

**ANNUAL REVIEW
ON
OFFICIAL LANGUAGES**

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TABLE OF CONTENTS

A. LEADERSHIP.....3

**B. TREASURY BOARD POLICY CONCERNING THE LANGUAGE
REQUIREMENTS FOR MEMBERS OF THE EXECUTIVE GROUP.....4**

C. UPDATE OF THE OFFICIAL LANGUAGES DATA5

D. SATISFACTION OF THE PUBLIC AND EMPLOYEES.....6

**E. MAINTENANCE AND IMPROVEMENT: SERVICE TO THE PUBLIC AND
LANGUAGE OF WORK.....7**

F. FOLLOW-UP AND MONITORING8

G. OFFICIAL LANGUAGES CHALLENGES.....9

A. LEADERSHIP

The National Capital Commission (NCC) is proud to enrich Canadian society. The NCC realizes its national mandate with dignity, integrity and passion. Its employees embrace a spirit of open communication, cooperation and teamwork to foster a common vision, while professing and putting into practice the values of respect, well-being and commitment. These values support our commitment to official languages in our workplace and in providing service to the public.

Service to the public

The NCC is proud to play an important role in promoting both official languages in the National Capital Region (NCR). The Chairman of the NCC intends to communicate with business leaders in the NCR to explore the issue of linguistic duality and to consider possible initiatives to reinforce and make more visible the bilingual character of establishments, both in Ottawa and in Gatineau. It is clear that linguistic duality should be of interest to businesses, and they should recognize its advantage in terms of attracting clients and tourists. This could include bilingual signs (outdoor and indoor), bilingual menus, bilingual greetings and bilingual service (at least in part). It is also recognized that in this region, an advantage exists in that a majority of students finish school with a good understanding of both languages. Service in both languages in the National Capital's federal and commercial establishments is a goal that can be achieved together and that can serve as an example for the entire country.

Language of Work

The NCC makes a constant effort, and takes concrete measures, to create and maintain a work environment conducive to the use of both official languages. In her capacity as Champion of Official Languages of the NCC, the Executive Director, Human Resources Branch invited all employees to participate in a Language of Work survey in January 2003. A preliminary analysis of the results of the survey was shared with employees, and recommendations based on a more detailed analysis of the results were recently presented to senior management.

All final policies that are tabled at Executive Management Committee (EMC) must be presented in a bilingual format. Employees giving presentations at EMC are encouraged to do so in the language of their choice. The minutes of EMC are

drawn up in the language in which the items are discussed at the meeting.

A continuous effort is put forward on behalf of the Chairman to conduct presentations to the Board of Commissioners (the majority of whom are English-speaking) in a bilingual format. Speaking notes are distributed in a bilingual format.

Participation of English-Speaking and French-Speaking Canadians

The NCC recognizes that the challenge remains to ensure that its workforce reflects equitably the linguistic make-up of the National Capital Region.

B. TREASURY BOARD POLICY CONCERNING THE LANGUAGE REQUIREMENTS FOR MEMBERS OF THE EXECUTIVE GROUP

As a whole, senior management at the NCC operates in both official languages. Second language training has been identified for some senior managers and training plans have and will continue to be developed to increase the number of senior managers that attain the CBC level.

Of a total of 28 senior managers, twenty-two meet the bilingual requirements of their positions (79%). Of those that do not meet the linguistic requirements, five (5) are within a few months and four years of retirement. All senior management positions are staffed on a bilingual imperative basis.

C. UPDATE OF THE OFFICIAL LANGUAGES DATA

1. Linguistic capacity

Language of work

In the context of its Language of Work survey, an analysis of the results points to a need to increase the bilingual capacity of the supervisory group. To this effect, a further analysis is required of supervisory positions whose incumbents currently do not meet the linguistic requirements. This is a key requirement in the NCC succession program. All middle managers who aspire to compete for senior management roles will be required to complete their language training to be considered. As such, additional resources (time and money) will need to be allocated to language training. In addition, it is proposed that a review of the capability of some central services to offer services in both languages be carried out along with further research to be conducted into which specific work instruments are not available in both official languages.

Service to the public

The NCC is a leader in providing service to the public in both official languages. The Capital InfoCentre, the Gatineau Park visitor centre and sites along with the Canada and the World Pavilion continue to be models of exceptional visitor service in both official languages. A high level of bilingual service is ensured by doing the following: the official languages symbol/logo is prominently displayed at the main counter in full view of visitors; staff is encouraged to wear the official languages lapel pin; all publications and posters available to visitors are bilingual; all visitors are proudly greeted with the active offer of service in both official languages; staff training which includes materials and oral presentations is conducted in both official languages; and the recruitment program includes bilingualism as a basic requirement for job candidates.

2. Equitable participation

The NCC recognizes that the challenge remains to ensure that its workforce reflects equitably the linguistic make-up of the National Capital Region.

Participation rate (NCC)

- English-speaking Canadians (45%)
- French-speaking Canadians (55%)

Participation rate (National Capital Region)

- English-speaking Canadians (53%)
- French-speaking Canadians (35%)

This reveals that there is a greater representation of Francophones at the NCC as compared to their level of representation in the NCR while Anglophones find themselves slightly under-represented at the NCC. Eighty-one percent of positions at the NCC are designated bilingual.

