



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

2003 - 2004
Status Report
for
Western Economic
Diversification Canada

The Implementation
of Section 41 of the
Official Languages Act

Canada 

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PREAMBLE

Part VII, Section 41 of the *Official Languages Act (OLA)* establishes that every federal institution has a responsibility to:

- a) *enhance the vitality of the English and French linguistic minority communities in Canada and support and assist in their development, and*
- b) *foster the full recognition and use of both English and French in Canadian society.*

In addition, all departments and agencies of the Government of Canada are subject to the accountability and coordination framework adopted in the Government's Action Plan for Official Languages *The Next Act: New Momentum for Canada's Linguistic Duality*.

WD concluded the final year of the multi-year Official Languages Action Plan for Implementation of Section 41. Through various partnerships and participation on numerous committees at the regional and national levels, WD continues to demonstrate its commitments to the Official Languages Minority Communities (OLMC). In 2003-04, WD has made significant advances to this commitment by renewing existing partnership agreements and establishing new partnerships to deliver initiatives benefiting the western French speaking community.

Western Economic Diversification has fully aligned its operations according to three primary strategic outcomes. WD will concentrate on activities with outcomes enhancing innovation, entrepreneurship and sustainable communities. The department sees Section 41 initiatives as complimentary to the departmental strategic outcomes. WD anticipates further involvement and contributions from the OLMC with respect to community and economic development.

WD's OLA team actively works in partnership with federal, provincial, municipal and community organizations. The OLA team consists of a Regional Coordinator from each province and a National Coordinator from the Headquarters Office located in Edmonton. WD looks forward to identifying new partnership opportunities to bring the spirit of Section 41 to the forefront. Through collaboration, western Francophone communities will be in a stronger position to contribute to the economic, social and cultural advancements in western Canada.

The 2000/01 - 2003/04 Official Languages Action Plan builds on the success of previous years and is enriched by feedback from the community as well as the development of a long-term strategy. This strategy is a comprehensive and integrated approach to entrepreneurship, business and community economic development in western Canada's Francophone communities.

Summary

Reporting year 2003 - 2004

Responsible Minister: The Honourable Dr. Rey D. Pagtakhan, P.C., M.P.
Minister of Western Economic Diversification

Western Economic Diversification Canada undertook a plethora of activities under the Official Languages file throughout 2003-04. Among the activities are the Section 41 and the Francophone Economic Development Organizations (FEDOs) evaluations, the renewal of the FEDO's partnership agreements, the renewals of various partnerships, including the Inter-ministerial Partnership with the Official Languages Communities (IPOLC) program with Canadian Heritage, establishment of a Memorandum of Understanding with Industry Canada to implement the national Action Plan for Official Languages, and the receipt of the prestigious Head of the Public Service Award for 2003.

Other accomplishments for Section 41 this year include the focus on projects and operations to meet OLMC needs by WD and partners. Many consultation sessions were held across western Canada leading up to the finalization of the national Action Plan for Official Languages and the development of WD's Action Plan for the Implementation of Section 41. Participants to the consultations included other regionally based federal departments, provincial counterparts, partners, and OLMC stakeholders.

WD commissioned a Section 41 Action Plan evaluation in 2003-04. The intent of the evaluation is to identify and report on WD's success in achieving its objectives as stated in its Action Plan 2000-2004 and give future directions for future undertakings with regards to the next Action Plan. The results of the evaluation are still draft, however it provided adequate insight towards the development of the 2004-2008 Official Languages Action Plan for Implementation of Section 41. The Department also started a FEDO evaluation in February 2004. The purpose of the exercise is to examine the impact of the partnership between WD and the FEDOs, the effectiveness of services to the OLMC, and seek options for future program enhancements. The results of both evaluations will be reported in 2004-05 and will be posted to WD's website at www.wd.gc.ca.

As the FEDO evaluation continues, the current contribution agreement had sunset on March 31, 2004. WD's Service Partnerships Secretariat (SPS), lead for the partnership agreements with the Western Canada Business Service Network (WCBSN), renewed the operational funding of the FEDOs for a one-year period. Following the results of the FEDO evaluation and internal discussions, SPS and the FEDOs will proceed with new contribution agreements and determining new directions for the partnership. The FEDOs remain full members of the WCBSN and a highly valued contributor to the WD team. The FEDOs are la Société de développement économique de la Colombie-Britannique, la Chambre économique de l'Alberta, le Conseil de la coopération de la Saskatchewan, and le Conseil de développement économique des municipalités bilingues du Manitoba.

WD's partnership with Canadian Heritage (PCH) for the Interdepartmental Partnership for the Official Languages Communities program (IPOLC) also expired on March 31, 2004. The IPOLC is intended to encourage new partnerships in the OLMC and seek project resulting in long-term sustainable community and economic advancements. With the success of multiple projects, where both departments share investments into the OLMC, WD and PCH elected to renew the Memorandum of Understanding to 2006-07.

