

Office of Acadian Affairs
Accountability Report
for the Fiscal Year
2009-2010

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A. Accountability Statement

The Accountability Report of the Office of Acadian Affairs for the year ended March 31, 2010, 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 2009-2010. 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

August 6, 2010

Honourable Graham Steele
Minister

Date

Original signed

August 10, 2010

Vaughne Madden
CEO

Date

B. Message from the Minister and CEO

We are pleased to present the 2009-2010 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 translation services, French-language training, funding, policy advice and tools such as the *Bonjour!* Visual Identification Program to help departments and other designated public institutions develop and deliver services in French and meet their obligations under the *French-language Services Act* and the *French-language Services Regulations*.

The Office of Acadian Affairs encourages and supports ongoing dialogue and collaboration between government and the Acadian and francophone community. This dialogue will ensure that the community's needs are heard, understood, and addressed in the development of government programs, policies and services.

Highlights in 2009-2010 include the naming of the first three recipients of the *Bonjour!* Award for Excellence in French-language Services, the signing of the Canada-Nova Scotia Agreement for French-language Services (2009-2013), and the launch of an awareness training workshop – *Acadie at a Glance / Coup d'oeil sur l'Acadie* – for provincial public servants.

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 Services 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. This collaboration will ensure that Government can keep its *French-language Services Act* commitment: promoting the development of its Acadian and francophone community and maintaining for future generations the French language, which contributes to the enhancement of life in 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 2009-2010 summarizes the activities, accomplishments and performance measures for the fiscal year ending March 31, 2010. This report should be read in conjunction with the Office of Acadian Affairs Business Plan for 2009-2010 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, 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 report on government's progress in 2009-2010 will be published in the fall of 2010, and will be made available on the Acadian Affairs website at <http://www.gov.ns.ca/acadian> in both French and English.

D. Progress and Accomplishments

This section provides an overview of the progress and achievements of the Office of Acadian Affairs during the 2009-2010 fiscal year. These achievements are organized around the strategic goals and the priority activities which were outlined in the Office's 2009-2010 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 its *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 2009-2010.

Subcommittees of the Coordinating Committee worked on various deliverables identified for this year.

- a. An action plan and framework for the review of French-language services to measure the effectiveness of the *French-language Services Regulations* were developed and implementation was begun. The Office of Acadian Affairs was approved for a Career Starts Intern who will assist the Coordinating Committee during the summer of 2010. The review will be completed by July 31, 2010 as required in the regulations.
- b. An action plan related to the delivery of services in French by Third Party Entities which provide services on behalf of government was defined. Work will continue in 2010-2011 to address issues such as service requirements and supports to be made available to the third parties.
- c. The *Bonjour!* Award for Excellence in French-language Services Program was rolled out with a communications plan supported by Acadian Affairs. The first awards were presented in March 2010. (More information can be found in Strategic Goal 3, Priority activity 3.)
- d. With the help of the Public Service Commission, work progressed on the development of human resources guidelines to support the implementation of the *French-language Services Act*. Internal consultations with government Human Resource professionals and senior management were begun. Consultations will continue and the guidelines should be implemented in 2010-2011.

The Office of Acadian Affairs provided guidance to designated public institutions in the preparation and publishing of their annual French-language services plans. French-language services plans for 2009-2010 were received from 39 designated public institutions.

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 Public Relations Working Group of the District Health Authorities, and the Collaborative Forum (Department of Health, Department of Health Promotion and Protection, Réseau Santé, and District Health Authorities).

The third annual report on government's progress in developing and delivering French-language services Progress Report 2009 - 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 October 14, 2009. 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: Negotiation and management of the Canada-Nova Scotia Agreement on French-language Services and implementation of the Strategic Plan for French-language Services (2009-2013)

During 2009-2010, the Office of Acadian Affairs, in collaboration with the French-language Services Coordinating Committee, finalized the Nova Scotia Strategic Plan for French-language Services for 2009-2013, and successfully completed the negotiations with Canadian Heritage to renew the Canada-Nova Scotia Agreement on French-language Services for the same four-year period. The Agreement was signed and will provide for \$1.4 million for each year of the agreement.

The Office of Acadian Affairs manages this agreement on behalf of Nova Scotia and funds are available by request to help departments and other public institutions implement their French-language services plans and to contribute to the implementation of Nova Scotia's Strategic Plan for French-language Services. Funds are also used for French-language training and translation services.

