

Office of Acadian Affairs Accountability Report for the Fiscal Year 2010-2011

Table of Contents

A. Accountability Statement	3
B. Message from the Minister and CEO	4
C. Financial Results	5
D. Measuring Our Performance	6
Outcome 1	7
Outcome 2	10
Outcome 3	11
Outcome 4	12
Outcome 5	13
Outcome 6	15
Outcome 7	16
Outcome 8	17
Outcome 9	18
Outcome 10	20
Outcome 11	21
Outcome 12	23

A. Accountability Statement

The accountability report of the Office of Acadian Affairs for the year ended March 31, 2011 is prepared pursuant to the *Finance Act* and government policies and guidelines. These authorities require the reporting of outcomes against the Office of Acadian Affairs Statement of Mandate for the fiscal year 2010-2011. 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 2010-2011 Statement of Mandate.

Original signed on July 27, 2011

Graham Steele, Minister

Original signed on July 27, 2011

Vaughne Madden, CEO

B. Message from the Minister and CEO

We are pleased to present the 2010-2011 Accountability Report for the Office of Acadian Affairs.

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

Through the *French-language Services Act*, the Nova Scotia Government has made a commitment to the development of its Acadian and francophone community and the maintenance for future generations of the French language, thus contributing to the enhancement of life in Nova Scotia.

As a central support agency, the Office of Acadian Affairs provides various services to government departments, offices, and agencies to help them develop and deliver services in French and meet obligations under the *French-language Services Act* and the *French-language Services Regulations*. These services include translation services, French-language training, funding, policy advice and tools such as the *Bonjour!* Visual Identification Program

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

We would like 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.

With the government restructuring announced in January 2011, Acadian Affairs has become a division of the Department of Communities, Culture and Heritage. Performance measures for Acadian Affairs for 2011-2012 and future years will be included in the department's Statement of Mandate and Accountability Report.

Graham Steele
Minister of Acadian Affairs

Vaughne Madden
CEO

C. Financial Results

Office of Acadian Affairs Accountability Report – Fiscal 2010-2011

Office of Acadian Affairs			
	2010-2011 Estimate	2010-2011 Actual	Variance
Program & Service Area	(\$ thousands)	(\$ thousands)	(\$ thousands)
Total Program Expenses (note 1)	2,094	1,969	(125)
Ordinary Recoveries	(1,400)	(1,407)	7
Funded Staff (FTEs) Gross	11.0	10.8	(.2)
Provincial Funded Staff (FTEs) Net	6.2	6.1	(.1)

Significant Variance Explanations: 2010-2011 Estimate to 2010-2011 Actual

1. Total Program Expenses were \$125 thousand less than budget due to under spending in program grants partially offset by additional professional services for French language training and translation services.

D. Measuring Our Performance

Performance measures for 2010-2011 for the Office of Acadian Affairs were aligned with its objects and purposes as defined in the *French-language Services Act* (2004).

Outcomes 1 and 2 pertain to the following parts of the objects and purposes:

- (a) Ensure that the Government is aware of the needs of the Acadian and francophone community
- (e) Ensure that Acadian and francophone needs are addressed in the development of programs, policies and services

Outcomes 3 through 7 pertain to the following part of the objects and purposes:

- (b) Offer advice and support to departments, offices and agencies of Government and to Crown corporations for the purpose of developing and adopting or providing programs, policies and services that reflect the needs of the Acadian and francophone community

Outcomes 8 through 11 pertain to the following part of the objects and purposes:

- (c) Serve as a central support agency for other departments for French-language services within the Government

Outcome 12 pertains to the following parts of the objects and purposes:

- (d) Develop partnerships with Acadian and francophone agencies at provincial, national and international levels.
- (f) Recognize the contribution of the Acadian and francophone community.

The following pages report on the measures associated with each outcome.

Outcome 1

Description

The Acadian and francophone community has opportunities to inform government on its needs related to government policy or services during public consultations where French services are provided, through meetings, or through ongoing dialogue.

Measure

of designated public institutions consulting with Acadian and francophone community, as reported in the annual report on French-language services.

What does this measure tell us?

Through consultation with the Acadian and francophone community, Government is able to better understand the needs of the community and consider these needs in the development of policies, programs and services.

