

Office of Acadian Affairs  
Accountability Report  
for the Fiscal Year  
2008-2009

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## A. Accountability Statement

The Accountability Report of the Office of Acadian Affairs for the year ended March 31, 2009, is prepared pursuant to the *Provincial Finance Act* and government policies and guidelines. These authorities require the reporting of outcomes against the Office of Acadian Affairs business plan information for the fiscal year 2008-2009. The reporting of the Office of Acadian Affairs outcomes necessarily includes estimates, judgments and opinions by the Office of Acadian Affairs management.

We acknowledge that this accountability report is the responsibility of the Office of Acadian Affairs management. The report is, to the extent possible, a complete and accurate representation of outcomes relative to the goals and priorities set out in the Office of Acadian Affairs Business Plan for the year.

Original signed

September 11, 2009

\_\_\_\_\_  
Honourable Graham Steele  
Minister

\_\_\_\_\_  
Date

Original signed

September 11, 2009

\_\_\_\_\_  
Vaughne Madden  
CEO

\_\_\_\_\_  
Date

## **B. Message from the Minister and CEO**

We are pleased to present the 2008-2009 Accountability Report for the Office of Acadian Affairs.

This accountability report is intended to inform both government and the public on the accomplishments of the Office of Acadian Affairs during the past fiscal year. The report also provides an overview of financial results and performance measures.

As a central support agency of government, the Office of Acadian Affairs provides services which help departments and other designated public institutions to meet their obligations under the *French-language Services Act* and the *French-language Services Regulations*.

Assistance provided can take the form of translation services, French language training for government employees, promotional tools such as *Bonjour!* lapel pins and signage, and funding for the development or delivery of services in French. The Office of Acadian Affairs also provides advice on policy development and coordinates the development of guidelines related to the delivery of French-language services.

The Office of Acadian Affairs continues to support ongoing dialogue and collaboration between government and the Acadian and francophone community. This dialogue will ensure that the community's needs be heard and understood in order to provide services that are required for its preservation and growth.

Highlights in 2008-2009 include the launch of the *Bonjour!* Award for Excellence in French-language Services, the inclusion of a French language capacity question in the "*How's Work Going?*" employee survey, and the signing of a citizen engagement charter by 70 organizations in the Acadian and francophone community to show their commitment to promote and use French-language services provided by the Government of Nova Scotia.

We would like to thank the Department of Canadian Heritage and our partners in the Acadian and francophone community for their contribution towards the achievement of our objectives. We would also like to recognize the important role played by the French-language Service Coordinating Committee in helping us reach our goals and in helping their respective departments and offices increase or improve the services they deliver in French.

This spirit of collaboration continues to inspire us as we work towards the preservation and growth of the Acadian and francophone community of Nova Scotia.

Graham Steele  
Minister of Acadian Affairs

Vaughne Madden  
CEO

## C. Introduction

The official recognition of the Office of Acadian Affairs in the *Public Service Act* and the proclamation of the *French-language Services Act* in December 2004 demonstrated our government's commitment to contributing to the preservation and growth of the Acadian and francophone community of Nova Scotia and to providing for the delivery of French-language services by designated public institutions. The adoption of the *French-language Services Regulations* in December 2006 further solidified this commitment with concrete direction given to departments and other designated public institutions.

The mission of the Office of Acadian Affairs is to offer advice and support to departments, agencies and Crown corporations so they can develop and adapt policies, programs, and services that reflect the needs of the Acadian and francophone community of Nova Scotia.

Our work is guided by three strategic goals:

- Create a sustainable framework within government including regulations, policies and guidelines to support the *French-language Services Act*.
- Increase the support offered to government in order to facilitate the delivery of services in French to the Acadian and francophone community.
- Address the needs of the Acadian and francophone community in the development of government initiatives, programs, policies, and services.

Our Accountability Report for 2008-2009 summarizes the activities, accomplishments and performance measures for the fiscal year ending March 31, 2009. This report should be read in conjunction with the Office of Acadian Affairs 2008-2009 Business Plan which is available on our website <http://www.gov.ns.ca/acadian> in both French and English. This Accountability Report pertains to the activities of the Office of Acadian Affairs only.

For information regarding government's progress in providing French-language services, the reader should refer to the annual report tabled in the Legislative Assembly by the Minister of Acadian Affairs, as obligated in the *French-language Services Act*. The Progress Report 2008 - French-language Services Provided by the Government of Nova Scotia provides details on advancements in French-language services delivery by designated public institutions for 2007-2008. This report is also available on the Acadian Affairs website at <http://www.gov.ns.ca/acadian> in both French and English. The progress report for 2008-2009 will be published in the fall of 2009.

## D. Progress and Accomplishments

This section provides an overview of the progress and achievements of the Office of Acadian Affairs during the 2008-2009 fiscal year. These achievements are organized around the strategic goals and the priority activities which were outlined in the Office's 2008-2009 Business Plan.

### D.1 Strategic Goal # 1

Create a sustainable framework within government including regulations, policies and guidelines to support the *French-language Services Act*.

