 - a presentation to 17 international marketing students at the Université de Moncton
 - a presentation to anglophone businesspeople in Montréal as part of World Intellectual Property Day
 - a presentation and information kiosk prepared for the eXtreme Entrepreneurship eXtrême Conference

The regions remained on the lookout for information distributed by the minority community press in order to raise employee awareness of the challenges and issues facing OLMCs.

3.3 Regional Achievements

Atlantic Region

The Atlantic Regional Office was a partner in the second *Rendez-vous Acadie-Québec*, with the theme *Renforçons nos économies*, held in Rivière-du-Loup in June 2007. The opening speech was given by Acadian economist-researcher Pierre-Marcel Desjardins from the Université de Moncton.

In 2005, the Atlantic Region produced a promotional kit entitled *Helping Canadians Achieve Success — Step by Step*. This kit provides an inventory of the complete range of departmental programs and services offered in the Region. In 2007–2008, the Regional Office continued to distribute this information folder to OLMCs to help them make optimal use of the programs and services offered by Industry Canada.

In 2007–2008, the Region published two new issues of *Atlantic Connection*. This regional newsletter showcases Industry Canada and its successes, and always reserves a special spot for OLMCs in the Atlantic Region. Regional management also wrote two articles in the fall issue of Canadian Heritage's *Bulletin* 41–42.

During the year, the Regional Office regularly used the Industry Canada information stand to exhibit promotional material on the economic development of the OLMCs.

In 2007–2008, the Regional Office carried out a great deal of work in awareness building, consultation and support within Atlantic Acadian and francophone communities to promote innovation and economic development, including the following activities and projects:

- annual general meeting of the Conseil économique du Nouveau-Brunswick inc., held in May 2007 in Bouctouche
- Journée de la francophonie terre-neuvienne et labradorienne, held in May 2007 in St. John's

Key Achievements in 2007–2008

- meeting of national coordinators responsible for the implementation of section 41 of the *Official Languages Act*, held in May 2007 in St. John's
- annual general meeting of the Réseau des gens d'affaires francophones, held in June 2007 in Miramichi
- annual general meeting of the Fédération acadienne de la Nouvelle-Écosse, held in October 2007 in Halifax
- annual general meeting of the Fédération des francophones de Terre-Neuve et du Labrador, held in October 2007 in St. John's
- annual general meeting of the Réseau acadien des sites P@C de la Nouvelle-Écosse, held in November 2007 in Halifax
- 2007 Banquet de l'entreprise de l'année of the Conseil économique du Nouveau-Brunswick inc., held in November 2007 in Moncton
- annual general meeting of the Société éducative de l'Île-du-Prince-Édouard, held in November 2007 in Wellington
- regional forum of the Atlantic Canada Opportunities Agency and the Atlantic RDÉE, held in January 2008 in Summerside
- Information Technology and Communications Sector Round Table of the Fédération acadienne de la Nouvelle-Écosse, held in February 2008 in Halifax
- 2006 eXtreme Entrepreneurship eXtrême Conference, organized by the Conseil économique du Nouveau-Brunswick inc. in collaboration with the Atlantic Provinces Chambers of Commerce, held in February 2007 in Moncton

- government-community forum organized by the Francophone Resources Development Committee, held in February 2008 in Summerside
- Banquet de l'entreprise de l'année of the Prince Edward Island RDÉE, held in March 2008 in Summerside
- official launch of the Réseau des femmes d'affaires francophones du Canada, held in March 2008 in Miramichi
- learning day on the implementation of section 41, organized in March 2008 in Moncton, in collaboration with Canadian Heritage and the Atlantic Canada Opportunities Agency
- daylong brainstorming session on francophone immigration organized by the Université de Moncton, held in April 2008 in Moncton

Quebec Region

The Quebec Regional Advisor visited the Comités d'employabilité et de développement économique communautaire (CEDECs) several times, including those in the regions of Québec–Chaudière–Appalaches, Montréal, Laval–Laurentides–Lanaudière and the Eastern Townships. He also met with Quebec Community Groups Network member associations, such as the Coasters Association, the Townshippers' Association, the Quebec Association for Adult Learning and Youth Employment Services. Industry Canada websites proved to be effective communication tools.

The Regional Office frequently intervened in Government Table and provincial government proceedings, particularly when they focused on issues in health and education. Some Comité Québec multilingue activities are financed by Emploi-Québec, as well as by Service Canada, Canada Economic Development for Quebec Regions and Industry Canada. Through this dialogue, the Quebec Region

works to ensure that the interventions relating to OLMCs complement and harmonize with each other.

The Quebec Region communications plan to support OLMCs forms an integral part of the regional action plan. The communications plan noted that the Region intended to hold consultations and participate in Townshippers' Day in September 2007.

The Regional Office also planned various communication and liaison activities with the community in 2007–2008. It participated in the Youth Entrepreneurship Camp in Arundel, visited the Quebec Community Groups Network and the Fondation de l'entrepreneuriat in Québec, took part in the launch of the National Committee's annual report in Montréal in June 2007, and participated in Rendez-vous Acadie-Québec, which took place in June 2007 in Rivière-du-Loup.

