

III. Key Issues

A. New Partnership with the Communities

In 1994, the Department of Canadian Heritage set about substantially altering the relationship it had maintained for almost 25 years with Canada's official-language minority communities. At a time when the funds required to respond directly to these communities' needs were becoming increasingly scarce, it was imperative that the Department find the means to intervene more efficiently than ever before.

By opting for the Canada-community agreements, the Department of Canadian Heritage,

national Francophone organizations and the official-language minority communities in each province and territory have changed the way they manage their relationship. All of the agreements have now been signed (for further details, see "On the Regional Scene" in the "Highlights" section). Already, this new approach has taken hold, and a good many of the objectives established at the outset of the exercise are well on their way to being achieved.

Increased Coordination within the Communities

One of the objectives of the Canada-community agreements is to foster greater coordination among the key players in each community. Everywhere, structures are now in place to enable groups to come together in order to discuss their directions, priorities and available resources. In some cases, the dynamic inside the community has been significantly altered; in others, changes have been made to improve the quality of the exchanges. In every case, however, simply sitting down at the same table has enabled the various stakeholders to gain a better understanding of one another.

- In New Brunswick, the agreement facilitated the process of reflection that was under way on the interrelationships and necessary links among the various groups and associations.

- In Manitoba, the consensus is that this strategy of coordination has made it possible to strengthen community integration, bring local community organizations closer together, streamline the allocation of resources and enhance cooperation among organizations.
- In Quebec, the organizations feel that the agreement has brought them closer together and that they are now cooperating more effectively and addressing issues from a broader perspective. Increased planning efficiency has enabled them to launch joint projects.



Consultation forum of the Société des Acadiens et Acadiennes du Nouveau-Brunswick

Identification of Development Priorities

The idea of coordination lies at the heart of another of the agreements' objectives: to promote community self-management. What this boils down to is helping key players in the community develop and present an orderly vision of the community's needs, reach consensus on its development priorities, and then make decisions together concerning allocation of the funds required to act on these priorities. Only a few months after adopting this new approach, the Department and the communities have already observed that funds are being allocated in a more strategic, targeted manner.

- In Newfoundland, the community feels that it now has a far more prominent role in determining its directions and priorities. Today, the community has a much more hands-on approach to choosing its priorities and co-managing its resources.
- In British Columbia, the agreement was concluded following a provincial exercise involving all the communities, which enabled them to establish an overall development plan.
- In the Northwest Territories, the community is satisfied that a transparent prioritization and project selection process has been put in place.

Since it is centred more on the communities' development priorities, funding provided under the Canada-community agreements will increasingly be earmarked for specific projects producing concrete impacts. Undoubtedly, this will be one of the most significant results of the Department's new relationship with the

official-language minority communities. Now that new funding allocation mechanisms are in place, the trend should grow over time, as the agreements evolve.

Lastly, the Canada-community agreement formula will enable the organizations to stabilize their funding, as it guarantees them funds over a period of four years, on average. That said, a number of communities have already set their sights on financial independence by diversifying their funding sources. While continuing to support their efforts in this regard, the Department plans to pursue its agenda in terms of interdepartmental coordination, which remains - in the eyes of the communities - a key factor in reducing their dependence on direct support from the Department of Canadian Heritage.

Since March 31, 1996

Aside from renewing the Official Languages in Education Program, scheduled to run until March 1998, the Department has carried out a variety of studies examining the reform of its main official languages support programs. One such study, focusing on the Canada-community agreement formula as a means of providing this support, sought an overview of how the mechanisms put in place are operating. The study confirmed that the process is well under way and will soon make it possible to achieve the objectives of increased coordination within the communities and greater cohesiveness in terms of local activities. It also presented recommendations for optimizing funding allocation, funding diversification and follow-up on the Canada-community agreements.

B. Promotion of Linguistic Duality

One of the chief goals of the Department of Canadian Heritage is to promote a fundamental component of our country's national identity - linguistic duality. The Department is becoming increasingly visible to Canadians, whether by its presence at various exhibits and national or international events, its participation in initiatives involving schools, its funding of the voluntary sector, or by establishing its own site on the World Wide Web. To convey its message to a larger audience than ever before, a key part of the Department's promotional strategy is to establish partnerships with organizations working in various areas such as education, tourism, sports and culture.

The activities in this section have been subdivided into four categories: those of national scope, promotional activities in the regions, those of international interest, and those relating to the production of publications and promotional materials. The newly developed official languages site on the Internet, which provides a powerful communication tool for the Department in its dealings both nationally and internationally, is presented in detail in the sec-

tion entitled "Information Highway" (under "Key Issues"). Some of the key activities for 1995-96 are described below.

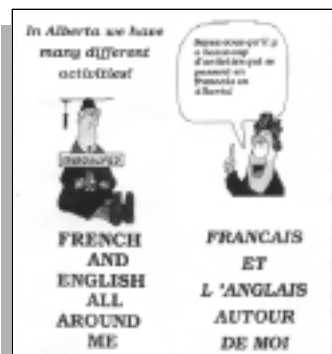
Since March 31, 1996

On April 12, 1996, the Minister of Canadian Heritage announced the Department's participation in the Young Canada Works program. The Department joined forces with Human Resources Development Canada and three other federal departments to work on youth job creation as part of the Federal Jobs Strategy. Four sectors of the Department, including the Official Languages Support Programs, worked together on this program, which had the objective of creating 2,000 jobs for young Canadians.

Young Canada Works in Both Official Languages, the official languages component of the program, was implemented with the assistance of coordinating partners in all regions of the country. Key objectives were the development of the linguistic capacity of young Canadians and the economic development of the official-language minority communities.

1. Activities of National Scope

Write it up! contest



Winning pamphlet,
Write it up! contest

Again, the 1996 *Write it up!* contest was a resounding success! With the invaluable help of Canadian Parents for French, the Canadian Association of Immersion Teachers, the Canadian Association of Second Language Teachers, the Society for Educational Visits and Exchanges in Canada, and the *Société pour la promotion de*

l'enseignement de l'anglais langue seconde au Québec, the Department of Canadian Heritage oversaw the fourth annual writing contest for students ages 10-13.

