



Government
of Canada

Gouvernement
du Canada

Official Languages...

it's a matter of
respect

Compendium of
Good Practices

www.tbs-sct.gc.ca/ollo

Canada

Published by
The Public Service Human Resources Management Agency of Canada

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responsible for the Public Service Human Resources Management Agency, 2004

Catalogue no. CP54-3/2004
ISBN 0-662-68195-9

This document is available in alternative formats and
at the following addresses:

<http://www.tbs-sct.gc.ca/ollo>
<http://publiservice.tbs-sct.gc.ca/ollo>

The *Compendium of Good Practices* is a compilation of initiatives resulting from the dynamism and inventiveness of numerous people who contribute to the advancement and promotion of official languages in their institutions. These initiatives are at your disposal if you wish to draw inspiration from them to better serve Canadians in the language of their choice or contribute to creating a workplace conducive to the use of both official languages.

Our goal is nothing less than an exemplary public service in the area of official languages. *The Action Plan for Official Languages* confirms that vision. In order to respond to the needs expressed by the different official languages stakeholders, in particular the champions and the persons responsible for official languages, we compiled this second compendium of good practices. You may adapt them according to your needs or come up with new ones. Each one can contribute to a change in culture.

This is certainly not an exhaustive list. We are aware that it is but a small sample of all the good practices being applied in institutions. Most of the initiatives selected were taken from the OLLO Web site. They have been organized into four categories: second-language learning, tool box, language of work, and service to the public. This Compendium encourages us to excel. I invite you to obtain more information on each of these practices or to initiate discussion by communicating with the appropriate contact.

We want to hear about your successful initiatives. We will continue to post them on the OLLO Web site so that members of the official languages network can draw on them. I congratulate everyone who was behind these achievements and all those who daily make use of their rich imagination to anchor official languages in the public service values of respect, diversity, and inclusion. I assure you of my unconditional support in the pursuit of these efforts.

More information on the Compendium can be obtained from your liaison officer at the Official Languages Branch, Public Service Human Resources Management Agency of Canada.

I hope you find this document useful.

The paper version was signed by

Diana Monnet
Vice-President
Official Languages Branch
Public Service Human Resources Management
Agency of Canada

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Second-language learning

Learning on-line

Language training takes off at Air Canada

Information technologies are very helpful when it comes to learning. This has not escaped Air Canada, which provides an on-line language training service that is readily accessible to all of its employees.

Contact: Louise McEvoy, louise.mcevoy@aircanada.ca

At home or abroad, Foreign Affairs Canada and International Trade Canada provide language training around the clock

If you need virtual access to a language training campus, whether in Moscow or Rio, look no further! Employees of these departments can get on-line language training anywhere in Canada or the rest of the world through virtual campuses. And there are exercises to help you retain or enrich your knowledge of the second language outside of working hours.

Contact: Gerald Redmond, gerald.redmond@dfait-maeci.gc.ca

Learning through games

Indian and Northern Affairs Canada: learning a language is child's play

You can even have fun figuring out how good you are at finding the right words in one of the official languages! In this department, the odds are excellent: learning the second language through games has never been more fun, with a new game every month to help hone your skills.

Try this one:

Find the equivalent expression.

English expression/ Expression anglaise	Equivalent French expression/ Expression équivalente en français
1. The first time I saw him	A. Tout nouveau, tout beau
2. The month's new releases	B. C'est une (grande) première pour notre équipe
3. There's nothing new	C. Les nouveautés printanières
4. From the very first day	D. Il n'y a rien de nouveau
5. People want something new	E. La première fois que je l'ai vu
6. A new thing in electronics / A new electronic invention	F. Dès le premier jour
7. New spring fashions	G. Le soir de la première
8. It's the flavour of the month	H. Les nouveautés du mois
9. On opening night	I. Les gens veulent du nouveau
10. It's a first for our team	J. Une nouveauté en électronique

Answers: 1-E, 2-H, 3-D, 4-F, 5-I, 6-J, 7-C, 8-A, 9-G, 10-B

Contact: Guylaine Durand, durandg@ainc-inac.gc.ca

Language pairing and mentoring

Learn from those who know at the Bank of Canada

Helping each other can work wonders! Learning the second language from a colleague who has mastered it makes the learning easier. The Bank of Canada's Monetary and Financial Analysis Department has decided to foster this experience by setting up a program that encourages practising the second official language with a partner.