The Agreement allows for special project funding. In 2009-2010, an additional \$20,000 was received from Canadian Heritage for "*Mobilisation communautaire – secteur jeunesse*", a project related to raising awareness among Acadian and francophone youth of the availability of French-language services and to encourage them to request these services.

3. Priority activity: Support for the Ministerial Conference on the Canadian Francophonie

Nova Scotia is an active member of the Ministerial Conference on the Canadian Francophonie (MCCF), an association of federal, provincial and territorial ministers responsible for francophone issues and French-language services across Canada.

During this fiscal year, Nova Scotia provided leadership to the Ministerial Conference on the Canadian Francophonie in the implementation of national strategies. The Minister and CEO were, respectively, members of the executive committees for ministers and for senior public servants from April to the annual meeting in September 2009.

The Minister and the Office of Acadian Affairs supported the Ministerial Conference on the Canadian Francophonie during 2009-2010 in achieving its four strategic goals as follows:

1. Communicate the Conference's vision, strategies and successes
 - Mentioned the Ministerial Conference on the Canadian francophonie in Progress Report 2009 and in a speech by the Minister at the Annual General Meeting of the Fédération acadienne de la Nouvelle-Écosse.
 - Ensuring Nova Scotia's participation at the 2009 Ministerial Conference on the Canadian Francophonie in Vancouver in September 2009.
 - Supporting the development of a communications plan and launch of a new website for the MCCF.
2. Promote the Canadian francophonie
 - Participated in official and promotional activities during the Congrès mondial acadien 2009.
 - Assured a Nova Scotia presence at the *Journée de la francophonie canadienne* activities, on February 13, 2010, during the Vancouver 2010 Olympics.
 - Supported the participation of Nova Scotia artists at Place de la Francophonie during the Vancouver 2010 Olympics.
3. Provide leadership in priority areas for the Canadian francophonie
 - Collaborated with provincial stakeholders to ensure representation of the Acadian and francophone community of Nova Scotia at the Metropolis National Pre-Conference on Francophone Immigration in Canada in March 2010.
4. Establish a forum for thinking and influence
 - Contributed to research and planning activities related to economic development of the Canadian francophonie. This sector will be a priority in 2010-2011.

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 and other opportunities to increase knowledge**

French language training was made available to public servants in order to contribute to increasing the government's capacity to serve the public in French. 798 training seats were filled. The fees paid for this training, \$152,000, were 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). Classes were added in the fall and winter in Truro, Greenwood, and Petit-de-Grat, expanding the availability of French language training to additional public servants.

In Sydney, training was delivered through the Conseil communautaire Étoile de l'Acadie in the fall and winter sessions.

Two other types of training opportunities were coordinated:

- The Office of Acadian Affairs hosted 4 *Causeries midi*, casual lunch and learn sessions held in French on a variety of topics during the year. 62 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 introduced a one-day workshop for public servants - "*Coup d'oeil sur l'Acadie*" in French, "Acadie at a Glance" in English - to raise their awareness of the *French-language Services Act* and of the needs of the Acadian and francophone community for services in French; 4 sessions (3 in English, 1 in French) were held in the Fall and Winter, with a total of 48 participants.

The results of the French language capacity questions included in the "How's Work Going?" survey of employees in 2009 were published during this fiscal year. The survey shows that 13% of employees surveyed self-assessed their speaking and listening skills in French as intermediate or advanced. This is nearly double the results seen in a 2003-2004 survey about French language capacity undertaken by the French-language Services Coordinating Committee; 6.8% of employees in 14 departments and offices surveyed had self-assessed as having oral French skills. (See Outcome 2.1 for additional information.)

Additional analysis of the "How's Work Going?" results and any impact on the French language training program will be done in 2010-2011.

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 2009-2010, 41 designated public institutions and 12 other government entities requested translations. In total, over 1.8 million words were translated.

A third full-time translator was hired to increase in-house capacity to provide translation services.

3. Priority activity: Noria Project – Improve accessibility to French-language parliamentary information

The Office of Acadian Affairs continued to coordinate, on behalf of the Province of Nova Scotia, a project begun in the 2008 calendar year which contributes to improved services in French from the Legislature.

Funding for these activities was obtained through the Noria program of the *Assemblée parlementaire de la Francophonie*. This program is funded entirely by the *Organisation intergouvernementale de la Francophonie*.

