



NATIONAL CAPITAL COMMISSION (NCC)
RESULTS-BASED STATUS REPORT (2004-2005)
IMPLEMENTATION OF SECTION 41 OF THE
OFFICIAL LANGUAGES ACT



Under the accountability framework adopted by Cabinet in 1994 to implement sections 41 and 42 of the *Official Languages Act*, the National Capital Commission (NCC) is one of 31 key federal institutions required to submit an annual status report to the Minister of Canadian Heritage. This report outlines the results achieved in relation to the activities carried out in the reporting year, as per our action plan (2003-2006).

The activities are grouped into the following categories:

- awareness of linguistic duality and official language minority communities (OLMC) priorities on the part of employees and senior managers;
- **consultation** of OLMCs on their priorities or on new initiatives, policies or programs of our organization;
- communications with OLMCs about our programs and services;
- **coordination and liaison** with other federal as well as provincial and municipal government bodies;
- · funding and program delivery to OLMCs; and
- accountability.

General information

Federal department/agency:	National Capital Commission (NCC)
Address:	202-40 Elgin St.
	Ottawa, ON K1P 1C7
Web site:	www.canadascapital.gc.ca
Minister responsible:	Marcel Beaudry,
	Chairman
Opping official(a) many analysis	Overage Overlations
Senior official(s) responsible	Suzanne Gustafsson,
for implementation of Part VII	Executive Director, Human Resources
of the OLA (e.g.: Assistant Deputy	
Minister, official languages	
champion):	T
Mandate of federal institution:	The mandate is to build a great Capital for Canadians,
	specifically, to prepare plans for and assist in the development,
	conservation and improvement of the National Capital Region
	(NCR) in order that the nature and character of the seat of the
	Government of Canada may be in accordance with its national
	significance and to organize, sponsor or promote such public activities and events in the NCR as will enrich the cultural and
	social fabric of Canada.
National coordinator	Stéphane Pellicano
responsible for implementation	Program Officer, Organizational Development
of section 41:	National Capital Commission
Exact title:	202-40 Elgin St.
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Summary of main results achieved

Introduction

The National Capital Commission is responsible for building Canada's Capital Region on behalf of all Canadians. Our mission is to make this region a symbol of pride and unity. In order to achieve this, we must be ambassadors of Canada's official languages which are at the heart of our nation.

We are committed not only to applying the Official Languages Act to all our sectors of operation, but also to preserving our two official languages in Canada's Capital Region. In the delivery of our mandate, the importance of bilingualism transpires in all aspects of our day-to-day operations.

In creating a meeting place for all Canadians, the NCC presents the Capital Region to visitors as a place to experience Canadian heritage, culture and achievements through varied services, events and programs, in support of the Canadian identity. Our public programs and services are not simply offered in both official languages but are designed to reflect the cultural diversity and linguistic uniqueness of our region and of our country. Great attention is given to staging events and activities on both sides of the Ottawa River, and offering visitors an opportunity to experience and discover Canada's cultural diversity.

<u>Les trophées de la langue</u>
The NCC, in collaboration with several partners, is proud to have hosted Bernard Pivot's program *Les trophées de* la langue. This program honouring Francophones who have made a mark in various fields was broadcast in 43 countries on the TV5 Monde network on November 20, 2004, as part of the Sommet de la francophonie.

The goal of this initiative was to enhance the National Capital Region's international presence while promoting the French language. In addition, the NCC issued an invitation to all those whose mother tongue is not French to take part in a dictation on the theme of Canada. It was administered by Bernard Pivot and proved to be an enriching experience for the participants.

Sussex Cinéma.fr

The goal of Sussex Cinéma.fr, an open-air French film festival, was to highlight the 400th anniversary of the French presence in North America, animate the Sussex Heritage Courtyards and promote bilingualism in the Capital.

The NCC's role was to coordinate the festival in terms of logistics, production and promotion to ensure a resounding success for this event. Over 4,000 people attended 10 showings of major French films in downtown Ottawa during August 2004.