This year's contest asked students across Canada to design a brochure describing French and English activities in their area; the theme was "English and French All Around Me". The 2,000 brochures received were extraordinary! Many entries were very detailed and extremely well designed, giving insights about local and regional points of

interest, festivals and events in the French and English communities of Canada.

Once again, 100 prizes were awarded to winners. The four first-prize winners came from Quebec, Ontario (2) and Manitoba. All contest participants received letters thanking them for their participation. The brochures gathered from this year's contest will appear in various publicity documents of the Department of Canadian Heritage (including its Web site) as well as those of our partner associations. Another contest is planned for 1997.

Dictée P.G.L.

The *Dictée P.G.L.*, an initiative of the *Fondation Paul Gérin-Lajoie* dating back six years, involves a series of activities taking place from November to May. It enables children from French elementary and immersion schools to improve their knowledge of French in interesting and enjoyable ways, encourages awareness of environmental issues, and promotes sharing and solidarity with children from Third World countries. One of the activities is a French dictation contest bringing together young people from Canada, Louisiana and Senegal, culminating in a televised finale in May. Thanks to the Department's contribution, 127,000 students (including 6,349 in the "immersion" category) from 904 Canadian schools took part in the contest. Brochures were published in English to promote the contest among the English-speaking majority.

Dictée des Amériques

The Department took part in the third annual *Dictée des Amériques*, a highly successful international French dictation competition which helps promote proper usage of the French language and contributes to the influence of French on the world scene.

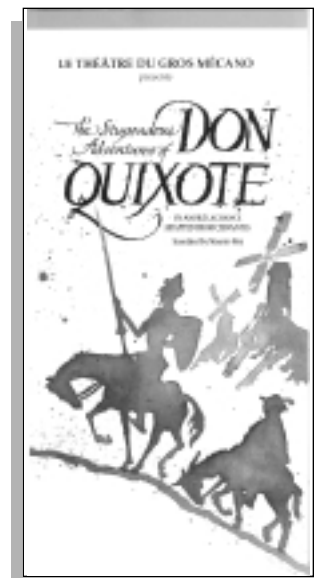
The finals of the *Dictée des Amériques*, held March 30, 1996 in the *Salon Rouge* of Quebec's National Assembly, were televised by *Radio-Québec* and *TFO* and rebroadcast by *Canada-TV5*, *Europe-Afrique-Asie-TV5*, *Amérique latine-TV5* and *États-Unis-TV-5*.

Taking part in the competition were some 55,000 contestants from Canada, the United States, Europe, Africa and Latin America. The 104 finalists represented 11 countries. Of the five grand champions, three were Canadians - from Quebec, the Northwest Territories and British Columbia; the other two came from Belgium and France. Once again, Hélène Cormier of the Official Languages Support Programs Branch was one of the judges.

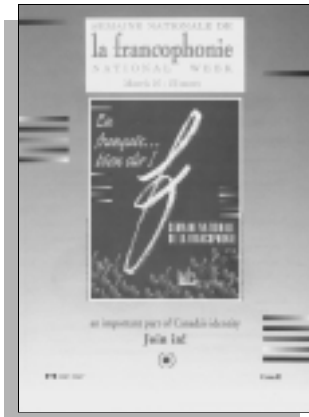
Théâtre du Gros Mécano

The *Théâtre du Gros Mécano* performs quality theatre for young people 6 to 12 years of age, in both English and French, in schools across Canada.

The French-language play *Les aventures mirabolantes de Don Quichotte* was mounted in English as *The Stupendous Adventures of Don Quixote* so that it could be performed in both English and French by a bilingual troupe in schools across the country.



Semaine nationale de la Francophonie



For the fourth year in a row, the Department was actively involved in commemorating the *Semaine nationale de la Francophonie*. The event, which took place this year during the week of March 20 to 26, is coordinated by the *Association canadienne d'éducation de langue française*, with several well-known persons acting as honorary patrons. The *Semaine* is a celebration of Canada's *Francophonie*, an opportunity to discover a culture and a language which have marked our country's history, to showcase the talents, special features and diversity of the Francophone experience in Canada, and to see a reflection of our identity. It is a chance to promote the growth, use and development of the French language, to provide Francophones with more opportunities to express themselves and live in French and to build bridges between French speakers of all origins and all those who love the French language. In 1996, the theme of the *Semaine* was "*Francophonie and Cultural Identity*".

The Minister of Canadian Heritage invited her Cabinet colleagues to take part in activities organized by their respective departments, and materials designed to promote the *Semaine* were distributed throughout Canada's Public Service and in agencies reporting to the Department of Canadian Heritage.

On March 20, an official ceremony was held on Parliament Hill to mark the *Journée internationale de la Francophonie*. In attendance were the Minister of Foreign Affairs, the Speakers of the House of Commons and the Senate, the Minister of Canadian Heritage and several other federal ministers. During the ceremony, Canadian and international Francophone awards were presented in the fields of education, informatics and literacy.

Also, in the lobby of the building housing Canadian Heritage's administrative headquarters, the Official Languages Support Programs Branch presented an exhibit on the Internet in French and distributed its publications. The Department's regional offices were encouraged to promote and develop activities in the regions, which led to an impressive number of events from one end of the country to the other.

Official Languages and the Economy Colloquium

On May 5, 1995, Ottawa hosted a colloquium entitled *Official Languages and the Economy: New Canadian Perspectives*. Organized by the Department of Canadian Heritage, this gathering enabled participants to hear from a dozen specialists from the public sector, the academic community and the private sector. The theme of the colloquium was explored from a variety of angles, including historical considerations, political and social viewpoints and the economic perspective.

“Against a global background of trade and competition, the individual and collective acquisition of a second language is now seen as an economic "asset".”

(Synopsis of the colloquium *Official Languages and the Economy: New Canadian Perspective* held in Ottawa in May 1995)

The major issues surrounding linguistic duality were raised. What are the costs of Canada's bilingualism policy and what are the benefits? Which regions profit from it financially? How can Canada ensure the development of its linguistic minorities? Under what conditions can bilingualism become a positive economic factor and contribute to the independence of the communities, industrial development, and the economic growth of businesses and the regions?

