



Patrimoine
canadien

Canadian
Heritage

ACTION PLAN

1997 - 1999

Major objectives

Implementation of section
41 of the
Official Languages Act

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FOREWORD

To Canadians in the French and English minority-language communities,

As Minister of Canadian Heritage, I am proud to present the status report for the year 1996-1997 and the third action

plan for the implementation of section 41 of the Official Languages Act. This plan is consistent with the accountability framework put in place by the federal government in August 1994 and is an update of the three-year plan presented last year. With this plan, I intend to help enhance the vitality of the official-language minority communities across Canada and support their development. Our initiatives are based principally on the five main thrusts of development chosen by the steering committee set up to advise the Department in this matter: create an institutional presence, develop human resources, create a conducive environment, develop a capacity for action and, promote economic development. In addition to this direct contribution to the accomplishment of the government's initiative, I assume full responsibility for co-ordinating and implementing the Government's commitment, in co-operation with my colleagues responsible for other federal departments and agencies involved in this initiative.

The measures proposed in the action plan of the Department of Canadian Heritage will be implemented over the next two years. However, this plan will be reviewed next year in order to better focus my department's involvement.

The measures vary to reflect the needs of different communities. They will help ensure that it becomes normal to live in one's own language. To this end, I invite all official-language minority communities to invest time and energy into making federal departments and agencies aware of their experience and needs so that, together, we can bring about the desired changes.

Like the official-language minority communities, I want community development to be a joint community/government process aimed at the well-being of the population.

Sheila Copps

IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*

COMMITMENTS OF THE DEPARTMENT OF CANADIAN HERITAGE

The Department of Canadian Heritage plays an important role in Canadian society in terms of identity, values, cultural development and Canadian heritage and of natural or historical sites of national significance. It promotes the participation of all Canadians, individually and collectively, in the social, political, cultural, environmental and sports life of Canada and tries to remove any obstacles to such participation.

The 1988 *Official Languages Act* (OLA) assigns the Department of Canadian Heritage the mandate of co-ordinating the implementation of the federal government's commitment to the advancement of English and French in Canada, in consultation with the other federal departments. This commitment is set out in Part VII of the Act, specifically in section 41. This action plan arises from the measures advocated by the government in August 1994, measures that are intended to support the vitality and development of the official-language minority communities across Canada.

The Department of Canadian Heritage has five major sectors which share the management of programs intended for Canadians. Five administrative regions also cover all of Canada. You will find listed below the objectives that each sector is committed to attaining during the period covered by the action plan, i.e., April 1, 1997, to March 31, 1999, as well as several measures designed to achieve these objectives. The reader will find in the Appendix to this document details of the measures planned to achieve the objectives the Department has set for itself, as well as a status report on accomplishments in 1996-1997. These data are grouped by program, both for headquarters and for each of the Department's administrative regions.

CITIZENSHIP AND CANADIAN IDENTITY PROGRAM

The activities of the Citizenship and Canadian Identity Program sector are intended to bring Canadians of different origins and cultural traditions closer together. They also serve to promote excellence and highlight achievements in sport in addition to providing opportunities to enhance and pay respect to Canada's linguistic duality.

First objective -	To give renewed impetus to the official languages programs in order to maximize the support provided by way of services to the official-language minority communities and to promote the development of these communities.
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Principal measures planned

- From the Cabinet, secure renewal of the Official Languages in Education Program, which expires on March 31, 1998, and embark upon a new partnership with the provinces.
- Strengthen the implementation of sections 41 and 42 of the OLA by taking measures to increase access by the official-language minority communities to communications through additional support to community radio stations and the development of Internet sites.
- Renegotiate a series of intergovernmental agreements on the delivery of provincial and territorial services in the language of the official-language minority and on the promotion of linguistic duality.
- For the Canada-community agreements, prepare a new approach emphasizing the financial autonomy of the official-language minority communities.

Second objective -	To take the implementation of section 41 of the OLA further by developing a strategy that will allow the participation of all interested parties (federal, provincial, regional and municipal levels) in the development of the official-language minority communities.
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Principal measures planned

- Promote the preparation of multi-year work plans integrated on a provincial basis while respecting the pace of progress of each provincial community.
- Co-ordinate the implementation of interdepartmental strategies in the areas of the dissemination of cultural products, heritage tourism development and human resources development.
- Put in place a system for analyzing federal policies and programs that have an impact on the development of the official-language minority communities.

Third objective - To ensure participation by the official-language minority communities in activities related to major games and sports events and to major events such as Canada Day.

Principal measures planned

- Involve the Francophone community of Manitoba in the 1997 Canada Summer Games (Brandon) and the 1999 Pan-American Games (Winnipeg); involve the Francophone communities of Newfoundland and Labrador in the 1999 Canada Winter Games (Corner Brook); involve the Franco-Ontarian community in the 2001 Jeux de la Francophonie (Ottawa-Hull).
- Involve the official-language minority communities in large-scale activities such as the Acadian World Congress (Louisiana, 1999).

Fourth objectif - To assist the Francophone racial and ethnocultural communities to integrate smoothly into the Francophone minority communities of Canada.