Communicate the Capital to Canadians

The NCC is a leader in providing service to the public in both official languages. The Capital Contact Centre, the Capital Infocentre, the Gatineau Park Visitor Centre and sites such as Canada and the World Pavilion continue to be models of exceptional visitor service in both official languages.

All publications, promotional material and information available to visitors, including the NCC's web site are bilingual. In addition, NCC festivals are marketed nationally to attract visitors to the Capital Region and, whenever possible, celebrations are televised nationally by means of French and English media. Special efforts are also made to reach linguistic minorities across Canada through televised programs on local television networks. The NCC's Five-Year Marketing, Communications and External Relations Plan also underscores the importance of reaching linguistic minorities nationwide.

Safeguard and preserve national treasures

Our responsibility to safeguard and preserve our national treasures goes beyond the region's built heritage. It also encompasses the preservation of the Capital's natural and cultural heritage on behalf of future generations of Canadians.

Both French and English cultures are very alive in the Capital region. The NCC continually strives to showcase this



diversity and authenticity, by making the cultural and social fabric of the region notably rich and active.

The NCC as a corporate citizen

The NCC is proud to play an important role in promoting both official languages in Canada's Capital Region while doing business with partners, community leaders and residents. We ensure that our web site, publications, planning documents as well as public notices, publicity and calls for submission are available in both official languages. All public meetings and consultations are conducted in both official languages, on both sides of the Ottawa River, and all properties and activity sites display bilingual signage.

The NCC also plays a leadership role in working with municipal governments to promote the important matter of linguistic duality in Canada's Capital Region which, in turn, can serve as an example for the entire country.

Furthermore, the NCC has communicated with business leaders in Canada's Capital Region to discuss the topic of linguistic duality and to consider possible initiatives to reinforce and make the bilingual character of establishments, both in Ottawa and in Gatineau more present. This could include bilingual signs, menus, greetings and service. Service in both languages in the Capital's federal and commercial establishments is a goal that can be achieved and that can also serve as an example for the entire country.

The NCC ensures performance and compliance with respect to its obligations to provide services to the public in both official languages including any concessionaires and entrepreneurs who provide a service on its behalf.

This being said, we clearly recognize that despite our best efforts, there are still improvements to be made in certain areas. Our greatest challenge remains within our leasing portfolio. We have made significant progress and have put various measures in place. Having said this, we are committed to take additional steps in order to ensure that commercial tenants in NCC leased properties comply with the official languages provisions of their leases. We are prepared to work with our tenants and to offer them the necessary tools to facilitate the process and to impress upon them the benefits of bilingualism.

Furthermore, the NCC has joined the City of Ottawa's *Business Assistance* pilot project which helps businesses wishing to improve client services in English and French by providing them with practical tools.

The NCC reiterates its strong commitment to pursue our efforts in meeting the highest standard of bilingualism requirements. We recognize that this ongoing challenge will require constant effort on our part and we are prepared to meet that challenge.

Leon Award of Leadership

Mr. Marcel Beaudry, Chairman of the NCC was selected as the recipient of the Leon Leadership Award by Dyane Adam, Commissioner of Official Languages. Mrs. Adam presented Mr. Beaudry with his award on May 3, 2005. This



award pays tribute to the head of a federal institution who has shown distinguished leadership in promoting linguistic duality and implementing the official languages program in the institution. This award is symbolized by a mascot named Leon, an engineer at the controls of the official languages' train.

Mr. Beaudry was honored to accept this award on behalf of all employees of the NCC who work diligently to meet our official languages obligations, such as service to the public, language of work, the respect of English and French participation and the promotion of linguistic duality in Canada's Capital Region.