The following main themes were explored:

- *Commercial aspect of bilingualism* : In a world where trade and competition are extremely important, learning a second language - both individually and collectively - is looked on as an economic "plus".
- *Language training and commercialization*: There is a certain dynamic that is set in motion by linguistic duality. From a business point of view, Canadians must learn to make better use of their bilingualism. Over the years, Canada has acquired exceptional expertise in the field of language instruction. This can be marketed internationally.
- *New orientations and gains* :Major political upheaval, international trade agreements, new partnerships, the emergence of the new Europe, new technologies, the changing face of competition and the birth of the information highway are among the factors that have given the world's major languages new importance. English and French are two such languages. Canada must take advantage of this fortuitous situation.

Cooperation with the Voluntary Sector

Hundreds of voluntary organizations across Canada are involved in promoting the use of both official languages in order to more effectively communicate with their members and the general public. To assist with the expenses relating to the provision of bilingual services, the Department of Canadian Heritage provides grants to these organizations to cover up to half the cost of translation and interpretation services at meetings, conferences and other important gatherings. Also considered for these grants are official languages development projects that enable organizations to acquire the means to provide services in both official languages.

Some 120 associations were funded during 1995-96 to hold events in Canada involving the use of both official languages. As well, the Department was able to continue to assist 50 groups wishing to establish permanent official-language services within their organizations.

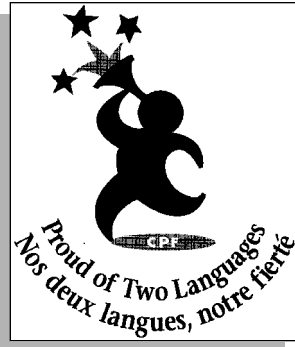
"We are thankful for the funding provided through this program which has allowed us to provide vital services to Canadians in both official languages. MediaWatch's special projects which are now available in both French and English have also served to increase Canada's profile internationally as a leader in the field of media analysis and media literacy."

(Excerpt from a letter received from Linda Hawke, Executive Director, MediaWatch,)

National Awareness Campaign

Canadian Parents for French undertook a national awareness campaign to inform Canadians of the benefits of second-language learning. The campaign included several major elements.

- A national opinion poll was conducted that showed that 75 per cent of Canadians consider second-language learning an important part of a good education.
- The results of the poll and campaign messages were delivered to all major Canadian media and supplemented by a media and speaking tour by the association's president and vice-president.
- Eighty-five local chapters participated in the campaign, produced various products and held a variety of events across the country.



- A 14-minute video entitled *Proud of Two Languages* was produced, highlighting success stories of French-as-a-second-language graduates. Nearly 650 copies of this video have been produced and distributed to schools, school boards, educators, participating local chapters of Canadian Parents for French and educational television networks.
- Separate bursaries are awarded under the Official-Language Monitor Program to those post-secondary students who wish to work as minority- or second-language monitors on a part-time basis. An additional full-time component of the program allows monitors to work in rural or semi-urban communities. In 1995-96, there were close to 940 participants in the program.

Exchanges and Language Visits

Two very successful national programs - the Summer Language Bursary Program and the Official-Language Monitor Program - provide Canadians with the opportunity to learn their second official language or, in the case of Francophone minorities, to perfect their mother tongue. They are administered by the provincial and territorial departments of education in conjunction with the Council of Ministers of Education, Canada. These programs are so popular that, year after year, the number of applications greatly exceeds the funding available.

- In 1995-96, the Summer Language Bursary Program enabled some 6,460 young people to take five-week immersion courses at 40 colleges and universities throughout Canada. Of the total number of bursaries awarded, 173 went to Francophones outside Quebec who participated in the bursary program in Trois-Rivières and Jonquière (Quebec) and in Moncton (New Brunswick). The bursary recipients take part in a very structured educational experience and, after class hours, participate in numerous cultural activities. They are housed in university or college residences or in private homes, which ensures that their learning experience remains intensive over the entire five-week period.

- Monitors are placed in educational institutions for a period of eight months in the case of part-time monitors, and nine months for full-time monitors. They are given various duties which, along with their participation in the daily life of the community, reinforce their knowledge of their mother tongue or their second language.



Since March 31, 1996

On March 19, 1997, the Minister of Canadian Heritage and the Chair of the Council of Ministers of Education, Canada, signed two agreements for the renewal, in 1997-98, of the Summer Language Bursary and Official-Language Monitor Programs.

Administration of Justice

The projects that were carried out helped improve the administration of justice in both official languages, promoted the use of the minority official language in the practice of law, encouraged the creation of works and tools dealing with common law in French and with civil law in English, and helped stabilize legal vocabulary.

- Quebec Research Centre for Private & Comparative Law (McGill University, Montreal)
- Centre for Legal Translation and Documentation (University of Ottawa)
- Centre de traduction et de terminologie juridiques (Université de Moncton)
- Institut Joseph-Dubuc du Collège universitaire de Saint-Boniface (Winnipeg)

The four centres for legal translation in Canada (see box) continued performing their translation and terminology work and developing and dispensing language-oriented legal upgrading courses.

With a view to publishing the third edition of the English and French versions of the *Private Law Dictionary*, the Quebec Research Centre for Private & Comparative Law of McGill University continued in 1995-96 to update the Dictionary's definitions in light of Quebec's new *Civil Code*. The University of Ottawa's Centre for Legal Translation and Documentation updated the *Guide du praticien*, and the *Centre de traduction et de terminologie juridiques* of the *Université de Moncton* developed an electronic version of the *Juridictionnaire*, a collection detailing the difficulties and resources associated with legal French. In terms of training, the *Institut Joseph-Dubuc* used a new formula to offer its courses in legal French: mock criminal trials.

In addition, an agreement was concluded between the departments of Justice and Canadian Heritage to enable the six provincial associations of French-speaking common law jurists and their umbrella federation to continue to play an essential role in promoting bilingualism and bijuralism and to continue to contribute to the development of their respective communities.