Principal measures planned

- Involve the Francophone racial and ethnocultural communities in the activities of the Semaine nationale de la francophonie.
- Ensure that the new Multiculturalism Program takes linguistic duality into account in its activities, publications and eligibility criteria.

CULTURAL DEVELOPMENT AND HERITAGE

The programs of the Cultural Development and Heritage sector are intended to assist in creating a favourable environment for the development and promotion of the arts and Canadian heritage and their appreciation by the public in Canada and abroad. They thereby contribute to the economic, social and cultural growth of Canada.

First objective -	To promote the dissemination of cultural products originating from the official-language minority communities, both in Canada and abroad.
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Principal measures planned

- Support the Fédération culturelle canadienne-française (FCCF) in its study of the dissemination of durable cultural products, in co-operation with the Official Languages Support Programs.
- Contribute to the development and application of a memorandum of understanding concerning professional Francophone theatre companies outside Quebec. Signatories: Canada Council for the Arts, National Arts Centre and Department of Canadian Heritage.
- Support the FCCF with respect to the recruitment and supervision of the cultural delegation of the Canadian contingent which will participate in the third Jeux de la Francophonie (Madagascar, summer 1997).

Second objective -	To contribute to the development of cultural industries (publishing, sound recording, theatre, film, video, heritage tourism, information highway) originating from the official-language minority communities.
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Principal measures planned

- Promote access by official-language publishing firms located in minority communities to the Book Publishing Industry Development Program.
- Support the sound recording industry in the official language minority communities through the Sound Recording Development Program, which is administered by Factor/MusicAction and the Canada Council for the Arts.
- Ensure that the Canadian Television and Cable Broadcasting Fund, created to support the production of high-quality television programs, encourages productions originating from the official-language minority communities.
- Ensure that the official-language minority communities have access to the National Publishers Loan Program, which will come into effect during fiscal 1998-1999.

PARKS CANADA

The objective of Parks Canada's activities is to commemorate, protect and present to Canadians and foreign visitors the highlights of Canada's natural and cultural heritage.

First objective -	To integrate the official-language minority communities into the development of heritage tourism across Canada.
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Principal measures planned

- Co-operate on a joint round-table project bringing together representatives of the tourism and cultural sectors, including members of the official-language minority communities, to develop a cultural tourism development strategy in Canada.
- Encourage the development and implementation of initiatives based on promoting the culture of the official-language minority communities as a source of new and unique experiences for Canadian travellers and visitors to Canada.

Second objective -	To involve the official-language minority communities in activities in national parks and historic sites in order to enhance their cultural heritage value.
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Principal measure planned

- Provide, in the revised plan for implementation of the network of national historic sites, for increased participation by the official language minority communities in the network's activities.

STRATEGIC MANAGEMENT

The activities of the Strategic Management sector are intended to guide the Department in its overall policies in addition to providing the required support to the regions and reporting on the delivery of their programs.

First objective -	To support the Department's efforts to make the regional councils of senior federal officials across Canada aware of the government's responsibilities for the vitality and development of the official language minority communities.
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Principal measures planned

- Encourage federal offices to work, in co-operation with the official-language communities, in preparing multi-year development plans which integrate the various levels of government within a province or territory.
- In each province and territory, support the organization of the annual consultation of the official-language minority communities by federal departments and agencies in connection with the implementation of section 41 of the *Official Languages Act*, in co-operation with the Official Languages Support Programs Branch.

Second objective -	To ensure that the development of the official language minority communities is integrated into the Department's planning and communications tools.
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Principal measures planned

- Put in place within the federal administration a system for reviewing documents intended for Cabinet in order to identify and comment on documents that may have an impact on the development of the official-language minority communities.
- Include in the departmental activities plan the major policies of the Department of Canadian Heritage with regard to section 41 of the *Official Languages Act* as they relate to the achievement of its mandate.

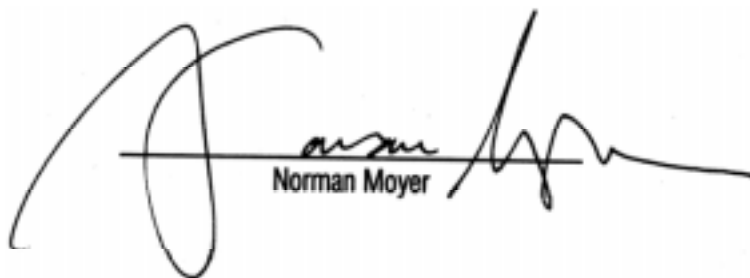
CORPORATE SERVICES

The Corporate Services sector manages a wide range of services for the entire Department. Its opportunities for action to support the development of the official-language minority communities are limited.

Objective -	To promote access by the official-language minority communities to the Department's service contracts awarding process.
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Principal measures planned

- Pursue the completion of a marketing project for the preparation of departmental promotional tools concerning goods and services contracts in general.
- Strengthen links with the official-language minority communities by including managers responsible for approving purchases throughout the Department on the list of departmental spokespersons for service contracts.
- Organize meetings with representatives of the business world from the official-language minority communities.



Norman Moyer

Assistant Deputy Minister
Citizenship and Canadian Identity Program