



CONFÉRENCE MINISTÉRIELLE
SUR LA FRANCOPHONIE
CANADIENNE | MINISTERIAL CONFERENCE
ON THE CANADIAN
FRANCOPHONIE

JUNE 2014

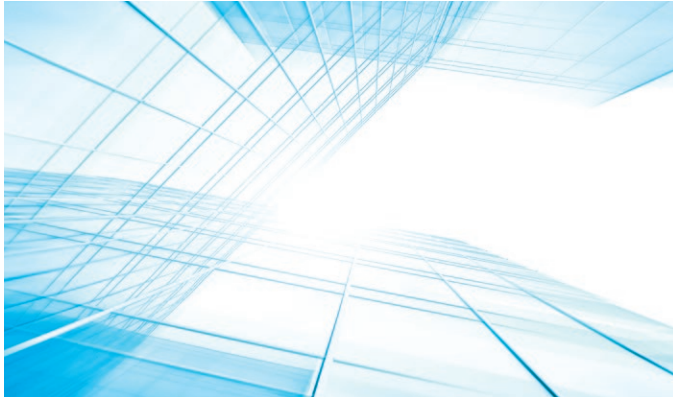
newsletter

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MINISTERIAL CONFERENCE ON THE CANADIAN FRANCOPHONIE

Contemporary Francophonie inspires governments of the Ministerial Conference on the Canadian Francophonie



THE MINISTERS responsible for the Canadian Francophonie will meet on June 26 and 27, 2014, on Prince Edward Island, under the theme “Pan-Canadian Showcase: Government Support of the Contemporary Francophonie.”

This theme illustrates the variety of strategies implemented by governments to provide services in French and promote the advancement of the Canadian Francophonie.

In this context, the Francophonie is referred to as “contemporary” to underscore the fact that its profile has changed considerably. Over the years, many initiatives have helped in bringing about significant advances in sectors that address the realities and aspirations of this Francophonie.

By Canadian Francophonie, we mean mother-tongue Francophones, but also Francophiles and French-speaking newcomers.

The ministers will therefore take a contemporary look at the Canadian Francophonie, while discussing strategies to promote it, increase awareness of its contribution to Canadian society as a whole, and promote its advancement.

The Ministerial Conference on the Canadian Francophonie, created in 1994, is the only intergovernmental forum that brings together the ministers responsible for the Canadian Francophonie. The Conference works for an open, dynamic, and diverse Francophonie that contributes to, and participates fully in, the growth of Canadian society.



Québec



A look at the Canadian Francophonie

EACH YEAR, on the International Day of La Francophonie, the Government of Canada highlights Canada's Francophone community in its 260 embassies and diplomatic missions in 150 countries worldwide.

On this occasion, we remind people that nearly a quarter of the more than 33 million people living in Canada speak French as their first official language. While the majority of Francophones (87 percent) are in Quebec, there are 1 million French speakers in other regions across the country. Almost 10 million Canadians can carry on a conversation in French.

In the area of education, French is the language of instruction in over 3,000 primary and secondary schools, 75 colleges and close to 30 universities. Francophone or Anglophone minorities in every province and territory have the right to primary and secondary school instruction in their language. Consequently, outside Quebec, every

year, more than 147,000 Francophones study in French in 623 institutions, managed by the communities. In addition, 1.7 million young Canadians are studying French as a second language, and more than 356,500 of these students are in immersion classes.

In terms of French-language media and culture, Canada boasts the following:

- A national public broadcaster, Radio-Canada;
- Over 200 radio stations, 50 television stations, 11 daily newspapers and 40 community newspapers; and
- Major national institutions such as the Canada Council for the Arts, Telefilm, the National Film Board of Canada working to strengthen and disseminate the cultural expression of the French language nationwide.



Patrimoine
canadien

Canadian
Heritage

Canada

ONTARIO

Ontario's New Process for the Designation of Agencies under the French Language Services Act

THE CRITERIA and process for designating an agency under the *French Language Services Act* (FLSA), in place since 1991, have been updated, in collaboration with ministries and representatives of the Franco-Ontarian community, to ensure the provision of high quality French-language services.

