

Office of Acadian Affairs  
Business Plan  
2008-2009

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

The value we place on the cultural mosaic that makes up Nova Scotia is part of what makes our province a great place to live and do business.

Contributing to the preservation and growth of the Acadian and francophone community is a commitment Acadian Affairs strives to achieve every day. With the French-Language Services Act and Regulations, we have been making this commitment part of government's regular business. To this end, Acadian Affairs views the process of developing French-language services as one of collaboration and cooperation.

With the ongoing collaboration of the French-language Services Coordinating Committee, we saw a host of new services in French in 2007-2008. It was the first year we had French-language Services Plans from public institutions designated in the Regulations. Acadian Affairs will continue to help these institutions better understand how to meet the needs of the Acadian and francophone community, and support them in meeting the objectives of their respective French-language Services Plans.

Translation is a central support service for which the demand will continue to climb as the government of Nova Scotia continues to make substantive and measurable improvements to the French-language services offered. We will also continue to provide French-language training opportunities for public servants and collaborate with departments on communications related projects, as well as work on a national and international level to best represent the vibrant culture of the Acadian and francophone community.

2008-2009 is also going to be a year where we break new ground in the area of issues related to the delivery of service in French.

By working together, we plan to bring a level of excellence to the delivery of services in French in Nova Scotia. We will continue this work by nurturing the partnerships we have created and by developing new ones so that we may build on our progress.

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Chris d'Entremont  
Minister of Acadian Affairs

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Vaughne Madden  
Chief Executive Officer

## **C. Mission, Vision, Mandate**

### **C.1 Mission**

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.

### **C.2 Vision**

The Office of Acadian Affairs envisions a vibrant Acadian and francophone community that enjoys significant support from the Province of Nova Scotia, thus enabling its members to grow and develop as a people.

### **C.3 Mandate**

The objects and purposes of the Office of Acadian Affairs as stated in the French-language Services Act is to:

- (a) ensure that the Government is aware of the needs of the Acadian and francophone community;
- (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;
- (c) serve as a central support agency for other departments for French-language services within the Government;
- (d) develop partnerships with Acadian and francophone agencies at provincial, national and international levels;
- (e) ensure that Acadian and francophone needs are addressed in the development of programs, policies and services; and
- (f) recognize the contribution of the Acadian and francophone community.

## D. Link to the Corporate Path

### The New Nova Scotia: A Path to 2020

As a central support agency, the Office of Acadian Affairs is in a unique position to contribute to some of the pillars established for the New Nova Scotia by fulfilling its mandate as laid out in the French-language Services Act.

In fulfilling its mandate, the Office of Acadian Affairs will offer services to government and encourage the delivery and accessibility of government services in French, and work to ensure that Acadian and francophone needs are addressed in the development of programs, policies and services. Services which affect the health, safety or security of the public will be given priority, thereby contributing to a safe, healthy, and vibrant Nova Scotia.

French language training will be made available to public servants to increase government's capacity to provide services in French. This will also contribute to making Nova Scotia's workforce more globally competitive.

Initiatives which contribute to improving the local, national and international profile of the Acadian and francophone community will also be supported.

Together, this work will contribute to the economic and social prosperity of the Acadian and francophone community, and consequently, to the economic and social prosperity of Nova Scotia.

<b>Creating Winning Conditions</b>	<b>Seizing New Economic Opportunities</b>	<b>Building for Individuals, Families and Communities</b>
<p>1.1 Globally Competitive Business Climate 1.2 Globally Competitive Workforce 1.3 Globally Competitive Connections (infrastructure)</p> <p>Contribute to initiatives related to raising the international profile of Nova Scotia's Acadian and francophone community.</p> <p>Provide French language training to public servants to increase government's capacity to deliver services in French, making our workforce more globally competitive.</p> <p>Develop an external relations strategy to represent Nova Scotia on the international Francophonie scene.</p>	<p>2.1 Leader in Information Technology 2.2 Leader in R&amp;D and Innovation 2.3 Leader in Clean &amp; Green Economy</p>	<p>3.1 Healthy active Nova Scotians 3.2 Accessible services 3.3 Safe communities 3.4 Vibrant communities</p> <p>Support designated public institutions with initiatives related to improving access to services in French.</p> <p>Priority will be given to supporting services related to health and health promotion, and services which will contribute to creating a safe, secure, and vibrant Acadian and francophone community, thereby enhancing life in Nova Scotia.</p>