Detailed status report

A. AWARENESS (In-house activities)

Main expected results for the	Main activities carried out	Progress (results) achieved
period 2004-2005 covered by the action	for the year 2004-2005 covered by the	for the year 2004-2005 covered by
plan	status report	status report
1	1	1
	the OLA. Official Languages Champion was a member of a steering committee comprised of 15 champions that reviewed and recommended projects to Treasury Board under the Official Languages Innovation Fund.	 Awareness of projects/activities of other departments and agencies that could be useful to NCC.



B. CONSULTATION (Sharing of ideas and information with OLMCs)

Main aymosted results for the	Main activities carried out	Dragman (magnita) ashioved
Main expected results for the period 2004-2005 covered by the action	for the year 2004-2005 covered by the	Progress (results) achieved for the year 2004-2005 covered by
plan	status report	-
Principal needs identified in Action Plan (2003-2006) Canada Day and Winterlude Need for putting on shows and performing for a variety of audiences in the aim of launching a career, something the NCC can offer with its large-scale national events such as Canada Day and Winterlude.	Z004 Canada Day ☐ The NCC promotes pride and unity by planning, organizing and coordinating Canada Day celebrations in the National Capital Region. The following artists from OLMCs participated in 2004: Stef Paquette (Franco ON) Blou (Franco NS) Lennie Gallant (PEI) Aymar (Franco ON/NS) FreeWorm (Anglo QC) Taima (Aboriginal QC) Forent Vollant (Aboriginal QC) Roch Voisine (Franco NB) Les Muses (Franco NB) Vishten (Franco NB) Danny Boudreau (Franco NB) Mari-Jo Thério (Franco NB) Pierre Robichaud (Franco NE) Les Araignées du Boui (Franco NB) FESFO (Franco ON) Musique 400 (Franco NE) Circus Cowboys (Anglo QC) Collectivo (Anglo QC) Njacko Backo (Franco ON)	The program entitled "J'avions 400 ans" was broadcast from Jacques- Cartier Park in Gatineau as part of the 400 th anniversary of Acadia. A total of 19 artists were featured from OLMCs, which is an increase of 90% from the year before.
	Winterlude 2005 ➤ Winterlude, North America's greatest winter carnival, was presented for the 27th year in February 2005. Snowbowl ➤ The Snowbowl, a unique attraction in Canada's Capital Region, brought together artists from every part of the country, representing a variety of Canadian communities for a gigantic winter celebration in the Capital.	Situated in the downtown area at the beginning of the Rideau Canal Skateway and in the vicinity of the National Arts Centre, the Snowbowl is a new open air Winterlude theatre that presented a variety of free afternoon and evening shows. A total of 10 artists were showcased, which is an increase of 20% from the year before.



- > The following artists from OLMCs participated in 2005:
- Buffy Ste-Marie (Aboriginal SK)
- Florent Vollant (Aboriginal QC)
- Polly-Esther (Franco SK)
- o Rise Ashen (Franco ON)
- Annie Lefèbvre (Franco ON)
- École secondaire publique de la Salle (Franco ON)
- Aurèle Lecompte (Franco ON)
- Josée Lajoie (Franco AB)
- Paul Demers (Franco ON)
- Serge Monette (Franco ON)

Recruitment of new Canadian talent and artists from OLMCs at conferences/meetings in 2004-2005:

- o Fêtes et événements Québec
- o (QC, Oct 04)
- Contact ontarois (ON, Jan 05)
- Contact ouest (MB, Feb 05)
- La Bourse RIDEAU (QC, Feb 05)
- Strictly Mundial (QC, Feb 05)

 Participation in 5 venues of recruitment, which is equivalent to the year before.

Adventures in Citizenship

The current list of program participants recruited by Rotary Clubs from schools across Canada underscores a weakness in terms of the participation of youth from OLMCs.

participants that the NCC greeted in May 2004 as part of the "Adventures in Citizenship" program, 37 participants identified themselves as bilingual. From the province of Quebec, the program hosted 4 students who identified themselves as Anglophones. One student from New-Brunswick identified himself as Francophone. The balance of participants were

listed by the Rotary Club as Anglophones. It should be noted that students self-

Out of more than 200

New programs

A World-Class Capital

A new school program launched in May 2004. A multi-media experience highlighting the Capital's various historical, cultural and symbolical aspects as well as

- The program, located in the Canada and the World Pavilion, is offered in both official languages to visiting schools and visitors to the Pavilion. The
- The program was successfully offered to visiting and local schools in 2004-05 in the official language of their choice by

identify.





its linguistic duality. The program offers guided tours of Confederation Boulevard.

content reflects the richness of the linguistic and cultural duality of Canada's Capital Region.

fully fluent guides.