Contact: Kevin Moran, kmoran@bank-banque-canada.ca

Mentoring at Industry Canada: a winning formula

Expanding your knowledge of the second language while learning more about your colleagues is a winning combination when it comes to enhancing your speaking skills in a second language. Industry Canada has facilitated this friendly exchange, where an English-speaking employee and a French-speaking one form a voluntary partnership to help each other learn the second language. Their responsibilities are set out ahead of time. This gives each partner a chance to discover the other one's culture, while at the same time improving the ability of both to serve the department's English-speaking and French-speaking clients.

Contact: Cindy Sullivan, sullivan.cindy@ic.gc.ca

Language maintenance

Strategies for maintaining your language skills at National Defence

To a large extent, success or failure in learning a second language depends on the learning strategies acquired and those we develop. National Defence publishes the *Official Languages Express* in *The Maple Leaf* journal, with quarterly news on official languages. One of the inserts described learning strategies to help civilian and military employees find the strategy that best suits them. As the article said, “There is no such thing as a good or bad strategy; if it works, use it. ...You have to practice your second official language or you will lose it...”

The department has other ways of helping civilian and military employees maintain their second-language proficiency. A small, discreet, and very useful office calendar lists the Minister’s five commitments to the House of Commons Standing Committee on Official Languages. Every month, the calendar displays a thought or a statement on the responsibilities of managers and senior officers.

Contact: Jeffrey de Fourestier, defourestier:jd@forces.gc.ca

Tool box

Guides and manuals promoting bilingualism

Interactivity supports language learning at the Communications Security Establishment

Should your communications be prepared in both official languages? The Communications Security Establishment provides the answer through an interactive decision-making tree for its employees. An intranet guide, presented in question format, helps employees figure out whether their written communications should be prepared in both official languages. This makes it easier for them to meet their responsibilities to the public.

Contact: Jodie Chislett, jodie.chislett@cse-cst.gc.ca

Industry Canada: bilingualism as a reference point

Industry Canada's objective is to apply the spirit and the letter of the *Official Languages Act* through the publication of a reference tool for employees and managers. The manual provides information about policies on service to the public, language of work, and participation of English-speaking and French-speaking Canadians. The issues addressed in this reference manual also include highlighting and encouraging the vitality of English and French language groups.

Contact: Cindy Sullivan, sullivan.cindy@ic.gc.ca

Transport Canada: official languages are central to the concept of service

At Transport Canada, serving the public in both official languages is also a matter of ethics. In order to ensure that official languages are an integral part of the working environment, the department has produced a brochure that highlights the rights of both clients and employees. In terms of bilingualism, the department is far from losing its momentum. The freedom to use the official language of one's choice is a matter of respect and an integral part of everyday life.

Contact: Francine Charbonneau, charbof@tc.gc.ca

Second language: showing our true colours at Indian and Northern Affairs Canada

In this department, promoting the use of the second official language at work includes setting up a reference centre, providing brochures, books, newspapers, and posters in meeting rooms and using the intranet. The department's National Committee of Official Languages Champions is brimming with ideas: creating events for national bilingualism day, circulating word games, and handing out pins marking language training successes are just some of the ways used to promote pride in the use of official languages and to make them easier to learn.

Contact: Guylaine Durand, durandg@ainc-inac.gc.ca

Inclusion and visibility of official languages

Public Works and Government Services Canada: medium- and long-term planning for the use of both official languages

After conducting an in-depth review of positions and staffing, the department is proposing a three-stage strategic action plan to be run in parallel over three years. The three stages are conformity, improved communications and commitment, and, finally, daily integration of the Official Languages Program.

