



**Western Economic  
Diversification Canada**

**Diversification de l'économie  
de l'Ouest Canada**

**2002 – 2003**  
**Status Report**  
**for**  
**Western Economic  
Diversification Canada**  
**on**  
**The Implementation  
of Section 41 of the**  
***Official Languages Act***

**Canada** 

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## PREAMBLE

Western Economic Diversification (WD) reiterates its commitment to the objectives of Section 41 of the *Official Languages Act* of:

- enhancing the vitality of the English and French linguistic minority communities in Canada and supporting and assisting their development; and
- fostering the full recognition and use of both English and French in Canadian society.

In the last few years, WD has developed and implemented a strong Action Plan in response to its obligations under and commitment to Section 41 of the *Official Languages Act*. Through partnership and participation on numerous committees at the regional and national levels, WD has demonstrated its commitments to the Official Languages Minority Communities. In 2002-03, WD has made significant strides in advancing the interests of western Francophones.

2002-03 saw the full implementation of all activities announced on April 18, 2001 when WD formally brought the Francophone Economic Development Organizations (FEDOs) into the department's Western Canada Business Services Network. As a new partner, the FEDOs were introduced to the other partners, informal protocols were established and their identity as a key service provider for the official languages minority was solidified. WD worked actively with the FEDOs to identify and advance a number of regionally based projects under the Special Economic Development Initiatives (SEDI) funds. WD also worked very closely with the partners to initiate numerous pan western projects. Through WD's investment to Loan Loss Reserve funds, the FEDOs and regional private financial institutions began a partnership where WD funds were leveraged by the banks' investments. This provided opportunities to Francophone entrepreneurs to access financial services in their official language of choice. The program demonstrated a slight increase in loan application approvals. WD values the FEDOs as an integral part of the Western Canada Business Services Network and appreciates their commitment to serve western Francophone entrepreneurs and Francophone communities in western Canada.

Western Economic Diversification realigned operations in 2002-03 to be in line with three primary strategic directions. WD will concentrate on activities that enhance innovation, entrepreneurship and sustainable communities. The department sees its initiatives under Section 41 very complimentary to the three strategic directions and anticipates further involvement of the official languages minority community with respect to community economic development.

WD's OLA team continues to work 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. We look forward to identifying new partnership opportunities to implement activities benefiting the official languages minority communities. Through collaboration, western Francophone communities will be better positioned to participate fully in the economic, social and cultural advancement of 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 2002/03**

**Responsible Minister: The Honourable Stephen Owen, P.C., Q.C., M.P.  
Secretary of State (Western Economic Diversification) &  
(Indian Affairs and Affairs Development)**

#### **Principal Measures Planned:**

With a solid multi-year action plan, commitment to the Francophone community, and strong partnerships, 2002-03 was another successful year for Western Economic Diversification (WD). The department is recognized as a leader in economic development in the western provinces and hopes to further build on the existing strengths in the Francophone communities in western Canada. The goal is to develop a strategic and integrated Francophone business network to serve western Francophone communities.

WD continues to maintain close ties with key economic players throughout the region, working closely with partners such as other federal departments and the Francophone Economic Development Organizations (FEDOs). The FEDOs are full members of WD's Western Canada Business Service Network (WCBSN) and a valued contributor to the WD official languages team. They 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 launched the Francophone Business Development Strategy in April 2001. Since then, WD and the four FEDOs have advanced Francophone interests of the West by promoting innovative, entrepreneurial and sustainable economic practices. Through the regional and pan western Special Economic Development Initiatives (SEDI) funds under the Francophone Strategy, regions were able to maximize the projects to attract new tourism investments to a historical and cultural site that encourage the spirit of "La Francophonie" and to highlight the contribution of French speaking communities to the development of western Canada. A business incubator was also launched to support the establishment of new enterprises in the service and innovation sectors. Other projects developed multi media tools to re-group an expansive Francophone community and promoted role models to young Francophone entrepreneurs. In addition, a pan western project called "Le Corridor touristique francophone de l'Ouest" further promoted the visibility of Francophone communities in addition to a number of existing attractions in western Canada.