Other partnerships where WD is involved is with the joint federal/community committee of Comité national de développement économique et d'employabilité (le comité) and the Regroupement de développement économique et d'employabilité (RDEE). RDEE is the network of offices for labour market, skills, and some economic development. Incidentally, the four FEDOs are also the western RDEE representative sites. The Department remains an active member of the joint

committee and supports the efforts in the regions. WD continues to work in collaboration with the comité in their strategic operational planning and their efforts to secure new operating funding as their current agreements expire with Human Resources and Skills Development Canada.

In 2003-2004, the Government of Canada tabled the Action Plan for Official Languages. Departments across the federal service are tasked with initiatives to improve the quality of life through services and augment the accessibility of programs to the OLMC. WD and other economic development departments are targeted for very specific initiatives. WD and Industry Canada (IC) signed a Memorandum of Understanding (MOU) to implement the tele-education and tele-learning pilot projects and youth internships in the West. As well, WD will work collaboratively with IC on Outreach, Communications and Counselling activities. The new MOU brings WD and IC together for implementation of these new activities for the next five years.

In December 2003, the Official Languages, Section 41 Implementation Team members were the first recipient in the new category of Official Languages, Head of the Public Service Award. The Head of the Public Service Award is the highest award that public service employees can receive. It recognizes those who best exemplify the qualities required for the Public Service of Canada to meet the challenges of the future: innovation, teamwork, ethics, partnership, use of new technologies and consultation. The team won based on their commitment to implement the Francophone Business Development Strategy. The objective of the Strategy was to form partnerships and consolidate funds in order to facilitate the creation of a network of provincial organizations dedicated to the economic development of Francophone communities in western Canada. With an attitude of respect for both official languages, showing initiative and using an innovative approach in the implementation of the Strategy, the team has greatly contributed to the promotion of official languages among Western Canadians.

The Department fosters entrepreneurial, innovative, sustainable Canadian Francophone communities in the West. WD's work and partnerships with the communities offer an enhanced suite of products and services to Francophone entrepreneurs, enhances opportunities to grow more competitive Francophone entrepreneurs in markets across Canada and abroad, and contributes to community economic development of Francophone communities and the overall communities of western Canada.

ACTION PLAN FOR THE IMPLEMENTATION OF SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*

Part 1: General Information

1. Identification of institution

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2. Brief description of the institution's mandate

"Working with the West" (Western Economic Diversification Canada, 2003)

The Departmental Mandate

Founded in 1987, Western Economic Diversification Canada (WD) is mandated to promote the development and diversification of the economy of western Canada and to advance the interests of the West in national economic policy. WD has offices located in Vancouver, Victoria, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, and Ottawa. In addition, the department has a Western Canada Business Service Network delivering services throughout the West.

WD pursues activities that:

- support the development of new and innovative technologies;
- encourage and support western enterprise in business; and
- ensure sustainable prosperity in communities throughout the region.

Although WD's three strategic directions - Innovation, Entrepreneurship and Sustainable Communities - can be described individually, in reality they are not discrete, but intertwined. Innovation is often the result of entrepreneurial activities that drive the emergence of new sources of long-term employment and wealth. That, in turn, enhances the sustainability of local communities and the quality of life for their residents. Many of WD's initiatives are designed to address several priorities at once.

In all its activities, WD uses strategic partnerships - with other levels of government, the private sector, universities and communities - to maximize the investment in western Canada's most valuable resources, the talents, energies and ideas of its people.

Underlying all of WD's initiatives is the goal of ensuring that every western Canadian - including Aboriginal people, youth, women, Francophones, and residents of remote and northern communities - has an opportunity to participate in, and contribute to, the economic success of the West and our entire country.

Understanding the West

“Western Canadians stand at the intersection of dramatic change in both their region and the global environment.... The choices we make today will have a decisive impact on the prosperity of the West for generations to come.”

- From Building the New West, an initiative of the Canada West Foundation, sponsored by Western Economic Diversification Canada in partnership with provincial governments and private donors.

Western Economic Diversification Canada (WD) plays a central role in ensuring western needs are taken into account in national policy decisions. WD acts as an advocate for the West by working with stakeholders to achieve the synergy necessary for collective action on specific projects. Advocacy can also involve a much broader range of activities necessary to harness the collaborative efforts of a diverse group of stakeholders on common initiatives.

The first step in developing new policies and initiatives for western Canadians is understanding the region’s needs, aspirations, and opportunities. Each year, Western Economic Diversification Canada (WD) sponsors a number of research projects and initiatives that lead to a better understanding of critical areas such as: opportunities in medical research, trends in small business, research infrastructure capacity, urban growth challenges, and broad economic and social trends. Many of these research initiatives are funded in partnership with provincial governments, academic institutions, think tanks and the private sector.

3. Officers responsible

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4. Period covered by Action Plan

The Action Plan is a multi-year plan, covering April 1, 2000 to March 31, 2004. This Status Report covers the activities and achievements for the period of April 1, 2003 to March 31, 2004.

