



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

JUNE 2016

newsletter

MINISTERIAL CONFERENCE ON THE CANADIAN FRANCOPHONIE

Leadership through influence: tangible results for the advancement of the Canadian Francophonie

THE INFLUENCE exerted by the Conference over the last year has provided support for the advancement of the Canadian Francophonie by encouraging thought, discussion, and the development of structuring initiatives with respect to **French-language services** and in the fields of **Francophone immigration**, **early childhood development in the Canadian Francophonie**, and **Francophone tourism**.

The absolute priority of the Conference is to increase the offer of **French-language services**. Through its approach that promotes greater cooperation between governments, the Conference aims to have a significant and direct impact on the quality of life of Francophones across Canada. The *basket of French-language services* concept that is currently being developed will provide governments with tools to improve the offer of services, while respecting their respective priorities and the strategic interests and needs of their communities.

Efforts made with respect to **Francophone immigration** allowed the Conference to establish a partnership with the *Federal-Provincial-Territorial Forum of Ministers Responsible for Immigration*. A shared space for discussion has been created for addressing issues specific to Francophone immigration.

The objective is to identify possible action strategies for governments that would foster an increase in Francophone immigration in all provinces and territories and contribute to the achievement of existing targets for Francophone immigration.

Early childhood is key to identity building and is therefore essential for the vitality of the Canadian Francophonie. The Conference continued to encourage dialogue between the governments to position the issue of early childhood development in the Canadian Francophonie, in order to influence public policy so that language transmission and cultural appropriation are taken into account.

Over the course of the last year, the Conference was mandated to explore opportunities for collaboration among the governments with regard to **Francophone tourism**. It has actively played its role as a catalyst and offered spaces for discussion to establish and promote such collaborations. As a result, the concept of a tourism and heritage circuit of the Canadian Francophonie is being discussed by the Conference's member governments. This key project aims to develop the itinerary as a permanent legacy to the Canadian Francophonie; it could be launched in 2017 as part of the celebrations marking the 150th anniversary of Confederation.



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.



Ontario

Québec



NOVA SCOTIA
NOUVELLE-ÉCOSSE

New Brunswick
Nouveau Brunswick
CANADA

Manitoba



BRITISH COLUMBIA

Prince Edward Island
CANADA



Government of
Saskatchewan

Alberta
Government

Newfoundland
Labrador

Northwest
Territories

Yukon
Government

Nunavut

Canada

Towards a new plan for official languages

THE GOVERNMENT of Canada is committed to developing a new plan for official languages, and to support English and French linguistic minorities.

The first *Action Plan for Official Languages*, unveiled in 2003, proposed significant reinvestments to support second language learning, minority education, health, immigration, justice and economic development. The *Action Plan* was followed by two *Roadmaps*, in 2008 and 2013, which carried on with federal initiatives in support of linguistic duality and official languages.

The *Roadmap 2013-2018* expires on March 31, 2018, and a new federal plan is expected on April 1, 2018.

Canadian Heritage will assume its horizontal coordination role for official languages by initiating and directing the development of the federal government's new official languages plan. Formulation of the new plan will build on an open and constructive consultation process with the general public, minority communities and representative



Mélanie Joly, Minister of Canadian Heritage

organizations, researchers and interested parties, and provinces and territories.

Consultations will begin this summer and will include meetings with community organizations and a series of round tables in all regions of the country. All Canadians will be invited to contribute through an online questionnaire.

The contribution of the provinces and territories to these consultations will enable us to breathe new life into collaboration between levels of government.



Patrimoine
canadien Canadian
Heritage

Canada

ONTARIO



400 years of French presence in Ontario

FOUR HUNDRED years of French presence in Ontario. That is what the Ontario government proudly commemorated in 2015 to recognize the history of Ontario's Francophonie and its contribution to the province's social, economic and cultural development.

For the occasion, Ontario invested nearly \$6 million to promote its Francophonie in the province, in Canada and in other countries.