2. Promotional Activities in the Regions

The Department has been active in all the provinces and territories promoting the benefits of linguistic duality for Canada. The regional staff, in conjunction with provincial official-language minority associations and national organizations such as Canadian Parents for French, organized and participated in a variety of activities and events in 1995-96, showing that knowledge of both of Canada's official languages can be an economic asset to Canadians and, at the same time, add another dimension to their lives by exposing them to a culture and language other than the one they grew up with. Here is a sample of what went on in the regions during the past year.

- Newfoundland's Francophone community became film stars this year with the release of the French version of a video documentary entitled *Ça vient du t'choeur - voyage dans la communauté franco-terreneuvienne*, depicting the Francophone population of the Port-au-Port Peninsula on the province's west coast. The production was made possible by cooperation between the *Fédération des francophones de Terre-Neuve et du Labrador* and the Department of Canadian Heritage, and received support under the Canada-Newfoundland cooperation agreement on cultural industries.
- The *Semaine provinciale de la Francophonie* has become an annual event in Prince Edward Island. Various activities were organized to promote and publicize Acadian and Francophone culture to all Prince Edward Island citizens. The *Semaine* has gone a long way in helping bring the province's two language communities closer together. The event was organized mainly by the education sector, provincial employees and the Acadian/Francophone community, but, for the first time, the private sector also contributed.
- In cooperation with the provincial government and the Acadian community, the Nova Scotia provincial office organized a closing ceremony for the *Semaine de la Francophonie*, held in the legislative assembly on March 26, 1996. A hundred or so people took part, including representatives of Canadian Parents for French, the *Alliance française*, various provincial departments and community organizations. Speeches were delivered by such notables as the Premier of Nova Scotia, the Minister responsible for Acadian Affairs, a representative of the *Fédération acadienne de la Nouvelle-Écosse* and various federal MPs. The event encouraged *rapprochement* between the two official-language communities and helped promote Acadian language and culture in Nova Scotia.



Nova Scotia Premier John Savage at a celebration of the Semaine nationale de la Francophonie in Halifax

- Festival Antigonish Summer Theatre in Nova Scotia set up two sessions of French Immersion Drama Workshops, one designed for junior high school students and one for seniors. By improvising scenes and studying French-Canadian plays, the workshops offer, to both French- and English-speaking students who are studying in French, ways to practice and improve their French and to familiarize themselves with the French culture.

- The Architects Association of New Brunswick equipped itself with a series of tools and structures which will enable it to offer its members and the general public services in both official languages.
- In connection with the *Semaine nationale de la Francophonie*, the New Brunswick provincial office of Canadian Heritage, together with the Moncton chapter of the Institute of Public Administration of Canada and the Atlantic office of the Commissioner of Official Languages, organized a training and ideas workshop for all the province's federal employees. The workshop dealt with the use of the French language in the federal Public Service in New Brunswick. Dr. Victor Goldbloom, Commissioner of Official Languages, gave the opening address. The workshop enabled participants to identify obstacles preventing them from working in their language of choice and to suggest ways of eliminating these obstacles.
- To enhance understanding of Quebec's English-speaking minority and Canada's linguistic duality, Alliance Quebec devised a wide range of activities both to sensitize Anglophones residing outside Quebec (outreach through representations to municipalities in the other provinces) and encourage *rapprochement* between the English- and French-speaking communities (grassroots exchanges such as Town Hall meetings).
- A publicity campaign was undertaken by Montreal's Theatre 1774 to promote its bilingual play *Céleste*. Excerpts of the production were shown to thousands of students in their schools with draws for free tickets to encourage attendance at the theatre.
- The Ontario and Quebec regional offices of Canadian Heritage undertook a twinning initiative, matching up their respective Parks components. Thus, each fort, historic site, park and canal in one region was twinned with a sister entity in the other, enabling the regions to enhance the links between employees and to carry out promotional activities aimed at visitors.
- For the first time, the Official Languages Support Programs Branch participated in the 1995 Canada Day festivities in Ottawa. The Branch presented the "Maple Leaf Garden" where passers-by were asked to write a birthday message to Canada in French or in English on a maple leaf and tack it on a large red wall in the "Canada Main Street" exhibit area. Some 8,000 maple leaves produced an impressive mural showing a variety of interesting messages by the end of the day.
- Under the Canada-Manitoba agreement on services in French, a project was carried out to promote the Franco-Manitoban community, entitled *Manitoba's Francophone Community: at the Heart of North America*. The project includes two videos, one in English and the other in French, as well as a



"Maple Leaf Garden" on Canada Day in Ottawa



bilingual kit on the Franco-Manitoban community. This promotional tool was developed to promote Manitoba's Francophone community on the national and international stage. The video describes the province's Francophone institutions and shows an active, vibrant community, particularly in the areas of communications, economic activity, heritage, culture and education.

- The Saskatchewan Chapter of Canadian Parents for French hosted the association's 19th Annual National Conference from October 26 to 28, 1995 in Saskatoon with 150 delegates attending. The theme of the conference was *Bilingual Youth: Bridge Builders*. For the first time, youth delegates were included as part of the conference. Thirty-five young people attended plenary sessions leading to discussions between the association and the youth delegates.
- Canadian Parents for French, in cooperation with the Alberta Department of Education, published a guide for parents of French immersion students called *Yes You Can Help*. This book was well received by parents who had requested such a tool.
- The *Association des juristes d'expression française de l'Alberta* francized the very popular English-language *Court House Education Program* of the Calgary Bar Association. It is administered by a bilingual group composed of representatives of the Calgary Bar Association, the *Association des juristes*, the local French-speaking community, the federal judiciary, and Calgary's public and separate school boards. This self-financed program, incorporated into school curricula, aims to raise young people's awareness of Canada's court system and, in particular, of the Court of Queen's Bench.
- An information day was held at Vancouver's Sinclair Centre as part of the *Semaine nationale de la Francophonie*. Eleven federal departments and six Francophone organizations set up booths. On March 15, 1996, the Department of Canadian Heritage organized a breakfast at Studio 16 in the *Maison de la Francophonie*, where some 50 individuals gathered to celebrate the French fact in British Columbia.
- The British Columbia Chapter of Canadian Parents for French celebrated the *Semaine de l'immersion* in February. Carnivals, film festivals, folk dances and visits to schools by authors and comedians were organized for the occasion.
- The *Association franco-yukonnaise* was very involved in activities staged by the majority community. For example, it took an active part in the Canada Day celebrations, which included artists from different cultures to give an accurate reflection of Canadian reality. It also arranged for Francophone artists from the Yukon and elsewhere to participate in major cultural events, such as the Dawson Music Festival and the Frostbite Festival. The visit to the sugar bush organized by the *Association*, which took place during the famed annual winter carnival, the Sourdough Rendez-vous, proved to be a very popular event.
- The public speaking competition staged in Yellowknife in February 1996 by Canadian Parents for French was a big success. The three winners were invited to take part in a French immersion program at the Terry Fox Centre in Ottawa. Also, in the *Dictée des Amériques* competition, a 13-year-old Yellowknife immersion student, Alana Demko, won top honours in the international division, junior category.