Contact: Denis Cuillerier, denis.cuillerier@pwgsc.gc.ca

Public Service Commission of Canada: spotlight on bilingualism

Shining the spotlight on bilingualism every day is one of the Commission's ways of raising awareness. Mascots and pins are all part of the effort to increase the visibility of the principle of respecting both official languages. In 2003, the Commission stepped up its promotional efforts by developing a national segment of the *Rendez-vous de la Francophonie*. Shows, tributes, games, meetings, and networking brought Francophones and francophiles closer together. This initiative was well received at the Commission.

Contact: Allan Kimpton, allan.kimpton@psc-cfp.gc.ca

Statistics Canada: a methodical application of the principles of bilingualism

For more than 25 years, the active involvement of Statistics Canada's employees has formed the basis of the application and management of the Official Languages Program. Enhanced linguistic profiles and training, co-operation among colleagues, tools and resources, responsibilities and recognition of rights, and leadership by managers are some of the ingredients in the recipe for the everyday use of both official languages.

Monthly meetings, discussion groups with official languages co-ordinators, surveys, studies, and internal audits are also part of the methodical approach developed by the department to achieve effective application of the Program. The preparation of a quick-reference guide on the principles of the *Official Languages Act*, the creation of an orientation module on the linguistic responsibilities for new supervisors and the introduction of an Official Languages Award of Excellence to reward best practices round out the impressive panoply of means applied to make the use of both official languages an everyday occurrence.

Contact: Gisèle Battison, battgis@statcan.ca

Indian and Northern Affairs Canada: celebrating official languages

Why not celebrate bilingualism? June 14 has been designated Bilingualism Day. This is a tremendous opportunity. At Indian and Northern Affairs Canada, the official languages champion is inviting employees to come up with activities in their workplace to mark this special day. This initiative is being extended to the intranet. Since bilingualism is not just for June 14, posters will be used to remind people to hold meetings in both official languages in all designated bilingual regions.

Contact: Linda Whyte, whytel@ainc-inac.gc.ca

Leadership

Linguistic duality: an asset for Veterans Affairs Canada

Linguistic duality is well entrenched in the life of the country and an intrinsic part of the diversity that makes up the cultural richness at Veterans Affairs Canada. A brochure on language of work, posters, and billboards on conducting meetings are all part of the arsenal used by employees to help them serve in one of the two official languages.

Contact: H  l  ne Hup  , hlhupe@vac-acc.gc.ca

VIA Rail Canada: all aboard!

What could be more natural than inviting all employees to get on the “official languages train” at VIA Rail Canada! By focussing the 2003 strategic plan on more extensive use of the two official languages and organizing workshops across the country, the organization’s leaders have laid the tracks for a productive dialogue under the theme of “People Who Move People.” Managers and employees of the national carrier had the opportunity to discuss the new mission, vision, values, and goals, including an excellent occasion for the proper use of both official languages.

Contact: Sylvie Leblanc, sylvie_leblanc@viarail.ca

National Film Board: featuring ongoing dialogue

Why not have lunch in both official languages and combine business with pleasure? Every month since its strategic plan was completed, the National Film Board’s Commissioner has organized bilingual working lunches. The menu features ongoing dialogue and discussions about promoting bilingualism.

Contact: Isabelle Tessier, i.tessier@nfb.ca

Natural Resources Canada: recommending bilingualism

Advancing the level of bilingualism sometimes calls for an analysis of the organization. This is the task taken on by a working group headed by an assistant deputy minister at Natural Resources Canada. Managerial leadership and accountability, culture, positive work practices, and enhanced organizational capacity in a bilingual work environment are just some of the aspects on which the authors of the report based their recommendations for improving services in both official languages.

Contact: Gisèle Seck, gseck@nrcan.gc.ca

The Canadian Human Rights Commission: a natural setting for language rights

The Commission owes it to itself to set the example. In today's Canada, its priorities rest on the principles of sound management and the creation of an environment defined by respect for others, ongoing dialogue with employees, and pride in speaking the official language of one's choice.

Contact: Nicole Morin, nicole.morin@chrc.ccdp.ca

At the Canada Lands Company, bilingualism goes hand in hand with effectiveness

Performance objectives and bilingualism are not incompatible. The Company has included both as target objectives in its performance management framework. Both its corporate plan and its annual report include initiatives, performance indicators, and results indicators in an effort to entrench bilingualism in all designated positions.

