

Implementation of Section 41 of the  
**OFFICIAL LANGUAGES ACT**  
(Part VII)



2003-2004 Status Report



Canada Economic  
Development  
for Quebec Regions

Développement  
économique Canada  
pour les régions du Québec

Implementation of Section 41 of the  
***OFFICIAL LANGUAGES ACT***  
(Part VII)

2003-2004 Status Report

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## SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*

“The Government of Canada is committed to enhancing the vitality of the English and French linguistic minority communities in Canada, supporting and assisting their development, and fostering the full recognition and use of both English and French in Canadian society.”

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# General Information

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Period covered  
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# Preamble

The mandate of **Canada Economic Development** is to promote the economic development of the regions of Quebec, paying special attention to those experiencing slow economic growth and inadequate employment, with a view to the enhancement of prosperity and employment in the long term.

The orientations chosen by the Agency place special emphasis on the adoption of new technology by Quebec SMEs, innovation and the knowledge economy, and economic adjustment of communities and regions in difficulty, in a perspective of sustainable economic development. The Agency's strategic intervention framework contains a series of priorities grouped under the following fundamental strategic outcomes:

- enterprise development
- improvement of the regions' economic environment.

As the achieved results show, Canada Economic Development has given sustained attention to implementation of section 41 of the *Official Languages Act* (Part VII) in accordance with its three-year action plan developed in keeping with the spirit of its mandate.

Under the first strategic outcome in its intervention framework, or *Development of SMEs*, the Agency is working with small and medium-sized enterprises and with non-profit organizations that make services available to enterprises. To this end, for 2003-2004, the Agency granted over \$6.6 million to some 90 projects submitted by Anglophone community enterprises in priority fields and organizations that provide them with specialized services.

To foster *Improvement of the regions' economic environment*, the second strategic outcome, the Agency interacts more particularly with the key economic players in the different regions of Quebec, such as agencies offering local joint action and mobilization services and operators of community facilities with an economic role, tourist attractions and pre-commercial research centres. Priorities address community capacity to energize development of the local economy, economic enhancement of regional development assets, and development and reinforcement of knowledge-based competitive advantages. Over 2003-2004, the Agency approved some 30 projects submitted by Anglophone community proponents in line with this objective, for over \$3 million in funding.

The Agency works with more than 100 local organizations, some mandated to provide specialized services to regional enterprises. The Agency encourages the development and strengthening of ties between Anglophone communities and the intermediary groups that it supports financially in connection with the implementation of its programming. For example, the Agency has spelled out its expectations as regards services and ties with Anglophone community members to the Community Futures Development Corporations (CFDCs) in Quebec. The goal of CFDCs is to contribute to the economic development of their community by encouraging the community to take charge of its own future. They are run by independent boards made up of representatives from the main economic activity sectors, interest groups and the various areas that make up the territory they serve. In Quebec, there are 57 CFDCs located in rural areas. The CFDCs'



mandate is twofold: firstly, to provide services for the community (joint action, planning, facilitation and development of growth-generating projects); and secondly, to provide services for business (access to funding, technical assistance and support for entrepreneurship).

In order to foster better awareness of Agency programs and services and full participation by its Anglophone clientele, the Agency, after briefing its management team on the *Act* and section 41, has designated a resource person in each of its business offices to interact with Anglophone community representatives.

Canada Economic Development is also working in cooperation with other federal departments and agencies. More specifically, for implementation of section 41 of the *Official Languages Act*, the Agency has negotiated an agreement with Canadian Heritage under the Interdepartmental Partnership with Official Language Communities (IPOLC) program and joined with Industry Canada for implementation of the economic component of the government's Action Plan for Official Languages. The Agency continues to participate in the activities of the National Human Resources Development Committee for the English Linguistic Minority and is represented on its executive and the Government Table bringing together various federal departments and agencies. It co-chairs the Communications and Job Creation and Economic Diversification permanent working groups. The Agency has also taken part in the various discussion and consultation meetings organized by the Privy Council Office and Industry Canada with a series of organizations belonging to Quebec's Anglophone community.