Ontario Region

In 2007–2008, regional management and its team used the relationships they had established during the previous year's consultations to inform the OLMCs about Industry Canada's programs and services. The ties they continue to have with these groups have enabled the sharing of information on priorities to be fulfilled and have allowed federal communities and partners to carry out better work.

The Ontario Regional Office also participated in the work of a Citizenship and Immigration Canada steering sub-committee responsible for instituting a new collaboration model at the governmental level. The goal of this initiative is to fill the needs of francophone immigrants to Ontario.

In 2007–2008, stakeholders had easier access to information on regional Industry Canada programs and services thanks to bilingual information kits that were distributed as an external liaison. Over the course of the year, promotional material, such as fact sheets on the Department's programs and services, was also distributed at various activities and meetings.

This year, rather than organize a forum, the Regional Office and FedNor decided to create and implement a consultation process, in collaboration with the CFDCs. Consequently, consultations were held in Ontario.

The Regional Office was also present at various regional activities, such as lunches of the Club canadien de Toronto, annual meetings of the Assemblée de la francophonie de l'Ontario and the Ontario Association of CFDCs, the launch of Bonjour Niagara and regional coordinator meetings on priority activities for gathering information and building awareness.

In the Ontario Region, the 2008 Semaine de la Francophonie festivities began with a grand opening ceremony highlighting francophone culture, and continued over the following days. High points included the presence of special guests, especially a local businesswoman whose venture project was an unequivocal success.

Through the Network for Women Entrepreneurs program, the Canada–Ontario Business Service Centre participated in eight networking activities organized by the Club canadien de Toronto and the Association des femmes d'affaires francophones. These activities have shed more light on the services provided by the Canada–Ontario Business Service Centre.

FedNor

Largely inspired by the Official Language Action Plan, the aim of the FedNor communications strategy is mainly to inform employees and management of the various information sources at their disposal. A document is distributed internally each month that features, among other things, articles published by the Association de la presse francophone. Many newsletters produced by partner organizations are transmitted to the FedNor team, allowing it to keep abreast of the daily issues relating to OLMCs.

Key Achievements in 2007–2008

Each consultation meeting was documented in detail, and minutes were systematically sent to all participants.

In 2007–2008, FedNor regularly participated in the general meetings and activities of the principal stakeholders of Franco-Ontarian associations (Foire Gourmande, dîner de la Francophonie, Assemblée de la francophonie de l'Ontario, RDÉE Ontario and Conseil de la coopération de l'Ontario).

Prairie and Northern Region

The Prairie and Northern Region team includes a communications officer and a regional coordinator, who work to establish a network of relationships within the OLMCs, thus promoting Industry Canada and Western Economic Diversification Canada programs and services. In 2007–2008, this fieldwork led them to accomplish the following:

- participation in 10 community meetings in the Prairie and Northern Region
- meetings with regional RDÉEs to study and support community economic development projects
- demonstration of a welcoming and open attitude with respect to community requests, providing, in particular, information on financial aid programs, as well as on projects or training workshops offered by other departments

Since the Prairie and Northern Region covers a vast area, the Regional Office made it its duty to answer all community requests accurately and courteously by providing well-documented information. This approach to information and communications has allowed the Region to build strong links with community leaders and stakeholders that act as anchor points for linguistic duality.

Once a year, the regional section 41 coordinators meet with their provincial and territorial contacts. They have thus created a network of relationships with the various regional business service centres, which they use to promote services offered to the communities.

In 2007–2008, the section 41 coordination team attended the interdepartmental community meeting held in Edmonton. It also participated in the press conference for the launch of the celebrations to mark the 100th anniversary of St. Boniface. In terms of ongoing activities, the team updated its information kits and slide presentations so that it would always be able to provide the most recent information on programs and services. For the same reason, the team regularly forwards the latest information on such topics as OLMC activities to the CommunAction site webmaster. In 2007–2008, the section 41 coordinators participated in consultations with the Region's RDÉEs and chambers of commerce.

Pacific Region

Industry Canada and Western Economic Diversification Canada designated a development officer for the Pacific Region to act as a key contact for OLMCs. The Industry Canada coordinator also plays a strategic role in the communities by providing them with easier access to the Department's programs and services.

The Pacific Regional Office also participated in the work of consensus groups on official languages and the economic possibilities of the 2010 Olympic Games. In the course of 2007–2008, the Regional Office had several exchanges with the 2010 Games Federal Secretariat, Canadian Heritage and the organizing committee for the Games to discuss activities that will take place to promote linguistic duality. Regional management also supported a workshop offered to OLMCs on potential business opportunities resulting from the 2010 Games. This workshop was given in the Pacific Region and in other regions such as Ontario, Quebec and the Atlantic. The

Pacific Region offered human and financial resources to produce training manuals for these workshops.

In 2007–2008, the regional team participated in Rendez-vous de la Francophonie, the national annual Industry Canada meeting on improving the CommunAction website, and in the re-launch of the Toastmasters club for Vancouver's Francophone public servants.

During the year, the Executive Director participated in the Pacific Federal Council meeting on the state of OLMCs. ■

RESULT Collaborative work ensures the development of OLMCs and the promotion of exemplary practices.