Many of the projects undertaken by WD have leveraged investments. Through a Memorandum of Understanding, WD is in partnership with Canadian Heritage under the Interdepartmental Partnership for the Official Languages Communities (IPOLC) program. Canadian Heritage has matched many of the WD investments.

WD further achieved new partnerships and strengthened existing relationships with community departmental partners through various agreements and memberships in federal/community committees. These committees serve as a place for WD to gather and disseminate information, and to consult with and contribute to the enhancement of the official languages minority community.

WD endeavours to foster entrepreneurial, innovative, sustainable western Canadian Francophone economic communities. 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 thereby enhancing the vitality of the official language minority communities.

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

## Part 1: General Information

### 1. Identification of institution

Western Economic Diversification Canada  
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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**

This Status Report covers the activities and achievements for the period of April 1, 2002 to March 31, 2003. The Action Plan itself is a multi-year plan, covering April 1, 2000 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 2002-03 year, a new strategic plan directing the Memorandum of Understanding between federal and community stakeholders was developed. These new strategic directions rejuvenate prior commitments and bring new challenges to advance the Francophone community to a new sophisticated level of 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.

At the regional level, WD has 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;

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
Provide core funding to a maximum of \$500,000 per year from 2000/01 to 2003/04 to each provincial Francophone Economic Development Organization.	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.	<ul style="list-style-type: none"> <li>• Effective April 2001: WD is contributing \$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.</li> <li>• 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.</li> <li>• 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.</li> </ul>
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.	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.	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Saskatchewan partners with Paige Credit Union.</li> <li>• BC partners with Van City Credit Union.</li> <li>• Manitoba partners with the Business Development Bank of Canada.</li> <li>• Alberta partners with the Beaumont Credit Union.</li> </ul>
Provide funding to a maximum of \$200,000 per year per region from 2000/01 to 2003/04 for Special	Worthwhile economic development projects that provide concrete results for the Francophone communities of western	<ul style="list-style-type: none"> <li>• 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</li> </ul>

<p>Economic Development Initiatives (SEDI).</p>	<p>Canada receive funding.</p>	<p>approved to date are listed:</p> <ul style="list-style-type: none"> <li>• In Alberta the following projects were approved: Plamondon/Lac La Biche and Rivière La Paix Heritage Tourism projects, and the completion of CentrAlta Heritage Tourism Project and Veseau Beach Identity project</li> <li>• In Manitoba: an incubator and mentorship initiative, the Valorization of Franco-Manitobans entrepreneurship and economic development, two Marketing and Visibility projects, two conference sponsorships, a completion of an International Trade Personnel Program project and the loan fund reserves.</li> <li>• In BC projects approved were: the completion of the Francophone website Lesvoyaguers.ca, the development of BC Francophone economic development profiles, and an investment attraction initiative called Projet investissement.</li> <li>• In Saskatchewan, the projects approved include: the development of a French-language tourist guide, listing Francophone tourist attractions, services and stakeholders in Saskatchewan and the Development of an interactive e-Business learning tool.</li> <li>• In addition, Pan West Funds were approved for the following projects: Le corridor touristique francophone de l'Ouest, Certification in business counselling, a CD Rom project, Succession planning, and conference support of Les Lauriers de la PME 2003.</li> </ul>
<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>	<ul style="list-style-type: none"> <li>• Manitoba region continues to contribute to the local Federal Council Steering Committee on Official Languages to complete the launching of single window initiatives.</li> <li>• BC also actively participates on the local sub-committee and has used this forum to introduce the new partners, the FEDOs, to the sub-committees.</li> <li>• Saskatchewan region has regularly attended the OLA sub-committee meetings and has identified a representative to attend all meetings in the coming year.</li> <li>• Alberta is strengthening its involvement with the local group through continuous dialogue with stakeholders and interdepartmental efforts.</li> <li>• Whether in formal meeting settings or on informal one-on-one meetings, each of the regions has maintained dialogue and worked collaboratively with partner stakeholders and departments regarding activities and initiatives to benefit the Francophone</li> </ul>