Part 2: Identification of Community Needs

5. Means used to identify needs of official language minority communities at national and regional levels

In order to continue to be responsive to and meet the needs of the Francophone minority communities of western Canada and to develop a coordinated and integrated approach for the delivery of government programs targeted at these communities, WD personnel participate in regular consultations with Francophone organizations and work with Francophone Economic Development Organizations in each of the four western provinces. In addition, the national and regional coordinators participate in a number of interdepartmental committees at the federal and provincial levels.

The departmental national coordinator is a member of the National Committee for Canadian Francophonie Human Resources Development that is composed of representatives from federal government departments and Francophone communities. The Committee is an important consultative mechanism for both groups to identify and develop a strategic approach to meeting their needs. In the 2003-04 year, with a new strategic plan in place, the committee seeks to sign a new Memorandum of Understanding between federal and community stakeholders. As departmental changes occurred with the lead funding authority, Human Resources Development Canada, now called Human Resources and Skills Development, new challenges were presented to secure ongoing operating funds for the Comité national and the provincial delivery sites. The new strategic directions of the community rejuvenate prior commitments and bring new challenges to advance the Official Languages Minority Community to a new sophisticated level of community and economic development. WD continues to cooperate with the Francophone communities of Canada and with other federal departments with socio-economic mandates to implement the strategies.

WD also collaborated with and participated in various consultations with Industry Canada, Canadian Heritage, and the Privy Council Office to ensure seamless implementation of the Action Plan for Official Languages. The collective federal departments listened and reflected the communities' priorities in the development of Action Plans and future directions for Section 41 and official languages in a broad scope.

At the regional level, WD had a productive year with the four provincial Francophone Economic Development Organizations (FEDOs). The FEDOs are la Société de développement économique de la Colombie-Britannique, la Chambre économique de l'Alberta, le Conseil de la coopération de la Saskatchewan, and le Conseil de développement économique des municipalités bilingues du Manitoba. WD and the FEDOs provide a wide range of services to Francophone entrepreneurs and SMEs. As members of the Western Canada Business Service Network, the FEDOs' contributions to western Canadian economic development have demonstrated a vibrant official language minority community that is engaged and committed to growing a stronger western economy.

Through frequent communications, the regional OLA coordinators and Francophone community form a collaborative team ready to address specific needs and identify new priorities to enhance the economic viability of the French-speaking community. This team consults with each other to share concerns, needs, and expectations with regard to a western approach to advance the interests of the official languages minority communities.

6. Needs identified at national and regional levels

Need to strengthen the existing partnerships with Francophone Economic Development Organizations (FEDOs) such as la Société de développement économique de la Colombie-Britannique, la Chambre économique de l'Alberta, le Conseil de la coopération de la Saskatchewan, and le Conseil de développement économique des municipalités bilingues du Manitoba;

Need to access funding for Francophone-owned SMEs and Francophone organizations involved in economic development, in sectors such as tourism, rural development, the knowledge-based economy and the integration of youth in economic development;

Need to support Francophone entrepreneurs, Francophone communities' economic development and to develop Francophone SMEs in the four western regions;

Need for a self-directed approach to economic development on the part of the official language minority communities (OLMCs), whereby the communities identify their needs and priorities, with the role of the federal departments being that of facilitator to help them achieve their goals wherever and whenever possible; and,

Need for cooperation between federal departments and coordination of federal programs and initiatives targeted at OLMCs. This will ensure the greatest visibility of federal programs within the communities and provide the best return on the funds invested.

Part 3: Action Plan Contents

The contents of the Action Plan have been prepared in Table format and are included on the following pages.

WESTERN ECONOMIC DIVERSIFICATION - ACTION PLAN 2000/01 - 2003/04

REGIONAL INITIATIVES

Principal measures proposed	Proposed Outcome(s)	Status
<p>Provide core funding to a maximum of \$500,000 per year from 2000/01 to 2003/04 to each provincial Francophone Economic Development Organization.</p>	<p>Significantly strengthen the relationship between WD and the Francophone Economic Development Organizations. Provides Francophone Economic Development Organizations with opportunities to work with their communities on longer-term issues. Provides opportunities to improve recruitment of board members (volunteers) and top quality staff.</p>	<p>COMPLETED:</p> <ul style="list-style-type: none"> • Effective April 18, 2001, WD started its commitment to \$6 million over three years for the operation of four Francophone Economic Development Organizations (FEDOs) to help strengthen economic opportunities for Francophone businesses. There is one FEDO in each of the four western provinces with a provincial Francophone economic development mandate. The four FEDOs are: Société de développement économique de la Colombie-Britannique, La Chambre économique de l'Alberta, Le Conseil de la coopération de la Saskatchewan, and Le Conseil de développement économique des municipalités bilingues du Manitoba. • WD's contribution allows these organizations to provide enhanced services to Francophones, including training, business development, counselling, and marketing opportunities. They will subsequently reach a larger number of individuals interested in further developing Francophone business and community opportunities. The FEDOs have been diligent in ensuring they have the right compliment of economic development officers and regional representation from the geographic regions to the offices and the Boards served. • As the current contribution agreement sunsets this fiscal year, the operational funding support has been extended until March 31, 2005. This allows the FEDO operations to continue seamlessly, the evaluation to be completed and its results used to input to new multi-year contribution agreements.
<p>Provide funding to a maximum of \$400,000 to establish a leveraged loan fund model in each region to be administered in accordance with parameters developed jointly with WD. In so doing, there will be due regard for any cash management restraints on WD funds.</p>	<p>Larger and more accessible pool of funds available to Francophone entrepreneurs of western Canada. Francophone entrepreneurs and SMEs in western Canada will have access to business and loan services in French.</p>	<p>COMPLETED:</p> <ul style="list-style-type: none"> • Agreements are in place for all four Francophone Economic Development Organizations to administer the loan loss reserve fund of \$400,000 per region to leverage up to \$2 million per region worth of small business loans. • Partner financial institutions are the Paige Credit Union (Saskatchewan), Van City Credit Union (British Columbia), the