Contact: Gordon McIvor, gmcivor@clc.ca

An abundance of tools in a unilingual environment

Farm Credit Canada: living in French in an English environment

How can the level and quality of French be maintained in an environment or region where English prevails? For many citizens, this is an important question. The Corporation has launched five initiatives aimed at maintaining French in such circumstances. In addition to offering a bilingual audio cassette and information sheets for its advisors, the Corporation has also organized French Fridays, paired unilingual employees with bilingual employees, and held dinners with games and conversations in French and mini-immersions. These are simple ideas that are easy to implement.

Contact: Marie-France Kenny, mariefrance.kenny@fac-fcc.ca

Linguistic profiler

Canada Mortgage and Housing Corporation: bilingue ou unilingue, that is the question

At the Corporation, knowledge of official languages is part and parcel of what is needed to establish the competency profile for a position. Thus, the Corporation has come up with the *Linguistic Profiler*, an on-line tool that can help managers with the linguistic designation (bilingual or unilingual) of a position and the choice of appropriate linguistic profile, based on three categories defined by the required skills. Regardless of the levels, areas of work, and functions, the *Linguistic Profiler* provides a rapid and uniform procedure for the whole organization. Managers wishing to expand on the issue of linguistic designation also have access to an on-line guide. This highly regarded guide has been borrowed and adapted by other institutions.

Contact: Denise Doré, ddore@cmhc-schl.gc.ca

Networking

Pacific Federal Council: union + action = results

The Pacific Federal Council Official Languages Committee is not sitting idle! Its dynamic initiatives in support of the Francophone community in the Pacific (British Columbia and Yukon) include exchange networks, the exploration of new ways of promoting the mandates of the different stakeholders, and analyzing complaints to correct weaknesses and find solutions. The results are evident in: 10 minutes of air time on Radio-Canada every two weeks, two-and-a-half hours of air time on Rogers and Shaw, and articles published in *Le Soleil* (B.C.) and in *Aurore boréale* (Yukon). These regional activities also include the dissemination of good practices and conferences on official languages. Twenty-six federal institutions are participating in the Committee, which reports to the Pacific Federal Council.

Contact: Laurette Drolet, laurette.drolet@ccra-adrc.gc.ca

Prince Edward Island Federal Council: province-wide support for the second language

The key objectives of the Prince Edward Island Federal Council include introducing a mechanism to foster the growth and development of the Francophone minority in Prince Edward Island, identifying the institutions that are capable of combining their efforts, and applying information technologies to improve the level and quality of services. This concerted approach is based on the knowledge-based economy partnership agreement and support from the federal and provincial governments. Thus, the Official Languages Committee was mandated to prepare a list of initiatives that could help departments and agencies support the priorities identified by the community and implement measures involving the collaboration of at least two federal departments or other organizations.

Contact: Guy Labonté, guy.labonte@ccra-adrc.gc.ca

Official languages: focussing on the strength of networking

Strengthening connections and sharing information are essential. The Official Languages Branch of the Public Service Human Resources Management Agency of Canada, in recognition of these priorities, has developed a consultation and communication mechanism between central agencies and institutions to discuss the directions, priorities, and directives related to the implementation of the Official Languages Program. The initiative's three objectives are to survey, identify global trends, and propose solutions. The partners express their concerns and share the ideas that feed the debate and enable the Agency to renew its official languages actions.

A number of committees and networks are looking at the key issues, which include:

- the Network of Official Languages Champions, which looks after promoting the Program within each institution;
- the Departmental Advisory Committee on Official Languages;
- the Crown Corporations Advisory Committee on Official Languages;
- the Interdepartmental Consultative Committee of Contributors in Official Languages; and
- interdepartmental sub-committees, created under the auspices of the federal regional councils, where meetings are held in the regions for consultations on policy development and service delivery issues.

Contact: Bernadette Larrue, larrue.bernadette@hrma-agrh.gc.ca

Linguistic writing tools

Easy-to-use writing tools at National Research Council Canada

Whatever the task, a good tool can make all the difference. At the National Research Council Canada (NRCC), common sense also helps facilitate the use of official languages. The NRCC has created a bookmark to help remind its employees of the URL address of its writing tool box, which was designed to help them use their second official language. The bookmark is also useful to employees who do not always use a bilingual keyboard, since it contains characters and accents that can be accessed through a few quick clicks.