<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.  WD coordinators can ensure that WD programs and services are responsive to and meet the needs identified.  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>community.</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• The National Coordinator represented WD and actively participates in numerous Comité national de développement de ressources humaines de la francophonie canadienne meetings. She also continues to work with the Department of Canadian Heritage to implement the Memorandum of Understanding (MOU) for the Interdepartmental Partnership with the Official-Language Communities (IPOLC) program. In addition, she has also been actively participating in activities involving the general activities, strategic planning and consultations with le Comité national de développement de ressources humaines de la francophonie canadienne (CNDRHFC) in the development of a new five-year MOU (2002 – 2007).</li> <li>• The Manitoba region attended meetings of la Chambre de commerce francophone de Saint-Boniface, the Société franco-manitobaine and the Conseil de développement économique des municipalités bilingues du Manitoba and the CDC Entreprises Riel.</li> <li>• Saskatchewan region participated in the consultation meetings between the Francophone community and federal departments at the Assemblée communautaire fransaskoise (ACF).</li> <li>• Alberta region has participated in the inter-ministerial meetings with various provincial Francophone community groups and has attended the Board meetings, Annual General Meetings, planning sessions and special events of La Chambre économique de l'Alberta. The region also started a Network Partners conference call on a monthly basis to provide a forum for information sharing between all WCBSN partners including La Chambre économique de l'Alberta.</li> <li>• BC region participated in annual meetings of Francophone associations and representatives such as Le regroupement des gens d'affaires de Victoria in Victoria, la Société de développement économique de la Colombie britannique (SDECB) Vancouver and other meetings with different Francophone</li> </ul>
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		organizations. Participated in the elaboration of federal organizations with an economic mandate on OLA Partnership.
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.	<ul style="list-style-type: none"> <li>• WD will continue to identify economic development needs in the next fiscal year in consultations 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.</li> <li>• BC made available and gave presentations to senior secondary French immersion students on entrepreneurship.</li> <li>• BC also made a presentation to staff of the Canada BC Business Services on the SDECB services and met with WEI on possible partnership with SDECB.</li> <li>• Due to the shift in Client Service Delivery, many of the past activities in training are being offered by the Service Delivery Partners, such as the Francophone Economic Development Organizations (FEDOs).</li> </ul>
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.	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
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.	<ul style="list-style-type: none"> <li>• Manitoba has met its obligations. The Maison du Bourgeois was constructed in 2001/02.</li> </ul>
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.	<ul style="list-style-type: none"> <li>• WD MB 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.</li> </ul>

**NATIONAL OR PAN WESTERN INITIATIVES**

<b>Principal measures proposed</b>	<b>Proposed Outcome(s)</b>	<b>Status</b>
Integrate the four Francophone	Francophone Economic Development	<ul style="list-style-type: none"> <li>• The announcement was made on April 18, 2001. The</li> </ul>

<p>Economic Development Organizations in the West (i.e. Société de développement économique de la Colombie-Britannique [SDECB], 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>Organizations will benefit from improved access to information, networking opportunities, and partnerships.</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>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 three years.</p> <ul style="list-style-type: none"> <li>• 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>).</li> </ul>
<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>	<ul style="list-style-type: none"> <li>• 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 for the creation of 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.</li> <li>• To supplement and enhance WD and the other WCBSN partners' services, the FEDOs will be offering counselling, mentoring, training and access to capital.</li> <li>• 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.</li> </ul>
<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</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>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• A Guide was developed in late March and early April of 2003, specifically identifying attractions in each of the western provinces. Financial support was allocated from within the \$200,000 approved.</li> </ul>