## The New Nova Scotia: A Path to 2020 (cont'd)

Opportunities for sustainable prosperity	Social prosperity framework
<p>Offer support to designated public institutions for initiatives related to strengthening the sustainability of Acadian and francophone communities.</p> <p>Support the development of infrastructure required in Acadian and francophone communities, for example, school community centres and cultural centers.</p> <p>Support the Conseil de développement économique in its efforts to improve the economic well-being and the quality of life of Acadians and francophones in Nova Scotia.</p> <p>Provide French language training to public servants in order to build capacity to provide services in French.</p>	<p><b>Health, Well-being</b>  <b>Safety, Security</b>            Give priority to assisting designated public institutions which provide services affecting the health and security of Acadians and francophones.</p> <p><b>Lifelong learning</b>            Support initiatives promoting the value of an education in French and of French literacy.</p> <p><b>Access, Inclusion</b>            Assist government with providing access to services in French. Recognize the contribution of the Acadian and francophone community.</p> <p><b>Citizenship (development and engagement)</b>            Promote the engagement of the Acadian and francophone community. Support community structuring initiatives and promote citizenship amongst francophone youth.</p>

Contribution to government priorities
<p><b>Educating to compete</b>            Public servants will be able to access French language training in order to build on their existing French-language skill set. This training will help them stay competitive within the public sector as demand for French-language services increases.</p> <p><b>Protecting our Environment and Better Roads and Infrastructure</b>            As a central support service to government, the Office of Acadian Affairs provides translation services to ensure that the Acadian and francophone community has access to information materials and/or consultation resources in French. The Office can also provide project funding to departments to help develop French services.</p> <p><b>Safer, Healthier Communities</b>            The French-language Services Regulations stipulate that French-language Services Plans developed by designated public institutions must give priority to services where failure to provide them in French may compromise health, safety or security of members of the public.</p> <p>The Office of Acadian Affairs will continue to support government in meeting its obligation under the French-language Services Act.</p> <p><b>Shorter Wait Times</b>            Cultural competency training and language interpretation will assist in providing timely and appropriate health services.</p>

## E. Planning Context

The French-language Services Act, proclaimed in December 2004, defined the Office of Acadian Affairs' role as a central support agency for the delivery of French-language services by government.

The French-language Regulations adopted in December 2006 provided additional clarity on the delivery of services by *designated public institutions*. These designated public institutions prepared and published French-language Services Plans for the first time for 2007-2008. For 2008-2009, these plans will also include a report on their progress in achieving their goals and objectives for French-language services for the previous year.

The two main objectives of the French-language Services Act pertain to the Nova Scotia Government as a whole, not just to the Office of Acadian Affairs:

- *Contribute to the preservation and growth of the Acadian and francophone community; and*
- *Provide for the delivery of French-language services by designated public institutions to the Acadian and francophone community.*

A range of services delivered in French were highlighted in the first ever Progress Report on French-language Services Provided by the Government of Nova Scotia tabled by Minister d'Entremont in the Legislature in the Spring of 2007. The next progress report on French-language services is planned for the Fall of 2008.

As designated public institutions become more aware of their obligations under the Act and of the needs of the Acadian and francophone community, the expectation of improved services in French will increase. The Office of Acadian Affairs will continue to provide its services to designated public institutions to help them develop and deliver services that meet the community's needs; these services include translation services, advice, funding, French language training, and consultation assistance.

With the collaboration of the French-language Services Coordinating Committee, the Office of Acadian Affairs is changing the culture within the public service, so that delivery of services in French becomes integrated into delivery of services in general. Steps are being taken to ensure progress: translation of materials, language training for staff, adaptation of policies.