		<p>Business Development Bank of Canada (Manitoba) and the Beaumont Credit Union (Alberta).</p> <ul style="list-style-type: none"> • 2003-04 saw many of the agreements expire. WD and the FEDO partners are currently in negotiation to establish new agreements with initiatives reflecting the OLMC needs.
<p>Provide funding to a maximum of \$200,000 per year per region from 2000/01 to 2003/04 for Special Economic Development Initiatives (SEDI).</p>	<p>Worthwhile economic development projects that provide concrete results for the Francophone communities of western Canada receive funding.</p>	<p>COMPLETED:</p> <ul style="list-style-type: none"> • Special Economic Development Initiatives (<u>SEDI</u>) funds were announced in 2001-02. Each FEDO will have access to a maximum \$200,000 per year until 2003-04. Among the projects approved to date are listed: • In Alberta the following projects were approved: Vezeau Beach Visual Identity Project for an additional \$20,000 to the original \$25,000 contribution. In addition, also approved is the enhancement to the historical Lac La Biche Mission in Alberta, WD's investment of \$73,000 leveraged \$72,800 from Canadian Heritage. • Manitoba approved Le Festival du voyageur project to meet the needs of the Franco-Manitoban community, including designing the strategic planning process, identifying interested stakeholders and leading a consultation process regarding business and community views on future directions for the Festival. WD has committed \$30,000 and will receive an equivalent contribution of \$30,000 from PCH in the 2004-05 fiscal year. • In BC the project approved is the Economic Profiles of BC Francophone Businesses, valued at \$97,620 from WD and leveraged equally by PCH for a total of \$195,240 for 2003-04. • In Saskatchewan, the project approved is The Gazel.sk.ca project to develop the province's first public Francophone economic development website in Saskatchewan. WD has committed \$45,500 and will be waiting for an equivalent \$45,500 from PCH in 2004-05. • In addition, Pan West Funds were approved for the following projects: Via TVA to support the development of fifteen programs highlighting the western tourism industry and profiling certain business, entrepreneurs and important activities undertaken in the communities. WD's commitment of \$45,000 has leveraged an equal \$45,000 contribution from PCH.

<p>Continue to participate actively in the Official Languages Sub-Committee of the Council of Senior Federal Officials (where these exist) and in any other like organizations.</p>	<p>The interests of the department and of the Francophone community will be represented. WD staff is current on activities and plans which have or could have an impact on the Francophone communities of western Canada.</p> <p>WD will have a continuous, proactive role on collective, federal department decisions regarding the Francophone communities of western Canada.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> • Regions continue to support their senior officials at the Federal Council Meetings. • Regions continue to participate and input to sub-committees on departmental contributions to identified priorities of the Official Languages Minority Communities
<p>In addition to ongoing dialogue with the Francophone communities, participate in formal consultation meetings between the Francophone community and federal departments/agencies on the implementation of Section 41 of the OLA, in annual general meetings of key representative organizations, and consult with provincial counterparts on a regular basis.</p>	<p>WD Regional coordinators are aware of and sensitive to ongoing issues with the Francophone communities of western Canada.</p> <p>WD coordinators can ensure that WD programs and services are responsive to and meet the needs identified.</p> <p>WD coordinators, working closely with the four provincial economic development organizations, are able to strategically prioritise issues and bring them to the table of the Comité national de développement de ressources humaines de la francophonie canadienne (CNDRHFC) to ensure maximum effectiveness of both WD and regional representatives in influencing the decisions of the Comité.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> • All WD Official Languages coordinators continue to work very closely with the four provincial Francophone Economic Development Organizations (FEDOs), ensuring that agreements and their transition into the WD Service Delivery Network operates smoothly. • The National Coordinator represented WD and actively participates in numerous Comité national de développement de ressources humaines de la francophonie canadienne (CNDRHFC) meetings. She also continues to work with the Department of Canadian Heritage to renew and implement the Memorandum of Understanding (MOU) for the Interdepartmental Partnership with the Official-Language Communities (I_{POLC}) program. In addition, she has also been actively participating in activities involving the initiatives, strategic planning and consultations with CNDRHFC in the development of a new five-year MOU (2002 - 2007), with Human Resources Development Canada and partners to develop a Memorandum to Cabinet and Treasury Board submission for the renewal of the "Support Funds". • Leading up to the national Action Plan for Official Languages and WD's Action Plan for the Implementation of Section 41, numerous consultations were held across the West. Participants included other federal departments such as Industry Canada, Canadian Heritage, and the Privy Council Office, provincial departments, partners, academia, associations, and other OLMC stakeholders.