#### 1. **Priority activity: Promotion of the *French-language Services Act* and the *French-language Services Regulations* to ensure designated public institutions are aware of their responsibilities under the Act.**

- The CEO of the Office of Acadian Affairs chaired and provided leadership for the French-language Services Coordinating Committee throughout the year; 24 departments and offices were represented in 2008-2009. Subcommittees of the Coordinating Committee worked on various deliverables identified for this year including the development and launch of the *Bonjour!* Award for Excellence in French-language Services, the development of guidelines for managing French-language website content, the internal distribution of guidelines for consulting in French, and the preparation of the Strategic Plan for French-language Services for 2009-2013.
- The Office of Acadian Affairs provided guidance to designated public institutions in the preparation and publishing of their annual French-language services plans. A new program administration officer, recruited in 2008-2009, updated the French-language services plan template and provided assistance to the designated public institutions in the preparation of their French-language services plans.
- The CEO of the Office of Acadian Affairs met regularly with the Advisory Committee of Deputy Ministers for the Implementation of the *French-language Services Act*. The Deputy Ministers for the Office of the Premier/Treasury and Policy Board, and Intergovernmental Affairs, as well as the Public Service Commissioner form this committee.
- Presentations regarding responsibilities of designated public institutions for the delivery of French-language services were made to various forums and individuals such as the Deputy Ministers' Forum, the Senior Policy Executives Forum, and senior management from various designated public institutions.
- The Office of Acadian Affairs continued the development of a training session for public servants to build awareness of the *French-language Services Act* and the *French-language Services Regulations*, and to provide an overview of the cultural, social, economic, and historical contexts of the Acadian and francophone community. The Office held a second trial of the training session and consulted government stakeholders in order to finalize course material and logistics of session delivery. The training will be available to public servants in

the fall of 2009.

- The second annual report on government's progress in developing and delivering French-language services Progress Report 2008 - French-language Services Provided by the Government of Nova Scotia was published and tabled in the Legislative Assembly by the Minister of Acadian Affairs on November 20, 2008. Copies were distributed throughout government and within the community to inform both the public and government employees on advancements made by government in providing French-language services.

**2. Priority activity: Development of human resources policies and guidelines related to the delivery of services in French**

- The Office of Acadian Affairs assisted with the recruitment of a Public Service Commission French-language services policy analyst and assisted with defining the responsibilities and priorities of the position.
- The French-language Services Human Resources and Training Subcommittee met to review previous work done on human resources guidelines relating to French-language services and to give direction to the new policy analyst.
- A question related to French language capacity was developed and included in the 2009 "How's Work Going?" survey of government employees. Results are expected in late summer. (See Strategic Goal #2 – Priority Activity 1 for more information)

**3. Priority activity: Negotiation of a new agreement with the Government of Canada related to the delivery of French-language services**

- During 2008-2009, the Office of Acadian Affairs, with the collaboration of the French-language Services Coordinating Committee, prepared a new Strategic Plan for French-language Services for Nova Scotia for 2009-2013. This strategic plan becomes the base for negotiating the Canada-Nova Scotia Agreement on French-language Services which provides funding to support the development of French-language services from the Nova Scotia Government.
  - The general objective of the Strategic Plan is to support the development, delivery and expansion of quality government services in French for Nova Scotia's Acadian and francophone community and to support initiatives which will enhance the vitality and assist with the development of the community.
  - The plan defines specific objectives and types of activities to be undertaken to improve French-language services provided by the Government of Nova Scotia and to support the Acadian and francophone community in its long-term development and sustainability.
  - The Acadian and francophone community was consulted through the judicial-political sector table led by the *Fédération acadienne de la Nouvelle-Écosse* et the *Association des juristes d'expression française de la Nouvelle-Écosse*.

- During the year, the Office contributed to the development of a general agreement framework for the Federal-Provincial/Territorial agreements on French-language services through its involvement with the Ministerial Conference on the Canadian Francophonie.
- Negotiations were initiated with Canadian Heritage and will be concluded in 2009-2010.

**4. Priority activity: Support for the Ministerial Conference on the Canadian Francophonie (MCCF)**

- During this fiscal year, the Minister of Acadian Affairs provided leadership to the Ministerial Conference on the Canadian Francophonie, an organization of Ministers which works in a consultative manner for the advancement of the Francophonie in Canada.
  - The Minister chaired the organization until the annual meeting held in the City of Québec in September 2008, and then continued as a member of the Executive Committee for the remainder of the year. The CEO of the Office of Acadian Affairs was chair and a member of the Executive Committee for the network of senior public servants assisting the ministers, during the same timeframe.
- The Office, on behalf of Nova Scotia, contributed to several initiatives of the MCCF.
  - Assisted with the preparation of the Conference's submission to the Canadian Radio-television and Telecommunications Commission regarding French-language radio and television services to official language communities in minority situations
  - Supported the Conference's Youth Intervention Strategy by providing funding for youth projects such as *RÉVEILution*, *Dialogues jeunesse* (a pan-Canadian youth consultation), and participation of the *Conseil jeunesse provincial de la Nouvelle-Écosse* at the *Institut du Nouveau Monde* summer school program in the City of Québec
  - The development of a collaboration framework for the negotiation of new Canada / Provincial-Territorial agreements related to French-language services.
- The Office also contributed to the development of a communications plan to raise public awareness of the Conference across the country.