Economic adjustment of communities and regions in difficulty also concerns Canada Economic Development. For example, the Côte-Nord business office, which was preparing a planned strategic approach for the Lower North Shore taking into account the specific features and challenges of this majority Anglophone region, has been intensively involved in support for communities affected by a moratorium and temporary closing of the fisheries by the Government of Canada. It handled implementation of the adaptation measures for Quebec fishing communities (MACPQ) and various projects under its regular programming. It organized a number of consultation meetings reaching hundreds of participants, worked with local organizations to support people and groups, and approved awareness projects addressing future prospects, development of entrepreneurship, and seeking of avenues for economic diversification.

Fiscal year 2003-2004 marks the end of the Agency's three-year plan for 2001-2002 to 2003-2004, and Canada Economic Development is ready to embark on its new plan that builds on its achievements, the ties it intends to consolidate with the community, and the involvement of in-house resources, both at headquarters and in the business offices, who have contributed to its development.

# Summary of Achievements - 2003-2004

## I. Main achievements

### Initiatives Involving the Anglophone Clientele

- Approval of some 120 projects from the Anglophone community valued at over \$9.6 million under various Agency programs.
- Follow-up on Community Futures Development Corporations' obligations under the *Official Languages Act*.
- Support for entrepreneurship among Anglophone youth through contributions to partner organizations (CFDCs, Youth Employment Services, Dobson-Lagassé Centre).
- Information services for Anglophone enterprises through the Business Development Centres.
- Participation in the activities of the National Human Resources Development Committee for the official language minority communities (National Committee); active member of the executive; co-chair of the Job Creation and Economic Diversification Permanent Working Group; contribution to the Communication and Youth permanent working groups.
- Implementation of adaptation measures for Quebec fishing communities aimed primarily at communities on the Lower North Shore, the vast majority of which are Anglophone, and in the Gaspé Peninsula-Magdalen Islands region.

### Community Consultation and Interdepartmental Co-operation and Giving Consideration to the Priorities of Official Language Minority Communities

- Participation in various consultation and discussion meetings with Quebec Anglophone community organizations in cooperation with the Privy Council Office and Industry Canada, with a view to implementation of the government's Action Plan for Official Languages.
- Cooperation with Industry Canada and other economic development agencies for the establishment within the Industry portfolio of a common vision for intervention with official language minority communities.
- Signing of a memorandum of understanding with Industry Canada for joint and complementary action in connection with the economic component of the Action Plan for Official Languages.
- Consultation of the Anglophone community, taking into consideration of identified priorities during implementation of the government's Action Plan for Official Languages and preparatory review for optimal implementation of distance training and learning pilot projects.
- Respecting fisheries, particularly on the Lower North Shore, widespread consultations, in conjunction with government partners, with the population, which is mostly Anglophone, on the region's economic prospects and giving consideration to recommendations within the framework of the development activities of the Côte-Nord business office.

## In-House Activities

- Incorporation of Agency objectives for section 41 in the *Report on Plans and Priorities* tabled in Parliament.
- Presentation to Operations Sector management team on the main obligations, achievements, involvement needs and activities to be carried out pursuant to section 41.
- Designation of a resource person in each of the Agency's business offices for the Anglophone clientele.
- Preparation and conduct of a training session on section 41 for business office resource persons.
- Dissemination within the Agency of statistical data on Anglophone community socioeconomic features.

## 2. Status report distribution list

- Agency management team members
- Agency business offices and the 14 Community Futures Development Corporations and Business Development Centres (BDCs) in the areas designated under the *Official Languages Act*
- Associations representing official language minority communities in Quebec
- Commissioner for Official Languages
- Agency Internet and Intranet sites
- Regional development agencies
- Industry Canada.