Contact: Christiane Charron, christiane.charron@nrc-cnrc.gc.ca

The Language Nook of the Government of Canada: avoiding pitfalls and overcoming language traps

Dagan the Dragonfly, the Translation Bureau's mascot, can be found in the Language Nook of the Government of Canada, where users can follow it through the intricacies of the language of Shakespeare. Its French cousin, *Virgule*, lives in the *Coin linguistique du gouvernement du Canada*, guiding users through the traps and difficulties of the language of Molière.

These sites contain unique linguistic opportunities and discoveries. Grammar, syntax, proper use, various examples, amusing games, an on-line library, and linguistic bibliographies are just some of the many appealing gems found in this wonderful tool box. Not only is it regularly updated, but it is also free on the Translation Bureau and TERMIUM® Web sites. Federal employees across Canada can access it through <http://coinlinguistique.bureaudelatraduction.gc.ca>.

Come meet the mascot.

Contact: Denise Fournier, denise.fournier@pwgsc.gc.ca



The Department of Canadian Heritage posts language on line

Launched in the spring of 2003, the Department of Canadian Heritage language tool kit set a double objective: increasing the quantity and quality of French content on the Internet. Users of the kit can find numerous tools to help them with writing and revision in both official languages.

Find it at Word Wizards.

Web site: www.wordwizards.gc.ca

Email: info@wordwizards.gc.ca

Single window to writing at the Treasury Board of Canada Secretariat and the Public Service Human Resources Management Agency of Canada

These two organizations provide employees with key documents that can be very useful in everyday applications. These linguistic tools come from different sources, both internal and external, and are available on InfoSite, the departmental intranet.

These indispensable tools give advice and practical tips on grammatical difficulties, syntax, and usage and offers links to a number of handy tools. They are easy to use, regardless of in which official language: glossaries, writer's guides, dictionaries, TERMIUM Plus®, encyclopedias, tips of the month, etc.

Playing with words has just become child's play! Just try a few and you'll be hooked!

Contact: Michel Des Rochers, desrochers.michel@tbs-sct.gc.ca

Language of work

Improving communications

Improving the quality of communications in the bilingual regions of the Canada Revenue Agency

The Agency introduced a pilot project for managing the quality of official languages to improve the quality of communications in designated bilingual regions and to create an environment conducive to the use of both official languages. This project was introduced in stages, by region, including Quebec, Northern Ontario, the Atlantic (New Brunswick), and headquarters. This project was based on the ISO 9001 approach, with a focus on respect for official languages and the human dimension, and a call for cultural and structural change in the organization through a promise of quality, a “quality” manual, and a range of procedures and tools on language of work. This approach has many benefits, including helping to integrate official languages throughout the organization.

Contact: Marcel Éthier, marcel.ethier@ccra-adrc.gc.ca

Customized training for managers

Language of work: one of the responsibilities of managers at Canada Post Corporation

The Corporation has introduced a training module exploring its managers’ responsibilities with respect to language of work. Based on case studies, the training provided under this module ensures better understanding of the policies in this area. Specifically, the module describes the rules and responsibilities of supervisors in terms of their communications with employees and draws up a list of resources available to them.

Contact: Robert Gauthier, roberta.gauthier@canadapost.postescanada.ca

Practical guides for managers and employees

At the National Research Council Canada, a research tool like any other for bilingualism

In fulfilling its mission, the National Research Council Canada (NRCC) invites citizens to come *discover and innovate*, two areas about which people tend to be equally passionate in French and in English. Thus, at the NRCC, research and development had no difficulty overcoming the linguistic barriers. The NRCC has made it one of its basic work principles. Its managers and supervisors use a guide describing specific objectives for language of work and, particularly, the means for achieving them.

