



**Office of Gaelic Affairs  
Oifis Iomairtean na Gàidhlig**

**Aithisg an Òrduigh  
Statement of Mandate**

**2010 - 11**

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## **I. Teachdaireachd o 'n Mhinistear agus o 'n Fhear-Stiùiridh Message from the Minister and CEO**

Nova Scotia is a province of cultural diversity. This diverse cultural landscape has social and economic benefits. The Office of Gaelic Affairs (OGA) contributes to sustainability by supporting and investing in a unique provincial resource, our Gaelic language and culture.

Gaelic language and culture contributes \$23.5 million each year to the provincial economy. It brings repeat visitors back to Nova Scotia who are part of the community of Gaelic learners, musicians, singers and dancers. It is a well-spring for products and services. It is the glue that binds the generations and builds community in our urban and rural areas. Nova Scotia shares this wealth of language and culture with international partners in Scotland and Ireland, and with many of Gaelic heritage throughout North America.

In 2009-10 the OGA focused on how to continue to build this resource. As a result of “Ceilidh House Meetings” held in fall 2008 and spring 2009 in which hundreds of conversations on the OGA’s vision and shared responsibility for the Gaelic resource took place, action items emerged.

Two key areas specific to acquisition and usage of Gaelic language are:

- ✓ Further supporting and developing Gàidhlig aig Baile learning programs in communities
- ✓ Expanding Bun is Bàrr (a Gaelic language and culture mentor-apprentice program).

Other 2009 – 10 initiatives include:

- ✓ Partnership with the Department of Education, creation of a poster including a Gaelic timeline, bilingual placenames, sites of interest and cultural expression was developed and distributed to government partners.
- ✓ Development of an official liaison person with Tourism, Culture and Heritage
- ✓ Expansion of communication and promotion of Gaelic in Nova Scotia through the medium of the OGA’s weekly Media Monitoring Report with number of recipients now exceeding 700, a quarterly newsletter, 12 Lunch & Learn sessions and numerous presentations made to Gaelic related organizations and Nova Scotia municipal units.
- ✓ Establishment of an official liaison with the Federal Department of Canadian Heritage

- ✓ Assistance of 20 organizations with 23 community Gaelic projects ranging from support for Gàidhlig aig Baile language classes to workshops focusing on Nova Scotia Gaelic cultural expression
- ✓ Working in partnership with Comhairle na Gàidhlig (The Gaelic Council of Nova Scotia) in an effort to assist the Council's short and longer term objectives as these pertain to Gaelic development
- ✓ Working with other government departments to raise greater awareness of Gaelic language and culture, including the Department of Rural and Economic Development, Department of Education, Tourism, Culture and Heritage and Intergovernmental Affairs

It is the belief of the OGA that linguistically, culturally, socially and economically, Gaelic makes significant contributions to the fabric of what constitutes Nova Scotia. In short: Gaelic Builds Communities.

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Honourable Maureen MacDonald  
Minister

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Lewis MacKinnon  
CEO

## **II. Dùil/Aithris-Rùin/Òrdugh Vision/Mission/Mandate**

### **Dùil/Vision**

Nova Scotia acknowledges values and invests in Gaelic language and culture which contribute to the diversity, vibrancy and continued growth and development of the province.

### **Aithris-Rùin/Mission**

The mission of the OGA is to work with Nova Scotians in the development and promotion of Gaelic language and culture in the Province.

### **Amasan/Mandate**

The Governor in Council on the report and recommendation of the President of the Executive Council dated August 15, 2006, pursuant to Section 4B of Chapter 376 of the Revised Statutes of Nova Scotia, 1989, the Public Service Act, and to all other authority in her vested, effective December 4, 2006, is pleased, to:

- (a) create the office of the public service and prescribe the name of the office to be the Office of Gaelic Affairs;
- (b) direct that the Office of Gaelic Affairs be presided over by the Minister responsible for Gaelic Affairs who shall be appointed by the Governor in Council, and who may be described as the Minister of Gaelic Affairs;
- (c) direct that the Minister of Gaelic Affairs shall have the supervision, direction and control of all offices and matters relating to the Office of Gaelic Affairs and shall supervise the performance of the functions of the Office of Gaelic Affairs;
- (d) appoint a Minister of Gaelic Affairs;
- (e) direct that such other officers and employees as are required for the purpose of the Office may be appointed pursuant to the Civil Service Act, and that Act applies to those employees.