The three main components of the Noria program and the accomplishments for 2009-2010 are:

- a) Translation of parliamentary web content: 14,000 words were translated, including portions of the Elections Nova Scotia and the Nova Scotia Legislature web sites.
- b) Purchase of French-language publications for the Legislative Library: Subscriptions to three French-language magazines/publications for the Legislative Library were funded.
- c) French-language training for Members of the Legislative Assembly and Legislature staff: 7 parliamentarians and 22 Nova Scotia Legislature and Caucus staff took French language training

4. Priority activity: Promotion of French-language services using the *Bonjour!* symbol and other tools

The *Bonjour!* Visual Identification Program for French-language services was promoted within government as well as externally. The program helps the Acadian and francophone public to easily identify where services in French are available.

- The Office continued to distribute *Bonjour!* material to designated public institutions to help them communicate an active offer of French-language services. During 2009-2010, Acadian Affairs distributed 222 *Bonjour!* lapel pins, 254 keyboard toolbars for French accents, 12

flipchart information tools, 81 desktop signs, and 432 program information pieces (posters, cards, stickers, notepads, pens, bookmarks, and brochures). Since the launch of the program, 37 designated public institutions have received *Bonjour!* material.

- The online presence of *Bonjour!* logo was increased by encouraging public institutions to post a *Bonjour!* button on their home pages to indicate the availability of French-language services and/or publications, as outlined in the French-language Communications Guidelines and the Guidelines for Displaying French on Provincial Government Websites; 19 departments and agencies are listed on the *Bonjour!* website at www.gov.ns.ca/bonjour which also facilitates navigation to French content on the government website.
- *Bonjour!* advertisements were placed in key publications such as *Progrès*, *The Senior's Advocate*, and *Le Courrier de la Nouvelle-Écosse*.

During the year, the Office of Acadian Affairs promoted French-language services by issuing 7 media releases in both French and English on subjects such as the conference of the Assemblée parlementaire de la francophonie, the 5th anniversary of the *French-language Services Act*, and the recipients of the *Bonjour!* Award of Excellence in French-language Services. Staff also delivered presentations regarding the *French-language Services Act* and *Regulations* as well as French-language services development and delivery during symposiums of the Réseau Santé de la Nouvelle-Écosse.

Other events used to increase awareness of French-language services and raise the profile of Nova's Scotia's Acadian and francophone community included the tabling of the annual progress report in the House of Assembly by the Minister of Acadian Affairs, the first award ceremony for the *Bonjour!* Award for Excellence in French-language Services, and the annual general meeting of the *Fédération acadienne de la Nouvelle-Écosse*.

5. Priority activity: Funding assistance for French-language services

The Office of Acadian Affairs administers 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 2009-2010. Some of this funding pays for French-language training, translation services and other administration costs at the Office of Acadian Affairs.

The majority of the Agreement funding, \$945,000, was provided to 13 designated public institutions to help develop and implement French-language services initiatives.

- Priority French-language services which were supported include the improvement or development of new services available online in French from Service Nova Scotia and Municipal Relations, for example, the capacity to use Interac debit cards for payment, a Liens Check service online, information regarding gift cards sold in Nova Scotia, and updated system for the Registry of Joint Stocks. Access Nova Scotia and call centre services in French were maintained.
- This also includes support for the programming and delivery of services by the *Conseil communautaire Étoile de l'Acadie* in Sydney and the *Conseil communautaire du Grand-Havre*

in the Halifax Regional Municipality.

Special project funding of \$20,000, matched by Acadian Affairs, was negotiated as well for the “*Mobilisation communautaire: secteur jeunesse*”, a social marketing campaign targeting Acadian and francophone youth. Details are provided in Strategic Goal #3, Priority Activity 2.

The Office of Acadian Affairs also provided \$144,000 in funding to support initiatives in the Acadian and francophone community.

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 Consultation Working Group.
- Labour Market Agreement Interdepartmental Committee
- Interdepartmental Committee on Intergovernmental Relations
- Diversity Round Table
- Long-term Planning Council
- Employment Equity Partnership Advisory Council
- Community Development Action Group
- Coordinating Committee on Domestic Violence

One noteworthy project is the collaboration of the Office of Acadian Affairs with the Department of Economic and Rural Development to translate the Collaborative Strategies in Community Development Workshop to French. Acadian Affairs staff co-facilitated, with Economic and Rural Development staff and the *Conseil de développement économique de la Nouvelle-Écosse*, a workshop with the Acadian and francophone community in Tusket to explore potential exchanges and increased collaboration between Nova Scotia Acadians and francophones and Cajuns in Louisiana.

2. **Priority activity: Engagement of the Acadian and francophone community - "Mobilisation communautaire"**

The Office of Acadian Affairs continued to encourage Acadian and francophone community members to make their needs known to government. The Office 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.