3. Activities of International Interest

“The flow of ideas around the world promotes positive change within countries. As we adjust old partnerships and build new ones, the world becomes a more integrated community of nations. [...] This is a very Canadian view of the world. And that should be no surprise, because it clearly reflects the way we do things at home [...] the way we try to integrate the views of different regions, linguistic groups and cultural communities rather than isolate them.”

(Prime Minister Jean Chrétien at the National Forum on Canada's International Relations on September 11, 1995 in Toronto)

Considerable progress has been made over the past year in exploring the potential for marketing Canadian expertise in the language industries, particularly in Europe and Asia. This involved conducting surveys, establishing contacts, exchanging documentation and materials, and participating in various forums and exhibitions. Here are some highlights.

Obadia, professor at Simon Fraser University, attended a workshop in Spain in September 1995 on the ongoing training of foreign-language teachers at the primary level. These forums provided opportunities for Canadian experts to exchange views and present the Canadian perspective.

The Official Languages Support Programs Branch participated in the orientation and planning sessions of both the Modern Languages Project Group and the new European Centre for Modern Languages in Graz, Austria. The long-term involvement of the Canadian government in projects relating to language learning is viewed by our European counterparts as a key contribution to the success of initiatives in this area. Consideration is being given to a different type of involvement to assist the Centre in Graz to achieve its goals. The partnership already established by the Centre with eastern European countries is of particular interest to the Branch.

Council of Europe

The Department of Canadian Heritage has been able to pursue its cooperation with the Council of Europe through the participation of Canadian experts in several workshops relating to second-language instruction. Sharon Lapkin, professor at the Ontario Institute for Studies in Education, attended a workshop in Norway in October 1995 on the educational value of exchanges, and André

Since March 31, 1996

In 1996, Canada was given Observer Member status by the Council of Europe. Following that decision, the Department decided to conduct a review to examine all of its activities within the Council. The Official Languages Support Programs Branch is actively participating in the review and is considering new avenues of cooperation with the Council and the European Centre for Modern Languages in Graz.

Expolangues 1997

In 1996, Canada was selected to be the "Guest of Honour" at the 15th *Expolangues* -



*Canadian Heritage Minister
Sheila Copps visiting the
Canadian stand at Expolangues*

an international language, culture and travel fair - held in February 1997 in Paris. The Branch is also intensively networking with Foreign Affairs and other governmental and private sector partners to enhance the participation of

Canadian exhibitors. A conference program is being developed to showcase Canadian expertise in the teaching of second languages in a bilingual as well as multilingual context.

Since March 31, 1996

Over 20,000 visitors came to see the Canadian stand at Expolangues in February 1997 where Canada was the "Guest of Honour". The Minister of Canadian Heritage was on hand for the inauguration ceremony. The fair attracted 370 exhibitors from 20 countries and the 25 Canadian exhibitors who marketed language-training courses, educational software, cultural products and services, and tour packages were overwhelmed by the warm welcome received from their French hosts. The French media also provided extensive coverage on Canada prior to and during the event.

The Canadian stand included a multi-media booth provided by Canadian Heritage as well as a heritage tourism kiosk. The Canadian conference program presented nine guest speakers, including Keith Spicer, Canada's first Commissioner of Official Languages.

Export of Canadian Products

Studies have been conducted to identify the key players in the export of Canadian products relating to the teaching of second languages (e.g. courses, linguistic exchanges and teaching products). A sound knowledge of Canadian industry is essential to best determine the role that the Department of Canadian Heritage can play in order to assist this industry to develop new export markets. Market studies conducted by the Department of External Affairs and International Trade have shown that foreigners perceive Canada as a destination of choice for educational travel. Support for industry efforts to develop this specific market should result in an increase in revenues for this sector.

By increasing awareness of Canadian expertise in areas relating to second-language learning, the Department intends to promote the positive impact of Canada's bilingualism. The Branch is looking at ways to facilitate the circulation of information on the products and services available in Canada as well as to establish strategic alliances between private and public institutions involved in this sector of activity.

Since March 31, 1996

An Internet site showcasing Canadian second-language products and services was created in cooperation with Simon Fraser University. The site (<http://www.educ.sfu.ca/expo/>) was designed to give Canadian industry a window on the world.

4. Publications and Promotional Material

Every year, the Department of Canadian Heritage produces and distributes a wide variety of printed and promotional materials. These include publications, posters, fact sheets, brochures and discussion papers which are used for promotional activities and are distributed across Canada and abroad. A complete list of these documents, produced in 1995-96 by the Department or in cooperation with its partners, is provided in Appendix A ("Publications and Promotional Material").

OPTIMA Business Guide

An article entitled "Bilingualism: A Selling Point for Canada" was prepared by the Official Languages Support Programs Branch for inclusion in the first issue of this annual resource guide, co-produced with the French Chamber of Commerce (Ontario) and Victoria Communications, and dedicated to private businesses providing services in both official languages. The article deals with the economic impact of linguistic duality on business, the benefits it provides for tourism and its impact from an international perspective.