Work with Network Partners, including the provincial Francophone economic development organizations, to deliver small business seminars to Francophone clients (topics and frequency to be determined as requested by the community).	Economic development needs and small business training initiatives will be identified through direct consultation with the local OLMC partners in the four regions. Training sessions in French will be delivered to Francophone entrepreneurs and SMEs.	COMPLETED: <ul style="list-style-type: none"> WD will continue to identify economic development needs in the next fiscal year in consultation with the FEDOs and the OLMC. Identified needs are addressed through conference sponsorships, project development, participation in activities and events with the communities, and the enhanced services through the FEDOs. Due to the shift in Client Service Delivery, many of the past activities in training are now being offered by WD's Western Canada Business Service Network partners, such as the FEDOs. The FEDOs will continue to assess the needs of the OLMC and determine subject matter, location and audience for future sessions.
WD Manitoba will participate actively in the Single-Window Initiative, a cooperative effort between the Province of Manitoba and the federal government.	Six joint government service centres will be established in urban and rural communities having a high concentration of Francophones.	COMPLETED: <ul style="list-style-type: none"> Manitoba met its obligations. The first Bilingual Service Centre, le Centre La Verendrye opened in St. Boniface in 2001/02. Centres in Notre-Dame-de-Lourdes and in Saint-Pierre-Jolys were opened in 2002/2003 and include satellite offices of the Canada/Manitoba Business Services.
WD Manitoba will provide \$300,000 from its Western Economic Partnership Agreement (WEPA) with the Province of Manitoba - toward the \$1.3 million construction of a Maison du Bourgeois.	An interpretative/reception facility, within the Festival du Voyageur's Fort Gibraltar, will shift the operation of Fort Gibraltar from a seasonal basis to a year round operation, further enhancing the job creation impacts of this project.	COMPLETED: <ul style="list-style-type: none"> Manitoba has met its obligations. The Maison du Bourgeois was constructed in 2001/02.
WD Manitoba will provide \$180,000 over three years (i.e. 1998-99, 1999-00 and 2000-01) for the Rues Principales initiative.	This project will revitalize the small business sector along Provencher Boulevard in Saint-Boniface and transform the business area into an identifiable Francophone centre appealing to shoppers and tourists.	COMPLETED: <ul style="list-style-type: none"> WD Manitoba has met its obligations and has supported the project from 1998 to March 31, 2001. Development Corporation CDC Riel, which receives funding from WD, currently manages Rues Principales. Entreprises Saint-Boniface another community driven initiative in the area of Community Economic Development, will also be managed by CDC Riel.

NATIONAL OR PAN WESTERN INITIATIVES

Principal measures proposed	Proposed Outcome(s)	Status
Integrate the four Francophone Economic Development Organizations in the West (i.e. Société de développement économique de la Colombie-Britannique [SDECB],	Francophone Economic Development Organizations will benefit from improved access to information, networking opportunities, and partnerships.	COMPLETED: <ul style="list-style-type: none"> The announcement was made on April 18, 2001. The Francophone Economic Development Organizations are now official members of WD's Service Network. Core funding of \$6 million has been approved to support the FEDOs over the next

<p>Chambre économique de l'Alberta [CÉA], Conseil de la coopération de la Saskatchewan [CCS], Conseil de développement économique des municipalités bilingues du Manitoba [CDÉM]) into WD's Western Service Delivery Network.</p>	<p>Francophone entrepreneurs and SMEs will have better services from WD and its Network Partners because of the link to a Francophone development organization.</p>	<p>three years.</p> <ul style="list-style-type: none"> Additional initiatives were made available to the FEDOs as partners of WD: Partners On-Line (<u>POL</u>), Community Economic Development Opportunities (<u>CEDO</u>), and the Marketing and Visibility Initiative (<u>MVI</u>).
<p>Enhance the relationship between the Western Canada Business Service Network partners and the provincial Francophone Economic Development Organizations.</p>	<p>Network partners provide better service to Francophone entrepreneurs by referring them to the Francophone Economic Development Organization of their respective regions.</p>	<p>COMPLETED:</p> <ul style="list-style-type: none"> On April 18, 2001, the Secretary of State for Western Economic Diversification announced the Government of Canada through WD would be contributing \$6 million over three years to operations of the four Francophone Economic Development Organizations (FEDOs) to help strengthen economic opportunities for Francophone businesses. There will be one FEDO in each of the four western provinces. This announcement formalized the inclusion of the Francophone Economic Development Organizations in the Western Canada Business Service Network. To supplement and enhance WD and the other WCBSN partners' services, the FEDOs will be offering counselling, mentoring, training and access to capital. The FEDOs and the other network members in all regions have worked collaboratively to create referral protocols. In doing so, WD is ensuring through their partners that Francophone clients receive equal access to programs, services, counselling, mentorship, training and access to capital.
<p>Continue to provide funding (e.g. last year of a three-year initiative) for the establishment and operations of Le Corridor touristique francophone de l'Ouest - a partnership involving the four western Francophone Economic Development Organizations - whose mandate is the development and marketing of a pan-western Francophone tourism action plan based on the "tourism corridors" concept and eventually linked to a pan-Canadian Route de la francophonie.</p>	<p>Western Canada's Francophone communities and tourism related businesses are linked into a "corridor touristique francophone" that is marketed to Francophone tourists from Quebec, the Maritimes, France and the United States.</p> <p>Increased tourism to western Canada's Francophone communities and attractions.</p>	<p>COMPLETED</p> <ul style="list-style-type: none"> Additional funding of \$200,000 from the Pan West funds from the Francophone Strategy was approved to continue support for new activities in le Corridor touristique francophone de l'Ouest. Discussions will continue to identify new opportunities and activities for the CTFO. A Guide was developed in 2003 and in 2004, specifically identifying attractions in each of the western provinces. Financial support was allocated from within the \$200,000 approved.