During 2009-2010, the Minister of Acadian Affairs met with representatives of Acadian and francophone community organizations in Annapolis Valley/Greenwood, Chéticamp, Clare, Halifax

Regional Municipality, Isle Madame, Par-en-Bas (Tusket), Pomquet, Rive sud (Blockhouse), Truro, and Sydney. The participants were able to inform the Minister on issues and needs specific to their region.

In 2009-2010, the Office of Acadian Affairs encouraged and supported partnerships between government institutions and community groups, for example, between the Department of Community Services and the *Fédération des parents acadiens de la Nouvelle-Écosse*; between the Department of Health and the Department of Health Promotion and Protection and the *Réseau Santé Nouvelle-Écosse*; and between the Department of Labour and Workforce Development and the *Réseau acadien des intervenants en employabilité*.

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.

Special project funding of \$40,000 under the Canada-Nova Scotia Agreement on French-language Services was provided to the Conseil jeunesse provincial de la Nouvelle-Écosse (CJP) for the implementation of a social marketing campaign designed to increase demand and use of French-language services by Acadian and francophone youth. Acadian Affairs provided communications and marketing direction for this project.

- The CJP held workshops in 9 high schools of the *Conseil scolaire acadien provincial* to encourage Acadian and francophone youth to speak up and affirm their language and their culture through art, video, and other activities; 234 students participated.
- The *Faites du train* website (<http://www.faitesdutrain.ca>) was updated.
- French-language services were promoted.
- A *Faites du train* contest was launched and submissions, including art and poetry, were placed on the website.

The availability of funding for French-language services during government consultations was promoted through the French-language Services Coordinating Committee. Three consultations or activities which engaged the Acadian and francophone community were supported with nearly \$7000 through the Canada-Nova Scotia Agreement on French-language services.

- The Department of Health Promotion and Protection consulted nine Health Promoting Schools teams (in French *Écoles santé*) including the *Conseil scolaire provincial acadien* who was able to deliver their presentation in French and receive feedback from all participants.
- The Department of Health Promotion and Protection, with assistance from the Department of Community Services, consulted the Acadian and francophone community in a French-language Public Health Gathering in Church Point; 30 people participated.
- The Department of Community Services with the collaboration of the Department of Health Promotion and Protection held a focus group consultation of the Acadian and francophone community regarding the development of a comprehensive food and nutrition policy for regulated child care centres; 34 people participated via video-conference in 9 different locations in the community.

The Office of Acadian Affairs participated in the organization of a tripartite forum named “*La communauté acadienne et francophone de la Nouvelle-Écosse – L’affaire de tous*” held in Halifax in November 2009. This was an opportunity to increase collaboration and communication between the federal and provincial governments and Nova Scotia’s Acadian and francophone community; 110 people from across the province participated and were able to share information on programs and services as well as the needs of the community.

3. Priority activity: Recognition of Excellence in French-language service delivery 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.

The Office of Acadian Affairs, in collaboration with the French-language Services Coordinating Committee launched the *Bonjour!* Award for Excellence in French-language Services program in March of 2009 in order to recognize the contribution of individuals or groups to the delivery of services in French.

During 2009-2010, an internal and external advertising campaign was developed and implemented to solicit nominations from government employees and from the public for the *Bonjour!* Award of Excellence. This included newspaper and radio advertisements, broadcast emails to government employees, and direct mail pieces to the community organizations. A total of 21 nominations were received.

An awards luncheon and ceremony was held on March 23, 2010 with government and community representatives present, and a recipient was announced in each of three categories:

- Excellence in Leadership: Dr. Pierre Lessard, Annapolis Valley District Health Authority
- Excellence in Program Development: Jamie Benoît, Service Nova Scotia and Municipal Relations
- Excellence in Delivery of Service to the Public: Albert LeBlanc, Economic and Rural Development.

During the awards ceremony, the *Fédération acadienne de la Nouvelle-Écosse* (FANE) was recognized as the French-language Services Champion for its long-standing commitment to promoting and developing the Acadian and francophone community and for its partnership with the Office of Acadian Affairs.

Twelve former French-language coordinators were also recognized for their contributions.

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

The Acadian and francophone community has made and continues to make important contributions to the social and economic prosperity of Nova Scotia. These successes are generally well-known within the Acadian and francophone community but to a lesser degree amongst the general population of Nova Scotia.