## **D.2 Strategic Goal # 2**

Increase the support offered to government in order to facilitate the delivery of services in French to the Acadian and francophone community.

### **1. Priority activity: Coordination of French language training for public servants**

- French language training was made available to public servants in order to increase the government's capacity to serve the public in French. Over 650 training seats were filled. The fees paid for this training, approximately \$120,000, were primarily covered by the Canada-Nova Scotia Agreement on French-language Services, with the provincial government covering salary costs for participating employees. Training in Halifax and Tusket was delivered by Université Sainte Anne four times this year (spring, summer, fall and winter), while training in Sydney was delivered through the Conseil communautaire Étoile de l'Acadie in the fall and winter.
- The Office of Acadian Affairs hosted 11 *Causeries midi*, casual lunch and learn sessions held in French on a variety of topics throughout the year. 146 public servants participated in these activities which provided an opportunity to practice French in an environment which is less structured than in a classroom.
- The Office of Acadian Affairs coordinated a special project funded by the Noria Program of the *Assemblée parlementaire de la Francophonie* whose objective is to strengthen the presence and accessibility of French-language parliamentary information. One component involved the delivery of French language training classes for Members of the Legislative Assembly and Legislature staff.
  - Nine parliamentarians and 15 Legislature employees participated in the first series of classes offered by Université Sainte-Anne.
- In collaboration with the Public Service Commission and the French-language Services Coordinating Committee, the Office of Acadian Affairs arranged for the inclusion of a question related to French language capacity in the 2009 survey of employees "*How's Work Going?*". The results are expected in late summer 2009 and will provide the Office with an update of the 2003-2004 French language capacity survey of 14 departments and offices completed by the Coordinating Committee. (See Outcome 2.1 for more information.)

### **2. Priority activity: Provision of translation services**

- The Office of Acadian Affairs oversees the Translation Services for the Government of Nova Scotia. Departments, offices and agencies can request translations for publications, news releases, speeches, correspondence, website content and other documents. In 2008-2009, 42 designated public institutions and 13 other government entities requested translations. In total, over 1.6 million words were translated.

- The Office of Acadian Affairs also coordinated the translation of portions of the Nova Scotia Legislature website and the Elections Nova Scotia website. These projects were funded through the Noria Program of the *Assemblée parlementaire de la Francophonie* whose objective is to strengthen the presence and accessibility of French-language parliamentary information. Over 32,500 words were translated, representing a value of \$ 9000 in services.

### **3. Priority activity: Promotion of French-language services using the *Bonjour!* identity and other tools**

- The *Bonjour!* visual identification program for French-language services was promoted within government as well as externally.
- Advertisements were placed in the French-language business magazine *Progrès*, the Seniors Advocate newspaper, and *Le Courrier de la Nouvelle-Écosse*.
- The Office continued to distribute *Bonjour!* materials within government to help government promote the active offer of services in French. During 2008-2009, Acadian Affairs distributed 740 *Bonjour!* lapel pins, 116 desktop signs, 713 program information pieces (posters, cards, stickers and brochures), 392 keyboard toolbars for French accents, and 143 flipchart information tools to 19 designated public institutions.
- The Office of Acadian Affairs developed a new webpage to link to various department and public institution websites which display French content – [www.gov.ns.ca/bonjour](http://www.gov.ns.ca/bonjour) .
- In support of the active offer of services, designated public institutions were encouraged to post the *Bonjour!* button on the home page of their website to facilitate navigation to available French content. Several designated public institutions now display the *Bonjour!* button including the departments of Energy, Agriculture, Health, Health Promotion and Protection, Labour and Workforce Development, Service Nova Scotia and Municipal Relations, and the Annapolis Valley District Health Authority.
- To maintain a consistent message with the *Bonjour!* program, the *Bonjour!* identity has lent itself to two new initiatives in 2008-2009: the *Bonjour!* social marketing campaign to promote the use of French-language services within the community (see Strategic Goal 3, priority activity 3 for more information) and the *Bonjour!* Award for Excellence in French-language Services (see Strategic Goal 3, priority activity 4 for more information).
- Guidelines for displaying French on provincial government websites were developed and distributed to government webmasters to help them manage the French content which is available from their departments. Service Nova Scotia and Municipal Relations and Communications Nova Scotia provided leadership in this project.

### **4. Priority activity: Funding assistance for French-language services**

- The Office of Acadian Affairs administered the Canada-Nova Scotia Agreement on French-language Services on behalf of the Nova Scotia Government. This agreement provided \$1.4 million to Nova Scotia in 2008-2009.

- Priority French-language services were supported including the development of new on-line services available in French from Service Nova Scotia and Municipal Relations, for example, the payment of municipal parking tickets and payments by Interac. Service Nova Scotia and Municipal Relations also implemented a new web content management system to aid in maintaining and managing French website content.
- In total, more than \$966,000 was provided to 17 designated public institutions to help develop and implement French-language services initiatives.
- Additional special project funding of \$60,000 was negotiated for the “*Ça se brasse chez nous*” project, a social marketing campaign. Details are provided in Strategic Goal 3, Priority Activity 2.
- The Office of Acadian Affairs continued to develop its relationship and collaborated with the Government of Quebec as set out in the Cooperation and Exchange Agreement between the Government of Quebec and the Government of Nova Scotia. The Quebec Government approved ten projects for a total of \$19,500. These projects were also supported by the Nova Scotia Department of Education.
- The Legislative Library purchased a number of French-language publications with project funding received from the Noria Program of the *Assemblée parlementaire de la Francophonie*. This project is managed by the Office of Acadian Affairs.