# Detailed Status Report for 2003-2004

## I. Objective

Maintain a sound knowledge of Agency programs and services.

### I.1 Activity

Organization of meetings by affected business offices with communities or organizations to introduce programs and thereby:

- strengthen ties with Quebec Anglophone communities
- promote Agency products and services
- foster access to information and services from the Government of Canada
- identify their needs.

### Achievements

In the Abitibi-Témiscamingue region, the Agency organized a meeting with the newly formed Community Economic Development and Employability Committee (CEDEC) to establish initial contacts and encourage better mutual awareness. At a second meeting, the Agency introduced the Committee to its programs and services.

On the North Shore, the Agency held an extensive public consultation on socioeconomic development with the population of the Lower North Shore, which is majority Anglophone. The Lower North Shore is isolated from the rest of Quebec, has an essentially fisheries-based economy, and has been affected by government decisions that have led to a moratorium on the cod fishery and the temporary closing of another fishery. The Agency's business office regularly consults Anglophone community and economic development agencies—the Coasters' Association, Lower North Shore Mayors' Council, Lower North Shore Local Development Centre and CEDEC—to guide its interventions with the Anglophone clientele.

In the Eastern Townships, the Agency met Townshippers leaders at the organization's Open House in November 2003. The business office also took part in an information and discussion meeting of Eastern Townships CEDEC and Government of Canada representatives in January 2004. Moreover, in April 2004 the Eastern Townships office met with the CEDEC executive to start a dialogue and learn about their primary objective: Community Capacity Building.

In Montreal, the main activities were as follows: active participation by a West Island team representative on the West Island partners' table to promote exchange of information, joint action in local economic development initiatives and development of joint initiatives to assist SMEs; similar participation in the Saint-Laurent neighbourhood, whose table reaches a large number of Anglophone business people; participation by two Agency representatives in a bilingual information booth on Agency programming at the Annual Entrepreneurship Conference of Youth Employment Services.

In the Laurentian region, two meetings were organized with about twelve CEDEC representatives and others from the Women's Community Loan Fund to introduce the Agency's programs and services.

In the Outaouais region, the Agency contacts the regional CEDEC every quarter to enquire about its list of active projects and see if some might have regional and economic development aspects. The Agency promotes closer CEDEC ties with regional development organizations and serves as an intermediary, as necessary, to establish contacts with them.

In the Québec—Chaudière-Appalaches region, the Agency met with a CEDEC representative to establish contacts, exchange information on each other's mandates and services, and identify avenues for cooperation.

The Agency supported a number of Business Contact events. This is an economic leadership concept organized by the CFDCs and BDCs in conjunction with the Agency's business offices. Each event lasts a day and has two components developed according to the features of the region being visited. The first component is designed to provide entrepreneurs and economic stakeholders with relevant information relating to the economic particulars of their region and new business practices. The purpose of the second component is to make enterprise operators aware of Government of Canada programs and services focussing on business start-up and growth, exporting, innovation and productivity. Four Business Contact events were organized in regions subject to section 41: Northern Quebec (50 Anglophone participants), Gaspé (ten Anglophone participants), Montreal (30 Anglophone participants) and Chaudière-Appalaches (five Anglophone participants). Supplied materials and kiosk information were available in English, and simultaneous translation service was provided for the presentations.

Partner organizations like the Mayor of Montreal's youth foundation and the Montreal Youth Chamber of Commerce are regularly urged by the Agency to promote their services in the two official languages to reach both Anglophone and Francophone stakeholders. Further, intermediary groups adhere to official languages contract clauses regarding promotion and services for the Anglophone community. Thanks to a contribution from the Agency, simultaneous translation services were offered at the Clusters 2003 event to keep Anglophone clients better informed.

In the Gaspé region, a number of meetings were organized by business office management and Pointe-à-la-Croix community representatives to present the Agency's response to the difficulties associated with the lumber situation, in the company of the Gaspesian CEDEC manager and the Committee for Anglophone Social Action (CASA) leaders.