The Acadian and francophone community deals with social issues facing all of Nova Scotia including demographic trends which show an aging population, out-migration and declining population in rural areas. The *preservation and growth* of the Acadian and francophone community will be impacted by the availability of services and support for community development initiatives. It will be crucial to consult with the Acadian and francophone community in order to understand how government can best meet the community's needs.

Partnerships and horizontal cooperation play a key role in the implementation of the services offered by the Office of Acadian Affairs. We will continue to nurture existing relationships with identified stakeholders and develop new relationships as needed. Working with other provinces and the federal government will allow us to draw on best practice experiences and collaborate on common initiatives.

As we enter the 2008-2009 fiscal year, *designated public institutions* have a clearer view of the expectations of the community concerning French-language services. The Office of Acadian affairs will continue to act as a central support agency for designated public institutions in matters concerning French-language services and will strive to improve and increase the level of services offered to the rest of government as it implements the French-language Services Act.

## **F. Strategic Goals, Core Business Areas, Priorities and Performance Measures**

### **F.1 Strategic Goals**

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

## **F.2 Core Business Areas**

### **Core Business Area 1: Reinforcement of the legislative framework for French-language Services.**

*Reinforcing the legislative framework is key to increasing government's capacity to offer French-language services. The Office of Acadian Affairs will work with government to ensure that designated public institutions are aware of their obligations under the French-language Services Act.*

The French-language Services Act, proclaimed in December 2004, and the Regulations, which took effect in December 2006, form the base of this framework. Annual French-language Services Plans, required from all departments and other designated institutions, provide specifics regarding the French-language services to be delivered and improved for the coming year.

In addition to fulfilling its own obligations and mandate, the Office of Acadian Affairs provides supports and advice to assist departments in developing their French-language services and fulfilling their obligations under the Act.

The Office of Acadian Affairs chairs the French-language Services Coordinating Committee which assists and advises the Minister on the implementation of the Act, by identifying and pursuing joint initiatives and opportunities for increasing the level of French-language government services in the province of Nova Scotia. The Coordinating Committee identifies its deliverables on an annual basis and works collaboratively to achieve its goals.

With the legislative framework in place, and with the supports offered by the Office of Acadian Affairs, government will be able to contribute to the preservation and growth of the Acadian and francophone community.

### **Core Business Area 2. Interdepartmental relations**

*The Office of Acadian Affairs views the process of developing French-language services as one of collaboration and cooperation. The Office of Acadian Affairs provides support services to departments, offices, and other public institutions in order to help them develop and implement their French-language services. These support services include translation services, communications advice, policy analysis, French language training, and funding assistance. The Office of Acadian Affairs can also help facilitate communications between the Acadian and francophone community and government.*

Working with the interdepartmental French-language Services Coordinating Committee, the Office

of Acadian Affairs encourages a collaborative and coordinated approach for increasing government's capacity to offer French-language services, especially in areas which affect all of government, for example, the recruitment and training of bilingual employees, public consultations, and communications.

As a central agency, the Office of Acadian Affairs offers advice and support directly to all of government: translation services, communications advice, funding assistance through the Canada/Nova Scotia Agreement on French-language Services, policy advice, and French-language capacity building opportunities.

The Office of Acadian Affairs also participates in interdepartmental initiatives such as the Diversity Round Table led by the Public Service Commission, the Community Development Advisory Group led by the Department of Economic Development, GoverNEXT, and the Senior Policy Executives Forum.

### **Core Business Area 3. Intergovernmental relations**

*The Office of Acadian Affairs has developed relationships on interprovincial, national, and international levels in order to move forward with the delivery of French-language services by the Government of Nova Scotia and to contribute to the growth of its Acadian and francophone community.*

The federal Department of Canadian Heritage is a key partner in the delivery of services in French by provinces with French-speaking populations living in minority situations. Through an agreement signed by Minister d'Entremont in December 2005 on behalf of Nova Scotia, Canadian Heritage will provide \$ 5.0 Million over four years (2005-2006 to 2008-2009) to help Nova Scotia provide French-language services to its Acadian and francophone population. A Strategic Plan has been developed which defines the objectives and the types of activities to be undertaken over the four years of the agreement.