The Office of Acadian Affairs supported initiatives in 2009-2010 that contributed to raising the provincial, national, and international profile of the Acadian and francophone community of Nova Scotia, including the following:

- The first presentations of the *Bonjour!* Award for Excellence in French-language Services in March 2010 and the naming of the *Fédération acadienne de la Nouvelle-Écosse* as French-language Services Champion. (See Strategic Goal #3, Priority activity #3 for more information.)
- The launch and news conference in March 2010 of the results of a study dealing with language experiences, behaviours and beliefs related to using services in French “*Utilization of French-language Government Services*”.
 - This study, involving 600 Acadians and francophones living in the Argyle, Clare, Chéticamp, Isle Madame and Halifax regions was conducted by researcher Kenneth Deveau of Université Sainte-Anne his colleagues Rodrigue Landry and Réal Allard. The results were published by the Canadian Institute for Research on Linguistic Minorities and are available online (in French only) at www.icrml.ca.
 - Among the findings, the study shows that many Acadian and francophone citizens prefer to receive government services in French and are more likely to take advantage of French-language services when they are explicitly and proactively offered by government. A "proactive offer" combines a bilingual greeting with visual cues, such as pins or signs that indicate that a service is available in English or French. The province's *Bonjour!* Visual Identification Program promotes proactive offers by encouraging government employees to offer services in French and encouraging members of the public to ask for, and use, government services in French.
- Funding for the participation of representatives of community organizations - the *Fédération acadienne de la Nouvelle-Écosse*; the *Conseil de développement économique de la Nouvelle-Écosse*; and *Université Sainte-Anne* – to the National Metropolis Pre-Conference on Francophone Immigration in Canada in March 2010.
- Collaboration with the Department of Tourism, Culture, and Heritage and the *Conseil de développement économique de la Nouvelle-Écosse* to promote the Acadian and francophone community of Nova Scotia during the 2009 Congrès mondial acadien in the Acadian Peninsula of New Brunswick.
- Provision of administrative support to the Nova Scotia Section of the *Assemblée régionale américaine* when Nova Scotia hosted more than 30 francophone parliamentary delegates during its 25th session, held in Halifax in September 2009. Delegates, who are members of the *Assemblée parlementaire de la Francophonie* were informed on Nova Scotia's French-language Services initiatives and exposed to our Acadian culture and heritage. Nova Scotian

members of the *Ordre de la Pléiade* were invited to a dinner with the delegates.

- Contribution of \$5,000 to the Department of Health Promotion and Protection to support the presence of Acadian and francophone artists at Place de la Francophonie during the Vancouver 2010 Winter Olympic Games

In addition, the Minister and/or staff attended various meetings and events hosted by Acadian and francophone community groups, including the Annual General Meeting of the *Fédération acadienne de la Nouvelle-Écosse* and the launch of activities and celebrations of *Les Rendez-vous de la francophonie* in Nova Scotia. In-kind services were provided to Nomination Grand Pré committee to help with the preparation of the submission requesting inclusion of the cultural landscape of Grand-Pré on the list of UNESCO World Heritage Sites.

E. Financial Results

**Office of Acadian Affairs
Accountability Report – Fiscal 2009-2010**

Office of Acadian Affairs			
	2009-2010 Estimate	2009-2010 Actual	Variance
Program & Service Area	(\$ thousands)	(\$ thousands)	(\$ thousands)
Total Program Expenses	2,094	2,109	15
Ordinary Recoveries	(1,400)	(1,427)	(27)
Funded Staff (FTEs) Gross	11.0	9.8	(1.2)
Provincial Funded Staff (FTEs) Net	6.2	5.1	(1.1)

No Significant Variances

F. Measuring Our Performance

The following report on measures is organized by Strategic Goal as presented in our 2009-2010 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 Act* requires that deputy heads of departments and CEOs of offices each appoint a French-language services coordinator to the French-language Services Coordinating Committee. This committee assists and advises the Minister of Acadian Affairs on the implementation of this Act. The measure indicates adherence to the legislation.

Where are we now?

2006-2007 – 20
2007-2008 – 22
2008-2009 – 24
2009-2010 – 24

The target for 2009-2010 was 24 and, as of March 2010, 24 departments and offices were represented on the French-language Services Committee.

Where do we want to be?

The ultimate target is 26. The Office of Acadian Affairs will continue to inform designated public institutions of their obligations to ensure 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

2009-2010 – 39

The target for 2009-2010 was 40, however only 39 plans were published.

Where do we want to be?

In 2010-2011, we are again 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 plays a role in the advancement of the Canadian francophonie.