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.

Designated public institutions can also consult the community through meetings and dialogue with key stakeholders. These government-stakeholder relationships can be quite beneficial as they help build relationships and encourage collaboration.

Where are we now?

2009-2010 – A review of the 2009-2010 progress reports which are included in the 2010-2011 annual French-language services plans prepared by the designated public institutions identified 26 consultations or citizen engagement initiatives undertaken with the Acadian and francophone community by 15 designated public institutions. These were included in the [Progress Report 2010: French-language Services provided by the Government of Nova Scotia](#) and enumerated in the Acadian Affairs Accountability Report for 2009-2010.

2010-2011 - The target for 2010-2011 was 30 designated public institutions consulting the community. We are currently collecting data for the 2010-2011 progress report to be published in the fall of 2011, however, a few examples are listed below:

- Information and consultation sessions with Acadian and francophone community regarding new day care regulations. (Community Services)
- French-language session regarding student assistance using video-conferencing with Université Sainte-Anne's five campuses. (Education)
- French session during consultations related to the Budget, and consultation with Acadian and francophone community organizations to discuss French-language data needs from the Community Counts website. (Finance)

- Volunteerism Local Gathering consultation with Acadian and francophone community held using video-conferencing linking 8 regions. (Health Promotion and Protection)
- Consultation of Acadian and francophone organizations regarding publication of French material on the department's website. (Justice)
- Road safety survey, delivered in both French and in English. (Transportation and Infrastructure Renewal)
- Meetings with Acadian and francophone community partners. (Annapolis Valley District Health Authority)
- Consultation with stakeholders from the Acadian and Francophone community on French Language Services priorities. (Capital District Health Authority)

Acadian Affairs ensured ongoing dialogue with the Fédération acadienne de la Nouvelle-Écosse and other community organizations through frequent meetings and exchanges. Staff also attended annual meetings of several provincial organizations to keep informed of issues and participated in forums such as *Réseau Santé Nouvelle-Écosse* and the *Réseau acadien des intervenants en employabilité*.

Other designated public institutions maintained relationships with Acadian and francophone community organizations working in the same sector in order to better understand and meet the needs of the community, for example:

- *Réseau acadien des intervenants en employabilité* (RAIE), the Acadian employability stakeholders table. (Labour and Workforce Development)
- *Comité directeur pour l'immigration francophone – Nouvelle-Écosse* (a steering committee for francophone immigration). (Office of Immigration)
- *Réseau Santé-Nouvelle-Écosse* (Health and Health Promotion and Protection)
- *Regroupement des aînées et aînés de la Nouvelle-Écosse* (Seniors)

Acadian Affairs undertook a formal consultation of the Acadian and francophone community during its Review of French-language Services in the spring of 2010. Three questionnaires were developed – one for designated public institutions, one for community organizations and one for members of the public. The questionnaires included several questions about government consultations and the results show an awareness of obligations related to consulting the Acadian and francophone community. The results below were also included in the Progress Report 2010 - French-language Services provided by the Government of Nova Scotia:

- 66% of designated public institution respondents who undertook public consultations indicated that at least one session of every series of province-wide public meetings for consulting the public offered French-language services.
- Of those designated public institution respondents undertaking other types of consultations (e.g. online surveys), 54% agreed that they provided opportunities to participate in French.
- 60% of community organizations survey respondents said they noticed that there are more chances to participate in government-led consultations in French.
- 75 % of respondents agreed that their organization, or members of their organization, participated in public consultations held in French by the provincial government.

- 62% of the public respondents said they have seen an increase in opportunities for participation in French in consultations led by the provincial government.
- 79% of designated public institution respondents agreed that their organization had an ongoing relationship with Acadian and francophone community organizations.
- 73% of the designated public institution respondents agreed that their organization involves the Acadian and francophone community as stakeholders in major projects, when appropriate.
- 87% of community organization respondents said they had an ongoing relationship with one or more designated provincial departments, offices, or agencies.

Where do we want to be?

The Ultimate Target had been indicated as all 47 designated public institutions; however, this is unreasonable because not all institutions consult the public each year and the number of Government consultations varies from year to year.