Canada By Us

On-line school program offered on the NCC Web site, prepared with young people from all parts of the country, highlighting the provinces and territories. This initiative is a legacy of the last edition of the "Family Exchange" Program offered in 2001 as part of the Canada Day Festivities. The "Family Exchange" Program is a contest held by the NCC in schools across Canada, including in OLMCs. Thirteen students, each representing one of Canada's provinces and territories, were selected through a random draw and won a trip to the Capital with family members. When in the Capital, they were offered a fully bilingual experience in both official languages. As a followup to their stay in the Capital, a small on-line project called "Canada By Us" was developed in collaboration with the teachers and classmates of the Family Exchange winners. The site is offered in both official languages.

"Canada By Us" is a smallscaled product. We are not planning further enhancements to this site.

Sound and Light Show on Parliament Hill

Focus groups were invited to share their impressions of the preliminary new concept for the next Sound and Light show on Parliament Hill.

The public's reactions and comments regarding the suggested approach for this new program were very encouraging and constructive. Among other things, this consultation confirmed the public's openness and interest in a bilingual show. The feedback validated the effective presentation of the country's cultural diversity and linguistic duality.



C. COMMUNICATIONS (Transmission of information to OLMCs)

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Main expected results for the	Main activities carried out	Progress (results) achieved
period 2004-2005 covered by the action	for the year 2004-2005 covered by the	for the year 2004-2005 covered by
plan	status report	status report
Communications were not a specific component of our Action Plan (2003-2006). However, in sending our Status Report (2004-2005) to the OLMC groups and organizations, we will be eliciting their feedback, which will assist us in revising and updating our action plan next year.	Communications and marketing Including of OLMCs media outlets located in Canada's Capital Region on news release distribution list. In the past year, the NCC communications team proactively contacted targeted OLMCs media outlets to provide them updates on projects and issues that arise in their region.	
	Broadcasting ➤ Canada Day 2004 and Winterlude 2005 worked with KIDS CBC television series and with THE X CBC Children's programming television series, in order to reach anglophone kids across the country, but also to reach Anglophone kids in Quebec. ➤ In May 2004, production and broadcasting of two episodes of the TVA network's Salut Bonjour Week-End live from Canada's Capital reached Francophones in all parts of the country outside Quebec.	➤ Two episodes of <i>The X</i> and over 20 segments of <i>KIDS CBC</i> have been produced at Canada Day and at Winterlude.
	 The program J'avions 400 ans in honour of Acadia's 400th anniversary was produced in Canada's Capital on July 1, 2004, and broadcast over the entire TVA national network on National Acadian Day, August 15. In October 2004, the NCC, in collaboration with TV5 Québec 	 This television program not only emphasized the place of Acadians in Canada, but also paid homage to this Francophone minority in Canada's Capital on the country's national holiday This program, broadcast to
	Canada, Canadian Heritage and Ontario's Office of Francophone Affairs, invited well-known television host Bernard Pivot to Canada's Capital to produce his program Les trophées de la langue française.	This program, broadcast to the entire country from Canada's Capital and to Francophone countries throughout the world, helped promote Canada's linguistic duality and introduced enthusiastic Francophones from all regions of Canada. The program highlighted the



	The NCC's radio/television section is continuing with its efforts to create lasting bridges with the Alliance des radio francophones to reach Francophones outside Quebec, but these initiatives are outside the scope of our budgets due to the fees requested by the Alliance.	role of Canada's Capital as a microcosm of the country.
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D. COORDINATION AND LIAISON (Does not include funding - Internal coordination and liaison with other government institutions)