The Office of Acadian Affairs also maintains a relationship with Secrétariat des affaires intergouvernementales (SAIC) of the province of Quebec. An Agreement of Cooperation and Exchange was signed between the two provinces in September 2002. This agreement encourages cooperation through French-language activities and exchanges in the areas of education, culture, communications, youth, the French language, health, economy, and tourism.

The Office of Acadian Affairs participates on behalf of Nova Scotia in the Intergovernmental Network on the Canadian Francophonie (Réseau intergouvernemental de la francophonie canadienne). This network of senior officials responsible for Acadian and francophone affairs from all provinces and territories, as well as the federal departments of Canadian Heritage and Official Languages, works on strategic projects aimed at increasing and promoting services in French from governments across Canada, and organizes the annual ministers' conference on the

Canadian Francophonie.

On the national and international level, the Office of Acadian Affairs provides support to the Nova Scotia section of the Assemblée parlementaire de la Francophonie, an organization of French-speaking parliamentarians.

Also on the international level, the Office of Acadian Affairs explores joint-initiatives with other Francophonie countries which can contribute to the development of the Acadian and francophone community of Nova Scotia. Networks created between Nova Scotia and other French-speaking regions or countries such as Louisiana and France can result in economic, social and cultural benefits for the Acadian and francophone community and improve its global competitiveness.

#### **Core Business Area 4. Citizen engagement of the Acadian and francophone community**

*The strength and solidarity of the Acadian and francophone community has been a key factor in the development of an environment where government services are available in French. The relationship which exists between government and the Acadian and francophone community must be nurtured.*

The Fédération acadienne de la Nouvelle-Écosse (FANE) is a key community stakeholder for the Office of Acadian Affairs. Incorporated in October 1968, FANE is the oldest provincial association serving Acadians in the province and it represents the interest of all Nova Scotia Acadians and French-speaking citizens. Its current structure ensures participation by 26 member organizations representing geographic regions, provincial organizations, and institutions who advise the provincial federation in the identification of goals and priorities of the Acadian and francophone community.

The primary target population for French-language services in Nova Scotia includes nearly 35,000<sup>1</sup> citizens who declare French as their mother tongue and a language they still understand, however, it cannot be forgotten that over 96,000<sup>2</sup> Nova Scotians can speak French and are potential users of these services. Recent initiatives by government and the community to attract French-speaking immigrants to Nova Scotia may contribute to the number of Nova Scotians desiring services in French.

FANE and its members have been instrumental in the process of development of French-language government services by making their needs known and by contributing to the process of policy development. The relationship between FANE and the Office of Acadian Affairs is mutually beneficial. Priority sectors determined with the help of the community include health, education,

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<sup>1</sup>2006 Census, Mother Tongue (32,540 French only, 2100 French and English)

<sup>2</sup>Ibid. Knowledge of Official Languages (95,010 French and English, 1005 French only)

and community services, with a special attention on delivery of front-line services, bilingual positions, and communications from government.

As the continued delivery of French-language services depends in part on the demand for these services, the Office of Acadian Affairs will assist government in promoting services available in French to the public, with initiatives such as the *Bonjour!* visual identity program introduced in 2006-2007. Other activities to encourage the Acadian and francophone community to request services in French and to use the services made available will be undertaken.

The Office of Acadian Affairs will continue its dialogue with FANE and its members, inviting them to make their needs known directly to the government. The Office will encourage the community to participate when citizen engagement opportunities are presented and will assist departments and other public institutions in including the participation of French-speaking individuals in consultations and public policy making.

## **F.3 Priorities and Performance Measures**

### **Strategic Goal #1**

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

#### **Priority activities for 2008-2009**

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

The Office of Acadian Affairs will continue to chair and provide leadership for the French-language Services Coordinating Committee in order to help it achieve its annually planned deliverables. Through this committee, and through presentations to departmental teams and other government forums, the Office will provide guidance and support to designated public institutions to help them understand their obligations under the French-language Services Act.

The Office will assist designated public institutions with the development and implementation of their French-language Service Plans. Plans will be reviewed to ensure that the delivery of services in French is progressing and that the Office is providing appropriate services to government.