The Review of French-language Services survey indicates awareness within government of obligations relating to consultation but there is room to grow.

Acadian Affairs will continue to inform designated public institutions about their obligations under the *French-language Services Act* to provide services in French during province-wide public meetings, and to encourage government-stakeholder relationships so that the Acadian and francophone community can inform Government of its needs.

Changes in measure

This measure is being discontinued. The 2011 annual progress report will highlight consultations undertaken by designated public institutions in 2010-2011.

Designated public institutions will continue to report on consultations with the Acadian and francophone community in the progress section of their annual French-language services plans.

Outcome 2

Description

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

Completion of review

What does this measure tell us?

The *French-language Services Regulations* (2006) required a review of French-language services offered by the Government of Nova Scotia, by July 31, 2010, for the purpose of evaluating the effectiveness of the regulations in achieving substantive and measurable improvements to these services.

Where are we now?

2009-2010 – An action plan and evaluation framework were developed and the review was initiated.
2010-2011 – The review was completed by July 31, 2010 and the results included in the Progress Report 2010 - French-language Services provided by the Government of Nova Scotia available online at http://www.gov.ns.ca/acadien/pub/2010_Progress_Report.pdf or from Acadian Affairs.

The main sources of information for the review of French-language services were three surveys created specifically for the review. These surveys targeted three distinct groups – designated public institutions who have obligations under the *French-language Services Act*, Acadian and francophone community organizations, and the Acadian and francophone public. Questions were asked in several categories including active offer, communications, human resources capacity, and public consultations. Responses from the designated public institutions regarding service improvements and from the community organizations and the public were compared and it was concluded that substantive and measurable improvements had been achieved.

Where do we want to be?

The review identified areas in which improvements could be made, and 14 ministerial recommendations were developed. These recommendations will help guide institutions of the Government of Nova Scotia toward continued progress in French-language services delivery. The recommendations are presented in the Progress Report 2010.

Changes in measure

This measure applies to the 2010-2011 fiscal year only.

Outcome 3

Description

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

2010-2011 – 25 reached, adjusted to 24

The target for 2010-2011 was 26, and as of early January, 25 departments and offices were represented on the French-language Services Coordinating Committee. With the departmental changes announced in January 2011 merging the Departments of Health and the Department of Health Promotion and Protection, representation became 24.

A list of the French-language Services Coordinating Committee members is available on the Acadian Affairs website.

Where do we want to be?

The ultimate target had been expressed as 26. With the departmental changes announced in January 2011, the new ultimate target is now 25.

The Office of Acadian Affairs will continue to inform designated public institutions of their obligations to ensure representation on the Coordinating Committee.

Changes in measure

Communities, Culture and Heritage will continue to report on this measure for 2011-2012.

Outcome 4

Description

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

2010-2011 – 35

The target for 2010-2011 was 40, however only 35 plans were published.

Where do we want to be?

The ultimate target had been expressed as 47 but with departmental changes in January 2011, the new ultimate target is 45. For 2011-2012 we are again targeting 40.

We will continue to promote to designated public institutions their obligations under the French-language Services.

Changes in measure

Communities, Culture and Heritage will continue to report on this measure for 2011-2012.

Outcome 5

Description

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

2010-2011 – 15

The target for 2010-2011 was 17, however, only 15 designated public institutions requested and obtained funding assistance. 2 non-designated government institutions also requested and obtained funding assistance which helped them provide services to the Acadian and francophone community.

Just over \$881,000 in federal funds from the Canada-Nova Scotia Agreement on French-language Services were provided to various departments and government institutions to help with the development or delivery of French-language services or support for Acadian and francophone community initiatives. This funding was matched by the departments and institutions.

A large portion of these funds, \$300,000, is provided to Service Nova Scotia and Municipal Relations for coordination of services in French, the implementation of new online French services, and the maintenance of direct services in French from government's call centre and Access Nova Scotia sites.

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.

Other projects supported include the preparation and printing of public health consumer health education resources and early childcare development program documents, updating of the nouvelle-ecosse.com tourism website, promotion of services in French through French-language

media advertising, and a consultation in French in the voluntary non-profit sector.