Measure

Contributions made to support initiatives of the Ministerial Conference on the Canadian Francophonie (MCCF)

What does this measure tell us?

The contribution made by Nova Scotia to support the Ministerial Conference on the Canadian Francophonie in achieving its goals shows the importance placed on French-language services by our government. Nova Scotia is an equal member at this table of Ministers. The Conference allows for sharing of best practices, relationship building with the Federal minister of Canadian Heritage, and input on initiatives related to improving services in French to Acadians and francophones across the country.

Where are we now?

Our target was to show progress as identified in the Ministerial Conference on the Canadian Francophonie operational plan. Our planned strategic actions were identified as:

- Provide leadership for Ministerial Conference on the Canadian Francophonie by participating on executive committee.
- Contribute to priority initiatives and participate in annual Ministers' conference.

The Minister and the Office of Acadian Affairs did indeed provide leadership to the MCCF as members of the executive committees for ministers and senior public servants from April to September 2009. The Minister and the Office were represented at the annual Ministers' conference in Vancouver (September). In addition, the Minister and the Office of Acadian Affairs supported all initiatives of the MCCF during 2009-2010. (For specific contributions, see Strategic Goal #1, Priority activity #3.)

Where do we want to be?

Our ultimate target was expressed as contributing to the achievement of the MCCF goals through four key strategies for 2008-2011. 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

For 2010-2011 this measure is discontinued. Instead, we will report on media coverage of events or initiatives supported by the Office of Acadian Affairs which contribute to raising the profile of the Acadian and francophone community of Nova Scotia. Strategies of the Ministerial Conference on the Canadian Francophonie are expected to be included.

Outcome 1.4

French-language services offered by the Government of Nova Scotia have been reviewed and the effectiveness of the *French-language Services Regulations* in achieving their objective has been evaluated.

Measure

Improvements in French-language services delivery.

What does this measure tell us?

Pursuant to the *French-language Services Regulations*, the Minister of Acadian Affairs must conduct, before July 31, 2010, a review of the French-language services offered by the Government of Nova Scotia for the purpose of evaluating the effectiveness of the *Regulations* in achieving their objective of substantial and measurable improvements.

Where are we now?

This was a new measure for 2009-2010. The target for 2009-2010 was to develop an action plan and initiate the review.

During this past fiscal year, a sub-committee of the French-language Services Coordinating Committee was created to lead the review process and an action plan was developed.

Where do we want to be?

We are on target to complete the review by July 31, 2010 as required by the *Regulations*. Government and community stakeholders will be consulted and informed of the results.

Change in measure

The measure for 2010-2011 is the completion of the review, which is required by July 31, 2010.

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

In 2008-2009, the Public Service Commission (PSC) 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 2008-2009 survey show the following percentage of respondents at intermediate or advanced levels of French capacity for the three French language skills:

- Speaking and listening – 13%
- Reading – 16%
- Writing – 12%

Where do we want to be?

Because the 2008-2009 survey included a broader coverage of departments, offices, and agencies, we had left 6.8% as our target for Intermediate or Advanced French skills and our ultimate target was set at 10%.

We have asked that the language capacity questions be included in future surveys, the next one being 2011. The targets established for the next survey are:

- Speaking and listening – 15%
- Reading – 17%
- Writing – 13%

Change in measure

The measure used in the 2010-2011 Statement of Mandate is modified slightly to: Percentage of survey respondents with self-assessed intermediate or advanced French language capacity in Speaking/Listening, Reading, and Writing.

The results of the biennial survey of 2011 should be available during the fiscal year 2011-2012.

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 their awareness of these services and of their obligations to provide public information in French.

Where are we now?

2005-2006 – 26

2006-2007 – 30

2007-2008 – 29

2008-2009 – 42

2009-2010 – 41

The 2009-2010 target of 40 was surpassed with 41 designated public institutions having used the translation services. In addition to these, 12 other government institutions, not named in the *French-language Services Regulations*, also accessed the translation services.

Over 1,880,000 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 Office of Acadian Affairs will continue to recruit for an additional translator in 2010-2011 in order to meet growing needs.

The Office of Acadian Affairs will continue to promote the availability of its translation services in presentations to departmental management teams and to communications personnel.

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

2009-2010 – 37

The target for 2009-2010 of 38 was nearly met, with 37 designated public institutions having received *Bonjour!* materials as of the end of the fiscal year. (See Strategic Goal #2, Priority activity #4 for details.)

Where do we want to be?