### **D.3 Strategic Goal # 3**

Address the needs of the Acadian and francophone community in the development of government initiatives, programs, policies, and services.

#### **1. Priority activity: Participation in interdepartmental initiatives**

The Office of Acadian Affairs participated whenever possible in government-wide initiatives to provide input, to ensure that the needs of the Acadian and francophone community are considered, and to ensure that the requirements of the *French-language Services Act* and *French-language Services Regulations* are met.

Acadian Affairs staff participated in and contributed to the following interdepartmental committees:

- Senior Policy Executives Forum, including the Consultations Working Group.
- Labour Market Agreement Interdepartmental Committee
- Interdepartmental Committee on Intergovernmental Relations
- Diversity Round Table
- Recreation Policy Committee
- Long-term Planning Forum
- Community Development Action Group

#### **2. Priority activity: Engagement of the Acadian and francophone community**

- The Office of Acadian Affairs continued to encourage Acadian and francophone community members to make their needs known to government and provided funds to help government departments and institutions provide services in French during their consultations. The Office met frequently with the *Fédération acadienne de la Nouvelle-Écosse* and its member organizations.
- In 2008-2009, the Office assisted with the strengthening of dialogue between community and government by participating in or organizing meetings between various groups including:
  - the *Fédération des parents acadiens de la Nouvelle-Écosse* and the Department of Community Services
  - the *Réseau Santé Nouvelle-Écosse*, the Department of Health and the Department of Health Promotion and Protection; and
  - the *Réseau acadien des intervenants en employabilité* and the Department of Labour and Workforce Development.
- The French-language Services Coordinating Committee finalized and distributed French-language Consultations Guidelines which will help designated public institutions determine when they must include French-language services as part of their consultation process. An internal toolkit was also developed which offers various resources such as types of services

which could be provided and assistance in identifying key stakeholders in the Acadian and francophone community.

- An Acadian Affairs staff member and a member of the French-language Services Coordinating Committee contributed to the work of a Consultations Working Group led by Treasury and Policy Board in order to promote the requirements of French services during public consultations.
- Seven consultations or activities which engaged the Acadian and francophone community were supported with nearly \$41,500 through the Canada-Nova Scotia Agreement on French-language services.
  - Consultation by Voluntary Planning on behalf of Natural Resources regarding the development of a strategy on Forests, Minerals, Parks and Biodiversity.
  - *Dialogue jeunesse*, a consultation with Acadian and francophone youth in collaboration with the *Conseil jeunesse provincial de la Nouvelle-Écosse*, as part of a national Youth Intervention Strategy by the Ministerial Conference on the Canadian Francophonie.
  - Support for *RÉVEILution*, a project of the *Conseil jeunesse acadien* piloted in Richmond County and *Par-en-Bas* (Argyle) to consult Acadian and francophone youth on French-language services. This was also supported by the Department of Community Services.
  - Support for a forum and consultation of Acadian and francophone parents by the *Fédération des parents acadiens de la Nouvelle-Écosse*. Community Services and other departments benefited from this consultation.
  - Consultation of the community by the *Réseau Santé*. Supported by the departments of Health and Health Promotion and Protection.
  - Consultation with Acadian and francophone seniors by the *Regroupement des aînés et des aînées de la Nouvelle-Écosse* regarding the *Jeux acadiens des aînés*. Also supported by the Department of Seniors.
  - Bilingual outreach relations in Acadian and francophone community and coordination of French services during consultations by the Department of Environment.

### **3. Priority activity: Social marketing campaign to encourage the use of government services in French**

Special funding was negotiated under the Canada-Nova Scotia Agreement on French-language Services for a project named “*Ça se brasse chu nous*”. The Office of Acadian Affairs collaborated with the *Fédération acadienne de la Nouvelle-Écosse* for this project which saw the development and implementation of a social marketing campaign to encourage the Acadian and francophone community to use and ask for French-language services.

While this was a community-led initiative, the Office of Acadian Affairs provided communications and marketing advice. The campaign was officially launched in early March 2009 with a media conference during which representatives from over 70 organizations, from the Acadian and francophone community, signed a citizen engagement charter and pledged their commitment to use government services in French and to encourage others to do so.

The campaign was tied in with Government's *Bonjour!* visual identification program. All campaign collateral included a link to a new webpage ([www.gov.ns.ca/bonjour](http://www.gov.ns.ca/bonjour)) containing hyperlinks to departments, offices, and agencies that provide existing services in French.

A key phrase in the campaign was “*En Nouvelle-Écosse, Bonjour! va loin*”, which means: “In Nova Scotia, *Bonjour!* goes a long way”. If a conversation between a government employee and an Acadian or francophone client starts with a French greeting like “*bonjour*”, it is more likely that the client will request or continue the conversation in French.