Community-led initiatives supported include cultural activities, marketing and strategic planning, and delivery of services from francophone school-community centres (i.e. the *Conseil communautaire Étoile de l'Acadie* in Sydney and the *Conseil communautaire du Grand-Havre* in the Halifax Regional Municipality).

Where do we want to be?

The impact of the funding is not necessarily in the number of designated public institutions obtaining funding, but in the new French-language services which are developed and delivered and which help the Government of Nova Scotia meet the objectives of its Strategic Plan for French-language Services. We are pleased with the new services which are being developed and with existing services that continue to be delivered in French.

Funding will continue to be made available to designated public institutions.

Changes in measure

This measure is being discontinued.

Acadian Affairs will continue to report on funded projects in its annual reports to Canadian Heritage. Departments and other government institutions which receive funding for projects should mention the services developed or delivered using this funding in their annual French-language services plans and progress reports.

Outcome 6

Description

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 report – 18

2008 report – 39

2009 report – 38

2010 report – 34

The target was 40 for the 2010 Progress Report however only 34 designated public institutions contributed to the report. The report was published October 22, 2010 and tabled in the Legislative Assembly by the Minister of Acadian Affairs.

Where do we want to be?

All designated public institutions are required to publish annual French-language services plans which also include reports on their progress in the previous year.

In the past, the annual Government progress report on French-language services repeated much of the information included in the annual French-language services plans published by the designated public institutions. Starting with the Progress Report 2011, a new format will be used which will highlight key advancements and key performance indicators.

Changes in measure

This measure is being discontinued. The Department of Communities, Culture and Heritage will continue to report on the number of designated public institutions publishing French-language services plans; these plans include progress reports for the previous year. The Minister of Acadian Affairs will continue to publish an annual report on Government's progress in delivering French-language services.

Outcome 7

Description

Public servants are more knowledgeable about the approach being taken by the government to provide French-language services and more aware of the cultural, social and economic issues pertaining to the Acadian and francophone community.

Measure

of public servants taking the “Acadie at a Glance” workshop and # of sessions offered.

What does this measure tell us?

The “Acadie at a Glance” workshop, developed by Acadian Affairs, helps public servants better understand and appreciate the cultural identity and heritage of the Acadians and francophones of Nova Scotia. The workshop also explains the provincial government’s commitment toward the preservation and growth of the Acadian and francophone community. Practical tools are provided to enable participants to contribute to French-language services development and delivery. This measure is an indication of increased awareness of obligations of government under the *French-language Services Act*.

Where are we now?

2009-2010 – 48 participants in 4 sessions

2010-2011 – 137 participants in 19 sessions

The annual target for 2010-2011 was 100 participants in 8 sessions and this was surpassed. 68 employees participated in 10 regular sessions offered in Halifax, West Pubnico, and Church Point, and 69 participants attended 9 sessions delivered across the province in the district health authorities through collaboration with Réseau Santé Nouvelle-Écosse.

Where do we want to be?

The “Acadie at a Glance” workshop continues to be popular and Acadian Affairs will continue to deliver it on a regular basis from Halifax as well as in other regions across the province. The collaboration with Réseau Santé Nouvelle-Écosse will also continue so the workshop can be delivered to employees in the district health authorities across the province.

The target for 2011-2012, the third year of the program, is 130 participants.

Changes in measure

The Department of Communities, Culture and Heritage will report on this measure for 2011-2012.

Outcome 8

Description

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

Measure

% of survey respondents with self-assessed intermediate or advanced French language capacity in Speaking/Listening, Reading, and Writing

What 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?

The 2009 *How's Work Going?* biennial survey shows the percentage of employees with self-assessed French language skills at the intermediate or advanced levels as follows:

Speaking and listening – 13%

Reading – 16%

Writing – 12%

The results of the 2011 *How's Work Going?* survey will be available during the fiscal year 2011-2012.

During 2010-2011, Acadian Affairs coordinated French language training for public servants in order to continue to increase their French language skills. 791 seats in French language training were filled in Halifax, Tusket, Truro, Greenwood, Petit-de-Grat, Sydney, and Amherst.

Where do we want to be?

We would like to continue to grow the French language capacity of government employees.