4.1 Activities

- Participation of senior management (Minister, Deputy Minister and Departmental Champion for Official Languages) in section 41 implementation activities
- Participation of OLMCs in activities and discussions among partners
- Partnerships with federal, provincial/territorial and municipal agencies
- Partnerships, agreements and arrangements for delivering services or carrying out collective projects, research or other activities fostering economic development of the OLMCs
- Active departmental participation in various networks (at the national and regional levels) to implement section 41
- Ongoing dialogue between the coordinators of the Department's priority programs and services
- Distribution of Canadian Heritage's *Bulletin 41–42* and drafting of articles on the Department's section 41 activities

4.2 Achievements

The Departmental Champion for Official Languages and Industry Canada representatives actively participated in the following interdepartmental committee work (horizontal initiatives) related to the implementation of section 41 of the *Official Languages Act*:

- the National Committee of Economic Development and Employability
- the National Human Resources Development Committee for the English linguistic minority in Quebec
- the Committee of Assistant Deputy Ministers on Official Languages
- the Coordinating Committee on Official Languages Research
- the Council of the Network of Departmental Official Languages Champions
- Canadian Heritage's Network of National Coordinators
- the Action Plan for the Official Languages Policy Committee
- the Action Plan for the Official Languages Evaluation Committee

The Departmental Champion for Official Languages also initiated a socio-economic research project on OLMCs. The Champion met with a Statistics Canada team to discuss the vitality of francophone and anglophone minority communities (post-census investigation) and also took part in the community consultation sessions organized annually by other departments.

The Memorandum of Understanding between Industry Canada and Canadian Heritage on the Interdepartmental Partnership with the Official Language Communities (IPOLC) has been extended until 2009.

Within the Department, the Communications and Marketing Branch maintains strong ties with the section 41 coordination team and provides an advisor who can give the team advice and help ensure that communications are well coordinated.

The Community Access Program has concluded program delivery agreements with provincial and territorial governments. On December 31, 2007, in the context of partnership agreements with the governments of Newfoundland and Labrador, Prince Edward Island, New Brunswick, Nova Scotia, Manitoba, Saskatchewan and Yukon, \$2.5 million was allocated for the activities of the Community Access Program centres in these regions, in which OLMCs participate. In addition, the Ontario Community Access Program network developed promotional material and training tools for francophone or bilingual community access centres. The network, which is sponsored by Collège Boréal, has shown that it was perfectly capable of answering Ontario OLMC needs.

The 2010 Winter Olympics: A Key Event

The 2010 Olympic Games are an important economic lever, and the effects will be felt across Canada. In fact, this economic opportunity will provide significant visibility for businesses that can find good opportunities. Culture, construction, technical equipment and the manufacturing of licensed items will be in high demand. For example, it is likely that there will be a great demand for translators to work in, and agricultural producers to supply, the Olympic Village.

This was the reasoning behind the workshops that were held with OLMCs in the fall of 2007, in collaboration with RDÉE Canada, the Canadian Foundation for Cross-Cultural Dialogue, Public Works and Government Services Canada and Industry Canada. These workshops, which took place in Ontario, Quebec and the Atlantic provinces, gave small and medium-sized francophone businesses the chance to collect information on the procurement process, and on how to prepare a winning bid.

The many workshop participants were particularly interested in the leverage that a global event like the Olympic Games could bring to small and medium-sized businesses. Subcontracting — an area about which participants had little or no knowledge — can open new possibilities for many entrepreneurs. To illustrate this, Line Robert, who facilitated the workshops, gave the example of the Kootenay Knitting Company, a small business in British Columbia that designed the sweaters worn by CBC commentators in Salt Lake City. The business owner had made them in her basement. As the result of the praise she received from a station analyst, she received a contract to make the toques for the Canadian team at the Turin Olympics. She is now a supplier for the Canadian athletes in the Vancouver Games.

4.3 Regional Achievements

Atlantic Region

In 2007–2008, the Atlantic Region established and maintained a number of partnerships with community organizations and federal, provincial and municipal institutions within the Region. For example:

- Industry Canada is an active member of the New Brunswick knowledge-based economy advisory board, sponsored by the New Brunswick RDÉE
- Industry Canada is one of the seven key agencies participating in the design and funding of a one-stop service project to provide bilingual and mobile services to the western coast of Newfoundland

Quebec Region

In the Quebec Region, integration of OLMCs in various activities is mainly achieved through the Government Table, the National Committee, special committees, consultation sessions and Industry Canada websites, such as the very popular CommunAction.

In 2007–2008, a strong partnership was established with Quebec's Réseau des SADC du Québec, as well as with Canada Economic Development for Quebec Regions. This partnership focuses mainly on the delivery of teletraining and telelearning internship programs. The Quebec Regional Office became affiliated with many networks of organizations, particularly the Quebec Community Groups Network and its 29 member associations, the Community Table and its 11 CEDECs, and the Government Table and its 19 departmental representatives.

In October 2007, the Regional Office conducted a workshop on business opportunities generated by the Vancouver 2010 Olympic and Paralympic Winter Games.

Ontario Region

The Ontario Regional Office and FedNor worked together to support Ontario francophone communities. Industry Canada demonstrated how to increase official languages awareness to the Ontario Federal Council. A contact network was also established to strengthen the collaboration with the Office of Francophone Affairs.

