

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

Aithisg na Cunntachalachd  
**Accountability Report**

A' toirt iomraidh air a' Bhliadhna Ionmhasail  
**Reporting for the Fiscal Year 2009 - 2010**

An t-11 amh dhen Og-mhios  
**June 11<sup>th</sup>**

2010

An Clàr  
**Table of Contents**

---

Aithris na Cunntachalachd <b>Accountability Statement</b> .....	3
Teachdaireachd o’n Bhan-Mhinistear <b>Message from Minister</b> .....	4
Roi-Ràdh <b>Introduction</b> .....	5
Amasan Roi-innleachd, Roinntean Meadhan a’ Ghìomhachais <b>Strategic Goals, Core Business Areas</b> .....	6
Prìomh-Amasan agus Tomhaisean na h-Obrach <b>Priorities and Performance Measures</b> .....	7-13
Roi-Innleachd an Luchd-Obrach <b>Human Resource Strategy</b> .....	14
Suidheachadh a’ Bhuidseid <b>Budget Context</b> .....	15

Aithris na Cunntachalachd  
**Accountability Statement**

---

The accountability report of the Office of Gaelic Affairs (OGA) for the year ended March 31, 2010 is prepared pursuant to the Provincial Finance Act and government policies and guidelines.

These authorities require the reporting of outcomes against the OGA business plan information for the fiscal year 2009 - 2010.

The reporting of the OGA outcomes necessarily includes estimates, judgments and opinions made by the OGA.

The OGA acknowledges that this accountability report is the responsibility of the OGA 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 OGA business plan for the year.

---

Honourable Maureen MacDonald, Minister

---

Lewis MacKinnon, Chief Executive Officer

Teachdaireachd o'n Bhana-Mhinistear  
**Message from the Minister**

---

It is my pleasure to present the 2009 - 2010 Accountability Report for the OGA. This document highlights the work undertaken to further the objectives of the OGA which tie in directly with those of the province.

Gaelic language and its attendant culture make numerous contributions socially, educationally and economically to our province. Gaelic has been spoken and its rich culture has been expressed in Nova Scotia for over 230 years. It is part of the Nova Scotia experience.

The OGA's Mission is to work with Nova Scotians in the development of the province's Gaelic resource. This resource is a true asset for all Nova Scotians to be proud of, take part in and share with others.

The OGA's mandate is to assist Nova Scotians in the acquisition and use of Gaelic so the culture, wisdom, heritage and traditions of Gaels are valued, practiced, and passed on to future generations.

The OGA recognizes that community can be further invigorated and built via language learning and bringing groups together to learn, share, further develop initiatives and projects that involve Nova Scotians living, working and staying in our communities.

Vibrant Gaelic language and cultural communities contribute to Nova Scotia's diversity, economy, optimism, social capital and sustainable competitiveness.

The OGA's work is rooted in the belief that sustainable development and self reliance for Gaels in Nova Scotia and their communities is accomplished through partnerships - between and among communities and governments. Innovative and practical solutions are best achieved through collaborative strategies and action, which require properly developed and maintained relationships.

The activities detailed in this 2009 - 2010 Accountability Report are the result of significant effort and dedication on the part of the Gaelic community and numerous government partners, as well as OGA staff.

I encourage you to take the time to read through this report.

---

Honourable Maureen MacDonald, Minister

Roi-Ràdh  
**Introduction**

---

This fiscal year, the OGA continued to work with Nova Scotia Gaelic communities, all levels of government and Gaelic stakeholders to coordinate sustainable strategies to improve support for Gaelic and the development and sustainability of Gaelic communities to the betterment of the province.

This accountability report is based upon the OGA's strategic goals and priorities as described in the OGA's 2009- 2010 business plan. It is intended to inform and update both government and the public of the OGA's achievements and progress as well as those areas where work continues.

It is suggested that this report be read in conjunction with the OGA's 2009 - 2010 Business Plan, which may be found at [www.gov.ns.ca/oga](http://www.gov.ns.ca/oga).