Since March 31, 1996

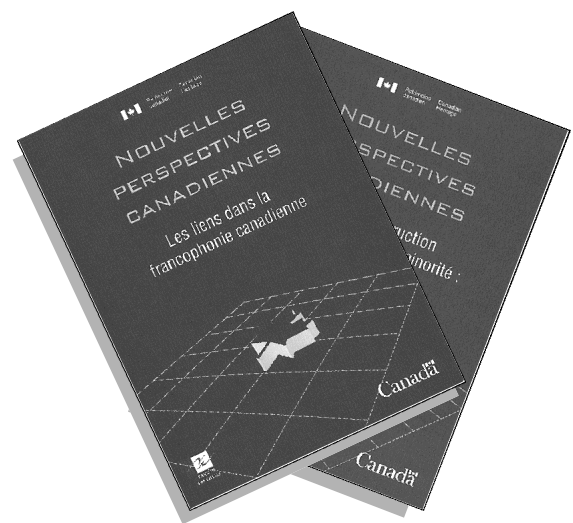
The first issue of the *OPTIMA Business Guide* was published in November 1996.

The Department of Canadian Heritage sat on the selection committee for excellence awards that were presented to outstanding bilingual businesses at a gala held in Toronto in October 1996. The four winners were: Neopost Canada of Scarborough, Ontario, designer and manufacturer of electronic postal equipment; Spectra Productions of Winnipeg, Manitoba, producer of training and promotional videos; ADL, food distributor in Rouyn-Noranda, Quebec; and Moulure Alexandria of Alexandria, Ontario, manufacturer of wood mouldings.

New Canadian Perspectives

A new research series, *New Canadian Perspectives*, was launched in 1996 to publish a variety of research in the area of official languages. The fields of research identified as priorities are: the development of the official-language minority communities in the educational, economic and cultural sectors; relations among Francophones in Canada; and the economic dimension of official languages.

In the spring of 1996, the Department of Canadian Heritage published the first research paper to appear in the new series, *Francophones in Canada: A Community of Interests*, written by René Guindon and Pierre Poulin. This paper examines the many ties that bind Canada's Francophone communities. Be they family links, links created by travel, shared cultural products or other associative or economic links, little had been done to this point in the way of exploring the myriad relations among Francophones in Canada. The perspective advanced in the paper is in marked contrast to recent approaches centred on an examination of



these communities as isolated entities. The paper also highlights the many areas in which exchanges between Francophones from Quebec and those from Canada's other regions are mutually beneficial.

Subsequently, the Department published the second research paper to appear in the new series, *Status Report: Minority-Language Educational Rights*, written by Jean-Charles Ducharme. This paper offers a Canada-wide overview of the changes and current situation involving the implementation of section 23 of the *Canadian Charter of Rights and Freedoms*. It is a concise, accessible assessment of the legislation in effect in each of Canada's provinces and territories.

Since March 31, 1996

An update of this document was presented at the symposium of the *Commission nationale des parents francophones* on constitutional redress, held in Ottawa on October 18 and 19, 1996. A more detailed account will be included in the symposium proceedings, to be published by the Canadian Centre for Linguistic Rights of the University of Ottawa.

The Department has published a third paper in the *New Canadian Perspectives* series entitled *Official Languages and the Economy*, which presents the proceedings of the colloquium it held on May 5, 1995 in Ottawa.

C. Information Highway

Introduction

Technology today is evolving at dizzying speeds. Governments, organizations, businesses and individuals are acquiring computers and other technological equipment like never before and are looking to the Internet to provide them with access to a myriad of information around the world and to quick and inexpensive communication. The Official Languages Support Programs Branch and the official-language minority communities are no

exception. It is evident that access to the Internet through the World Wide Web is vital to ensure rapid communication and to provide access to all kinds of information that the official-language minority communities require to sustain their development in the modern age. Below is an outline of the progress made by the Department of Canadian Heritage and the minority communities in 1995-96 in this very important area of activity.

Official Languages Support Programs Branch: An Important Presence on the World Wide Web

The Official Languages Support Programs Branch's site on the World Wide Web was launched on February 16, 1996, opening Canadian Heritage's window on the world of technology. The site, located at <http://www.pch.gc.ca/off-langoff/>, offers a vast amount of information about the Branch, its mandate and partners. One of the first branches of the Department to appear on the Web, we are proud that the site has remained current and has been updated several times throughout its short lifespan.



Content

Beginning with *Who we are*, the site explains the Branch's various programs, including:

Exchanges and Bursaries

Descriptions of the Summer Language Bursary and Official-Language Monitor programs, which are funded by the Official Languages Support Programs Branch and administered by the Council of Ministers of Education, Canada. A direct link to the Council's own site provides all the information necessary to apply for either of these two programs.

Living in French in Canada

A colourful map of Canada which opens these pages to the official-language minority communities across the country. Clicking on

a province gives insight into demolinguistic data, the Francophone representative organizations, the media and communications, cultural and community life, education, and the economy of each province - a valuable source of information!

Learning English and French as Second Languages

In addition to a one-page fact sheet on French immersion, these pages offer a one-stop lesson on learning English or French as a second language with links to our partners, i.e. Canadian Parents for French, Canadian Association of Second Language Teachers, Canadian Association of Immersion Teachers, among others. A feature just added is an invitation to join an immersion teachers' chat group, *A Mail List for Immersion Teachers, Administrators and Researchers*, which is administered by Simon Fraser University and considered an invaluable research tool for all second-language teachers.

DID YOU KNOW?

- 305,000 students are currently enrolled in French immersion programs across Canada as compared to 75,000 in 1980-81.
- More than 2 million English-speaking students are studying French as a subject in school.
- Nearly 25 per cent of the population of young people in the country aged 18-29 are now bilingual.

French on the International Scene

These pages include information on Canada's *Francophonie*, Canada and the International *Francophonie*, the *Dictée des Amériques* (an international French dictation competition), and a wealth of links to other interesting sites across the world.

Youth Activities

Entitled *Youth Corner*, young people of all ages will discover events and activities, publications, youth associations, exchanges and bursaries, a map of Canada and other interesting sites related to youth activities and the official languages of Canada.