FedNor

The FedNor consultation process involves all kinds of data-collection activities, including regional consultation sessions. Since March 2008, FedNor has also been organizing quarterly teleconferences with CFDCs designated to provide bilingual services, in cooperation with their Ontario association. During these teleconferences, the CFDCs report on activities taking place in the communities and indicate the tools that were used in their planning. These voluntary discussions foster community-based relationships and partnerships.

In the extension of the La francophonie, j'en fais partie! Mettons l'accent sur Sudbury community forum, a working committee made up of community representatives, government agencies and departments was established. In 2007–2008, this committee continued its work. In fact, its members met on several occasions in 2008 and initiated a francophone community planning process for Greater Sudbury.

Prairie and Northern Region

In the 2007–2008 fiscal year, the Interdepartmental Partnership with the Official-Language Communities financed two projects in the Canadian North (Nunavut and Northwest Territories) in partnership with Canadian Heritage. Over the course of the year, the Regional Office sat on the Board of Directors of the Interdepartmental Network of Official Languages Coordinators of Manitoba and participated in meetings of the Alberta Linguistic Duality Network.

Pacific Region

Once again this year, the Pacific Regional Office made sure to include the OLMCs in the Department's plans and activities by organizing consultation and planning meetings, ensuring that the Department participated in activities organized by stakeholders, and becoming affiliated with networks of partners such as the RDÉE Advisory Committee, the Vancouver 2010 work groups, the work group for Part VII of the *Official Languages Act* in British Columbia and the Pacific Federal Council.

The OLMC representative in the Pacific Region presided over the Pacific Federal Council's Official Languages Committee, along with provincial government and community representatives. He also took part in a Coquitlam municipal committee responsible for implementing the Maillardville revitalization plan and giving it a French flavour.

The Pacific Regional Office also participated in the work undertaken by the 2010 Games official language focus group. At the same time, regional management had several discussions with the 2010 Games Federal Secretariat, Canadian Heritage and the Games organizing committee to discuss activities that will take place to foster linguistic duality and promote OLMCs.

The Industry Canada Regional Office maintains a strong collaboration with Western Economic Diversification Canada, in compliance with provisions of the memorandum of understanding on OLMCs. It held several meetings in 2007–2008 to better 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. ■

Key Achievements in 2007–2008

5 DELIVERY OF PROGRAMS AND SERVICES

RESULT The OLMCs are regular clients of federal institutions and have proper access to their programs and services; the federal body ensures that OLMC needs (e.g., geographical distribution and development opportunities) are taken into account.

5.1 Activities

- Participation of OLMCs in priority programs and services
- Participation in the Interdepartmental Partnership with the Official-Language Communities
- Financial assistance for specific projects that respond to OLMC needs directly or in collaboration with other partners
- Participation in the official language communities' economic development strategies, provided for in the 2003–2008 Government of Canada's Action Plan for Official Languages.

5.2 Achievements

Industry Canada supported linguistic duality by helping to carry out economic development projects to help counter isolation and implement communication tools to assist communities to create a network of relationships and partnerships. In 2007–2008, the Department accomplished several projects in cooperation with the OLMCs.

The Community Access Program offers an array of activities and services in both official languages, including training, online learning and general educational development tests. The Program is used

in many regions as a vehicle for distance learning and education. The regional offices work in close collaboration with all community access centres, including those that support the OLMCs, to guarantee proper delivery of programs and services. Regular visits to the centres and constant supervision have ensured the provision of quality services.

By December 31, 2007, the Community Access Program comprised 931 centres, distributed among 54 networks serving the OLMCs.

Every year, the Community Access Program Youth Initiative employs nearly 1000 youth from all parts of the country. They work in the community access centres to help clients, offer training and provide technical support to the communities. By December 31, 2007, the Youth Initiative had pledged to invest \$3.3 million for 2007–2008 to help the nine Community Access Program networks that support OLMCs and participate in this initiative.

A project clearly focused on the needs of OLMCs requires consideration. It is appropriate to integrate it into this report, since it represents a model project. The Fédération acadienne de la Nouvelle-Écosse participates in the Youth Initiative and includes approximately 20 bilingual centres within a single network. All of the network's centres have the same objectives, to adopt the same exemplary practices and share the same resources. The Fédération acadienne de la Nouvelle-Écosse contributes to the longevity

of these bilingual centres by fostering information exchange, providing easier access to information and communication technologies, creating partnerships and strategic and financial alliances, and developing bilingual training tools for its instructors.

In 2007–2008, the Student Connections program made it possible to hire 71 post-secondary students from OLMCs in 14 training centres. This represents a \$328 020 investment for the 2007–2008 fiscal year.

By December 31, 2007, Computers for Schools had delivered 1539 computers to schools and organizations in OLMCs. The program also subscribes to the Youth Initiative, providing youth with the opportunity to learn and acquire skills. It also established repair workshops near the communities.

In 2007–2008, the Department allotted a budget of \$5.4 million for overall beneficiary activities and granted \$3.6 million in financing to the Youth Initiative.

During the 2007–2008 fiscal year, two projects with a total value of \$35 500 were completed in the context of the Interdepartmental Partnership with the Official-Language Communities: the Camp d'initiation au tourisme d'aventure pour les jeunes francophones in Iqaluit, Nunavut, and the Services aux entrepreneurs francophones et francophiles des Territoires du Nord-Ouest project.