Contact: Christiane Charron, christiane.charron@nrc-cnrc.gc.ca

Language of work: the legacy is alive and well at the Department of Canadian Heritage

A group of employees, in collaboration with departmental senior management, has developed an action plan on language of work. Guidelines and standards have been prepared to promote the use of official languages in verbal, written, and electronic communications. This plan contains ideas that will facilitate the lives of users, including documents, software, meetings, and even voice mail.

Learn more by visiting the site at www.pch-presentations.ca.

Contact: Chantal Bruyère, chantal_bruyere@pch.gc.ca

A conducive environment

Language of work: a question of rights and respect at Health Canada

According to Health Canada, creating an environment conducive to the effective use of both official languages calls for concrete action. The department has given each of its employees a brochure entitled *English and/or French It's Your Right! It's a Matter of Respect!* The brochure uses a game questionnaire to encourage employees to participate in this awareness-raising exercise. This initiative involved the installation of posters in strategic locations, inviting employees to use the official language of their choice.

Contact: Ginette Pelletier, ginette_pelletier@hc-sc.gc.ca

Service to the public

Tailored information

Citizenship and Immigration Canada: an accountability framework that works

By developing an accountability framework for official languages, Citizenship and Immigration Canada was aiming to ensure that everyone's roles, priorities, and obligations would be better defined. This framework focusses on the equal status of English and French. The official languages champion and employees feel compelled to ensure that nobody is prevented from exercising their rights.

Contact: Brigitte Fortin, brigitte.fortin@cic.gc.ca

Health Canada: keeping languages in shape

The orientation course entitled *Discovering Health Canada* now has a 30-minute capsule covering the key aspects of the Official Languages Program. Health Canada is fully committed to initiating new employees and guiding them to ensure that they use both official languages on a daily basis. Moreover, the language training program has acquired a new stream for the development of the first official language.

Contact: H el ene Mainville, helene_mainville@hc-sc.gc.ca

Radio-Canada: an ideal way to reach the French-speaking community

Access to and use of French-language services is a measure of the progress made with both official languages. *Soci et e Radio-Canada's* broadcast of the messages prepared by the *F ed eration des francophones de la Colombie-Britannique* shows how well the corporation has understood this.

Contact: Brigitte Tesni ere, brigitte_tesniere@cbc.ca

Active offer

Parks Canada providing courses on the active offer of services

Since 1999, the Agency has been offering training in western and northern Canada to all of its employees, members of friends of the park associations, volunteers, and vendors. Each module is custom-made, adapted to clients' needs, and provided on site or by telephone. The goal and background of the *Official Languages Act*, as applicable to Parks Canada, is covered through the use of interactive presentation methods. The training uses demonstrations, application exercises, and reference materials.

Contact: Louis Guyot, louis.guyot@pc.gc.ca

Customized tools

Bilingualism at the heart of the vision of the National Research Council Canada

The Council's commitment to serving members of the public in the official language of their choice includes incorporating bilingualism in its long-term corporate plan. Part of the commitment involves giving employees a guide containing helpful phrases.

Contact: Christiane Charron, christiane.charron@nrc-cnrc.gc.ca

The Canadian Security Intelligence Service focusses on quality in connection with bilingualism

Members of the public can contact the Canadian Security Intelligence Service (CSIS) in the official language of their choice at any time. Every year, to ensure that it maintains and improves this service, CSIS compiles information through a telephone survey of offices subject to the *Official Languages Act*.

Contact: Denise Bisailon, loeole@smpt.gc.ca

Federal Centre in Edmonton: bilingualism on every level

The Edmonton Federal Centre, under Public Works and Government Services Canada (PWGSC), makes a point of taking bilingualism right to the elevators. Elevator passengers hear *Going up / Nous montons—First floor / premier étage* between floors. This just goes to show that bilingualism is moving up. Still, PWGSC would like to do more and is currently looking at the possibility of creating an electronic bulletin, in association with other federal organizations. The purpose of this tool would be to respond instantly in both official languages to questions from the public and to provide information on available services at the touch of a button. Like the elevator, information technologies are proving to be excellent vehicles for the values embodied by bilingualism.