The target for 2010-2011 is 38 with an ultimate target of all 47 designated public institutions.

Many designated public institutions have requested a supply of materials and continue to distribute these to staff. Only a few designated public institutions have not yet requested materials, but they may still do so as they develop and provide new services in French, or as their employees taking French-language training become comfortable enough with their skills to provide services in French.

The *Bonjour!* symbol will continue to receive exposure through its use in other programs such as the *Bonjour!* Award for Excellence in French-language Services. Additional efforts will be made 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 departments are developing or delivering services which 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

2009-2010 – 13

In 2009-2010, the target was 17, however, only 13 designated public institutions accessed funding for various French-language services projects.

A total of \$945,000 was provided to various departments and government institutions to help with the development or delivery of French-language services. 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. Funding was also provided for French-language services coordinator positions in the departments of Community Services, Health Promotion and Protection, and Education, and for a Policy Analyst for French-language Services at the Public Service Commission.

Where do we want to be?

The Office of Acadian Affairs is pleased with the types of requests for funding that were received and the services which were developed and offered. It is our expectation that new services, developed by departments and institutions with the help of Agreement funding, will be maintained in the future and included in regular business and budget planning. The annual target remains at 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
2009 – 38

The target of 40 for the 2009 report was not met, with 38 designated public institutions contributing to the report.

Where do we want to be?

The ultimate target is that all 47 designated public institutions contribute to the annual progress report. The target for the 2010 progress report remains at 40.

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?

Although the measure mentions province-wide public consultations only, for 2008-2009 we reported on consultations assisted by the Office of Acadian Affairs with funding 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.

In 2008-2009:

- Seven consultations or public engagement projects were supported with funds from the Canada-Nova Scotia Agreement on French-language Services.
- A review of the 2008-2009 progress reports included in French-language services plans for 2009-2010 showed at least 14 consultations or citizen engagement initiatives with the Acadian and francophone community, although not necessarily during province-wide consultations.

In 2009-2010, the target was to increase opportunities over the previous year and we can report that:

- Three consultation or public engagement projects were supported with funds from the Canada-Nova Scotia Agreement on French-language Services. (Strategic Goal #3, Priority activity #2 for details.)
- A review of the 2009-2010 progress reports included in French-language services plans for 2010-2011 showed at least 26 consultations or citizen engagement initiatives projects with the Acadian and francophone community (see following table). There were other instances of dialogue and relationship building which are not mentioned here.

<u>Designated public institution</u>	Consultation or citizen engagement initiatives with Acadian and francophone community during 2009-2010 and providing services in French.
Agriculture / Fisheries and Aquaculture	<ol style="list-style-type: none"> 1. Held discussions with 4-H and Inland Fisheries about possibilities for French services in their areas. 2. Provided simultaneous interpretation during a province-wide consultation. Supporting material was translated
Economic and Rural Development	<ol style="list-style-type: none"> 3. Engaged and collaborated with regional development authorities and stakeholders in the Acadian and francophone community to develop and implement economic development initiatives.
Environment	<ol style="list-style-type: none"> 4. Translated information for two public consultations into French: the proposed banning of the cosmetic use of pesticides and the Five Bridges Lake Candidate Wilderness Area.
Finance	<ol style="list-style-type: none"> 5. Ensured that the Back to Balance consultation regarding the provincial budget had French-language sessions. Ensured that associated materials were made available in French and were made available on a fully translated website. Voluntary Planning provided logistical support. The public session held in French, linking Acadian and francophone communities by video-conference, had 60 participants. 6. Consulted with the <i>Fédération acadienne de la Nouvelle-Écosse</i> and the <i>Conseil de développement économique de la Nouvelle-Écosse</i> to discuss data needs in Community Counts; Community Counts staff consulted with Office of Acadian Affairs on translation of the website (ongoing). 7. Continued consultations with Conseil scolaire acadien provincial to meet translation needs.
Health and Health Promotion and Protection	<ol style="list-style-type: none"> 8. Participated in provincial mini-colloquiums in Acadian and francophone communities organized by Réseau Santé Nouvelle-Écosse as well as the Annual Health Forum and the Réseau Santé Board of Directors meetings. 9. Participated in the organization of the Community Consultations organized by <i>Réseau Santé Nouvelle-Écosse</i> to identify the health and wellness needs of Acadians and francophones and provided assistance in finalizing the report.
Health Promotion and Protection and Community Services	<ol style="list-style-type: none"> 10. Included French-language services for Food and Nutrition Policy consultations.
Health Promotion and Protection	<ol style="list-style-type: none"> 11. Included French-language services in consultation for Stakeholder Gathering on Public Health held in Church Point; 12. Included French-language services for Local Gathering for Volunteerism. 13. Conducted surveys in French regarding youth health centres and the Physical Activity and Dietary Intake of Children and Youth in Nova Scotia study. 14. Provided simultaneous interpretation services during the conference Health Promoting Schools.
Justice	<ol style="list-style-type: none"> 15. Consulted quarterly with the Association des juristes d'expression française de la Nouvelle-Écosse. 16. Organized two consultations between stakeholders and the research company PRA Inc on the implementation of the Contraventions Act. 17. Public Prosecution Services continued to provide a staff person to meet with <i>l'Association des juristes d'expression française de la Nouvelle-Écosse</i>, as operational requirements permitted.
Labour and Workforce Development	<ol style="list-style-type: none"> 18. Created an Acadian employability stakeholders table - <i>Réseau acadien des intervenants en employabilité (RAIE)</i> - to better understand and meet the needs of the Acadian and francophone community.