The results of the 2011 *How's Work Going?* survey will be evaluated during 2011-2012, as will our French language training practices, and new targets will be set for the following survey.

Human Resources Guidelines to support implementation of the *French-language Services Act* were approved by the Public Service Commission during 2010-2011 and will be rolled out across government in 2011-2012.

Changes in measure

The Department of Communities, Culture and Heritage will report on this measure for 2011-2012.

Outcome 9

Description

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. It is also an indication that government information destined for the public is being prepared in French.

Where are we now?

2005-2006 – 26
2006-2007 – 30
2007-2008 – 29
2008-2009 – 42
2009-2010 – 41
2010-2011 – 42

The 2010-2011 target of 40 was surpassed with 42 public institutions having used the translation services. In addition to these, 17 other government institutions, not named in the French-language Services Regulations, also accessed the translation services.

Over 1.7 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.

A fourth translator was recruited during this fiscal year to help Acadian Affairs meet demands in-house.

Where do we want to be?

The translation services are available to all provincial government institutions, with a concentration on the public institutions designated in the French-language Services Regulations. We are pleased that nearly all designated public institutions have used translation services in the past year, 42 of 47 (prior to restructuring), and that the demand for services remains high.

French-language communications guidelines are in place to assist designated public institutions in meeting the requirements of the *French-language Services Act*. The guidelines focus on the translation of information that meets one or more of the following requirements:

- critical public information

- of most direct benefit to citizens
- of particular relevance to the Acadian and francophone community
- issues of health and safety

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.

Changes in measure

This measure is being discontinued.

Designated public institutions can continue to report in their annual French-language services plans regarding new French-language or bilingual information material made available to the public.

Acadian Affairs will also continue to report on translation services in the progress section of the French-language services plan for Communities, Culture and Heritage.

Outcome 10

Description

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 clients 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

2010-2011 – 37

The target for 2010-2011 was 38, however, the cumulative count of designated public institutions having received *Bonjour!* materials did not increase, and remains at 37. During 2010-2011, Acadian Affairs distributed the following *Bonjour!* materials to 8 designated public institutions to help them communicate an active offer of French-language services:

- 322 *Bonjour!* lapel pins, 380 keyboard toolbars for French accents, 11 flipchart information tools, 107 desktop signs, and 771 program information pieces (posters, cards, stickers, notepads, pens, bookmarks, and brochures).

Where do we want to be?

Ideally, we would like all designated public institutions to be using the Bonjour! materials. Only a few designated public institutions have not yet requested materials, but they are aware of the program. They may still request materials 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!* Awards for Excellence in French-language Services. We will continue to promote the availability and the benefits of the *Bonjour!* Visual Identification Program through the Acadie at a Glance workshop and other presentations.

Changes in measure:

This measure is being discontinued, but the program materials will still be made available.

Outcome 11

Description

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

Measure

of nominations received for the Bonjour! Awards for Excellence in French-language Services. 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!* Awards for Excellence in French-language Services publicly recognize individual or group contributions to French-language service delivery, and validate 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?

2008-2009 – Program launched

2009-2010 – 21 nominations received and 3 awards presented

2010-2011 – 17 nominations received and 3 awards presented.

The target for 2010-2011 was to increase nominations by 70%. The number of nominations received, 17, was less than targeted, however, worthy recipients were chosen from those received.

During 2010-2011, an internal and external communications campaign was developed and implemented to solicit nominations. This included newspaper and radio advertisements, broadcast emails to government employees, and direct mail pieces to community organizations. Postcards and posters were distributed to designated public institutions. Additional promotion was done in some departments.

An awards luncheon and ceremony was held on March 22, 2011 with government and community representatives present where the following recipients were announced:

- Excellence in Leadership: Cora Lunn, Department of Justice
- Excellence in Program Development: Sandy Graves and the Labour Market Programs Support System (LaMPSS) team, Department of Labour and Advanced Education
- Excellence in Service Delivery to the Public: Lucille Cormier, IWK Health Centre

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

Where do we want to be?

This awards program will continue to be promoted internally and externally to raise its awareness and to increase the number of nominations.

Changes in measure

This measure is being discontinued, however, the program will continue.