In the 2007–2008 fiscal year, more than \$335 000 was invested in 23 community real property management and infrastructure projects involving OLMCs through the Canada–Ontario Municipal Rural Infrastructure Fund. In February 2008, the Government of Canada announced the implementation of the Ontario Potable Water Program. This program provides additional financing to municipalities where Canada–Ontario Municipal Rural Infrastructure Fund-funded water supply project costs were increased due to the new provincial regulations on potable water. To date, two communities in which French is the mother

tongue of 5 percent of the population have received contributions totalling more than \$180 000.

Other strategies designed to promote linguistic duality have been undertaken, primarily the financing of specific initiatives: Sommet de la Francophonie, Forum des femmes d'affaires francophones du Canada and the Lauriers de la PME competition (for small and medium-sized enterprises).

“OLMC Economic Development” Component

The Government of Canada's Action Plan for Official Languages stipulates that the Department must be thoroughly aware of, and receptive to, OLMC priorities and that managers must know the requirements that Industry Canada is responsible for under section 41 of the *Official Languages Act*.

Due to the agreement entered into by the Department, the regional development agencies and FedNor, a number of initiatives were developed in 2007–2008. This was particularly the case for such initiatives as the teletraining and telelearning pilot projects and the internship programs focused on OLMC economic development, a component of the Government of Canada's Action Plan for Official Languages.

The teletraining and telelearning pilot projects helped to ensure access to cutting-edge technologies and to services offered through technology. During the 2007–2008 fiscal year, 17 of these projects were promoted, representing an investment of \$1 873 985. This year's experience again demonstrated the importance of creating lasting partnerships with organizations and teaching institutions. These partnerships made it possible to fill an important gap in the learning plan by offering OLMCs the chance to follow telelearning programs in their province of residence.

The Youth Internship Program was created to help young Canadians 16 to 30 years old to gain work experience, fine-tune their abilities and

Key Achievements in 2007–2008

Nunavut Adventure Tourism Training Camp

An adventure tourism training camp was set up in the Arctic region. During this one-week program, which took place in September 2007, 12 francophones aged 14 to 16 had the opportunity to explore an area approximately 30 kilometres from Iqaluit. Organized in association with the École des Trois-Soleils and the Association des francophones du Nunavut, this activity was made possible through contributions from Industry Canada and Canadian Heritage under the Interdepartmental Partnership with the Official Language Communities.

This unique experience enabled the 12 participants in grades 7, 8 and 9 to learn about information technology in French. They were also taught new orientation and communication techniques used in adventure tourism. The activity included a section on safety (how to detect the presence of a polar bear) and gave the participants the chance to learn the basics of GPS, communication in remote areas (satellite telephony, reporting, interviewing and digital photography) and life in the outdoors (setting up camp and cooking outdoors).

This project promoted interest in Nunavut tourism by introducing youth to the tourism industry in French and giving them an idea of the kinds of jobs available to them in both official languages.

improve their management methods and business practices, especially in fields such as engineering, communications, business administration and research, and to increase their opportunities to work in the language of their choice. Interns obtain training and relevant work experience and, in many cases, are later hired by the very agencies in which they spent their internships. This year, the Department invested \$500 000 to promote the program, thereby enabling

41 minority community francophone or anglophone youth to gain work experience focused on learning about information technologies.

During the 2007–2008 fiscal year, six OLMC language service businesses received financing under the Language Industry Program. The funds received — totalling \$44 400 — were invested in marketing products and services and in creating a corporate identity, including participation in trade fairs and designing promotional material. The financing of these six projects was completed by February 28, 2008.

For their part, the Language Industry Program managers carried out research to collect new data on the industry. They also sponsored market studies on international business opportunities. The Program also published a report on the economic evaluation of the Canadian language services industry.

Language Industry Program representatives collaborated closely with the Language Industry Association and the Language Technologies Research Centre to reinforce three industry sectors: training, translation and technology. They also worked to promote the industry in Canada and abroad by distributing information and participating in various activities.

5.3 Regional Achievements

Atlantic Region

In accordance with the memorandum of understanding concluded between Industry Canada and the Atlantic Canada Opportunities Agency, six internship projects were initiated or extended in 2007–2008, representing an investment of \$240 000. These activities were carried out by the Conseil économique du Nouveau-Brunswick inc., the Société de développement de la Baie acadienne, the Newfoundland and Labrador RDÉE, the Association régionale de la côte ouest et la zone économique 09, the Community Business Development Corporation

and the Municipality of Cape Saint-Georges, Newfoundland and Labrador.

Under the same memorandum of understanding, seven other teletraining and telelearning courses were extended and approved in the Atlantic Region. These programs — which involved a \$824 500 investment in 2007–2008 — were created through the participation of the Université de Moncton, four campuses of the New Brunswick Community College (Bathurst, Campbellton, Dieppe and the Acadian Peninsula), the Université Sainte-Anne and the Société éducative de l'Île-du-Prince-Édouard.

To help counter demographic and economic shortfalls, Industry Canada continued to provide annual financial support to Acadian and francophone sites of the Community Access Program in the four Atlantic provinces. This financial partnership allowed for the support of 13 sites in Nova Scotia, 81 in New Brunswick, 4 in Prince Edward Island and 7 in Newfoundland and Labrador. A large number of these sites serve learning organizations such as schools, community learning centres, colleges, universities and libraries.