The revised process now applies to new requests for designation, and it also includes the evaluation of existing designated agencies.

The new criteria include clarified provisions for the active offer of services and Francophone representation on the Boards of Directors and management of agencies. In addition, to ensure a consistent approach across government, a common designation plan template for use by all ministries was developed to process and review all designation requests, as well as to monitor existing designated agencies.

The new criteria include clarified provisions for the active offer of services

The new evaluation framework includes a written commitment of accountability from the Board of Directors of each designated agency with respect to the provision of services in French, in accordance with the designation criteria.

Designated agencies

Three of the most recent agencies to be designated under the FLSA are: *Le Collège de Hearst*, in July 2013; *La Cité collégiale*, in January 2014 and Laurentian University, whose partial designation takes effect on July 1, 2014. This brings the number of designated postsecondary institutions in the province up to four, since the designation of *Collège Boréal* in 2008.



La francophonie @ cœur

Jean-Marc Fournier, new Minister responsible for the Canadian Francophonie

Following the general election on April 7, the Premier of Québec, Philippe Couillard, appointed Jean-Marc Fournier as Minister responsible for Canadian Intergovernmental Affairs and the Canadian Francophonie, Minister responsible for Access to Information and the Reform of Democratic Institutions, and Government House Leader. Representing the riding of Saint Laurent, Mr. Fournier was first elected to the National Assembly in 1994. Since then, he has held numerous ministerial positions.



The 5th World Acadian Congress is fast approaching!

Nearly 14 of Québec's departments are involved in organizing the World Acadian Congress (CMA), which is being held August 8 to 24, 2014, in Acadia of the Lands and Forests.

Québec will host a kiosk at ExpoMONDE, CMA's international showcase, and will be a part of the Multimedia Pavilion, along with a number of other partners, such as the Centre de la francophonie des Amériques. And that's not all! Québec is proudly organizing Québec Day – a celebration of Québec and its Acadian heritage – to be held in Témiscouata on August 23. The closing ceremonies will be held in Québec as well, on August 24. We hope to see you all there!

The Canadian Francophonie Games

The 6th edition of the Games is being held in Gatineau from July 23 to 27. More than 1,200 young people from Québec and from Francophone and Acadian communities will have the opportunity to forge closer ties. The Québec government is providing \$472,500 in funding for the event, \$50,000 from the Secrétariat aux affaires intergouvernementales canadiennes.

NOVA SCOTIA

Building healthy, literate communities

LITERACY is a key contributor to health and well-being, with higher literacy linked to better health outcomes. Access to information and books in one's mother tongue plays an important role in the life-long learning that supports health. Nova Scotia is proud to support initiatives to encourage reading and literacy in French.

Building libraries' French-language collections

Nova Scotia's public libraries have recently acquired the following French-language materials:

- 204 ebooks by French Canadian authors accessible across the province through Nova Scotia Public Libraries' Digital Media Collection
- A collection of materials on mental health
- 841 fiction and non-fiction books to enhance Halifax Public Libraries' French-language collections.

One Book Nova Scotia

This province-wide community reading event revolved around a single book – *Fauna* by Alissa York – revealed at a launch event. The initiative was promoted in both French and English, and French copies of the book were available through the province's network of public libraries.

Community literacy

The Province supports French literacy initiatives, including family literacy (*Je parle français avec mon enfant*) and competency development (*En voie du travail*) for Acadians and Francophones offered by Équipe d'alphabétisation Nouvelle-Écosse.



Linguistic and Cultural Development Policy: a social blueprint

IN APRIL 2014, the New Brunswick government adopted the *Linguistic and Cultural Development Policy* (for French Education) tabled jointly by the Acadian and Francophone community and the Department of Education and Early Childhood Development. The entire community is proud of this unique project because it is the result of numerous consultations between various partners in education and key community stakeholders who have combined their strengths to develop a strategy that will ensure the vitality and growth of the Acadian and Francophone community as a whole.