Route de la francophonie.		
<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>	<ul style="list-style-type: none"> <li>• Saskatchewan region has regularly attended the OLA provincial sub-committee meetings.</li> <li>• BC region participated in annual meetings of Francophone associations and representatives such as Le Conseil des présidents et présidentes de la Fédération des francophones de la Colombie-Britannique, regroupement des gens d'affaires from the different regions of BC, participation in the Board of Directors meetings of the SDECB and other meetings with different Francophone organisations.</li> <li>• WD BC OLA coordinator was one of the official election supervisors for the election of "présidents et présidentes de la Fédération des francophones de la Colombie-Britannique".</li> <li>• WD BC participated, along with Heritage Canada, HRDC, BC Intergovernmental Relations Secretariat, and under the coordination of the Rural Secretariat, in putting together an event in the northern BC region to discuss the reality of Francophones in rural BC.</li> <li>• In Alberta, the Alberta OLA Regional Coordinator spoke on behalf of the department and presented an award at Le Prix d'Excellence de la Chambre économique de l'Alberta.</li> <li>• Alberta region has participated in the inter-ministerial meetings with various provincial Francophone community groups and has attended the Board meetings, Annual General Meetings, planning sessions and special events of La Chambre économique de l'Alberta.</li> <li>• The National Coordinator participated in activities such as Le Prix d'Excellence de la Chambre économique de l'Alberta and Les Lauriers de la PME. She also participated as a judge for les Lauriers de la PME 2003.</li> <li>• The Manitoba region continues to contribute to and participate on the Federal Council Steering Committee on Official Languages (quarterly), La Chambre de commerce francophone de Saint-Boniface (monthly), the CDEM-Francophone Economic Development Organization quarterly meetings as an ex-officio and the newly created interdepartmental network on OLA (quarterly).</li> <li>• WD MB attended a number of annual meetings of organizations such as La Société franco-manitobaine, L'Association des municipalités bilingues du Manitoba, Le Conseil de</li> </ul>

		<p>développement économique des municipalités bilingues du Manitoba, La Corporation de développement communautaire Entreprise Riel, etc.</p> <ul style="list-style-type: none"> <li>• Each of these events were all instrumental in bringing together SMEs and service providers to inform on business practices, programs, services available, and provided excellent networking opportunities.</li> </ul>
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<b>INTERDEPARTMENTAL COORDINATION</b>		
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<b>Principal measures proposed</b>	<b>Proposed Outcome(s)</b>	<b>Status</b>
<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.</p> <p>Cost-sharing opportunities will be pursued and funded.</p> <p>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>	<ul style="list-style-type: none"> <li>• WD continues to be active on this committee. The 2002/03-year saw two new co-chairs from the community side of le comité national and the drafting of new strategic objectives and goals towards a multi-year MOU with federal departments. The National Coordinator is a member of the strategic planning working group to develop the new strategic plan and frameworks for le comité national and to address new initiatives to advance Section 41.</li> <li>• 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 through HRDC.</li> <li>• WD contributed to the judging panel and through a conference sponsorship for Les Lauriers de la PME 2003. Two recipients were from the West. Alberta won the prize in the category of Knowledge-base industries and British Columbia won in the category of Integration of Youth to Entrepreneurship.</li> <li>• Initial discussions are also underway to develop a Team Canada Francophonie with target markets in French speaking countries. The National Coordinator, with a trade background, has been requested to be on that working group as well.</li> </ul>
<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>	<ul style="list-style-type: none"> <li>• The governments of Canada and Manitoba established an agreement with the Francophone community in 2000.</li> <li>• Alberta has had a tripartite agreement in place since 1999.</li> <li>• 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 in facilitating economic and human resource development. WD is</li> </ul>