Other elements of the campaign included:

- Distribution of 20,000 postcards to Acadian and francophone households
- Distribution of 20,000 magnets with the *Bonjour!* logo
- a community-based radio and province-wide newspaper advertising campaign
- an HRM bus poster advertising campaign, and
- event sponsorships (e.g. *Rendez-vous de la Francophonie*, *le Forum économique (CDÉNÉ)*, *Prends ta place (CJPNÉ)*, *Semaine de la promotion de l'éducation en français (CSAP)*).

#### **4. Priority activity: Recognition of French-language service delivery excellence by the public service**

The delivery of French-language services by the Government of Nova Scotia depends on the efforts of a dedicated and committed public service. In order to recognize the individuals or workgroups who play important roles in the success of French-language initiatives, the Office of Acadian Affairs launched the “*Bonjour!* Award for Excellence in French-language Services program on March 20, 2009. Government and community leaders attended the launch.

Three awards will be awarded each year, in the following categories, to recognize individuals or work-teams who have made outstanding contributions to the development and delivery of French-language programs and services:

- Excellence in Leadership
- Excellence in Program Development
- Excellence in Delivery of Service to the Public

The public will be able to make nominations in the Delivery of Services to the Public category and government employees will be able to nominate other employees in all three categories. The nomination period is planned for September to November 2009, with the first award presentations in March 2010.

The award program also allows for recognition of the contribution made by former French-language services coordinators and for the naming of French-language services champions. See Outcome 3.3 for more information.

**5. Priority activity: Raising the provincial, national and international profile of Nova Scotia's Acadian and francophone community.**

- In order to help encourage Acadians and francophones to submit their candidatures for Nova Scotia's Agencies, Boards and Commissions, the Office of Acadian Affairs assisted the Executive Council Office with the translation to French of a promotional brochure. Awareness of appointment opportunities was raised through the Minister of Acadian Affairs' Advisory Committee and the French-language Services Coordinating Committee.
- The Minister of Acadian Affairs delivered approximately 20 formal speeches during various news conferences, forums, symposiums, and annual general meeting, including: the *Finale des Jeux de l'Acadie 2008*, the annual general meeting of the *Fédération acadienne de la Nouvelle-Écosse*, and the *Forum économique* of the *Conseil de développement économique de la Nouvelle-Écosse*.
- Office of Acadian Affairs personnel attended forums, symposiums, and annual general meetings of Acadian and francophone community groups, including the 40<sup>th</sup> anniversary and annual general meeting of the *Fédération acadienne de la Nouvelle-Écosse*, the members' forum of the *Fédération culturelle acadienne de la Nouvelle-Écosse*, and the annual general meeting of the *Fédération des parents acadiens de la Nouvelle-Écosse*.
- The Office of Acadian Affairs provided administrative support to the Nova Scotia section of the *Assemblée parlementaire de la Francophonie*, an international association of French-speaking parliaments. The Office coordinated the first Nova Scotia-based ceremony of the *Ordre de la Pléiade* in October 2008. Hosted by the *Assemblée parlementaire de la Francophonie* and Acadian Affairs, the ceremony honoured 15 former and current Acadian and francophone parliamentarians and three community leaders for their contribution to the Acadian and francophone community. The community leaders honoured were:
  - Marilyn David, Petit-de-Grat, from Richmond County,
  - Paul Gaudet, from Digby County, and
  - Stan Surette, from Yarmouth County.

**E. Financial Results**

**Office of Acadian Affairs  
Accountability Report – Fiscal 2008-2009**

<b>Office of Acadian Affairs</b>				
	<b>2007-2008 Estimate</b>	<b>2007-2008 Actual</b>	<b>2008-2009 Estimate</b>	<b>2008-2009 Actual</b>
Program & Service Area	(\$thousands)	(\$thousands)	(\$thousands)	(\$thousands)
<b>Total Program Expenses</b>	1,988	2,050	2,109	2,147
<b>Ordinary Recoveries</b>	(1,300)	(1,389)	(1,400)	(1,460)
<b>Funded Staff (FTEs) Gross</b>	8.0	6.6	9.0	7.6
<b>Provincial Funded Staff (FTEs) Net</b>	4.0	3.3	4.5	3.8

**No significant variances**

## **F. Measuring Our Performance**

The following report on measures is organized by Strategic Goal as presented in our 2008-2009 Business Plan.

### **F.1 Strategic Goal # 1:**

Create a sustainable framework within government including regulations, policies and guidelines to support the *French-language Services Act*.

#### **Outcome 1.1**

The French-language Services Coordinating Committee provides direction to government on the implementation of the *French-language Services Act*.

#### **Measure**

# of designated departments and offices represented on the French-language Services Coordinating Committee.

#### **What does this measure tell us?**

The French-language Services Regulations requires the publication of a list of French-language services coordinators. The public is then informed of the departments and offices which help advise the Minister of Acadian Affairs on the implementation of the Act.

#### **Where are we now?**

2006-2007 – 20

2007-2008 – 22

2008-2009 – 24

The target for 2008-2009 was 22, however, as of March 2009, 24 departments and offices were represented on the French-language Services Committee.

#### **Where do we want to be?**

The ultimate target indicated in the 2008-2009 Business Plan was 25. With the creation of the Department of Labour and Workforce Development, the new ultimate target is 26. The Office of Acadian Affairs will continue to inform designated public institutions of their obligations to encourage representation on the Coordinating Committee.