Through this policy, the Acadian and Francophone community, in cooperation with the Government of New Brunswick, has committed to a genuine social blueprint to take on the many challenges associated with its minority linguistic situation, and one that could be adapted, over the years, to the multiplicity and the ever-changing nature of its realities. The purpose of the policy is to enhance the



Photo taken at the Policy Validation Forum in June 2013.

capacity of all the education partners to fulfill the dual mission of the Acadian and Francophone education system, i.e., to ensure the educational success and identity building of each learner, while contributing to the sustainable development of the Acadian and Francophone community and the province of New Brunswick.

MANITOBA

Expansion of the List of Electors for the Division scolaire franco-manitobaine

THE *DIVISION SCOLAIRE FRANCO-MANITOBAINE* (DSFM) has been examining innovative ways to open up its trustee election process. Since the DSFM was created in the early 1990s, various adjustments have been made to its governance model in order to support the DSFM's management structure and better meet the aspirations of the Francophone community.

Further to various consultations with the Francophone community, the DSFM approached the government about expanding its list of potential electors. It should be noted that, until now, only parents with children enrolled in the DSFM have been entitled to vote. The DSFM wanted to extend the right to vote to other classes of individuals, including DSFM graduates, the parents of graduates, and parents availing themselves of the services offered in the preschool sector.

On March 28, 2014, the government approved By-Law 159-13 of the DSFM and amended Regulation 202/93 so as to alter the electoral divisions of the DSFM and accommodate an expanded pool of potential electors.

The DSFM wanted to extend the right to vote to other classes of individuals

These refinements open the door to new participants in the electoral process and hence greater involvement in school board elections by the members of the DSFM's school community. It is hoped that a larger number of electors will take part in this democratic exercise and thereby enrich the discussions surrounding the general orientation and direction of the Francophone education system of Manitoba.

It should be noted that the next election of DSFM trustees will be held on October 15, 2014, and that there are 11 positions to be filled.

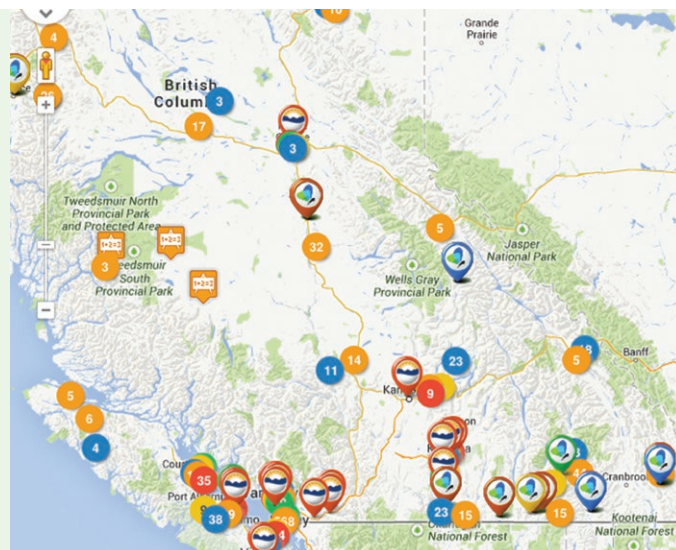
BRITISH COLUMBIA

Mapping British Columbia French Resources and Services

THE BRITISH COLUMBIA provincial government has launched a new web-friendly online mapping tool, *Francophone Resources and Services in British Columbia*, that offers a web-base mapping interface that pinpoints French services in the sectors of education, early childhood, health, community associations, tourism, and business, including retailers.

The web-based mapping tool was developed in partnership by the B.C. Francophone Affairs Program, the Ministry of Technology, Innovation and Citizens' Services, and DataBC, with input from four provincial francophone organizations: *Fédération des francophones de la C.-B.*, *Fédération des parents francophones de la C.-B.*, *Société de développement économique de la C.-B.*, and *Réso-Santé*.

The project grew from a meager 120 entries to over 600 entries as people ascertained the usefulness of the application. One of the main challenges was to create a mapping system and geocoder compatible with French characters. Equally challenging was to format the data



provided by the various sources into uniform entries for readability.

The map will assist Francophones and Francophiles in making educated decisions might they be seeking an economic opportunity or looking at immigrating to British Columbia and wanting to establish near a French environment.