The Regional Office also worked with the Canadian Intellectual Property Office to offer more workshops on intellectual property to OLMCs in Atlantic Canada. The goal of this initiative is to help small to medium-sized Acadian and francophone businesses to acquire the knowledge and skills in this field and enable them to take full advantage of business opportunities.

The Regional Office continued to sit on a steering committee for the interdepartmental one-stop service project, which will make it possible to offer bilingual services in Port-au-Port, Newfoundland and Labrador. The Region also established community projects and acted upon specific components of its programs, including some of these activities:

- participation in the 7th Congress of the Association pour l'avancement pédagogique des technologies de l'information et de la

communication en Atlantique, held at the Université de Moncton in May 2007; the theme was APTICA 2007 : Notre réseau de collaboration

- development in March 2008 of parameters for a feasibility study to establish francophone comfort zones and service centres in Nova Scotia, in collaboration with the Fédération acadienne de la Nouvelle-Écosse
- ongoing support for the study of the New Brunswick francophone knowledge economy, piloted by the New Brunswick RDÉE
- participation in the study of policies to localize government services and the effect of these policies on New Brunswick OLMCs, led by Canadian Heritage and the Association francophone des municipalités du Nouveau-Brunswick
- support for the Newfoundland and Labrador RDÉE and Prince Edward Island RDÉE for their participation in the Immigration and the Rural World workshop, organized as part of the Toronto Village Fair in March 2008
- production of a promotional DVD on the three francophone and Acadian communities of Newfoundland and Labrador, in partnership with the Fédération des francophones de Terre-Neuve et du Labrador, Canadian Heritage, the provincial government, the Newfoundland and Labrador RDÉE, *Le Gaboteur* and the Conseil scolaire francophone provincial de Terre-Neuve-et-Labrador

Quebec Region

During the 2007–2008 fiscal year, the Quebec Regional Office strengthened its collaborative ties, particularly in the context of teletraining and telelearning internship programs and pilot projects. In total, the Region allocated \$115 000 to various initiatives, including the Opportunities Through Internships program. This project's goal is to give

Key Achievements in 2007–2008

young people work experience in fields related to the knowledge-based economy and to retain them in rural and urban anglophone communities.

In addition to regular visits with the Quebec Community Groups Network and CEDECs, the Regional Office actively participated in various tables and community events in the Quebec anglophone community. The Office also celebrated Townshippers' Day and helped at a consultation session for the production of two DVDs containing interactive geographic maps and data on the OLMCs.

The multilingualism promotion project continued in 2007–2008, thanks to the support of the Quebec Region and the Québec–Chaudière–Appalaches CEDEC. The second phase of this project consists of verifying the action plan and studying the possibilities for partnerships with a view to carrying out a project to learn about and evaluate language skills in businesses.

In collaboration with the community network, the Regional Office supported the creation of the Business and Community Vitality Index. At this point, the OLMCs have been located and the committee and work schedule have been established.

Taken together, these studies permitted communities to move forward with their economic development projects and enabled the Department to collect first-hand information that will guide the development of official language policies.

Ontario Region

In 2007–2008, the Ontario Regional Office granted La Clé d'la Baie en Huronie permission to deliver the Jeunes stagiaires (youth internship) program. The program enabled 10 young post-secondary graduates to gain practical work experience in French, primarily in central and southwestern Ontario.

In an instance of exemplary practice, La Clé d'la Baie en Huronie set up a training workshop to give interns

additional tools and help them take full advantage of their experience. In order to better reach their goals, interns presented a report of their successes and difficulties to those in charge of the program.

In 2007–2008, the Ontario Region invested \$359 846 in pilot telelearning projects to benefit the francophone population:

- Entrepreneurs were offered coaching services that promoted e-commerce and encouraged development of other types of businesses that count on selling products and services at a distance. This project, which encourages the research and development of innovative products sold online, is sponsored by RDÉE Ontario in association with Collège Boréal, Club 2000 Niagara, La Clé d'la Baie en Huronie, the Regroupement des gens d'affaires africains-canadiens de Toronto and the London-Sarnia Regional Council of the French Canadian Association of Ontario.
- The Ontario Association of CFDCs created online business start-up courses in French, thus ensuring that francophone organizations have access to resources and training material in their language. This project was developed through a partnership with Collège Boréal and the Community Futures Development Institute.
- Destination Ontario français and TFO, Ontario's French-language educational broadcaster, created a true virtual community focusing on the professional development of young Franco-Ontarians. This project required the support of a large number of partners, including Ontario RDÉE, Glendon College, La Cité collégiale, the Eastern Ontario Training Board and La Boussole.
- Collège Boréal has improved www.interpme.ca, its website for online self-training and consultation. This project was originally the result of a collaboration among RDÉE Ontario,

Club 2000 Niagara, La Clé d'la Baie en Huronie and the Regroupement des gens d'affaires africains-canadiens de Toronto.

- The University of Guelph's Alfred College, in eastern Ontario, set up the Télédiversité pilot project, intended for Francophones in rural areas. This project, developed in association with the Corporation néo-canadienne de développement et de leadership communautaire, presents youth with a telelearning approach that encourages them to improve their skills and employability in a rural setting.