## **Outcome 1.2**

Government is aware of its obligations under the *French-language Services Act* and the Acadian and francophone community is informed of government's progress and plans relating to French-language services.

### **Measure**

# of designated public institutions developing and publishing French-language services plans.

### **What does this measure tell us?**

The *French-language Services Act* requires designated public institutions to publish an annual French-language services plan. By publishing these plans, public institutions inform the Acadian and francophone community of the improvements to services to be implemented in the coming year.

### **Where are we now?**

2007-2008 – 34

2008-2009 – 34

The target for 2008-2009 was 38, however only 34 plans were published.

### **Where do we want to be?**

In 2009-2010, we are targeting 40. We will continue to promote to designated public institutions their obligations under the French-language Services. The ultimate target is 47, the total number of designated public institutions.

### **Outcome 1.3**

Nova Scotia contributes to the implementation of initiatives of the Ministerial Conference on the Canadian Francophonie.

#### **Measure**

Participation of Nova Scotia at meetings of the Ministerial Conference on the Canadian Francophonie.

#### **What does this measure tell us?**

The participation of Nova Scotia at meetings of the Ministerial Conference on the Canadian Francophonie indicates a degree of contribution to pan-Canadian initiatives related to the Canadian Francophonie.

#### **Where are we now?**

Our target was to attend all required meetings. This was accomplished.

In September 2008, the Minister of Acadian Affairs, accompanied by key staff, participated in the annual meeting held in the City of Québec. From April to September, the Minister chaired the organization, and continued as a member of the Executive Committee from September to March. Similarly, the CEO of the Office of Acadian Affairs chaired the Intergovernmental Network of the Canadian Francophonie, the committee of senior public servants who support the ministers.

During the fiscal year, Acadian Affairs supported the Youth Intervention Strategy of the Ministerial Conference on the Canadian Francophonie by facilitating the participation of Nova Scotia Acadian and francophone youth, through the *Conseil jeunesse provincial*, in various aspects of the initiative.

In addition, the Minister of Acadian Affairs sat on a task committee for the preparation of a submission and presentation to the CRTC regarding French-language media services in Acadian and francophone communities in January 2009.

#### **Where do we want to be?**

We are satisfied with our involvement and contribution and it is expected that the Minister, CEO, and staff will continue to support initiatives of the Ministerial Conference on the Canadian Francophonie.

#### **Change in measure**

The measure for 2009-2010 is linked to contributions made to support initiatives in the Strategic Plan of the Ministerial Conference on the Canadian Francophonie.

## **F.2 Strategic Goal # 2:**

Increase the support offered to government in order to facilitate the delivery of services in French to the Acadian and francophone community.

### **Outcome 2.1**

The capacity of government to provide services in French is increased.

#### **Measure**

% of staff with French language capacity.

#### **Where does this measure tell us?**

The French language capacity of the public service is an indication of its potential to offer services in French. Recruitment of bilingual staff and providing French language training to public servants are ways to increase the French language capacity of government.

#### **Where are we now?**

In 2003-2004, 6.8% of staff self-assessed as having intermediate or advanced oral French skills in a French-language capacity survey of 14 departments and offices undertaken by the French-language Services Coordinating Committee.

In 2008-2009, the Public Service Commission included a question on French language skills in their biennial employee survey "*How's Work Going?*". The question specifically asked employees to self-identify their skill level in French for speaking and listening, reading, and writing. The results of the 2009 survey should be available in late summer 2009.

#### **Where do we want to be?**

The target set for this year was 6.8%. Although this is similar to the 2003-2004 results, the data from the 2009 survey will represent a broader coverage of departments, offices, and agencies of government. Our ultimate target has been set at 10%. Once the 2009 survey results are analyzed, we will review our ultimate target and set a target for the 2011 survey.

As the survey is produced every two years, it is our intent to report on this measure each time a new survey is released, and the ultimate target will be reviewed and changed if deemed necessary based on the results of the 2009 survey.

## **Outcome 2.2**

Designated public institutions receive translations of documents and other materials including correspondence.

### **Measure**

# of designated public institutions accessing translation services.

### **What does this measure tell us?**

As a central service agency for government, the Office of Acadian Affairs provides translation services to help government provide services in French. The use of the translation services by public institutions designated in the *French-language Services Act* is an indication of the awareness of these services and of the obligations to provide public information in French.

### **Where are we now?**

2005-2006 – 26

2006-2007 – 30

2007-2008 – 29

2008-2009 – 42

The 2008-2009 target of 32 was surpassed with 42 designated public institutions using the translation services. In addition to these, 13 government institutions, not named in the *French-language Services Regulations*, also accessed the translation services.

Over 1.6 million words were translated during this fiscal year, which increased the amount of government information available in French in various forms such as publications, speeches, correspondence, website content, and news releases.

### **Where do we want to be?**

The translation services are available to all government, with a focus on the 47 designated public institutions. Depending on their needs and their French-language services plans, all designated public institutions may require translation assistance. The Translation Services will expand in 2009-2010 to meet growing needs.

The Office of Acadian Affairs will continue to promote the availability of its translation services.