<p>WD will support financially (amounts to be determined) and participate actively in various economic development and entrepreneurship events (for example the Forum économique des gens d'affaires francophones du Canada and the Mondiale de l'entrepreneuriat jeunesse).</p>	<p>A better educated and informed Francophone entrepreneur. Business deals are made between Francophone entrepreneurs, SMEs and others. Growth of Francophone entrepreneurs across western Canada.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> In Alberta, one of the OLA Regional officers spoke on behalf of the department and presented an award at Le Prix d'Excellence de la Chambre économique de l'Alberta. WD will seek other opportunities to participate in entrepreneurial events in the future.
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INTERDEPARTMENTAL COORDINATION

Principal measures proposed	Proposed Outcome(s)	Status
<p>Continue our active membership on the <i>Comité national de développement des ressources humaines de la francophonie canadienne</i>, whose mandate is to influence the policies, programs and services of the nine federal partners so that they foster the development and enhance the vitality of the OLMCs.</p>	<p>Policies, programs and priorities that are established by the Comité will reflect western interests. Cost-sharing opportunities will be pursued and funded. Pan-western and/or regional initiatives that reflect at least one of the four priority areas of development identified by the Comité, i.e. tourism, the knowledge-based economy, rural development, and youth entrepreneurship will be given priority consideration.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> WD continues to be active on this committee. The 2003/04-year brought in a new co-chair for the community side of le comité national, a western representative from Saskatchewan. Also, the drafting of new strategic objectives and goals towards a multi-year MOU with federal departments continues with some challenges regarding renewal of funds. WD supported the four sector working groups of the Committee this year through participation on the Strategic Planning committee for drafting the principles, visions, mandates, roles, activities and operational plans for the new MOU. Human Resources and Skills Development department requires new funding authorities to secure new operating funds, creating challenges for the Comité and its RDEE sites. Temporary funding is in place until June 30, 2004 while the Comité and RDEE present new operating plans to the various departments and develop a Memorandum to Cabinet and a Treasury Board submission for the Fall of 2004.
<p>WD staff will work with the Council of Senior Federal Officials in each western province to develop collaboration mechanisms such as memoranda of understanding adapted to the circumstances in each province.</p>	<p>A strategic and proactive approach will be developed and implemented to address the challenges facing western Canadian Francophone communities in their development efforts and identify opportunities for collaboration that will contribute to the advancement of these communities.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> The governments of Canada and Manitoba established an agreement with the Francophone community in 2000. Alberta has had a tripartite agreement in place since 1999. On November 30, 2001 WD Saskatchewan and other federal government departments entered into an MOU with the Francophone community and the Province. The purpose of the MOU is to establish a framework for continuing cooperation between Canada, Saskatchewan and the Fransaskois community

		<p>in facilitating economic and human resource development. WD is also part of the joint committee established to implement the MOU</p> <ul style="list-style-type: none"> • BC is very active with Pacific Federal Council to engage in activities to advance Section 41 and Official Languages activities. • The new Action Plan for 2004-2008 addresses the need for new mechanisms for collaboration.
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COMMUNICATIONS

Principal measures proposed	Proposed Outcome(s)	Status
<p>WD's Action Plan will be posted on its web site (www.wd.gc.ca), and will be distributed in hard copy to minority official language groups and associations in western Canada, as well as to selected national groups. The Action Plan will also be provided to the Department of Canadian Heritage, the Treasury Board Secretariat, the Privy Council Office, the Commissioner of Official Languages, the Standing Joint Committee on Official Languages, the Comité national de développement des ressources humaines de la francophonie canadienne and federal economic departments/agencies and all other relevant organizations.</p>	<p>Action Plan is provided to key stakeholders in a timely fashion. Feedback will be actively solicited from key stakeholders in order to respond to changing demands, needs or priorities and adjust our actions accordingly. After reading the document, key stakeholders will identify areas of common interest and collaborative arrangements could be developed, thereby maximizing the use and impact of limited resources.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> • A copy of the WD OLA Action plan is posted on the WD website. The updates and accomplishments will also be posted in both official languages. • Electronic and hard copies where requested will be provided to stakeholders. • WD and the Service Delivery Network continue to be diligent. WD has ensured that consultations and feedback were received from the Service Network Partners. • WD also submits articles to Canadian Heritage's Bulletin 41-42 and to Le Comité national's quarterly newsletter when pertinent information arises.