		<p>also part of the joint committee established to implement the MOU</p> <ul style="list-style-type: none"> <li>• BC is very active with Pacific Federal Council to engage in activities to advance Section 41 and Official Languages activities.</li> <li>• In January 2002, WD and Canadian Heritage finalized the 3-year MOU for the Interdepartmental Partnerships with the Official Languages Communities (IPOLC), using Alberta regional projects to fuel the first submissions towards the approval of the agreement.</li> </ul>
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<b>COMMUNICATIONS</b>		
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<b>Principal measures proposed</b>	<b>Proposed Outcome(s)</b>	<b>Status</b>
<p>WD's Action Plan will be posted on its web site (<a href="http://www.wd.gc.ca">www.wd.gc.ca</a>), 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>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Electronic and hard copies where requested will be provided to stakeholders.</li> <li>• WD and the Service Delivery Network continue to be diligent. WD has ensured that consultations and feedback were received from the Service Network Partners.</li> </ul>
<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>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul>
<p>WD will compile a list of key</p>	<p>Information that is of interest or of importance</p>	<ul style="list-style-type: none"> <li>• Regional Section 41 Coordinators continue to work with their</li> </ul>

<p>Francophone organizations and media, including a database of western Francophone stakeholders, for special mailings of interest to the Francophone community.</p>	<p>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>Regional Communications units, where appropriate, and with Francophone Economic Development Organizations to establish and maintain the mailing lists.</p> <ul style="list-style-type: none"> <li>• Partner organizations also forwarded new coordinates of key Francophone stakeholder groups in each region for the distribution of the Annual Action Plans.</li> <li>• Regular mail out and electronic distribution of WD materials also ensures an up-to-date address list of Francophone groups.</li> </ul>
<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>	<ul style="list-style-type: none"> <li>• In Manitoba, advertising in La Liberté included adds to promote training opportunities resulting from the WD-led partnership: "Pensez Affaires des ateliers à votre portée".</li> <li>• WD Manitoba has also taken ads in the Annuaire des services en français and the Festival du Voyageur Program.</li> <li>• WD MB in partnership with CDEM, coordinated announcements regarding Tourism Circuits (Circuits Touristiques) and two of them pertaining to the Entrepreneurship-Entregénérations initiative.</li> </ul>
<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>	<ul style="list-style-type: none"> <li>• All News Releases are distributed to the French media simultaneously with English versions, generating coverage in print, electronic, radio, and television medias.</li> <li>• 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.</li> </ul>
<p>WD will maintain a bank of "success stories" relating to Francophone SMEs and entrepreneurs, for use in speeches, MP householder mailings, and other information products.</p>	<p>A bank of "success stories" will be available 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.</p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• A BEST stories binder of SMEs is kept. Stories from WD and from FEDOs are available describing the success stories of clients.</li> <li>• WD MB has 12 Best Stories featuring Francophone-led enterprises of which approximately four have been referenced in a public forum.</li> </ul>
<p>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.</p>	<p>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.</p>	<ul style="list-style-type: none"> <li>• ACCESS West is provided to all media in western Canada. Media and publications are encouraged to request usage of articles where appropriate.</li> <li>• La chambre économique de l'Alberta broadcasted the showing of Les Lauriers de la PME that was to be shown on Via TVA. This provided the opportunity to highlight the winners of the 2003</li> </ul>

		<p>awards, including the two western recipients. Alberta's winner, Lemalu Holdings from St. Paul, was in the category of Knowledge base industries. British Columbia's candidate from Vancouver, Scenario Design, won in the category of Youth Integration into Entrepreneurship Activities.</p> <ul style="list-style-type: none"> <li>Manitoba's La Liberté newspaper also featured stories on the same entrepreneurs WD had referenced in a public forum.</li> </ul>
<p>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.</p>	<p>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.</p>	<ul style="list-style-type: none"> <li>January to March issue of Bulletin 41-42 highlighted the previous year's accomplishment of WD as a leader in OLA and Section 41.</li> <li>WD had two officers win regional awards for their contributions to the Francophone community. BC's regional coordinator was awarded the Golden Dogwood Prize for contributions by a public servant to the interests of Francophones and the Manitoba regional coordinator won the Réseau 2003 recognizing the contributions of Francophone women in French-speaking communities. The story was picked up late in the fiscal year and will appear in the Spring/Summer editions.</li> <li>Les Lauriers de la PME highlighted the accomplishment of Francophone SMEs and featured in Le comité national's newsletter: <ul style="list-style-type: none"> <li>Tourism: Lamplight Cuisine (SK), Emeu-Ville (MB),</li> <li>Knowledge-based economy: Noblet Design (SK), Lemalu Holding Ltd. (AB and Laurier recipient in the category), Momentum Healthware Information Services (MB)</li> <li>Rural development: Prairie Pit Crew (SK), Morvil Contractors Ltd. (BC), Hytek/Les Fermes Vielfaure (MB)</li> <li>Youth in economic development: Jogo Canada (MB), Scenario Design (BC and Laurier recipient in the category)</li> </ul> </li> </ul>