That investment was used to support many initiatives, including the redevelopment of the historical park in Penetanguishene that celebrates Champlain's arrival in Huronia; the gifting of a commemorative plaque to the town of Honfleur, France, honouring the port from which Champlain departed on his voyage to what is now Ontario; the presentation of a plaque by Quebec to Ontario in recognition of the strong historical ties between the two provinces; and the creation of the [Virtual Museum of Franco-Ontarian Heritage](#), which recounts the rich history of Ontario's Francophonie.

During the Commemoration, Ontario marked a milestone in national cooperation on the development of the country's Francophonie by hosting the 20th Ministerial Conference on the

Canadian Francophonie. The provinces, the territories and the federal government are once again committed to raising high and bright the flame of the Canadian Francophonie. It was at that meeting that the proposal to create a tourism and heritage circuit of the Canadian Francophonie was put forward.

On October 30, 2015, Ontario, Quebec, Manitoba, New Brunswick and Nova Scotia publicly announced their intention to develop a project proposal to this effect and present it to the federal government as a legacy of the 150th anniversary of Confederation in 2017. More recently, Yukon joined the project, demonstrating the unity of the Canadian Francophonie.

The initiative now benefits from the support of 9 provinces and territories as well as a great interest from the Federal government.

With 612,000 Francophones, promising projects and solid partners, Franco-Ontarians are looking to the future with confidence.



Sainte-Marie among the Hurons, August 1, 2015 – Madeleine Meilleur, Minister Responsible for Francophone Affairs of Ontario, and Jean-Marc Fournier, Minister responsible for Canadian Relations and the Canadian Francophonie, at the official signing of the invitations to the founding meeting of the *North American Francophone and Francophile Cities Network* that came out of the discussions at the June 2015 Ministerial Conference.

Québec wishes to increase the cooperation between the governments

Cross-Canada tour by Minister Jean-Marc Fournier

IN AUGUST 2015, Minister Fournier began a tour to visit his provincial and territorial counterparts and the heads of several Canadian Francophonie organizations to promote the new orientations of Québec's financial support programs relating to the Canadian Francophonie. Québec thereby wishes to increase the cooperation between the governments, as well as the related budgets, and to obtain greater involvement on the part of associations in setting the action priorities.

Since then, Québec has signed new cooperation agreements with respect to the Francophonie with Manitoba and Yukon. For the first time, such agreements involve a financial commitment on the part of each government over

the next five years. Québec also signed declarations with Ontario, Manitoba and Yukon, underlining the key role played by Francophones in the founding of Canada and recalling that the Francophonie is one of the fundamental characteristics of Canadian identity.

Tourism and Heritage Circuit of the Canadian Francophonie

The celebrations of the 150th anniversary of the Federation in 2017 provide an opportunity to celebrate the contribution of Francophones in the building of Canada. At the initiative of the governments of Québec and Ontario, and with the support of seven other provincial and territorial governments, a request was sent to the Minister of Canadian Heritage for the federal government to take the opportunity to develop a tourism and heritage circuit of the Canadian Francophonie as a permanent legacy to the Canadian Francophonie.

Francophone immigration

Québec is pleased with the announcement of a first joint meeting between the ministers responsible for Immigration and ministers responsible for the Canadian Francophonie, and will participate actively in the Forum on Francophone Immigration to be held by the Ministerial Conference in the fall of 2016.

NOVA SCOTIA

Nova Scotia launches French-language immigration website and bilingual E-processing system

THE NOVA SCOTIA Office of Immigration (NSOI) is taking action on increasing the number of entrepreneurs and renewing the province's workforce.

Prospective immigrants to Nova Scotia can now apply to the Provincial Nominee Program using a convenient bilingual online system [Move Here](#), launched in December 2015 by the Office of Immigration.

The online system simplifies application to various program streams, and provides guides and forms in both French and English. It allows intake and assessment of all applications in the same manner in both languages; applications submitted in French are then processed by French-speaking staff.

NSOI also provides a [website](#) for prospective immigrants in both French and English. The site contains information on choosing Nova Scotia as the place to study, live, and work.

Francophone immigration is a priority for the province's Minister of Immigration, the Acadian and Francophone community, and the Ministerial Conference on the Canadian Francophonie.