## **Strategic Goals**

1. *Public Relations* – develop greater awareness in community of Gaelic's contributions to community development
2. *Community Development* - work with Gaelic community of Nova Scotia to foster language learning opportunities, skill development and capacity building
3. *Partnerships* – build upon intergovernmental, institution and organization partnerships in an effort to support Gaelic community and Gaelic language acquisition and usage

## **Core Business Areas**

Under Strategic Goals the OGA will focus on the following Core Business Areas:

### **1 - Liaison & Communication**

1. Developing relationships within both provincial and federal governments
2. Expand and further development Communication vehicles that link and connect OGA with constituency, stakeholders and partners

### **2 - Program Grants, Languages Initiatives and Facilitation**

1. continuation and assessment of Gaelic Activities Program grant funding
2. further development and expansion of community-based Gaelic language support programs
3. work in facilitation capacity with community groups involved in Gaelic development
4. continue to further quantify research to assist in strengthening foundation and strategic allocation of resources

### **3 - Partnerships and Networks**

1. further strengthen and develop partnership networks at community level, government and internationally that focus on community based Gaelic language development, educational initiatives and broader community appreciation and support for Gaelic language and culture

Prìomh-Amasan agus Tomhaisean na h-Obrach  
**Priorities and Performance Measures**

---

**Strategic Goal 1 - Public Relations**

Priority – Build greater awareness in broader community of Gaelic’s contributions to community development via liaising, advisory-type collaboration, enhanced communications and marketing of Gaelic

<b>Measure</b>	<b>Target</b>	<b>Strategic Activity</b>	<b>Results Achieved</b>
Advisors & liaison to gov’t partners	Intent is to create stronger liaisons and working partnerships with provincial gov’t Depts such as Tourism, Culture and Heritage, Economic Development, Education, and the Department of Canadian Heritage, Gov’t of Canada	Contact Tourism, Culture and Heritage and request a Liaison person be assigned to the OGA  Establish an advisory person for Dept of Education from OGA  Request meeting to explore collaboration opportunities b/w OGA & Dept of Canadian Heritage	Mary-Jo MacKay, Heritage Division was designated TCH liaison to the OGA  Catriona Parsons is OGA advisory person for Dept of Education  Two meetings were held with David Burton, Provincial Director, NS, Atlantic Region, Canadian Heritage
Communications	Expand OGA communications network via weekly Media Monitoring report, quarterly newsletter, monthly Lunch & Learn Gaelic educational sessions & promotion of Gaelic image as representative of the Gaelic Community in the province	Utilize OGA presentations as opportunity to expand Media Monitoring e-mail contact list via target 2 presentations per month to stakeholder groups	677 recipients on OGA e-mail list receiving weekly MMR & quarterly newsletter, “Misneach”  200 copies of “Misneach” produced and distributed each quarter  10 lunch & learns (181 attendees) 2010 Calendar Maps, Brochures, Posters produced

			<p>Revisions and additions to OGA website - audio clips added</p> <p>In-house graphic work on Newsletters, GLIC Road show posters, Lunch &amp; Learn posters, Invitations, etc.</p> <p>An Leabhar Mor Reception - (February 5) a large PR event - focusing on Gaelic Nova Scotia within International Gaelic community context</p> <p>In-house Video and audio archive</p>
Marketing	<p>Promote the work of the Office via newspaper articles in local periodicals</p> <p>Promote the Gaelic Symbol for the province via collateral, i.e. pins, mugs, t-shirts, flags, banners, etc.</p>	<p>Include articles in periodicals such as The Casket, The Oran and the Victoria Standard via target of submitting 2 articles per month</p>	<p>25 bilingual Gaelic - English newspaper articles</p> <p>Gaelic Symbol promotion included distribution of following collateral;</p> <p>500 t-shirts  1250 small flags &amp; stands  200 large flags:  200 license plates  2800 pins  250 mugs  500 magnets  450 stickers</p>