The plans for 2008-2009 will include progress reports which will be used in the preparation of the Annual Report on French-language services provided by the Government of Nova Scotia. This annual progress report will serve to inform government and the Acadian and francophone community of progress made and results achieved.

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

One of the goals of Nova Scotia's Corporate Human Resource Plan for 2005-2010 is to be a diverse workforce. One of the objectives under this goal is the delivery of services in both official languages.

The Office of Acadian Affairs will collaborate with the Public Service Commission and the French-language Services Coordinating Committee in the development of guidelines and policies for dealing with human resources issues related to the delivery of services in French.

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

The current Canada/Nova Scotia Agreement on French-language Services expires on March 31, 2009, and provides \$5 million to Nova Scotia over the 4 years of the Agreement (2005-2009) to assist with the development and delivery of French-language services.

The provinces and territories who participate in this program are discussing an action plan for renegotiation with the Government of Canada. It is expected that a new agreement will be signed in fiscal 2008-2009; however, the previous agreement was extended by a year before the current agreement was signed and this may be the case again.

The negotiations will require the collaboration of the French-language Services Coordinating Committee and the Department of Intergovernmental Affairs for the preparation of a revised Strategic Plan for French-language Services for Nova Scotia.

### **4. Support for the Ministerial Conference on the Canadian Francophonie**

The Ministerial Conference on the Canadian Francophonie, whose last annual conference was held in Halifax in September 2007, identifies strategic initiatives related to the development of Acadian and francophone communities and the improvement of French-language government services across Canada.

The Minister of Acadian Affairs became Provincial Chair of the Conference in September 2007 and will lead this group until the upcoming conference in September 2008 in the City of Québec. The CEO of the Office of Acadian Affairs also acts as Chair of the Intergovernmental Network on the Canadian Francophonie, where key public servants of the various provincial, territorial and federal governments work on the implementation of strategic initiatives identified at the Ministerial Conference.

Key initiatives of the Ministerial Conference on the Canadian Francophonie include implementing an action plan on citizenship amongst francophone youth and supporting the Government of Canada in the development of a follow-up plan to the Action Plan for Official Languages.

<b>Strategic Goal # 1: Create a sustainable framework within government including regulations, policies and guidelines to support the French-language Services Act.</b>					
<b>Outcome</b>	<b>Measure</b>	<b>Base Year and Subsequent Year data</b>	<b>Target 2008-2009</b>	<b>Ultimate Target</b>	<b>Strategic Actions to achieve target</b>
The French-language Services Coordinating Committee provides direction to government on the implementation of the French-language Services Act.	# of designated departments and offices represented on the French-language Services Coordinating Committee.	2006-2007 – 20 2007-2008 – 22	22	25	Invite remaining designated departments and offices to name a representative coordinator.  Publish list of French-language services coordinators.  Determine deliverables and workplan for the year.  Revise Strategic Plan for French-language Services for use in negotiation of new Canada/Nova Scotia Agreement on French-language Services.
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.	# of designated public institutions developing and publishing French-language services plans.	2007-2008 - 34	38	47	Promote government's obligations under the French-language Services Act throughout government.  Publish an annual report on government's initiatives and programs undertaken respecting access to French-language services.
Nova Scotia contributes to the implementation of initiatives of the Ministerial Conference on the Canadian Francophonie.	Participation of Nova Scotia at meetings of the Ministerial Conference on the Canadian Francophonie.	Nova Scotia has participated in Canadian Francophonie network meetings since 1991.	To attend all required meetings	To attend all required meetings	Provide support for Ministerial Conference on the Canadian Francophonie by assuming Chair position until September 2008.  Participate in regular meetings and annual Ministers' conference.

## **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.

### **Priority activities for 2008-2009**

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

Since 2004-2005, the Office of Acadian Affairs has coordinated the offering of French language training for public servants in several areas of Nova Scotia. This training contributes to increasing the capacity of government to provide services in French.

In 2008-2009, the Office of Acadian Affairs will again arrange for opportunities for training and for providing tools for building on the French language capacity of the public service.

The Office of Acadian Affairs will work with the French-language Services Coordinating Committee and the Public Service Commission to update French-language capacity statistics from a 2003-2004 survey.