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Main expected results for the	Main activities carried out	Progress (results) achieved
period 2004-2005 covered by the action	for the year 2004-2005 covered by the	for the year 2004-2005 covered by
plan	status report	status report
Provision of services in English and in French from businesses that lease premises from the federal government National Capital Commission and Public Works and Government Services Canada should assist their commercial tenants in meeting the linguistic obligations outlined in the language clauses in their lease through direct action or referral, as appropriate.	 In September 2004, a new Appendix was incorporated into the lease for new leases and business lease renewals. Tenants sign the Appendix confirming that they accept the linguistic conditions. The business inspection process has been formalized on an annual basis. Thanks to the City of Ottawa's Business Assistance Project funded by Canadian Heritage, the NCC distributed the Business Assistance Project kit to all business tenants. The kit offers merchants low-cost translation services, oral communication workshops and help in recruiting bilingual staff. The goal of this initiative is to increase and improve the delivery of services in both official languages in the 	 During the signing of the lease, our officer discusses the linguistic clauses with the tenant. The post-inspection report indicates that there is a net improvement on the part of our tenants. The City of Ottawa coordinator confirmed that certain tenants have used the training and translation services as well as the French/English notices. The City of Ottawa coordinator also informed us that during their visits to merchants, they noticed a net improvement in terms of signage and services.

¹ Recommendations extracted from special study conducted by the Office of the Commissioner of Official Languages entitled: Provision of services in English and in French from businesses that lease premises from the federal government in the National Capital Region: a matter of national pride and mutual respect



➤ Canadian Heritage should determine, in cooperation with the National Capital Commission, the most effective means of sensitizing the private sector in the NCR to linguistic duality and conduct an awareness campaign aimed at encouraging private sector businesses to respect Canada's bilingual character by providing their services in both official languages.

in both official languages in the National Capital Region.

- Representatives of the NCC met with a representative of Canadian Heritage in May 2005 to discuss the possibility of working in partnership to conduct an awareness campaign aimed at encouraging private sector businesses to respect Canada's bilingual character by providing their services in both official languages.
- This could represent an opportunity for signing an agreement with Canadian Heritage under the Interdepartmental Partnership with the Official-Language Communities (IPOLC).

E. FUNDING AND PROGRAM DELIVERY

Main expected results for the	Main activities carried out	Progress (results) achieved
period 2004-2005 covered by the action	for the year 2004-2005 covered by the	for the year 2004-2005 covered by
plan	status report	status report
Measures proposed to respond to		
community needs		
When there are specific celebrations	Artists from OLMCs were	This same formula will be
to commemorate minority community	mentioned in Section B.	used in future years.
anniversaries, such as, for example,		
the 2004 World Congress of Acadia,		
or when there are provincial or		
territorial anniversaries, we are going		
to feature artists from the minority		
communities of those regions during		
Canada Day celebrations in the		
Capital;		
Establishing programming themes		
that can include representatives		
from official language minority		
communities; Continuing our participation in		
conferences and maintaining our	2004 2005 G G G G G	
involvement in the artistic and	> 2004-2005 Conferences/Meetings –	
cultural networks of the OLMCs;	mentioned in Section B (p. 7).	
Exploring with Rotary Club the		Although we have explored
possibility of proactively recruiting		with the National Office the
students from francophone		possibility of proactively
networks outside Quebec and		recruiting students from
OLMCs in Quebec in order to		OLMCs, the task is very
ensure better representation.		difficult for them as
		participants are selected
		directly by local Rotary
		Clubs in collaboration with