D. SATISFACTION OF THE PUBLIC AND EMPLOYEES

Public

In the context of its 2002-2003 Rideau Canal Skateway on-site intercept survey of users, one of the questions was 'How satisfied were you with the bilingual service at the food concessions?' Those participants who expressed satisfaction indicated 'very satisfied' (51.3%) and 'generally satisfied' (13.5%).

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

The NCC continues to oblige businesses operating from its sites to provide services in both official languages and to post bilingual signage. Monitoring is done through regular site visits. Minto Properties Ltd. acts as the agency responsible for enforcing the terms of conditions of commercial leases on behalf of the NCC and reports there is continual improvement. Regular reminders are given to tenants who fail to comply in totality with official languages lease requirements.

Employees

Following the Language of Work survey, an analysis of the results points to a need to address the predominance of English in meetings and in the workplace. Initiatives in this area will include an awareness campaign involving: new posters reminding chairpersons of their obligation to conduct meetings in both official languages in all meeting rooms; promotional and educational materials available at Treasury Board; and information sessions for middle managers and directors. It is also being recommended that the availability and accessibility of language training be increased. This includes the resumption of oral interaction sessions

offered on site to employees that have already expressed an interest in this type of training, regardless of the linguistic requirements of their positions.

**E. MAINTENANCE AND IMPROVEMENT:
SERVICE TO THE PUBLIC AND LANGUAGE OF WORK**

Service to the public

The NCC works closely with tourist associations and other industry players to encourage the delivery of frontline services in both official languages. It ensures that all publications, promotions, public notices, publicity and calls for submission are available in both English and French. All public meetings are conducted in both official languages. All properties and activity sites are equipped with bilingual signage. The NCC has two signage policies including that of mandatory representation of both Francophone and Anglophone cultures in artistic event programming.

In 2002, the Capital InfoCentre welcomed more than 323,900 visitors; 1.5 million people visited the Gatineau Park sites; over 60,000 visitors came to the Gatineau Park Visitor Centre, and almost 20,000 calls were received. The NCC Call Centre answered 93,425 requests for service. The Call Centre offers the Capital Group Reservations which is a bilingual service to school groups and non-profit organisations to plan an itinerary for visits to the capital (622 itineraries in 2002).

Students working during the summer months participate in orientation sessions which include a briefing on their official languages rights and obligations, especially with regards to service to the public and language of work.

Use of both languages in the workplace

In an effort to further increase the bilingual capacity of employees, in 2002-2003 oral interaction language training was offered on-site to employees who expressed an interest in this type of training, regardless of the linguistic requirements of their positions. In general, the participants expressed satisfaction with this initiative, and many indicated that they would like to continue taking such training.

As mentioned previously, in the context of the Language of Work survey, the recommendations will focus primarily on bringing about positive change in the following areas: conducting meetings in both official languages; increasing the bilingual capacity of the supervisory group; augmenting the bilingual capability of some central services; conducting further research into which work instruments may not be available in both official languages; and increasing the availability

and accessibility of language training.

F. FOLLOW-UP AND MONITORING

In its response to its 2001-2002 annual review on the implementation of the Official Languages Program, the Official Languages Branch of Treasury Board congratulated the NCC on the excellent work achieved in the area of service to the public. Further attention was to be given to the following: language of work and equitable participation.

With respect to language of work, Treasury Board felt that the NCC should pay detailed attention to the number of supervisors and employees providing personal and central services who do not meet the language requirements of their position. As a result of the findings of its recent Language of Work survey, the NCC will review the status of several supervisory positions that are currently designated non-bilingual and it will work towards increasing the bilingual capacity of the supervisory group. To this effect, a further analysis is required of incumbents of supervisory positions that currently do not meet their linguistic requirements. As such, additional resources (time and money) will need to be allocated to language training.

In 2002, a total of 20 employees undertook language training. In addition, over sixty (60) employees participated in second language training (oral interaction) sessions which were offered on site. It is worth mentioning that free language training is available to executives on behalf of Language Training Canada, however, it must be approached in a realistic manner and consideration must be given to the fact that some incumbents are approaching retirement.

With respect to equitable participation, the NCC recognizes that efforts continue to be required to increase the anglophone participation in the following occupational category: administrative support (31%).

When staffing actions are open to the public, steps are taken to attract candidates of both Official Language groups by advertising positions in both languages, posting jobs as bilingual non-imperative where possible, expanding the area of competition and using bilingual selection boards. The organization is committed to achieving equitable participation in its workforce.

G. OFFICIAL LANGUAGES CHALLENGES

Achievements related to challenges reported in annual review 2001-2002

This has been reported upon in the previous section (Follow-up and Monitoring)

Challenges for 2003-2004

Given our keen desire to continue to offer bilingual service to the public and to provide a work environment that is conducive to the use of both official languages, it remains a challenge for the NCC to recruit bilingual personnel who are Anglophones and who meet the linguistic requirements of their positions.

Our key challenge will be to implement the recommendations of the Language of Work survey and to address the dichotomy of an over-representation of Francophones in the workplace with the presence of a predominance of English being spoken in the workplace (ie. meetings).