<p>Ensure that all federal government informational/reference material available to entrepreneurs and SMEs through WD's Western Canada Business Service Network are developed, produced and simultaneously available in both official languages, regardless of medium (e.g. printed matter or electronic mode).</p>	<p>Information material, reference material and media material is produced and available in both official languages.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> • The Website development team, Communications team, and all divisions work diligently to ensure that all materials, electronic and paper-based, for public consumption are available in both official languages. The Website development team continues to ensure that French and English versions of the plan are up to date. • WD Communications Marketing and Consultations branch has written the new business plan including new products to be launched in 2003-04. Such materials are "Working with the West 2003", a publication about the work of WD, new web pages, and brochures regarding WD programs and services.
<p>WD will compile a list of key Francophone organizations and media, including a database of western Francophone stakeholders, for special mailings of interest to the Francophone community.</p>	<p>Information that is of interest or of importance to key stakeholders, entrepreneurs and SMEs will be sent out in a timely fashion, thereby allowing them to have accurate and timely information that could affect their business decisions.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> • Regional Section 41 Coordinators continue to work with their Regional Communications units, where appropriate, and with Francophone Economic Development Organizations to establish and maintain the mailing lists. • Partner organizations also forwarded new coordinates of key Francophone stakeholder groups in each region for the distribution of the Annual Action Plans. • Regular mail out and electronic distribution of WD materials also ensures an up-to-date address list of Francophone groups.
<p>Media advertising of WD products/services/ events will include western Canadian Francophone media. Special regional initiatives will be encouraged.</p>	<p>WD products, services, training, seminars and economic opportunities are made known to Francophones in western Canada. Francophone media receive advertising revenues.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> • In Manitoba, advertising in La Liberté included ads to promote training opportunities resulting from the WD-led partnership: "Pensez Affaires des ateliers à votre portée". • WD Manitoba has also taken ads in the Annuaire des services en français and the Festival du Voyageur Program. • WD MB in partnership with CDEM, coordinated announcements regarding Tourism Circuits (Circuits Touristiques) and two of them pertaining to the Entrepreneurship-Entregenerations initiative.
<p>Use radios communautaires Francophones to inform Francophone listeners about WD programs and activities (e.g. arrange for the Secretary of State for Western Economic Diversification and departmental officials to be interviewed).</p>	<p>WD products, services, training, seminars and economic opportunities are made known to Francophones in western Canada. Entrepreneurship is promoted.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> • All News Releases are distributed to the French media simultaneously with English versions, generating coverage in print, electronic, radio, and television medias. • The Manitoba region in collaboration with La radio communautaire, Envol 91FM, featured SMEs and service providers (such as WD 's partners) on a weekly radio program: C'est de vos affaires.
<p>WD will maintain a bank of "success</p>	<p>A bank of "success stories" will be available</p>	<p>COMPLETE</p>

stories” relating to Francophone SMEs and entrepreneurs, for use in speeches, MP householder mailings, and other information products.	for quick reference of communications personnel and regional coordinators. WD will be able to provide quick examples of the success of WD policies and actions to all interested parties (media, public, government etc.) with regard to OLA commitments across western Canada.	<ul style="list-style-type: none"> Internal spreadsheets on the shared directory keep track of the projects that are ongoing or completed. These projects were specifically targeting the needs of Francophone communities. A BEST stories binder of SMEs is kept. Stories from WD and from FEDOs are available describing the success stories of clients. WD is addressing alternate mechanisms to collect and store future best stories, regionally and on a pan West basis.
WD will make available for publication in regional French language community newspapers at least one success story per year, relating to WD activity in implementing Section 41 of the OLA.	At least one article per year will appear in each French language weekly in western Canada and will feature a successful Francophone entrepreneur or SME.	ONGOING: <ul style="list-style-type: none"> ACCESS West is provided to all media in western Canada. Media and publications are encouraged to request usage of articles where appropriate.
WD will submit at least one success story per year, and selected “snippets” throughout the year, to the Department of Canadian Heritage (DCH) for inclusion in DCH’s quarterly publication “41-42”, a newsletter relating to the federal government’s implementation of Sections 41-42 of the OLA as well as to the Comité national de développement des ressources humaines de la francophonie canadienne, for inclusion in one of the Comité’s quarterly newsletter.	One article per year will appear in each of these two newsletters. Increased visibility and knowledge of WD initiatives by the readers of these newsletters.	ONGOING <ul style="list-style-type: none"> Le comité national de développement des ressources humaines de la francophonie canadienne also sent out public congratulations to all regions across Canada to announce WD’s Head of Public Service Award. The Treasury Board also posted the congratulations, the formal submission and team photo on their public website. February 2004 InfoAction with the Commissioner of Official Languages bulletin announced the Official Languages Section 41 Implementation team’s award of the head of Public Service Award 2003. The Spring edition of Bulletin 41-42 features an article on WD’s Head of Public Service Award 2003 for Official Languages for the implementation of the Francophone Strategy.