		Clubs in collaboration with their local schools. However, many participating
		students are bilingual.
Financial and other resources		
dedicated to the completion of the action plan		
We are going to ensure the participation of representatives of minority communities in events in the Capital from existing financial resources, and the same applies to our participation in artistic and cultural conferences;		
 The financial resources will originate from within our budgets; 		
 We will explore the possibility of signing an agreement with Canadian Heritage under the Interdepartmental Partnership with the Official-Language Communities (IPOLC) and proposing development projects that would fall under this initiative, in an effort to help raise awareness of the NCC's activities among the minority communities. Sound and Light Show on Parliament Hill 		➤ Efforts at the Commission (inter-branch) level will be explored and/or deployed to propose an element linked to existing NCC activities or a project to raise awareness in OLMCs
Hill	 Approximately 150,000 spectators attended the Sound and Light show in the summer of 2004. Among other things, the show highlighted Canadians from all regions. Numerous regional linguistic origins were represented through the different local accents of Canadians throughout the country. 	An all-new Sound and Light show will be launched on Parliament Hill in the summer of 2005. This fourth generation of the show on the Hill will be the first to have a bilingual presentation (unlike alternate English and French shows). Development of this new show has progressed well during the year especially in terms of the best possible presentation of Canada's linguistic duality.

F. ACCOUNTABILITY

Main expected results for the	Main activities carried out	Progress (results) achieved
period 2004-2005 covered by the action	for the year 2004-2005 covered by the	for the year 2004-2005 covered by
plan	status report	status report
Measures proposed to evaluate		



success of expected results			
	Taking into account and		

- Taking into account and considering the number of artists from official language minority communities who participate in Canada Day and Winterlude;
- Taking into account and considering the number of OLMCs represented at both these events;
- Exploring with Rotary Club how to achieve, between now and 2006, the objective of recruiting 10% of total participants from OLMCs.

See Section E (p. 12)

- The number of artists from OLMCs that participated in Canada Day and Winterlude increased 90% and 20% respectively from the year before.
- Artists hailing from OLMCs were represented at both events.

Francophones : (ON, NS,

NB)

Anglophones : QC Aboriginal Peoples : QC

Communication plan

Distribution list

- members of the Committee of Deputy Ministers on Official Languages
- members of the House of Commons Standing Committee on Official Languages
- members of the Senate Standing Committee on Official Languages
- Commissioner of Official Languages
- OLMC groups and organizations

Precise Web address of federal institution's status report:

http://www.canadascapital.gc.ca/corporate/work for ncc/languages e.asp



Appendix

Government of Canada's Horizontal Results-based Management and Accountability Framework on Official Languages

Privy Council Office of Canada (Intergovernmental Affairs)

Immediate horizontal results	Performance indicators	Possible association between federal institution and results
Improved access to justice in both official languages	Capacity to provide services in both official languages Awareness of service availability in the language of choice	Justice Canada
Increased participation in and improved access to education and learning in support of linguistic duality	- Availability of programs - Access to programs - Participation in programs in the official language of choice	PCH, Justice Canada, Health Canada, HRSDC, Industry Canada, CIC, etc.
Improved access to health and social services in the language of choice	Capacity to provide services in both official languages Access to services in the language of choice	Health Canada, Social Development Canada
Enhanced cultural activities in support of Canadian identity	Community capacity to conduct cultural activities Participation in cultural activities in support of Canadian identity	PCH, Industry Canada, NAC, CCA, CBC, FAC, NCC, NFB, Parks Canada, Telefilm Canada
Strengthened community economic development and language industries	Participation of OLMC members in the economic development of their communities Development of language industries	HRSDC, Industry Canada, ACOA, WED
Enhanced community vitality	Composition and social capital of OLMCs Perception with regard to OLMCs as welcoming and inclusive	PCH, CIC, HRSDC, Social Development Canada
Linguistic duality is reinforced in the institutions of Canadian society and reflected abroad	Canadian institutions provide services in both official languages Canadians utilize services in the language of their choice	PSHRMA, PCH, CIC
Federal institutions respect the Official Languages Act (OLA) and the Constitution	- Federal institutions offer programs and services that take into account and support the development of OLMCs while respecting the OLA	All designated federal institutions