Outcome 12

Description

The Acadian and francophone community of Nova Scotia has a higher profile on the provincial, national, and international levels

Measure

Media coverage of events or initiatives supported by the Office of Acadian Affairs

What does this measure tell us?

This measure was introduced for 2010-2011 as a means of reporting on events or initiatives supported by the Office of Acadian Affairs which contributed to raising the profile of the Acadian and francophone community of Nova Scotia.

Where are we now?

For 2009-2010, we reported on 6 activities or initiatives supported by the Office of Acadian Affairs where the Acadian and francophone community's profile was raised.

- Bonjour! Award for Excellence in French-language Services (local level)
- Publication of the results of the study *Utilization of French-language Government Services* (local level). Also received regional and national media attention.
- Metropolis National Pre-conference Session on Francophone Immigration (national level)
- Congrès mondial acadien 2009 (national level)
- The *Assemblée parlementaire de la Francophonie* meeting in Halifax (international level)
- Cultural presentations during Olympic Games 2010 (international level)

In 2010-2011, the target was to support at least 6 initiatives raising the profile of the Acadian and francophone community: 2 at each level of local, national, and international. The following initiatives were supported:

Local level:

- Review of French-language Services and
- Progress Report 2010, French-language Services provided by the Government of Nova Scotia
 - The review of French-language services, undertaken in the spring of 2010, allowed the Acadian and francophone community to give its opinions on improvements in French-language services. The results of the review were included in the annual progress report on French-language services from government which was tabled by the Minister of Acadian Affairs in the Legislative Assembly.
 - Local and national media, including the Canadian Press, the *Metro* newspaper in Halifax, *The Vanguard* in Yarmouth, and *Le Courrier de la Nouvelle-Écosse*, reported on the tabling of the report and the review.

National level:

- Canada Games 2011

- Financial assistance was given to the *Fédération culturelle acadienne de la Nouvelle-Écosse* to coordinate 6 musical evenings in Halifax during the Canada Games in February 2011.
- These musical evenings helped raised the profile of the Acadian artists and of the Acadian and francophone community of Nova Scotia to visitors from across the country. Twelve Acadian and francophone artists from Nova Scotia were highlighted. Over 1000 people attended the events including many anglophones. Local, regional, and national media reported on these events.
- Ministerial Conference on the Canadian Francophonie
 - The Minister of Acadian Affairs is a member of the Ministerial Conference on the Canadian Francophonie and, with staff, supported various initiatives of the Conference in 2010-2011 which promoted the further usage of the French language and greater visibility of the French culture throughout Canada, and to encourage the development of Francophone communities.
 - Acadian Affairs supported the participation of three representatives from the Acadian and francophone community of Nova Scotia in the 2011 National Metropolis Conference on immigration held in Vancouver, as well as in a pre-conference workshop on francophone immigration.
 - To support the Conference's initiative on francophone economic development, a representative of the Acadian and francophone community of Nova Scotia attended a consultation discussion regarding a future national francophone economic development forum. Representatives from across the country participated in this planning activity.

International level:

- Expo Acadie 2010
 - This business exposition held in Lafayette, Louisiana, allowed Acadian and francophone businesses and organizations from Nova Scotia to participate in business to business meetings and raise their profile internationally.
 - During this event, Acadian Affairs and the Department of Economic and Rural Development facilitated a Collaborative Strategies workshop with participants from Louisiana and Nova Scotia.
 - Acadian Affairs also took this opportunity to present to the Acadiana Caucus of the Louisiana Legislature regarding Nova Scotia's *French-language Services Act*.
 - Canadian and American media reported on the event.
- Nomination Grand Pré UNESCO submission
 - The nomination proposal for inclusion of the Landscape of Grand Pré on the UNESCO World Heritage List was submitted by Canada by the February 1, 2011, deadline. Nomination Grand Pré celebrated the completion of the proposal document with its stakeholders, with a public event held at the Grand-Pré National Historic Site of Canada on January 21, 2011. The nomination is of international interest and helps raise the profile of the Acadian community in Nova Scotia and around the world. Local, national and international media reported on this event.

Where do we want to be?

The Office of Acadian will continue to support these types of initiatives whenever possible.

Changes in measure

This measure is being discontinued.