<u>Designated public institution</u>	Consultation or citizen engagement initiatives with Acadian and francophone community during 2009-2010 and providing services in French.
Seniors	19. Maintained representation of Acadian and francophone organizations on the Group of IX Seniors' Organizations and Senior Abuse Prevention Advisory Committee to ensure that the department is kept abreast of the priorities of the Acadian and francophone community.
Office of Immigration	20. Met with the Acadian and francophone community immigration representatives to discuss the new provincial immigration strategy (March 2010).
Office of the Ombudsman	21. Held Outreach session in a Acadian and francophone community.
Annapolis Valley District Health Authority	22. Held meeting with community partners (<i>Association francophone de la vallée d'Annapolis</i> , <i>Les Amis de Grand-Pré</i> and <i>Le Centre de ressources pour les familles militaires de Greenwood</i>), the district health authority's French sub-group and the Department of Health's French-language Health Services Coordinator to discuss ways to better communicate and distribute information. 23. The district health authority's French sub-group and the Department of Health French language sub-committee met in the fall with the community health board coordinators and with <i>l'Université Sainte-Anne</i> .
Capital District Health Authority	24. Consulted with stakeholders from the Acadian and francophone community on French-language services priorities. 25. A representative from Capital Health attended meetings of the <i>Réseau Santé Nouvelle Écosse</i> and the annual French-language Health Services Collaborative Forum.
Nova Scotia Legal Aid Commission	26. Met with <i>l'Association des juristes d'expression française de la Nouvelle-Écosse</i> .

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. We will also continue to encourage the Acadian and francophone community to participate when citizen engagement opportunities are presented.

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, the measure did not reflect all initiatives undertaken to engage the Acadian and francophone community. Additionally, reporting on the number of consultations funded by the Canada-Nova Scotia Agreement on French-language Services is not effective as departments and institutions do not always require additional funds. Also, not all designated public institutions hold public consultations.

This measure has therefore been changed for 2010-2011 to the number of designated public institutions consulting with Acadian and francophone community, as reported in the annual report on French-language services.

Outcome 3.3

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

Measure

of nominations received.

Awards have been presented.

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. The *Bonjour!* Award for Excellence in French-language Services publicly recognizes individual or group contributions to French-language service delivery, and validates the work being done by our public servants. The program calls for presenting one award in each of three categories: Excellence in Service Delivery, Excellence in Program Development, and Excellence in Leadership.

This measure is a reflection of the awareness of the program amongst government employees and the public who may nominate public servants for awards, and of the value placed by government on the excellent work accomplished by recognizing the recipients in a public ceremony

Where are we now?

The *Bonjour!* Award for Excellence in French-language Services was launched during 2008-2009, on March 20, appropriately the *Journée internationale de la Francophonie*.

- No awards were presented in the first year; however 3 champions of French-language services were named and 10 former French-language services coordinators were honoured for their contribution to the development of French services during the program launch.

During 2009-2010, a total of 21 nominations were received and a public awards ceremony was held on March 23, 2010, in presence of representatives from government and the Acadian and francophone community. (See Strategic Goal #3, Priority activity #3 for details)

- 3 awards were presented.
- One Acadian and community organization was named champion of French-language services
- 12 former French-language services coordinators were honoured for their contributions.

Where do we want to be?

Our goal is to present the awards annually. The target for 2010-2011 is to increase the number of nominations received by 15%. The program will continue to be promoted internally and externally.