Moving towards substantive equality of the two linguistic communities

ALL PROFESSIONAL associations in New Brunswick will soon be subject to the *Official Languages Act*.

There are currently around 40 such associations in New Brunswick that have been established by a provincial act and that have the power to admit, suspend, expel, or impose requirements on members in the practice of their profession or occupation.

Bill 49 is an amendment to the *Official Languages Act* that sets out the linguistic obligations of professional associations. The bill was passed unanimously and given Royal Assent on June 5, 2015.

The amendments require professional associations to provide their services and communications in both official languages, not only to their members, but also to members of the public. They also ensure that members of a professional association can meet the requirements set by the association in their official language of choice, including continuing education and written tests and examinations, for example. The Government of New Brunswick



will offer support to professional associations requesting assistance during the transition period leading up to July 1st, 2016.

The government is proud to have taken a further step towards substantive equality of the two linguistic communities by requiring New Brunswick's professional associations to comply with the *Official Languages Act*.

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MANITOBA

Franco-Manitoban Community-Initiated Consultations: États généraux

IN OCTOBER 2013, members of the [Société franco-manitobaine](#) (SFM) attending the annual general meeting gave the SFM the mandate to organize a comprehensive review of the state of the Manitoba Francophonie, an exercise to be concluded by Fall 2016 with the presentation of a community strategic plan.

In order to conduct these *États généraux*, a steering committee was established. The committee decided to carry out consultations by way of world cafés (*cafés-citoyens*) where participants would be asked four questions:

- 1) What are some of the personal experiences that have helped develop your attachment to the French language and Francophone culture?
- 2) What do you feel are the most important aspects in "your" Francophonie? What do you value the most?
- 3) What are the greatest current and future challenges to overcome to ensure that the Manitoba Francophonie continues to thrive?
- 4) Imagine it is 2035 and think about the greatest achievements of our province's Francophone community in the wake of the 2015 Manitoba Francophonie Summit. What has been created? Changed? Improved?

A total of 1,533 testimonials were received from 146 world cafés and 42 survey questionnaires completed online. A report, released on April 6, 2016, summarizes the testimonials and will serve as the basis for reflection and discussions. A first community feedback session was held April 23, 2016. Close to 400 participants participated in the consultation which was broadcast on the Web and followed by over 350 people. Some priority areas were identified during that meeting, such as early childhood development, vitality and sustainability, inclusion, French-language services and Francophone identity.



Credit: La Liberté

Healthy Schools BC

HEALTHY SCHOOLS BC (HSBC) is a key initiative of the Healthy Families BC prevention strategy. Its vision is for all BC students to learn, play and thrive in healthy school communities.

The primary focus of HSBC is to strengthen relationships within and across the health and education sectors, and at all levels, in order to create healthy schools. Involving a partnership between the ministries of Health and Education, and **DASH BC** (Directorate of Agencies for School Health), the initiative supports regional health authorities to work with education partners to explore existing healthy school activities, identify areas for improvement, and work together on shared priorities. Additional activities include increasing student participation and leadership in healthy schools initiatives, improving the coordination of provincial healthy schools programs, and building broad awareness, knowledge and skills around the **Comprehensive School Health** approach.



To reach out to French-speaking children and youth, the ministries and DASH developed a *one-stop French website portal* with practical health information and resources for BC Francophone and French immersion schools. **RésoSanté Colombie-Britannique**, a not-for-profit organization which supports the development, integration, and sustainability of French-language health services throughout BC, is actively involved in the project. **RésoSanté** acts as an advisor to assist with outreach and resources development for the Francophone community. As a result, frontline French-speaking health professionals are provided with evidence-based information and tools to promote optimal health and learning outcomes for BC's Francophone youth.

The French component of this Health initiative was supported by the Canada – British Columbia Official Language Agreement on French-Language Services.

PRINCE EDWARD ISLAND

A collaborative approach

IN DECEMBER 2015, the Prince Edward Island Branch of *Canadian Parents for French* and the University of Prince Edward Island collaborated to present the first edition of an annual symposium entitled *Une langue, une culture à enseigner, Parlons-en!* (Teaching one language, one culture – Let's talk about it!).