This project was partly supported by the *Canada – British Columbia Official Languages Agreement on French-Language Services*.

PRINCE EDWARD ISLAND

A light goes out on Prince Edward Island



BORN IN A SMALL ACADIAN village on Prince Edward Island, Angèle Arsenault was the ultimate ambassador of the Island's French song and Acadian culture during her successful career, both in Canada and in other parts of the world.

For years, PEI French immersion teachers and students were exposed to the French language through Angèle's music and lyrics. The eighth child of a family of fourteen, Angèle started making a name for herself in the music world during her teenage years, and she pursued her passion until the very end.

In the mid-1990s, Angèle came back to her Island home, much to the pleasure of her family and friends, as well as the entire Acadian and Francophone community. She received numerous honours during her life, including Officer of the Order of Canada (2003), member of the Order of Prince Edward Island (2005), as well as a Lifetime Achievement Award for her overall contribution to the Island's music scene (2010).

A light may have gone out, but Angèle's memory will live on in the hearts of those who knew her and who were moved by her talent.

Come and Discover Saskatchewan... in French!

THE GOVERNMENT of Saskatchewan is committed to supporting economic growth in the province so as to improve the quality of life of its residents, particularly by offering tourism and recreation opportunities. Among these are the provincial parks, which are hosting a growing number of visitors.

The provincial parks guide is available in French under the title *Les parcs provinciaux de la Saskatchewan*. For outdoor enthusiasts, the 35 provincial parks and 128 recreation sites offer a whole gamut of activities.

Hunting, trapping, and fishing are popular activities in Saskatchewan and draw many tourists to the province. The Ministry of Environment provides, on its [website](#), a French version of the *Hunters' and Trappers' Guide*, as well as the *Anglers' Guide*.

Tourism Saskatchewan also offers service in French through a bilingual consultant. She would be happy to help you. Call toll-free at 1-877-237-2273.

Come see our sand dunes, explore our prairies, our boreal forest, and enjoy our lakes with their extraordinary beaches! Saskatchewan is waiting for you!



ALBERTA

Concerto Network: a network of bilingual and franco-friendly municipalities

THE GOVERNMENT of Alberta's Francophone Secretariat has been collaborating with the *Conseil de développement économique de l'Alberta* (CDÉA) to establish Concerto, a network of bilingual and franco-friendly municipalities that wish to leverage French language and cultures to attract tourism, investors, and new residents.

The **Concerto Network** objectives are:

- To officially recognize municipalities that share Francophone heritage
- To create conditions for municipalities to benefit from the Francophone presence
- To encourage sustainable concrete economic development initiatives.

The CDÉA's role is to coordinate the network's activities, suggest strategies, and collaborate with municipalities in four key areas:

1. Tourism development
2. Recruitment and employability

3. Attraction of bilingual residents, entrepreneurs, and investors
4. Sustainable development and green economy.

Five municipalities – [Plamondon](#), [Beaumont](#), [Legal](#), [Morinville](#), and [St. Albert](#) – have joined the Concerto Network since its establishment in 2013. Other Alberta municipalities are set to join the network in the fall.

The Government of Alberta is committed to working with the Francophone community. In addition to its support for the development of the Concerto Network, Alberta has earmarked funding, through the *Alberta-Canada Agreement on French-Language Services*, to further support municipalities in developing services in French.



Minister Heather Klimchuk presenting a commemorative plaque to the Mayor of Beaumont, Camille Bérubé.

Celebrating 20+ Years of Cooperation



THE GOVERNMENT of Newfoundland and Labrador has been cooperating with the federal government in the area of French-language services since 1993 with the signing of the first *Promotion of Official Languages Cooperation Agreement*.

Under this agreement, the Office of French Services (OFS) was created in 1995 and has been responsible for the implementation of a series of subsequent partnership agreements aimed at increasing the government's capacity to deliver services in French and coordinating support for the development of the province's Francophone and Acadian community.