## 1.2 Activity

**Maintain ongoing ties with the Anglophone communities through sustained communication efforts.**

### Achievements

The Agency continues to use the services of Official Language community media. For the Agency's corporate and regional promotional campaigns, Communications Branch continues to apply its policy whereby placements in English media are proportional to those in French media in the regions where such media are available, according to the number of readers reached.

In 2003-2004, four English-language advertisements were published in print media, three in regional weeklies and one in a monthly magazine. In addition, a 30-second promotional spot was broadcast (185 times) on four English-language radio stations.

A member of the Agency's Communications Branch participated actively on the Communications Permanent Working Group of the National Human Resources Development Committee for the English Linguistic Minority. This participation led the Agency to support two initiatives: the Châteauguay Vision English community newspaper and Lower North Shore English community radio stations.

All publications, pamphlets and brochures are produced in both official languages, either together or in separate editions.

When communications tailored to specific situations were required, the Agency adopted a more direct approach. Respecting the fisheries' situation on the Lower North Shore, a bilingual message and information document were sent to each household in order to communicate with all of the people affected, the majority of whom are Anglophone.

## 2. Objective

**Activities in support of the Anglophone community.**

### 2.1 Activity

**Support initiatives affecting the Anglophone minority and assessment of the level of satisfaction with services provided.**

### Achievements

In 2003-2004, the Agency gave the green light to 115 projects from the Anglophone clientele accounting for \$9.6 million. The projects were approved under the IDEA-SME program, coastal Quebec special fund (FSQC), Softwood Industry and Community Economic Adjustment Initiative (SICEAI), Regional Strategic Initiatives (SRI), adaptation measures for Quebec fishing communities (MACPQ) and Canadian Apparel and Textile Industries Program (CATIP).

The following are some examples:

In the North Shore region, the Agency intervened on the Lower North Shore, primarily through the MACPQ, funding over 20 projects to the tune of some \$2.3 million and permitting the creation of 241 short-term jobs within the local Anglophone community. Examples include contributions to fisheries sector enterprises to provide jobs for some forty marine product processing plant workers in support of exporting, product marketing, and productivity enhancement. In the area of community development, the Lower North Shore Inshore Fishermen's Association received a contribution of over \$135,000 to promote skills development and entrepreneurship awareness among industry members affected by the moratorium and temporary closure for some species. In addition, the Gulf North Shore priority intervention zone committee, in cooperation with the municipalities of Bonne-Espérance and Blanc-Sablon, undertook a vast environmental clean-up and beautification campaign, hiring 23 fishery plant workers thanks to a contribution of nearly \$215,000.

In the Eastern Townships, the Agency approved a contribution of some \$100,000 for the Dobson Lagassé Centre for Entrepreneurship to support the young business network, through various forms of assistance such as access to a support network, university resources and financial angels, an online consulting service (CanSCORE) and lectures-workshops in the fields of management and innovation. The Agency also funded a young entrepreneurs' camp with the Haut-Saint-François CFDC to offer Anglophone youth aged 14 to 17 an opportunity to live a unique week-long entrepreneurial experience, familiarize themselves with the various aspects of entrepreneurship and learn the steps to starting up a business. A \$90,000 project was also approved for the Quebec Anglophone Heritage Network to undertake a second phase of activities.

In Montréal, a contribution of \$603,000 over three years to Youth Employment Services (YES) continued in support of its youth entrepreneurship activities for Anglophones and the annual holding of the Entrepreneurship Conference that once again this year drew over 300 participants.

A contribution was awarded to the West Island Entrepreneurship Centre to cover costs for two Anglophone speakers to attend a workshop for SMEs on best business practices in foreign sales and marketing. Over 50 persons attended.