Most of the salary dollars in the Ontario Region were used to administer internship programs and pilot projects in teletraining and telelearning.

A specific grant of \$12 868 was given to RDÉE Ontario to plan and deliver French and English workshops throughout the province. These workshops are intended to inform small and medium-sized companies of the business opportunities available to them as a result of the 2010 Olympic and Paralympic Winter Games in Vancouver. The 78 people who participated in the workshops, held in Ottawa, Toronto and Timmins, are now better equipped to participate in the awarding of contracts and to stand out in the competitive process.

In April 2007, the Regional Coordinator of Official Languages in the Ontario Region represented the Department at the official launch of the Bonjour Niagara site, a project made possible by contributions from the Franccommunautés virtuelles program. It is the first entirely French website dedicated to tourism in the Niagara Region.

The Network for Women Entrepreneurs held two training and networking days, one in Penetanguishene in September 2007 and the other in Sturgeon Falls in October 2007. The 29 participants had the chance to discover the range of services that the Canada–Ontario Business Service Centre has to offer. Employees of the Centre received 493 telephone inquiries from francophones interested in the world

of business. The Canada–Ontario Business Service Centre provides information and services in both official languages.

FedNor

Over the 2007–2008 fiscal year, FedNor invested \$4 016 558 in support of approximately 50 projects intended for francophone communities. To stimulate the economic development of these communities, FedNor favoured initiatives that encourage innovation, increase the francophone presence in the knowledge-based economy and support community economic development. Some of the projects FedNor funded are:

- coverage of the service delivery fees incurred by the 18 CFDCs designated to provide bilingual services and by their association in Ontario
- organizational skills development and creation of relationships with not-for-profit organizations providing services to the francophone population
- access to capital for francophone businesses
- hiring of young francophone interns
- implementation of local initiatives and reinforcement of community skills
- tourism and access to online training

In accordance with the Government of Canada's Action Plan for Official Languages, FedNor invested \$168 154 to support four teletraining and telelearning pilot projects in 2007–2008:

- a project for the francization and adaptation of an online learning tool at Laurentian University in Sudbury
- a French-language online training course on tourism development, provided for francophone tourism product suppliers by Direction Ontario

Key Achievements in 2007–2008

- purchase of video-conferencing equipment for Collège Boréal
- implementation of a second online GPS course in French, offered by the Canadian Ecology Centre in association with Collège Boréal

Throughout the year, representatives from FedNor and the Ontario Regional Office participated in meetings and telephone conferences to facilitate the coordination of pilot teletraining and telelearning projects. Thanks to their collective effort, all funds provided for the initiative were used.

The Coordinator of Official Languages organized numerous meetings and teleconferences in the 2007–2008 fiscal year to facilitate delivery of the internship programs and pilot telelearning projects offered in French.

Prairie and Northern Region

In 2007–2008, the Prairie and Northern Regional Office invested \$95 576 in a number of collective projects aimed at meeting OLMC needs:

- the adventure tourism training camp for young francophones in Iqaluit coordinated by the Association des francophones du Nunavut
- implementation of a services program aimed at helping francophone businesses in the Northwest Territories increase their efficiency; this project is coordinated by the NWT Economic Development Council
- support for Entr'ARTS, a francophone artist group in Alberta, to organize career planning workshops for Alberta artists
- development of a leadership training plan for the 2008 Canadian Francophone Games in Edmonton

- preparation of a triennial communications and marketing plan for the Agence nationale et internationale du Manitoba
- support for the second part of the Association des municipalités bilingues du Manitoba marketing plan
- the fourth Camp Jeunes entrepreneurs, organized by the Conseil de la Coopération de la Saskatchewan. This camp gives young people the unique opportunity to become acquainted with the way a business works and provides them with the necessary tools to enter the business world
- the second orientation camp for new communication technologies sponsored by the Conseil de la Coopération de la Saskatchewan; the purpose of the camp is to encourage youth to make judicious use of the information highway in French and to assist entrepreneurs to better integrate technology into their businesses
- the participation of youth from the Northwest Territories in the fourth Camp Jeunes entrepreneurs in Saskatchewan, in collaboration with the NWT Economic Development Council
- support for four francophone economic development organizations — Western Canada RDÉEs — so that they can participate in the 2008 RV Show in Montréal and promote francophone tourism in Western Canada

The Regional Office also participated in the official launch of the Virtual Campus for Western Canada, an initiative created in association with the British Columbia Éducentre College, the Fransaskois adult education service, the Yukon adult orientation and training service and the Fédération franco-TéNOise.

The Regional Office was also represented at the launch of the Master of Education program with a specialization in School Administration, a distance education program provided by the Collège universitaire de Saint-Boniface.

Pacific Region

The Pacific Region signed a memorandum of understanding to create an OLMC development officer position. This is a shared position between Industry Canada and Western Economic Diversification Canada and, as such, constitutes a unique anchor point in the communities, particularly with regard to implementing internship programs and pilot projects proposed in the national action plan. This full-time position represents a \$62 316 investment that includes salary, travel and communication expenses.