### INSTITUTIONAL PLANNING & ACCOUNTABILITY

Principal measures proposed	Proposed Outcome(s)	Status
<p>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).</p>	<p>WD's: Report on Plans and Priorities, Departmental Performance Report, and Business Plans include Section 41 commitments and identify specific initiatives.</p>	<ul style="list-style-type: none"> <li>Francophone economic development is addressed in RPP 2003-04. The document can be found at the website: <a href="http://www.tbs-sct.gc.ca/est-pre/20032004/WD-DEO/WD-DEOr34_e.asp">http://www.tbs-sct.gc.ca/est-pre/20032004/WD-DEO/WD-DEOr34_e.asp</a></li> <li>The current Action Plan will terminate in March 2004. The plans are to carry out a full evaluation of the 2000-2004 Action Plan and to consult with the community on development of the next Action Plan 2004-2008.</li> </ul>

<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>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• WD also celebrated awards received by two Regional Official Languages Coordinators:</li> <li>• BC's coordinator received a prestigious official languages award and was, in fact, the first recipient of the "Cornouiller d'or [Golden Dogwood]" prize that will now be awarded annually by the Fédération des francophones de la Colombie-Britannique to a federal or provincial civil servant who has rendered distinguished service to the Francophone cause. The prize was a token of recognition for this individual's remarkable energy, deep commitment to the spirit of the OLA and involvement in the Francophone world and British Columbia's French-language community.</li> <li>• Manitoba's coordinator received the Prix de Réseau 2003, a "network prize" honouring Francophone women for their involvement in Manitoba's Francophone community. This prize specifically recognizes the recipient's involvement in the community, dedication to Francophone heritage and spirit of bilingualism. This employee's contribution has involved establishing relations with the Francophone community and other stakeholders at both the provincial and national levels.</li> </ul>
<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>	<ul style="list-style-type: none"> <li>• Meetings of National Section 41 Coordinators were held in April June, and October 2002, and February 2003.</li> <li>• Originally, the National Champions were to meet in Edmonton, Alberta on February 18 and 19, 2003. Due to the Budget 2003's release the meeting was postponed to the following fiscal year (April 3 and 4, 2003).</li> <li>• The Regional Coordinators hold regular meets with the FEDOs to discuss regional operating and strategic plans.</li> <li>• The regional coordinators and the National Coordinator met on December 4, 2002 in conjunction with a WD/FEDO meeting in Edmonton.</li> <li>• The OLA National Coordinator meets regularly with the Deputy Minister and speaks with the OLA Champion, the Assistant</li> </ul>

		Deputy Minister of the Ottawa office on a regular basis. Updates on Le comité national, the Section 41 National Coordinators meetings, projects, issues and reports are reported to both parties as well as to the Executive Committee quarterly.
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## **8. Measures Proposed to Evaluate Success of Expected Results**

During the 2003 - 2004 fiscal year, WD will engage an external firm to carry out its second comprehensive program evaluation on the implementation of Section 41 of the OLA, using as a base document/instrument, the detailed evaluation framework developed for WD by an external expert in 1996 – 1997.

## **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**

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Anastasia Lim  
Departmental National Coordinator

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Judy Ferguson  
Departmental Champion

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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:

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Please return this form to:  
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