FROM LEFT TO RIGHT: Dr. Alaa Abd-El-Aziz, President of the University of Prince Edward Island, Dr. Ron MacDonald, Dean of the Faculty of Education of the University of Prince Edward Island, Gail Lecky, Executive Director of Canadian Parents for French, Prince Edward Island Branch.

Through open space technology, facilitators identified a dozen themes that were discussed during a full day of reflection.

The event brought together over 65 participants from various sectors including school, college, university, various levels of government and community to discuss several topics including how to encourage a more frequent use of French as first or second language in everyday public or private life.

Through open space technology, facilitators identified a dozen themes that were discussed during a full day of reflection. Participants also identified the fields of action they wish to pursue in partnership with organizations or individuals, in their personal or professional environment.

The symposium featured a presentation by Mr. Graham Fraser, Commissioner of Official Languages of Canada, who spoke on the role of culture in language acquisition.

An innovative approach to providing French-language services

ALL GOVERNMENTS in Canada are faced with the challenge of meeting a growing number of needs using existing resources.

The use of innovative approaches is one way to meet this challenge. Saskatchewan has adopted such an approach in order to increase the offer of French-language services for its citizens. A significant number of public servants who are capable of offering services in French were identified through a survey of language skills conducted in 2014. In all, more than 60 points of service were identified in areas as diverse as immigration, justice, employment standards, agriculture and early childhood. Another survey was conducted in 2016 to update the list of points of service.

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A complete list of points of service is posted on the website: saskatchewan.ca/bonjour.

The language skills survey and the publication of a list of points of service are the direct result of recommendations made by the Advisory Committee on Francophone Affairs. This committee, made up of eight members from the Francophone community, is mandated to advise the Government of Saskatchewan regarding implementation of the French-language Services Policy.

Bonjour!

À votre service – en français!
Dans plus de 60 points de services



ALBERTA

Celebrating strong government-community relations

IN 2016, we take this opportunity to congratulate our key partner in Alberta's francophone community, the *Association canadienne-française de l'Alberta* (ACFA), which is celebrating its 90th anniversary. Since 1926, the ACFA has served the francophone community by creating a strong voice for 238,000 French-speaking Albertans in cities and towns throughout the province.

The government's relationship with the ACFA is unique and is the foundation that enables government to ensure dialogue and responsiveness to community needs. Some milestones include the ACFA's incorporation through an Act of the Legislature, the establishment of the *French Language Education Branch* and the *Francophone Secretariat*, and the installation of a francophone monument on Alberta's Legislature grounds. The Francophone Secretariat supports the development and enhancement of service delivery in French in collaboration with francophone organizations; it also works with other government ministries to be more responsive to the needs of Franco-Albertans.

Over the years, the number of resources and services in French has continued to increase, as have the number of meetings between elected officials, the ACFA and francophone provincial and sector-specific organizations. Together, we are working on tangible initiatives in various sectors including:

- Support for families and children through the implementation of a Francophone Network of Parent Link Centres; and,
- A pilot project through the *Conseil de développement économique de l'Alberta* (CDÉA) to help promote Alberta as a tourist destination in the Quebec market.

We look forward to even stronger government-community collaborations in the future.



Meeting between Premier Rachel Notley and representatives from the ACFA, March 2016.

Another milestone in the development of the Government of Newfoundland and Labrador's relationship with Francophone and Acadian communities

IN SEPTEMBER 2015, the Government of Newfoundland and Labrador approved a [Policy on French Language Services](#). The policy seeks to further support the development and vitality of Francophone and Acadian communities and acknowledges that they make an important contribution to the Province's social, cultural and economic development.

The objective of the Policy is to ensure a more consistent and coordinated approach to service delivery in French throughout the provincial government. [The Office of French Services](#) (OFS), Human Resource Secretariat, will continue to act as the key point of contact in the provincial government regarding French-language services and

Francophone affairs. The OFS will collaborate with departments to increase their capacity to offer services to the public in French and to encourage more dialogue and partnership with Francophone and Acadian communities in Newfoundland and Labrador.