Contact: Denis Cuillierier, denis.cuillierier@pwgsc.gc.ca

Responding better to Francophones is what the Newfoundland and Labrador Federal Council is aiming at

The Council has set up a project aimed at improving French-language communication and service delivery of its programs and services by properly trained officials. This project involves the following elements: support for its sub-committee on official languages; a French documentation centre; language training to meet the needs associated with the acquisition and retention of languages, both for trainers and students; and the hiring of French tutors for group and individual courses and for the dissemination of information.

The activities include:

Parlons français!: part-time French classes;

Le Coin français: a French-language learning centre;

Encart du gouvernement du Canada: thirteen articles from eight organizations published in *Le Gaboteur*, a French-language regional newspaper;

Rencontres casse-croûte: presentations on a variety of topics in French; and

Séance de formation du formateur: a session with the Language Training Centre to prepare trainers to teach French.

Contact: Martin Sévigny, martin.sevigny@acoa-apec.gc.ca

Public satisfaction

Parks Canada: satisfying the public in both official languages

Measuring public satisfaction is an essential element in understanding and solving problems. In 2002–03, Parks Canada surveyed visitors to 3 national parks and 11 historic sites. Visitors reported 92% and 98% satisfaction, respectively, with access to quality services in both official languages. These results were similar to those obtained in the previous year, which is encouraging in terms of pursuing the efforts made.

Contact: Diane Lépine, diane.lepine@pc.gc.ca

Canada Post Corporation: focussed on its clients

The Corporation's bilingual counters are some of the best meeting places between members of the public and those whose mission it is to serve them in the official language of their choice. "Mystery Client" is a special program aimed at providing a better understanding of client satisfaction levels, which can help the Corporation adjust its practices.

Contact: Robert Gauthier, roberta.gauthier@canadapost.postescanada.ca

Customized services

The western Passport Office: no-strings bilingualism

Passport or visa to bilingualism! In the West, the Passport Office has found an easy and effective way to serve members of the public in the official language of their choice. A bilingual employee carries a cell phone and is always available to answer questions in French. Unilingual regions with more than one office have posters indicating the points of service providing services in the other official language. These are little ways of achieving big results.

Contact: Carole Lavoie, clavoie@ppt.gc.ca

Parks Canada: bilingualism is never far away

National parks and historic sites are sometimes located in remote areas, but this is where bilingualism can flourish. Canadians visiting these places have the right to expect services in both languages. Parks Canada has spared no effort in finding ways to meet their expectations in western Newfoundland at Gros-Morne, Port au Choix, and L'Anse aux Meadows. Staff awareness and training, pins, signs, displays, and bilingual flyers are just some of the ways of creating a welcoming environment. Maintaining these services over thousands of square kilometres is a challenge that is met thanks to the commitment of employees.

Contact: Diane Lépine, diane.lepine@pc.gc.ca

Banff National Park: official languages scaling new heights

Good Morning—Bonjour! This is the greeting heard every year by more than 4.7 million visitors to the majestic Banff National Park, with its bilingual service counter. As soon as they enter the park, visitors are invited to tune their radios to 101.1 FM for information in English and 103.3 FM for information in French. In peak periods, the administration of this public treasure increases its bilingual resources at every service point. Employees make it a point of honour to respect the rights of Canadians to be served in the official language of their choice, and this national treasure naturally finds its place amidst the sumptuous scenery.

Contact: Diane Lépine, diane.lepine@pc.gc.ca

Linguistic links between the Atlantic Canada Opportunities Agency and the Department of Canadian Heritage

One effective way of promoting official languages is to work co-operatively across federal organizations. The Atlantic Canada Opportunities Agency and the Department of Canadian Heritage collaborated with the Government of Newfoundland and Labrador to implement cultural and heritage support programs. Their objective is to ensure that materials and services are available to the Francophone community. This will mean economic promotion and official languages promotion working as one!

Contact: Eugène Aucoin, eaucoin@acoa-apec.gc.ca

Bilingualism and integration at Citizenship and Immigration Canada

How can new immigrants be made aware of the issues and realities of bilingualism? At Citizenship and Immigration Canada, the answer to this question lies in the creation of a steering committee in partnership with the minority official language communities. The dual benefit is that Francophone communities, employees, and service providers become aware of the official languages requirements of each province and it becomes easier to integrate new immigrants.

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