And that's not all. The *Publications* section of the site offers readers the opportunity to download our latest publications in whole or in part, reducing printing and distribution costs significantly, while, offering readers the option of selecting passages and information of interest to them.

As the world of high technology moves faster and faster, the Official Languages Support Programs Branch is proud to be a participant.

Through the World Wide Web site, the Branch has been able to interact with government officials, international contacts and the general public worldwide. For those interested in all aspects of official languages policies and programs, the site is seen as a valuable information tool itself and a significant stepping stone to sites in Canada and throughout the world that are related to official languages.

Promotion of the Web Site

In an effort to promote the Official Languages Support Programs Branch's web site, demonstrations of the site were given at a variety of promotional events, including the *Salon national de l'Éducation*, the Multi-media International Market, and the International Symposium on Second Languages. In 1996, promotional activities will include the annual general meeting of the Canadian Association of Second Language Teachers, the *Salon de l'éducation et de la formation professionnelle et technique*, and the general meeting of the *Société pour la promotion de l'enseignement de l'anglais langue seconde au Québec*.

Exploratory session on the Information Highway

This one-day forum, held on June 14, 1995 in Hull, Quebec, was organized by the Official Languages Support Programs Branch to enable the main stakeholders - representatives of the official-language minority communities, the federal and provincial governments, the education sector and voluntary agencies - to meet and exchange ideas on new technological applications in their respective areas.

Highlights

- The Official Languages Support Programs Branch focused on how the communities can

use the information highway to fulfil their aspirations.

- The various stakeholders expressed similar concerns. The communities must: break out of their isolation and compensate for their low demographic weight and lack of resources; broaden access to new technologies (link up individuals and groups to existing networks, reduce the costs of implementation and use, disseminate information on available technologies and resources); provide future users with adequate training; and develop French-language software and content.

- The extent to which the participants make use of the information highway and new technologies differs widely. Their technological achievements include SchoolNet, the *Village électronique*, the *Collège de l'Acadie* and the presence on the World Wide Web of the *Fédération culturelle canadienne-française*.
- By encouraging the creation of strategic alliances among the main stakeholders, the session enabled the participants to immedi-

ately identify how to get the most out of the structures currently in place so as to benefit right away from the advantages of the information highway.

The Department of Canadian Heritage is examining, in cooperation with its partners, ways of encouraging a variety of specific activities and courses of action. The following section outlines various activities that are already under way.

Well-Connected Communities

The 1995-1996 year was a very busy one for the information highway in Canada. This new technology offers visibility and communications at a lower cost than that of print and telephone advertising. It enables isolated communities to gain a window on the world, make themselves known and access information quickly and efficiently. New markets are opening up, new clientele are joining the rush and traffic on the information highway is on the increase. Over the past year, the Internet has grown by leaps and bounds.

The Organizations

Against this backdrop, organizations representing the official-language minority communities were quick to recognize the benefits of setting up shop on the information highway. They developed Internet sites right away, despite the fact that this new technology was more or less foreign to associations at the beginning of 1995.

- In September 1995, the Information Highway Advisory Council released its report entitled: *Connection, Community, Content: the Challenge of the Information Highway*. The report indicated that French-language content was deficient and that measures were needed to stimulate the creation and production of new content. The

Government of Canada responded in a paper entitled: *Building the Information Society: Moving Canada into the 21st Century*. The Department of Canadian Heritage is committed to developing a strategy on Canadian cultural content in order to, among other things, encourage a sustained dialogue on culture in Canada.

- The lack of a French presence led official-language minority organizations to take their place on the Internet. The *Comité canadien francophone sur l'inforoute* was created. This umbrella group for national official-language minority organizations developed a concerted Internet appropriation approach centred on eight strategic themes. The committee was coordinated by the *Fédération culturelle canadienne-française*.
- The national organizations identified this activity as a priority, and funds from the agreement between Canada and the national organizations were set aside for projects that would give Francophone communities greater visibility on the Internet.
- The *Fédération des communautés francophones et acadienne du Canada* developed a *Francophonie* site and is leasing a server for that purpose. The *Fédération* site includes a list of associations, a communication centre

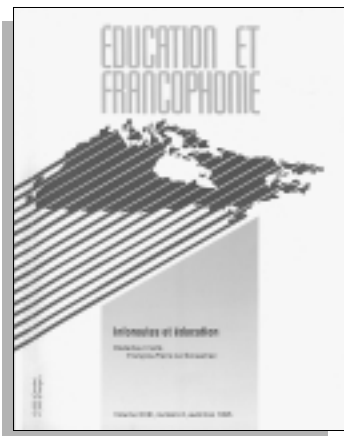
with a list of news groups and classified ads inviting visitors to answer messages. The toolbox makes available to users a series of software and shareware in French, such as Netscape and Qualcomm (Eudora), enabling them to navigate the Internet. The *Francité* search engine is also available. The electronic mail and Internet service provider address book contains several different sections: individuals, government institutions, Francophone organizations and businesses. The category *Chroniques Hey* has more than 40 subscribers. The *Chroniques* are virtual interviews with individuals or companies doing innovative work on the Internet. Lastly, a section was set up to offer hyperlinks to other organizations representing Canada's *Francophonie*. The *Fédération* sent Canadian Francophone groups an offer of services for the creation of Internet sites. Several organizations, including all the members of the *Fédération*, now have their own site. A consultant offers groups technical assistance and provides training to Francophone national organizations.

- The *Fédération culturelle canadienne-française* is setting up an Internet site for each national, provincial and even local cultural organization on the server of the *Village électronique*, with which it signed a memorandum of understanding. It developed a French-Canadian arts centre, where already almost 100 singers and musicians are promoting their products. Each entry gives a description of the CD or the artist, allows users to sample an audio demo and indicates where the product can be purchased. *À vue d'oeil*, a magazine available exclusively on the Internet, was launched in the spring.

In addition, the *Fédération* offered training and advice to other Francophone organizations wishing to be connected to the Internet. The *Fédération culturelle*, with the aim of becoming self-funding, also launched a company called *Concept Art*, which offers Internet site design services.