#### **2. Provision of translation services**

The delivery of services in French often begins with the translation of information to be made available to the public, for example, brochures explaining programs, application forms, website content, signage, news releases, and advertisements. Designated public institutions can also provide French services during consultations by translating discussion papers, questionnaires, background information, interim reports and final reports on consultation findings.

In addition to providing French translations of publicly available information, the translation service of the Office of Acadian Affairs also helps government communicate directly with individuals and organizations by translating letters, applications, and other material.

The demand for translation services is expected to continue to increase as designated public institutions implement their plans for French-language services.

In 2008-2009, the translation service will work to effectively manage resources ensuring that priorities are met.

#### **3. Promotion of French-language Services using the *Bonjour!* identity and other tools**

The *Bonjour!* visual identity mark was introduced in 2006-2007 to help government communicate

the availability of services in French and to encourage an active offer. Various products such as lapel pins and desktop signs were distributed to government employees and offices across the province. By displaying this mark, the Acadian and francophone public is able to identify where they can obtain services in French.

In 2008-2009, the Office of Acadian Affairs will continue the distribution of these materials and the promotion of their use, both within government and within the Acadian and francophone community, in order to ensure that the program meets the needs for which it was designed.

The Office of Acadian Affairs will collaborate with Service Nova Scotia and Municipal Relations and Communications Nova Scotia in order to develop guidelines and the infrastructure required for the proper management of French content on the government's website.

In addition to regular meetings with ministers, senior officials, and government leaders to increase awareness of the obligations under the French-language Services Act and the role of the Office of Acadian Affairs, informational tools will be distributed to help guide government.

#### **4. Funding assistance for French-language services**

The Office of Acadian Affairs administers two intergovernmental agreements which provide funding to the Government of Nova Scotia to assist with the development and provision of French-language services.

The Canada/Nova Scotia Agreement on French-language Services has as general objective to promote the development of the Acadian and francophone community and preserve the French language for future generations, thus contributing to the enhancement of life in Nova Scotia.

Projects may be funded which address the following specific objectives:

1. Strengthening the policy, regulatory, and administrative framework in support of the *French-Language Services Act*.
2. Consultation with the community.
3. Communicating, sharing information, and promoting services available in French.
4. Supporting French-language services development, planning and delivery in priority areas.

The other agreement is the Cooperation and Exchange Agreement between the Government of Quebec and the Government of Nova Scotia which provides assistance for activities and exchanges in French in various sectors such as education, culture, health and tourism.

Both agreements will be promoted within government, primarily through the French-language Services Coordinating Committee, in order to encourage designated public institutions to submit requests for funding.

<b>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.</b>					
<b>Outcome</b>	<b>Measure</b>	<b>Base Year and Subsequent Year data</b>	<b>Target 2008-2009</b>	<b>Ultimate Target</b>	<b>Strategic Actions to achieve target</b>
The capacity of government to provide services in French is increased.	% of staff with French language capacity.	2003-2004 - 6.8% of staff had Intermediate or Advanced French skills according to French-language Capacity Survey of 14 departments and offices.	6.8%	10%	Work with PSC to evaluate current capacity of public service and determine new baseline measure.  Provide French language training opportunities for public servants to build on their French language capacity.
Designated public institutions receive translations of documents and other materials including correspondence.	# of designated public institutions accessing translation services.	2005-2006 – 26 2006-2007 – 30 2007-2008 – 29	32	47	Promote translation services which are available.  Provide timely and accurate translations.
Designated public institutions communicate an active offer of French-language services using <i>Bonjour!</i> materials (e.g. lapel pins, and signage) available from the Office of Acadian Affairs.	Cumulative # of designated public institutions who have received <i>Bonjour!</i> materials.	2007-2008 – 27	35	47	Promote the usage and benefits of the <i>Bonjour!</i> program across government.  Promote the <i>Bonjour!</i> program to the Acadian and francophone community as a means of informing on the availability of services in French.  Distribute <i>Bonjour!</i> materials to designated public institutions.