In view of the 2010 Olympic Games, the Regional Office is working in association with the Coquitlam and Nanaimo regions and with the Société de développement économique de la Colombie-Britannique and the British Columbia and Yukon RDÉEs. The purpose of these consultations is to give full consideration to OLMCs with respect to the Pacific Region's economic development.

In addition to financing the many consultation, communication and coordination activities described in the above sections, the Pacific Regional Office funded 12 development projects for francophone minority communities in 2007–2008, for a total investment of \$84 758:

- a joint project undertaken by the Pacific Region and the Prairie and Northern Region to promote tourism in western Canada, supporting British Columbia and Manitoba OLMC participation in a Montréal trade fair
- the implementation of the Bonjour! program to encourage downtown Nanaimo businesses to offer bilingual services for the 2010 Games

- a project aimed at increasing the number of non-governmental financial partners for British Columbia OLMCs in support of opportunities offered by the 2010 Olympic Games
- a project bringing together Coquitlam community organizations to invest in setting up a francophone village for the 2010 Olympic Games
- the design and development of a French tourism brochure for Vancouver–Whistler
- the implementation of a tutoring service in the British Columbia RDÉE intervention zone
- the modernization of the Yukon RDÉE economy and tourism website
- coverage of the travel expenses and registration fees of two Camp Jeunes entrepreneurs participants ■

Key Achievements in 2007–2008

6

ACCOUNTABILITY

RESULT The “Accountability” heading first appeared in the 2006–2007 *Achievement Report*. Industry Canada has met the targets set out by the Government of Canada in its guide to implementing section 41 of the *Official Languages Act*. Section 41 of the *Official Languages Act* and the perspectives of the OLMCs have been incorporated into the policies, programs and services of the federal institution. The accountability structure, internal assessments and policy reviews make it possible to determine how to better incorporate the perspectives of OLMCs.

As part of the Department’s work, Industry Canada took on the task of better coordinating the implementation of section 41 of the *Official Languages Act* and consolidating specific departmental mechanisms. This allows the Department to facilitate planning, follow-up and performance measurement in order to better integrate the viewpoints of the communities.

Planning

In March 2008, the 2004–2008 Action Plan for the Implementation of Section 41 of the *Official Languages Act* came to an end. As a result, the Department held consultations through the year with regional groups, economic development organizations and other key partners. These consultations will influence the nature and direction of the next federal government Strategy on Official Languages (2008–2013 Action Plan).

In its 2007–2008 business plan, Industry Canada takes the results from consultations with OLMCs into account and anticipates activities that promote the development of these communities and their linguistic duality. In association with the Communications and Marketing Branch, it produced a strategy outlining the measures and activities to undertake with respect to key OLMC stakeholders.

Monitoring

The Audit and Evaluation Branch led a formative evaluation of the 2004–2008 Industry Canada Action Plan (section 41) and of the component on the economic development of OLMCs. The results of this evaluation were presented to Industry Canada's Departmental Audit and Evaluation Committee in January 2007 and are available on the Department's website. In January 2008, senior management presented its response to the Committee's recommendations.

The data collected in this evaluation indicated that, in general, the 2004–2008 Action Plan (section 41) and the component on the economic development of OLMCs are compatible with the priorities of the Government of Canada's Action Plan for Official Languages and with Industry Canada's economic development priorities. The evaluation also shows that Industry Canada made real progress since the last evaluation, in 2001.

Performance Measurement

Approximately 10 representatives from Industry Canada, FedNor and the Atlantic Canada Opportunities Agency participated in a brainstorming session in June 2006 in Ottawa. During this meeting, the participants worked to fine-tune the performance indicators for measuring progress made by Industry Canada and regional development agencies in implementing section 41 of the *Official Languages Act*. This brainstorming continued throughout 2007–2008, until a consensus was reached. The new performance indicators are expected to be used to evaluate the results and impact of various initiatives. ■

Growth of Bilingualism in the Quebec Region

For many organizations in the Quebec Region, hiring bilingual employees is an economic consideration. Whether it be to communicate with clients, suppliers or business partners, more and more businesses are hiring employees fluent in French, English and even a third language in order to ensure a competitive edge.

With these findings in mind, the Chambre de commerce de Québec set up a group called the Comité Québec multilingue. Comprising approximately 20 members from the private, public and community sectors, the committee's goal is to make the improvement of bilingualism and multilingualism a priority in the Region. Since it was formed, the Comité Québec multilingue has relied on support from the Québec–Chaudière–Appalaches CEDEC. In 2005, at CEDEC's request, a representative from Industry Canada joined the group.

To better focus its efforts, the Comité Québec multilingue retained the services of Écho Sondage Inc. in 2006 and 2007 to conduct a study of 7000 businesses. The results obtained allowed the committee to create a database of jobs in the Quebec Region requiring bilingualism and multilingualism. This database also helped the Comité Québec multilingue establish the main points of its 2007–2010 action plan. It was at this point that Industry Canada's Quebec Region decided to support the development of Comité Québec multilingue. The Department provided a total of \$95 771 in funding from 2006 to 2008 to obtain analyses on the anglophone minority's development within this context.

Since 2006, Canada Economic Development for Quebec Regions has also been supporting the Comité Québec multilingue and its projects, some of which have taken into account the needs of anglophone workers and helped them break into the local labour market.