Over the years, the OFS has greatly expanded its scope beyond French-language training and translation to now include a government/community liaison service, linguistic support services, intergovernmental cooperation, and policy development. Further, government's decision to designate May 30 as *Provincial Day of Francophonie* and to appoint a Minister responsible for Francophone Affairs both signaled very positive steps in acknowledging and addressing the needs of Francophones in this province.

Having just signed a new *Canada/Newfoundland and Labrador Agreement on French-Language Services 2013-2018*, the government looks forward to continued partnership with the federal government in order to provide ongoing support to the growth and development of the provincial Francophone and Acadian community.

NORTHWEST TERRITORIES

Positive and Productive Consultations with the Francophone Community

OVER THE fall and winter of 2013-2014, the Francophone Affairs Secretariat of the Government of the Northwest Territories (GNWT) and the *Fédération franco-ténoise* – the official voice of NWT Francophones – teamed up to consult the territorial Francophone community to inform NWT Francophones about the *GNWT Strategic Plan on French Language Communications and Services* and to learn about the community's priorities for its implementation.

There were four consultation meetings held – one in each of the four NWT “significant demand” communities (Yellowknife, Fort Smith, Inuvik, and Hay River). In all, 87 residents participated in the discussions.

The consultations were a positive and productive exercise by all accounts. Francophone residents appreciated the opportunity to discuss their experiences and priorities as Francophones in the NWT and to share with the GNWT where they would most like to see improvements in the short, medium, and long terms. GNWT departments



will benefit from this feedback as they finalize and implement their own operating plans.

Improving the ability of departments to provide information and services to Francophones will be a positive new dimension of the client service culture across the GNWT. To learn more about the Strategic Plan and the consultations, visit the Francophone Affairs Secretariat's website at www.ece.gov.nt.ca/official-languages/francophone-affairs-secretariat.



Bonjour Yukon – Active Offer of French Language Services

ON MAY 15, as part of the 8th annual Yukon Francophonie Day celebrations, the Government of Yukon and the Association franco-yukonnaise launched Yukon's new active offer logo – *Bonjour Yukon*.

The launch marked the start of an Active Offer Awareness Campaign inviting people to use available French language services. The logo and campaign aim to raise awareness of places where the public can easily receive services in French, whether in the public or private sector.

The *Bonjour Yukon* logo was developed through collaboration between the Government of Yukon and the *Association franco-yukonnaise*. The choice and the grading of the colours evoke the movement of the aurora borealis and the ever-present Yukon forests. The semi-circle represents the midnight sun under which flows the great Yukon River. In the centre, the raven – the avian emblem of Yukon – symbolizes the creative spirit of Yukoners.

The active offer concept is a cornerstone of the Yukon 2014-2018 Strategic Plan on French Language Services, which the Government of Yukon has developed in consultation with the Francophone community. The government announced increased investments in the 2014-15 Yukon budget to implement the Plan and further expand the offering of services in French to more sites in Whitehorse and in Dawson City.

The active offer concept is a cornerstone of the Yukon 2014-2018 Strategic Plan

NUNAVUT

Employability assistance services adapted to the needs of the Nunavut Francophone Community

THE GOVERNMENT OF NUNAVUT (GN) employability assistance services are now available to the Francophone community of Nunavut, thanks to a partnership established between the GN and *Carrefour Nunavut*, a Francophone economic development organization active in the field of employability since 2010.

Under this new partnership, *Carrefour Nunavut* will promote the programs and services of the Department of Family Services, including Employment Assistance Services, Adult Learning and Training Supports, Training on the Job, the Self-Employment Option, and Financial Assistance for Nunavut Students. On the latter point, *Carrefour Nunavut* intends to actively promote funding programs to improve access to postsecondary education and to better support Francophone youth entering the labour market.



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Building Nunavut Together
Nunavutluqatigiingniq
Bâtir le Nunavut ensemble



Carrefour Nunavut

Votre partenaire en développement économique
Your Francophone Partner Supporting Economic Development
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On the one hand, this new partnership will strive to reduce the barriers to access to the GN programs and services in the field of professional development and, on the other hand, will ensure a provision of services that is culturally adapted to the needs of the Nunavut Francophone community, in keeping with the requirements of the *Official Languages Act* of Nunavut.