<b>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.</b>					
<b>Outcome</b>	<b>Measure</b>	<b>Base Year and Subsequent Year data</b>	<b>Target 2008-2009</b>	<b>Ultimate Target</b>	<b>Strategic Actions to achieve target</b>
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.	# of designated public institutions obtaining funding assistance.	2005-2006 - 10 2006-2007 – 17 2007-2008 – 17	17	Available funding is used and objectives of strategic plan are met.	Communicate and provide advice to designated public institutions regarding funding opportunities.  Provide funding to designated public institutions for French-language services projects.

### **Strategic Goal #3**

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

#### **Priority activities for 2008-2009**

##### **1. Participation in interdepartmental initiatives**

The Office of Acadian Affairs will continue to actively participate in government-wide initiatives led by other departments or offices in order to increase awareness of Acadian and francophone issues and to ensure that departments and other designated public institutions have the information required so that they can consider the needs of the Acadian and francophone community in the development of policies and programs and the delivery of services.

##### **2. Engagement of the Acadian and francophone community**

The Office of Acadian Affairs will encourage a strengthening of dialogue between government and the Acadian and francophone community of Nova Scotia by supporting the development of relationships, partnerships, and joint initiatives amongst the various stakeholders in the community and in government.

The Office will assist designated public institutions with accommodating the Acadian and francophone population during citizen engagement activities and will encourage the community to get involved when opportunities are presented. The Office will also look at ways to encourage the participation of Acadians and francophones on government adjudicative agencies, boards, and commissions.

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

The delivery of services in French is in part predicated on the demand for these services. As the availability of services in French is fairly new, Acadians and francophones in the province have to be made aware that the services exist and that they may now ask for these services.

The Office of Acadian Affairs will assist the Fédération acadienne de la Nouvelle-Écosse with the implementation of a social marketing campaign to promote and encourage the use of government services in French.

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

The delivery of French-language services by the Government of Nova Scotia is dependent on the

efforts of a dedicated and committed public service.

The annual progress report on French-language services identifies programs and services from designated public institutions that are offered in French to the Acadian and francophone community, but there are individuals who have played an important role in the success of these initiatives who would normally go unmentioned.

The Office of Acadian Affairs will explore ways to recognize departments or individual public servants who have contributed to the preservation and growth of the Acadian and francophone community by their involvement in a French-language service delivery initiative.

## **5. 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 an important contribution 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 population of Nova Scotia in general.

The Office of Acadian Affairs will look at ways to recognize the contributions and achievements of the Acadian and francophone community, for example, encouraging Acadians and francophones to nominate members of the community for awards and prizes made available by government, or activities to make government and the general public more aware of the significant role played by the Acadians and francophones of our province.

The Office of Acadian Affairs will participate in and/or support various activities planned for 2008-2009 which will provide opportunities for increasing the visibility and profile of Nova Scotia's Acadian and francophone community on the local, national and international levels, for example:

- The Finale des Jeux de l'Acadie being held in June and July 2008 in the Halifax Regional Municipality, marking the first time it is held in Nova Scotia.
- Activities marking the 400<sup>th</sup> anniversary of the City of Québec in 2008.
- Expo Acadie 2008, to be hosted by the Conseil de développement économique de la Nouvelle-Écosse in June which will allow Nova Scotia's Acadian and francophone business sector to increase its national and international profile.
- The 40<sup>th</sup> anniversary of the Fédération acadienne de la Nouvelle-Écosse.
- Promotional activities leading up to the Congrès mondial acadien 2009.
- Development of an external relations strategy to represent Nova Scotia and its Acadian and francophone community on the international Francophonie scene.