INSTITUTIONAL PLANNING & ACCOUNTABILITY

Principal measures proposed	Proposed Outcome(s)	Status
Include initiatives that foster the development of official language minority communities (OLMCs) in western Canada into WD Corporate Business Planning processes (i.e. annual strategic planning, reporting and evaluation).	WD’s: Report on Plans and Priorities, Departmental Performance Report, and Business Plans include Section 41 commitments and identify specific initiatives.	ONGOING <ul style="list-style-type: none"> Francophone economic development is addressed in RPP 2003-04. The document can be found at the website: http://www.tbs-sct.gc.ca/est-pre/20032004/WD-DEO/WD-DEOr34_e.asp in the section called Government-Wide Initiatives. The current Action Plan will terminate in March 2004. The evaluation of the 2000-2004 Action Plan is coming to an end, however, results are still draft. The preliminary recommendations were helpful to establish directions for the 2004-2008 Action Plan.

		Final recommendations and conclusions will be reported in 2004-05 and available on WD's website at www.wd.gc.ca .
<p>Section 41 Coordinators will continue to educate WD staff of OLMCs' needs in terms of program decisions, development and delivery;</p> <p>Whenever feasible, continue to involve members of the Francophone community in the staffing process for client service officers whose responsibilities include service to Francophone OLMCs;</p> <p>Educate our Western Canada Business Service Network partners of Section 41 of the OLA;</p>	<p>WD programs and services are responsive to and meet the needs of western Canada's Francophone entrepreneurs and SMEs.</p> <p>Stakeholder involvement will ensure a stronger community/client-service relationship and a more responsive staff.</p> <p>Network partners are better informed of WD's responsibilities with respect to enhancing the vitality and supporting the development of western Canadian Francophone communities.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> • WD is currently examining more ways to inform its employees and partners of its commitments under the OLA legislation by using existing tools such as the Intranet and Access West. The department also likes to celebrate its achievements by communicating OLA success stories internally as well as identifying areas for improvements. • WD received much media and public service attention in December 2003. The Official Languages, Section 41 Implementation Team members were the first recipient in the new category of Official Languages for the Head of the Public service Award. The team won based on the nomination of their commitment to promote the Francophone Strategy. The objective of the Strategy was to form partnerships and consolidate funds in order to facilitate the creation of a network of provincial organizations dedicated to the economic development of Francophone communities in Western Canada
<p>Regional Section 41 Coordinators and their respective Regional Management Committees, and the Departmental Section 41 Coordinator and the Departmental OLA Champion and the Deputy Minister will hold semi-annual face-to-face progress-reporting sessions to enhance accountability monitoring.</p>	<p>WD's senior management is better informed of the ongoing efforts towards fulfilling its corporate responsibility to Section 41 of the OLA and we can plan and implement accordingly.</p>	<p>ONGOING</p> <ul style="list-style-type: none"> • Meetings of National Section 41 Coordinators were held in May, September, and December 2003, and February 2004. • The Regional Coordinators hold regular meets with the FEDOs to discuss regional operating and strategic plans. • The regional coordinators and the National Coordinator met in October and December 2003 to receive preliminary feedback on the 2000-2004 evaluation and to discuss the development of the 2004-2008 Action Plan. • The OLA National Coordinator meets regularly with the Deputy Minister, speaks with the OLA Champion, the Assistant Deputy Minister of the Ottawa office, and discusses ongoing activities with the Executive Liaison on a regular basis. Updates on Le comité national, the Section 41 National Coordinators meetings, projects, issues and reports are reported to all parties as well as to the Executive Committee quarterly.

8. Measures Proposed to Evaluate Success of Expected Results

WD engaged an external firm to carry out a comprehensive program evaluation on the implementation of Section 41 of the OLA. The evaluation is still in draft form at the time of reporting. Once completed, the methodology, details, results and recommendations of the evaluation can be found on WD's website.

9. Financial and other resources dedicated to the completion of the Action Plan.

The Action Plan was prepared on the assumption that the resources required for these initiatives will come from existing budgets. The programming monies are included in WD's budget forecasts. The human and material resources will be dedicated in each Region and will be at the level required to successfully carry out the initiatives described above.

Part 4: Communications Plan

Please refer to pages 15 to 17 of the Action Plan above.

Part 5: Signatures

Anastasia Lim
Departmental National Coordinator

Judy Ferguson
Departmental Champion

Oryssia J. Lennie
Deputy Minister

Part 6: What do you think of the Action Plan?

General Comments and/or suggestions:

Strong points:

Areas needing improvement:

Please return this form to:
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