## Strategic Goal 2 - Community Development

Priority – Assess programs to better support and foster Gaelic language learning via community programs

Measure	Target	Strategic Activity	Results Achieved
Review Gaelic Activities Program Grant Funding program	Review Gaelic Activities Program funding to ensure program better reflects Gaelic language acquisition and usage - facilitate the development of Gaelic teaching aids and materials for Gàidhlig aig Baile - Bun is Bàrr review and continuation	Review revisions with community stakeholders and groups to ensure program is focused on what is happening at the community level  Set up a working committee of Gaelic instructors and resource persons to assist with development of Gaelic materials  Call for expression of interest for Gaelic apprentices	10 community group meetings held to review Gaelic Activity Program (GAP) grants - new program guidelines established, titled GLIC (Gaelic Language in Community) fund  Gaelic resource materials committee was struck - DRAFT Guide for Gaelic Language instructors developed  Call for 3 mentors and 6 apprentices for Bun is Bàrr (Gaelic language and culture mentorship program)
Social Networking	Expand e-mail contact list to ensure wider communication	Add to e-mail contact list throughout year via presentations to groups, organizations, individuals, etc.	From April 1, 2009 to March 31, 2010 e-mail recipient list grew from 407 to 677
Facilitation & Research	Effect survey to determine numbers of speakers of Gaelic spoken in province, participation levels in cultural expression, attitudes, impacts on	Hire Researcher and Statistical Officer by July 1, 2009	Decision was made to place moratorium on this position. Research was conducted by Community Development Officer on Second language acquisition, including; 1.

	community		<p>role of language and culture in sustainable community development</p> <p>2. best practices for language renewal in indigenous and other language communities</p> <p>Resources designated to Researcher and Statistical Officer position were re-focussed and re-directed to building Gaelic speaking resource by establishing and funding a Gaelic Field Officer position. Interviews are complete and offer of employment is being made at present to successful candidate</p>
--	-----------	--	--

### Strategic Goal 3 - Partnerships

Priority – develop partnerships within government, organizations and institutions and international partners that will support Gaelic community and assist in Gaelic language acquisition and usage

Measure	Target	Strategic Activity	Results Achieved
Further strengthen key partnerships	Focus on key partnerships in gov't: Economic Development, TCH, Education and Seniors	<p>Bring stakeholders together to discuss a Gaelic education plan</p> <p>Through liaison explore areas where Gaelic can be reflected through TCH initiatives</p>	<p>Held initial meeting with Department of Education to discuss resources and a draft curriculum outline was presented for Grade 3. Awaiting hiring of Program Director within Department of Education to continue work on this measure</p> <p>Met with Tourism Division to discuss Celtic Heart Co-operative initiative. Indicated importance of investment in the Gaelic asset to support “Celtic” brand and</p>

		<p>Work in partnership with Economic Development to assist Gaelic community capacity building</p>	<p>marketing. Tourism Division produced first ever Gaelic-speaker-focused ad in fall 2009</p> <p>Met with representatives of Department of Economic and Rural Development and the Gaelic Council of Nova Scotia to discuss how the Gaelic Council could receive “core” funding as a lead organization of the Gaelic community. Gaelic Council received modest funding support for its Mini Forum held in May 2010.</p> <p>Encouraged Gaelic community groups to collaborate with Dept of Economic and Rural Development in an effort to set up “Céilidh House” meetings that would bring community members together to discuss aspects of Gaelic development important to the local community.</p>
<p>Relationships with organization and institutions</p>	<p>Continue to maintain good working relations and cooperative initiatives with provincial Gaelic organizations</p>		<p>Reviewed “Ith is Ionnsaich” (“Lunch and Learn”) sessions and developed a “Gaelic Information Session” Call for Interest intended as an outreach to communities interested in hosting Gaelic awareness sessions</p> <p>Other initiatives focussed on developing relations and cooperative approaches:</p> <ul style="list-style-type: none"> <li>○ Forest for Calum (Gaelic Arborteam project for Inverness Town) advisory role on Gaelic’s present and historic presence in the area</li> </ul>