### **Outcome 2.3**

Designated public institutions communicate an active offer of French-language services using *Bonjour!* materials (e.g. lapel pins, and signage) available from the Office of Acadian Affairs.

#### **Measure**

Cumulative # of designated public institutions who have received *Bonjour!* materials.

#### **What does this measure tell us?**

Launched in 2006-2007, the *Bonjour!* visual identification program and materials were developed to help government departments and public institutions communicate an “active offer” of services in French. Public servants who use *Bonjour!* materials are visibly communicating to potential users that they can expect to be served in French. The number of designated public institutions who have received the materials indicates the extent to which government is able to provide services in French and that they are promoting this fact to the public.

#### **Where are we now?**

2007-2008 – 27

2008-2009 – 33

The target for 2008-2009 was 35, however, by the end of the fiscal year, 33 designated public institutions had requested and received materials.

#### **Where do we want to be?**

The target for 2009-2010 is 38 with an ultimate target of all 47 designated public institutions.

We expect that additional *Bonjour!* materials will be requested by departments and other designated public institutions as they develop and provide additional services in French, and as employees taking French-language training become comfortable enough with their skills to indicate that they can provide services in French. The *Bonjour!* identity will continue to receive exposure through its use in other programs such as the *Bonjour!* Award for Excellence in French-language Services.

We will continue to promote the availability of *Bonjour!* materials and the benefits of the program, to ensure that all departments, offices and agencies which provide services in French are using them.

## **Outcome 2.4**

Designated public institutions develop, adapt and provide French-language services with the help of funding from intergovernmental agreements administered by the Office of Acadian Affairs.

### **Measure**

# of designated public institutions obtaining funding assistance.

### **What does this measure tell us?**

Funding from the Canada-Nova Scotia Agreement on French-language Services can be used to support the planning, development, and provision of services in French. This measure indicates that new services are being developed to help Nova Scotia meet the objectives of its Strategic Plan for French-language Services.

### **Where are we now?**

2005-2006 - 10

2006-2007 – 17

2007-2008 – 17

2008-2009 – 17

In 2008-2009, the target was 17, and indeed, 17 departments or other designated public institutions accessed more than \$966,000 for various French-language services projects. This included \$300,000 provided to Service Nova Scotia and Municipal Relations for the implementation of new online services, the maintenance of direct services in French, and the coordination of services in French, with the department providing matching funds. French-language services coordinator positions were also funded in the departments of Community Services, Health Promotion and Protection, and Education.

In addition, 10 projects supported by the Department of Education were approved for grants totaling \$19,500 from the government of Quebec through a Cooperation and Exchanges Agreement.

### **Where do we want to be?**

The Office of Acadian Affairs is pleased with the types of requests for funding that are received and the services which are being developed and offered. It is our expectation that new services, developed by departments and institutions with Agreement funding, will be maintained in the future and included in regular business and budget planning.

We will continue to look at new opportunities for exchange and cooperation with the Government of Québec.

The target for 2009-2010 remains 17.

### **F.3 Strategic Goal # 3:**

Address the needs of the Acadian and francophone community in the development of government initiatives, programs, policies, and services.

#### **Outcome 3.1**

The Acadian and francophone community has access to an increasing number of services and programs delivered in French which address its needs.

#### **Measure**

# of designated public institutions contributing to progress report on French-language services.

#### **What does this measure tell us?**

The *French-language Services Act* requires that the Minister of Acadian Affairs submit, to the Governor in Council, an annual report which sets out the initiatives and programs undertaken and the services provided by the government in the previous year to achieve the objects and purposes of the Office of Acadian Affairs and respecting access by Acadians and francophones to those services. This report informs both Government and the public of Government's progress in delivering French-language services to answer to the needs of the Acadian and francophone community.

#### **Where are we now?**

2007 – 18

2008 – 39

The target for the 2008 report was 35 designated public institutions. This was surpassed, as 39 institutions contributed information about their progress in developing or providing services in French.

#### **Where do we want to be?**

Ideally, we would like all 47 designated public institutions to contribute to the annual progress report. A target of 40 has been set for 2009-2010.

## **Outcome 3.2**

The Acadian and francophone community has opportunities to participate in French during province-wide meetings for the purpose of consulting the public, as provided for in the *French-language Services Regulations*.

### **Measure**

# of province-wide public consultations by designated public institutions where services are provided in French.

### **What does this measure tell us?**

The *French-language Services Regulations* require that designated public institutions undertaking province-wide meetings for the purpose of consulting the public offer French-language services in at least one session or provide other appropriate means of participation for the Acadian and francophone community.

Providing services in French during public consultations facilitates the participation of the Acadian and francophone community. Government is then able to understand the needs of the community and consider these needs in the development of policies, programs and services.

### **Where are we now?**

This was a new measure for 2008-2009.

Although the measure mentions province-wide public consultations only, this report includes consultations which were assisted by the Office of Acadian Affairs in order to provide French-language services, as well as occasions of engaging the Acadian and francophone community by government in order to determine needs.