**III. Tomhaisean na h-Obrach**  
**Performance Measure**

<b>OUTCOME</b> (immediate or inter- mediate)	<b>MEASURE /</b> <b>RATIONALE</b>	<b>DATA</b> <b>Base Year -</b> <b>200X</b>	<b>TARGET</b> <b>200Y</b> (Target for end of next Fiscal Year)	<b>Strategic Actions</b> <b>to achieve target</b>
<b>Outcome</b>  Greater awareness and appreciation of Gaelic Nova Scotia	<b>Measure</b>  Number of communications logged that pertain to informing and creating greater awareness of Gaelic in the province; its contributions and impact on communities	<b>Base Year:</b>  2008	<b>Annual Target:</b> <b>2010-11 – 100%</b> Continue to expand OGA communications network via weekly Media Monitoring report, quarterly newsletter, monthly Gaelic information sessions  <b>Ultimate Target</b> <i>To be determined in            OGA’s pending            strategy document;            Gaelic Builds            Communities</i>	<b>Strategic Actions</b>  Continue to utilize OGA presentations as opportunity to expand Media Monitoring e-mail contact list

<b>OUTCOME (immediate or inter- mediate)</b>	<b>MEASURE / RATIONALE</b>	<b>DATA Base Year - 200X</b>	<b>TARGET 200Y (Target for end of next Fiscal Year)</b>	<b>Strategic Actions to achieve target</b>
<p><b>Outcome</b></p> <p>Greater awareness and appreciation of Gaelic Nova Scotia</p>	<p><b>Measure</b></p> <p>Number of communications logged that pertain to informing and creating greater awareness of Gaelic in the province; its contributions and impact on communities</p>	<p><b>Base Year:</b></p> <p>2008</p>	<p><b>Annual Target:</b></p> <p><b>2010-11 – 100%</b></p> <p>Promote the work of the Office via newspaper articles in local periodicals and</p> <p>Promote the Gaelic image for the province via collateral, i.e. pins, mugs, t-shirts, flags, banners, etc.</p> <p><b>Ultimate Target</b></p> <p><i>To be determined in OGA's pending strategy document; Gaelic Builds Communities</i></p>	<p><b>Strategic Actions</b></p> <p>Include articles in periodicals such as The Casket, The Oran and the Victoria Standard</p>

<b>OUTCOME (immediate or inter-mediate)</b>	<b>MEASURE / RATIONALE</b>	<b>DATA Base Year - 200X</b>	<b>TARGET 200Y (Target for end of next Fiscal Year)</b>	<b>Strategic Actions to achieve target</b>
<p><b>Outcome</b></p> <p>Well developed, targeted programs and initiatives that serve needs of Gaelic community</p>	<p><b>Measure</b></p> <p>Number of organizations assisted via GLIC (Gaelic Language in Community) program</p> <p>Evaluation of Guide from community based tutors</p> <p>Evaluation from Mentors and Apprentices involved in Bun is Bàrr (Root and Branch – Mentorship Program)</p>	<p><b>Base Year:</b></p> <p>2008</p> <p>8</p>	<p><b>Annual Target:</b></p> <p><b>2010-11 - 100%</b></p> <p>Promote GLIC with focus acquisition and usage of language</p> <p>Complete and distribute a Guide for Gaelic tutors</p> <p>Bun is Bàrr (Root and Branch – Mentorship Program) expansion to include additional mentors and apprentices</p> <p><b>Ultimate Target</b></p> <p><i>To be determined in OGA's pending strategy document; Gaelic Builds Communities</i></p>	<p><b>Strategic Actions</b></p> <p>Continue to promote GLIC (Gaelic Language in Community) program to community groups, municipalities and partners</p> <p>Guide for Tutors Committee reviews content and provides feedback for final formatting, printing and distribution</p> <p>Call for an expression of interest for Gaelic mentors and apprentices</p>

<b>OUTCOME (immediate or inter-mediate)</b>	<b>MEASURE / RATIONALE</b>	<b>DATA Base Year - 200X</b>	<b>TARGET 200Y (Target for end of next Fiscal Year)</b>	<b>Strategic Actions to achieve target</b>
<b>Outcome</b>	<b>Measure</b>	<b>Base Year:</b>	<b>Annual Target:</b>	<b>Strategic Actions</b>
Effective dissemination of information on Gaelic activities, events and ongoing initiatives	Track numbers of recipients of the OGA's MMR	2008	<b>2010-11 – 100%</b>  Continue to expand e-mail contact list to ensure wider communication  <b>Ultimate Target</b> <i>To be determined in OGA's pending strategy document;            Gaelic Builds Communities</i>	Add to e-mail contact list throughout year via presentations to groups, organizations, individuals, etc.