			<ul style="list-style-type: none"> <li>○ Coady Institute – discussion on connection between Gaelic language and culture and Coady development approach</li> <li>○ Nona MacDermid – Gaelic film project for Nova Scotia</li> <li>○ Dept of Ed Gaelic language and culture workshop, Iona</li> <li>○ Citadel High – Gaelic class visit</li> <li>○ An Clachan Gàidhealach</li> <li>○ Pictou-Antigonish Regional Library (Gaelic interpretation in proposed new facility in Antigonish)</li> <li>○ Comhairle na Gàidhlig – regular monthly meetings on Gaelic development with Chair and Council coordinator</li> <li>○ Visited Gaelic classes – St.F.X. Celtic Studies Department</li> <li>○ Town of Westville – discuss Gaelic content for town website, provided translation of Mayor’s message and Gaelic sound file</li> <li>○ Met with Sgoil Ghàidhlig an Àrd-Bhaile Executive and instructors on Gaelic development challenges in HRM</li> <li>○ Cape Breton University Press – resource for proposed Great Book of Nova Scotia Gaelic project</li> <li>○ Met with Féis Mhàbu organization to discuss programs and Gaelic</li> </ul>
--	--	--	---

			<p>resource requirements in community</p> <ul style="list-style-type: none"> <li>○ Cape Breton University – Great Book of Gaelic launch</li> <li>○ Presentation to Antigonish and Guysborough Counties Municipal representatives on work of OGA</li> <li>○ Presentation to Pictou Regional Association of Administrators on work of OGA</li> <li>○ Traditional Piping Interpretive Exhibit – Barry Shears – assist in acquiring partners, i.e. met with Heritage Division, TCH</li> <li>○ Celtic Heart of NA cooperative (marketing Gaelic experience cooperative) language and cultural content advisory role</li> <li>○ Antigonish Highland Society (AHS) – supportive role in AHS Gaelic projects and initiatives</li> <li>○ Celtic Music Interpretative Centre re: Gaelic language and traditional music community</li> </ul>
<p>Memorandum of Understanding (Nova Scotia &amp; Highland Council, Scotland)</p>	<p>Further strengthen this relationship</p>	<p>Work in collaboration with IGA (Intergovernmental Affairs) to review MOU and draft go forward plan to present Highland Council counterparts</p>	<p>Met with IGA to review MOU and held a broader intergovernmental committee meeting to discuss MOU. Presentation was made to MOU counterparts in Scotland and awaiting response on development of an information portal project to better link individuals, groups and institutions directly involved in Gaelic development</p>

Roi-innleachd Comasan an Luchd-obrach  
**Human Resource Strategy**

---

The OGA meets the objectives of the Corporate Human Resource Strategy of government in the following ways:

1. a talent management approach is used within the OGA to manage such areas as absences due to travel, sickness, cross training and support for initiatives
2. orientation, support and training for employees is determined at fiscal year outset and a plan and budget for this is developed
3. community being served by the OGA is reflected in the requirement that office hires promote and use Gaelic language during and throughout their work

Suidheachadh a' Bhuidseid  
**Budget Context**

---

A' Bhliadhna Ionmhasail 2009-10  
**Fiscal Year 2009-10**

<b>Oifis Iomairtean na Gàidhlig</b>			
<b>Office of Gaelic Affairs</b>			
	<b>2009-2010 Estimate</b>	<b>2009-2010 Actuals</b>	<b>Variance</b>
Program & Service Area	(\$thousands)	(\$thousands)	(\$thousands)
<b>Total Program Expenses</b>	544	541	(3)
<b>Provincial Funded Staff (FTEs)</b>	5	4.1	(0.9)

No sufficient variances.