<b>Strategic Goal #3: Address the needs of the Acadian and francophone community in the development of government initiatives, programs, policies, and services.</b>					
<b>Outcome</b>	<b>Measure</b>	<b>Base Year and Subsequent Year data</b>	<b>Target 2008-2009</b>	<b>Ultimate Target</b>	<b>Strategic Actions to achieve target</b>
The Acadian and francophone community has access to an increasing number of services and programs delivered in French which address its needs.	# of designated public institutions contributing to progress report on French-language services.	2007 report – 18	2008 report – 35	47	<p>Make presentations to designated public institutions regarding requirement of the French-language Services Act.</p> <p>Participate in interdepartmental initiatives led by other departments and provide input which helps government to understand the needs of the Acadian and francophone community.</p> <p>Publish annual report on government's progress in delivering French-language services.</p>
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.	# of province wide public consultations by designated public institutions where services are provided in French.	This is a new measure for 2008-2009.	2008-2009 will be base year for measure.	All designated public institutions meet requirements of French-language Services Regulations regarding consulting in French.	<p>Make presentations to designated public institutions regarding requirement of the French-language Services Act.</p> <p>Provide funding and other support to designated public institutions to assist them in providing services in French during consultations.</p> <p>Encourage the Acadian and francophone community to participate when citizen engagement opportunities are presented.</p>

<b>Strategic Goal #3: Address the needs of the Acadian and francophone community in the development of government initiatives, programs, policies, and services.</b>					
<b>Outcome</b>	<b>Measure</b>	<b>Base Year and Subsequent Year data</b>	<b>Target 2008-2009</b>	<b>Ultimate Target</b>	<b>Strategic Actions to achieve target</b>
Designated public institutions and/or individual public servants are recognized for their contribution to French-language service delivery.	# of designated public institutions or public servants recognized.	New initiative for 2008-2009	Develop action plan	Annual recognitions made	Develop an action plan for a program which will recognize excellence in French-language service delivery by the public service.

## **G. Human Resource Strategy**

The Office of Acadian Affairs has a staff of 8 working in a central downtown Halifax location. The daily language of operation is French; however, all staff members are required to be fluently bilingual in French and English.

The Office of Acadian Affairs will meet the goals of the Corporate Human Resources Plan by the following activities.

### **Goal #1 – To make a difference through a skilled, committed, and accountable public service.**

- Provide performance management training and use performance management evaluation tools to ensure that employees receive timely feedback on their work and that services provided to the rest of government are effective, appropriate, and consistent.
- Provide employees with the opportunity for professional development and for developing their leadership skills.

### **Goal #2 – To be a preferred employer.**

- Publicize positions available at the Office of Acadian Affairs, as well as bilingual positions in other areas of government, within the Acadian and francophone community to promote the government as a preferred employer.
- Recognize employee contributions by celebrating milestones and successes.
- Support employee participation in GoverNEXT to ensure our public service remains strong and vibrant in the years ahead.

### **Goal #3 – To be a safe and supportive workplace.**

- Post Occupational Health and Safety information such as flu vaccination program, air quality checks, and violence in the workplace information, to ensure staff is made aware of critical information.
- Require First Aid, Occupational Health and Safety, and WHMIS training for all staff.
- Encourage a healthy workplace and a balanced home/work lifestyle. Post and distribute pertinent program information.
- Promote and recommend services available to staff such as the EAP program.
- Support opportunities for good corporate citizenship such as volunteering for community events, and recycling.
- Provide all staff with ergonomic workplace assessments and take appropriate measures to make improvements recommended.

**Goal #4 – To be a diverse workforce.**

- Follow government standards for promoting diversity and affirmative action for all job postings and recruitment processes.
- Complete diversity and affirmative action plans, and progress reports.
- Have representation on the Diversity Round Table, display diversity promotional material, and encourage staff to participate in diversity related activities.
- Display the *Bonjour!* visible identity material to indicate that French services are available from all staff.
- Support staff in taking mandatory diversity training.

**Goal #5 – To be a learning organization.**

- Promote training opportunities and discuss personal development during annual performance reviews.
- Encourage staff to participate in learning activities including formal training, workshops, conferences, committee representation, and project work.

**H. Budget Context**

<b>Office of Acadian Affairs</b>			
	<b>2007-2008 Estimate</b>	<b>2007-2008 Forecast</b>	<b>2008-2009 Estimate</b>
Program & Service Area	(\$thousands)	(\$thousands)	(\$thousands)
<b>Total Program Expenses</b>	1,988	2,077	2,109
<b>Funded Staff (FTEs) Gross</b>	8.0	6.6	9.0
<b>Provincial Funded Staff (FTEs) Net</b>	4.0	3.3	4.5