Two data sources were reviewed: a) public consultation or engagement projects funded through the Canada-Nova Scotia Agreement on French-language Services and b) 2008-2009 progress reports included in French-language services plans for 2009-2010.

a) Seven consultation or public engagement projects were supported with funds from the Canada-Nova Scotia Agreement on French-language Services. This funding assisted the departments or public institutions to provide services in French as part of their consultation process or to meet directly with stakeholders in the Acadian and francophone community. (See Strategic Goal #2, Priority Activity 2 for details.)

b) The review of the French-language services plans identified many public institutions who engaged with the Acadian and francophone community in ways other than in province-wide public consultation meetings, for example:

- A French version of the Highway Customer Satisfaction Survey was made available. (Transportation and Infrastructure Renewal)

- An Employer Engagement Navigator worked with employers in the Acadian and francophone community. (Labour and Workforce Development)
- An Adult Education Coordinator liaised with partners such as *Université Sainte-Anne* and *l'Équipe d'alphabétisation de la Nouvelle-Écosse*. (Labour and Workforce Development)
- Departmental French-language services coordinators participated in provincial mini-colloquiums organized by the *Réseau Santé* in Acadian and francophone communities. (Department of Health and Department of Health Promotion and Protection)
- French versions of a survey, online questionnaires, fact sheet and website were created for the Nova Scotia Personal Health Information Legislation. (Department of Health)
- Meetings and information exchanges were held between Department of Health, Department of Education, Consortium national de formation en santé, and *Université Sainte-Anne* to develop a collaborative approach with regards to French-language health training initiatives. (Department of Health)
- Simultaneous interpretation services were provided during the Health Promoting Schools conference. (Department of Health Promotion and Protection)
- French versions of the Addiction Services Survey and the Chronic Disease and Injury Prevention Survey were made available. (Department of Health Promotion and Protection)
- The IWK Coordinator of Bilingual Services consulted with stakeholders from the Acadian and francophone community and met with members of the Acadian and francophone community to gather feedback on how the IWK can better serve them. (IWK Health Centre)
- A meeting and consultation were held with the *Fédération acadienne de la Nouvelle-Écosse*, the *Conseil de développement économique de la Nouvelle-Écosse*, the *Conseil scolaire acadien provincial*, the *Comité directeur de l'immigration francophone*. (Nova Scotia Office of Immigration)
- Regional Development Authorities and stakeholders in the Acadian and francophone community were engaged to develop and implement economic development initiatives. (Department of Economic and Rural Development)
- The Inclusion Subcommittee on the Domestic Violence Prevention Committee met with key informants from the Acadian and francophone community. (Nova Scotia Advisory Council on the Status of Women)
- Consultations were held with the *Association francophone de la Vallée*. (Annapolis Valley Health DHA)
- The political-judicial committee of the Acadian and francophone community was consulted regarding the development of the 2009-2013 Nova Scotia Strategic Plan for French-language Services. (Office of Acadian Affairs)

### **Where do we want to be?**

The ultimate target expressed for this measure is that all designated public institutions meet the requirements of the *French-language Services Regulations* regarding consulting in French. The Office of Acadian Affairs will continue to raise awareness of the consultation requirement in the Regulations by promoting the French-language Consultations Guidelines and providing assistance, such as funding, to designated public institutions where possible.

**Change in measure**

Because the *French-language Services Regulations* allow for the participation of Acadians and francophones in ways other than just during province-wide public consultation meetings where services are provided in French, this measure does not reflect all initiatives undertaken to engage the Acadian and francophone community.

The same measure has been used in the 2009-2010 Business Plan, however, it is under review.

### **Outcome 3.3**

Designated public institutions and/or individual public servants are recognized for their contribution to French-language service delivery.

#### **Measure**

# of designated public institutions or public servants recognized.

#### **What does this measure tell us?**

The delivery of French-language services by the Government of Nova Scotia depends on the efforts of a dedicated and committed public service. By publicly recognizing individual or group contributions to French-language service delivery, we are validating the work being done by our public servants.

#### **Where are we now?**

This was a new initiative for 2008-2009.

The target for the fiscal year was to develop an action plan and in fact, the *Bonjour!* Award for Excellence in French-language Services program was developed during the fiscal year, with the collaboration of the French-language Services Coordinating Committee, and launched on March 20, 2009, appropriately the International Day of the Francophonie (*Journée internationale de la Francophonie*).

Although actual prize winners were not announced this year, three champions of French-language services were honoured during the program launch for their contributions: Dr. John Hamm, former premier of Nova Scotia; Réal Samson, former senior advisor for the Office of Acadian Affairs; and Gabrielle Verri, program manager, Canadian identity and cultural development, Canadian Heritage. Ten former French-language services coordinators were also honoured during the ceremony.

#### **Where do we want to be?**

Our goal is to present these awards annually. The nomination period is planned from September to November 2009, with the first awards to be given out in March 2010. A communications plan will be implemented to inform government employees and the public about this program.

#### **Change in measure**

The program guidelines call for three awards to be given, one in each of three categories: Excellence in Leadership, Excellence in Program Development, and Excellence in Service Delivery to the Public. It is therefore no longer appropriate to measure the number of designated public institutions or public servants recognized.

The measure to be used for 2009-2010 is the number of nominations received and that awards have been presented as planned.

## G. Supplemental information

The following image is being used to promote the *Bonjour!* Award for Excellence in French-language Services.