- The *Alliance des radios communautaires* hooked up its 16 community radio stations to the Internet, providing them with fast access to a host of information of interest to the local communities they serve. Also, Francophones within the community, while performing volunteer work for their community radio station, can use the computer and "surf the Net". A site was developed with such headings as *Nouvelles*, *Palmarès* and *Éphémérides*. Public affairs records and local news are available. Sites were created for each radio station, and these stations will add information to make the sites truly their own. The *Firstclass* electronic bulletin board will facilitate exchanges, document transmission and access to thematic conferences. The *Alliance* is in the process of setting up a news service on the Internet.
- The *Association canadienne d'éducation de langue française* opened a site on the Internet to inform the public about its programs and activities. In the future, the



Association hopes that the information highway will help establish links among educators in all provinces and territories. The issue *Inforoute et éducation* of the magazine *Éducation et francophonie* contains articles describing how the new information technologies can be used to support education.

- In the spring of 1996, the *Fédération canadienne pour l'alphabétisation en français* gave its members a training workshop to encourage them to navigate on the Internet to obtain a variety of information and to eventually use electronic mail as a means of internal communication within their organizations.
- Most newspapers belonging to the *Association de la presse francophone* are connected to the information highway. Each member publisher has the necessary equipment to access the information network. The *Association* and several other newspapers have an Internet site, facilitating the exchange of information. One of the advantages of being on the network is that it allows access to the news service. Advertisements will soon be sent by this means.
- The Francophone minority communities played a strategic role by participating in committees on the information highway. A representative of the *Fédération culturelle canadienne-française* sat on the Community Access Program's national selection committee for their 1995 tenders. The Program provides rural communities with Internet access. A representative of the *Association canadienne d'éducation de langue française* is also a member of the SchoolNet national advisory committee and of that committee's working group on the *Francophonie*. The Official Languages Support Programs Branch also participates in the working group.

In the Regions

Work began on some other very interesting initiatives in the regions.

- In the Atlantic region, the *Centre international pour le développement de l'inforoute francophone*, located in Edmunston at the *Centre universitaire Saint-Louis Maillet* of the *Université de Moncton*, was created following the 1995 Francophone Summit held in Cotonou, Benin, with the support of the Canadian International Development Agency. The mandate of the *Centre international* is to gather and catalogue French-language resources, offer Francophones expertise and technical support and encourage the development of tools and resources in French. The *Centre* has made available to the public an inventory of information highway terminology.
- The *Centre Assomption de recherche et de développement en entrepreneuriat* of the *Université de Moncton* and the *Conseil économique du Nouveau-Brunswick* organized a forum on the theme *L'inforoute francophonie et occasions d'affaires* in the spring of 1996. Stakeholders from the private, educational, cultural and finance sectors participated in the forum, which was aimed at informing Francophone business, academic, community and cultural groups in New Brunswick of the possibilities and challenges posed by the information highway. Companies such as NBTel, Ingenia Communications, Philips Electronics and Géomacadie made presentations. Premier Frank McKenna announced the creation of programs to assist businesses and organizations wishing to hook up to and place content on the information highway.



The *Association des municipalités du Nouveau-Brunswick* compiled an inventory of the existing informatics infrastructure of its 39 member municipalities and conducted a feasibility study exploring the possibility of an automated communications network for its members.

- In Quebec, the Quebec Farmers' Association coordinated the networking of 15 Anglophone minority organizations. First, the Association evaluated the technical requirements of each group. Next, it oversaw the acquisition of the necessary equipment. Lastly, it provided on-site training to ensure optimal use of the information highway.
- In the West, the Northwest Territories' Francophone communities are equipped with the computer hardware they need to communicate by electronic mail. In British Columbia and the Yukon, a number of Francophone organizations are hooked up. The Yukon's Francophone community, with the help of Industry Canada, is setting up an Internet community access centre. In Saskatchewan, the community developed a site offering information on Francophone education, history and media. In Manitoba, schools are starting to help connect organizations to the information highway. A study was undertaken by the *Conseil de développement économique des municipalités bilingues du Manitoba* to explore how best to hook up the province's Francophone communities.

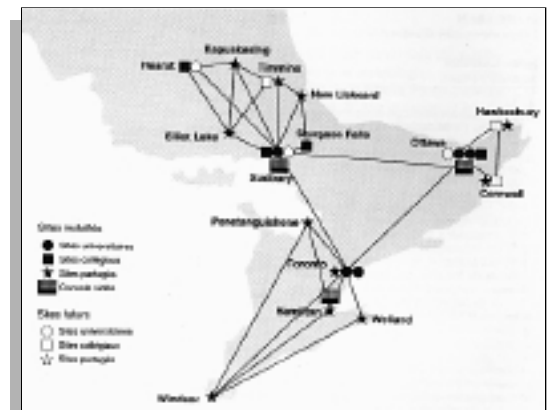
In the Education Sector

Educational organizations were also quick to seize on the advantages offered by the Internet in terms of promoting their activities:

- The *Réseau d'enseignement francophone à distance du Canada* posted its *Répertoire de l'enseignement à distance en français* on the Internet. Also, the *Téléuniversité* offers courses and seminars on the electronic highway. In cooperation with TVO, the Canadian

Association of Second Language Teachers opened a site which was used for registrations for its annual general meeting held last spring.

- A number of minority-language educational institutions offer distance education programs. Some use the Internet as a communications tool to supervise students. The *Collège de l'Acadie* and, now, Nova Scotia's schools are hooked up to a videoconferencing network. New Brunswick is on the network thanks to Tele-Education, which broadcasts the courses offered by schools, colleges and universities. In Ontario, the *Réseau franco-ontarien d'enseignement à distance* comprises 26 sites in 15 locations and makes available to the community real-time video interactive courses. In Alberta, a distance education system has been used to offer high school courses in French.



Réseau franco-ontarien d'enseignement à distance

The official-language minority communities are developing more and more projects on the Internet. These communities are taking their place along the information highway. The movement is under way and rapidly gaining new followers.