<b>OUTCOME (immediate or inter-mediate)</b>	<b>MEASURE / RATIONALE</b>	<b>DATA Base Year - 200X</b>	<b>TARGET 200Y (Target for end of next Fiscal Year)</b>	<b>Strategic Actions to achieve target</b>
<p><b>Outcome</b></p> <p>Stronger partnerships</p>	<p><b>Measure</b></p> <p>Measure correspondence and feedback from Gaelic organizations on OGA's program focus and direction</p>	<p><b>Base Year:</b></p> <p>2008</p>	<p><b>Annual Target:</b></p> <p>2010-11 – 100%</p> <p>Continue to maintain good working relations and cooperative initiatives with provincial Gaelic organizations</p> <p><b>Ultimate Target</b></p> <p><i>To be determined in OGA's pending strategy document; Gaelic Builds Communities</i></p>	<p><b>Strategic Actions</b></p> <p>Evaluation of direction via presentations, meetings and electronic communication</p>

<b>OUTCOME (immediate or inter-mediate)</b>	<b>MEASURE / RATIONALE</b>	<b>DATA Base Year - 200X</b>	<b>TARGET 200Y (Target for end of next Fiscal Year)</b>	<b>Strategic Actions to achieve target</b>
<p><b>Outcome</b></p> <p>Stronger partnerships</p>	<p><b>Measure</b></p> <p>Number of communications logged that pertain to informing and creating greater awareness of Gaelic in the province; its contributions and impact on communities</p>	<p><b>Base Year:</b></p> <p>2008</p>	<p><b>Annual Target: 2010-11</b></p> <p><b>100%</b></p> <p>Build stronger liaisons and working partnerships with provincial gov't Depts such as Tourism, Culture and Heritage, Economic and Rural Development and Education</p> <p><b>Ultimate Target</b></p> <p><i>To be determined in OGA's pending strategy document; Gaelic Builds Communities</i></p>	<p><b>Strategic Actions</b></p> <p>Request meeting with Tourism, Culture and Heritage to discuss greater partnership with OGA on featuring Gaelic asset</p> <p>Partner with Economic and Rural Development on community capacity building via Gaelic Council of Nova Scotia initiatives</p> <p>Establish an advisory person for Dept of Education from OGA</p>

<b>OUTCOME (immediate or inter-mediate)</b>	<b>MEASURE / RATIONALE</b>	<b>DATA Base Year - 200X</b>	<b>TARGET 200Y (Target for end of next Fiscal Year)</b>	<b>Strategic Actions to achieve target</b>
<p><b>Outcome</b></p> <p>Stronger partnerships</p>	<p><b>Measure</b></p> <p>Track numbers of exchanges, and initiatives that pertain to the province's relationship with Highland Council</p>	<p><b>Base Year:</b></p> <p>2008</p>	<p><b>Annual Target:</b></p> <p><b>2010-11 – 100%</b></p> <p>Further strengthen Memorandum of Understanding (MOU) with Highland Council, Scotland</p> <p><b>Ultimate Target</b></p> <p><i>To be determined in OGA's pending strategy document; Gaelic Builds Communities</i></p>	<p><b>Strategic Actions</b></p> <p>Develop a web portal that can be accessed by Gaelic Scotland based and Nova Scotia counterparts to assist in further developing exchange of information, individuals and groups</p>

**IV. Suidheachadh a' Bhuidseid**  
**Budget Context**

	<b>2009-2010 Estimate</b>	<b>2009-2010 Forecast</b>	<b>2010-2011 Estimate</b>
Program & Service Area	(\$thousands)	(\$thousands)	(\$thousands)
<b>Gross Departmental Expenses:</b>			
Salaries & Benefits	339	339	347
Operating Costs	99	99	99
Grants and Contributions	106	106	94
<b>Total Gross Departmental Expenses</b>	<b>544</b>	<b>544</b>	<b>540</b>
<b>Additional Information:</b>			
<b>Fees and Other Charges</b>	(0)	(0)	(0)
<b>Ordinary Recoveries</b>	(0)	(0)	(0)
<b>Provincial Funded Staff (FTEs)</b>	<b>5</b>	<b>5</b>	<b>5</b>