The [Government of Newfoundland and Labrador](#) is proud to support the growth and development of its Francophonie and believes this Policy will enable the Province to encourage further development in the services that can be offered to its Francophone and Acadian communities.



NORTHWEST TERRITORIES

A New Bilingual Look for the GNWT



EARLIER THIS year, the Government of the Northwest Territories (GNWT) officially launched a new Visual Identity Program (VIP).

The beloved polar bear has been associated with the GNWT for the past 40 years. But during this time, the scope, roles and responsibilities of our government have changed drastically. It was time for a new look and feel.

One of the driving forces behind a new VIP was the need to meet legislated language requirements. The GNWT's old logo was unilingual, and every department had its own version of the logo. This meant that at least two logos were required on all bilingual materials, creating visual clutter and reducing their size to the point where they were unrecognizable.

The GNWT's [Francophone Affairs Secretariat](#) worked alongside Corporate Communications in the research and design of a new visual identity. This collaboration also ensured that publications, websites, advertising, signage, uniforms, letterhead and business cards all respect the need for French communication and services.

The result is a fresh and modern look – one that is rooted in the past while looking towards the future. The polar bear logo remains a strong visual identifier but now in its pictorial form it will be used in conjunction with word marks and other graphic elements to portray a consistent brand of the GNWT – both in French and English.

The Government of Yukon is Making Headway on Active Offer

The [French Language Services Directorate](#) (FLSD) has rolled out its active offer model and tool kit across government. The *Bonjour Yukon* logo is at the centre of the process inviting clients to use French to receive government services.

Yukon government employees now have access to an internal website that provides various active offer tools including a video on how to proactively offer services in French.

Further, the government's new Bilingual Staffing Guidelines support managers and human resources professionals in recruiting bilingual employees tasked with providing active offer. A government-wide interdepartmental committee is currently developing a three-year corporate staffing plan to designate bilingual positions in strategic areas.



FROM LEFT TO RIGHT: Yukon Premier Darrell Pasloski, the minister responsible for the FLSD Elaine Taylor, FLSD Director Patrice Tremblay, AFY's Executive Director Isabelle Salesse and President Angélique Bernard.

While it is testing options for online language training to offer additional opportunities to Yukon government employees, the FLSD has also introduced new components to its French-language training programs to assist employees in the delivery of French-language services. New active offer training modules, including basic linguistic support, can be tailored to each department's needs.

The Government of Yukon is happy to count on the continued collaboration of the *Association franco-yukonnaise* (AFY) and the Department of Canadian Heritage in this important endeavour to improve its delivery of French-language services.



Passeport Nunavut

BEFORE YOUR grand departure for Nunavut, some wise advice: Contact [Carrefour Nunavut](#). It is the reference point for Francophone and Francophile newcomers, entrepreneurs and organizations.

Carrefour Nunavut is an economic development organization that focusses on the power of French in business. Its work greatly contributes to the success of Francophone organizations and entrepreneurs in Nunavut.

Carrefour Nunavut offers a program with a friendly approach: [Passeport Nunavut](#). This information kit bridges the gap between newcomers and the business community of Iqaluit. It also offers detailed references on several organizations and services to facilitate your integration into Nunavut. Each visitor to Carrefour Nunavut receives a

Passeport Nunavut information kit that includes a considerable array of information unique to Nunavut and its capital, Iqaluit. Its multiple reference sheets will tell you how to acquire your new driver's license, obtain your Health Care Card, contact the school board, etc. Is getting settled in a new city worrying you? Passeport Nunavut was created to ease the process.

The Passeport Nunavut stamp card is a fun and interactive tool that will help you discover the Franco-Nunavut community and give you a chance to win prizes!

As you make your way around Iqaluit, you will be pleasantly surprised by how many Francophones and Francophiles live and work here!

Passeport Nunavut is a project funded by the Nunavut Department of Culture and Heritage which is responsible for supporting community projects in order to improve the delivery of French-language services by and for the Nunavut community.

Passeport Nunavut was
created to ease the process.