The \$150,000 contribution made to the Young Entrepreneurs Mission in cooperation with the World Trade Centre (WTC), with 25% Anglophone membership, served to make the mission an unqualified success.

In the Laurentians region, a \$78,000 project provided for the hiring of an English-speaking development officer to promote entrepreneurship among local Anglophone women. The officer gave 17 information sessions, accompanied 21 women in their efforts and assisted in the startup of 15 enterprises.

In the Outaouais region, nearly 25% of efforts and budgets were devoted to Anglophone clients—half of these were high technology firms moving into the region, while the remainder were from the fields of manufacturing and tourism.

The Agency approved \$9.1 million for the construction of the Language Technologies Research Centre (LTRC) that will work to enhance the productivity of enterprises by making available to them high performance writing and translation tools.

The Agency also contributed to the economic development of Anglophone communities through its partners, including the Community Futures Development Corporations, Business Development Centres and Community Economic Development Centres in urban areas.

The Agency encourages the establishment and strengthening of ties between Anglophone community organizations and its partners.

In the Gaspé region, in the light of the difficulties in the softwood lumber sector, the Agency approved a Baie-des-Chaleurs CFDC project under which a development officer was hired to work in English with the municipality of Pointe-à-la-Croix and planning activities were funded.

In the Abitibi-Témiscamingue region, the Agency provided technical support for the conduct of a research project funded by Industry Canada on the socioeconomic profile of the region's Anglophone community.

The Agency continues to make efforts to identify and support developments stemming from initiatives undertaken by its federal partners for the benefit of Official Language Minority communities when the impact of these developments is likely to be felt within the Agency's areas of activity.



## 2.2 Activity

Establish follow-up mechanisms for CFDCs and BDCs subject to *Official Languages Act* requirements.

## Achievement

In Quebec there are 14 CFDCs subject to Official Languages Act requirements. To ensure that the Corporations meet their obligations, the Agency business offices sent them a letter reminding them of these obligations and asking them to establish a related action plan. Follow-up on the action plans and their implementation was performed in the fall of 2003. From our observations, we can conclude that the CFDCs and BDCs are meeting their obligations and that the number of publications and advertisements they produce in English is on the increase.

## 2.3 Activity

Establish the demographic profile of Quebec's Anglophone community.

## Achievement

Planning and Strategic Orientations Branch has produced data on the socioeconomic features of Anglophone communities in individual regions, and the data have been distributed to Agency business offices to give them a better grasp of the components relevant to the profile of the communities within their territory.

## 3. Objective

Improve in-house awareness.

## 3.1 Activity

Awareness building among management team members.

## Achievements

A presentation was given to Agency Operations Sector managers on the provisions and spirit of the *Official Languages Act* (OLA) and in particular section 41 (Part VII).

Managers in business offices subject to OLA requirements have designated a resource person on their team to give special attention to provisions of the *Act*, receive related training, and promote closer cooperation between the business office, its partners and Anglophone communities on economic development issues.

A two-day training session was provided to business office resource persons, who were asked to disseminate the information they had received in their offices among their colleagues.

Resource persons from the various branches at Agency Headquarters were briefed on section 41—particularly in Planning and Strategic Orientations Branch and Quality, Information and Technologies Branch—to ensure that Agency responsibilities in this area are better reflected in planning and follow-up activities.

Copies of *Bulletin 41-42* produced by Canadian Heritage were distributed in the business offices.

The section 41 action plan and status report were disseminated in business offices and have been placed on the Agency's Internet and Intranet sites.

#### 4. Objective

Promote cooperation with other departments and agencies.

##### 4.1 Activity

Identify ways to cooperate and achieve complementarity.

##### Achievements

The Agency has established numerous cooperative efforts with other Government of Canada departments and agencies. First and foremost, it took part in all the meetings organized by various Government of Canada authorities, including the Privy Council Office and Industry Canada, to bring together federal departments and agencies and Anglophone community organizations for discussion and consultation purposes.

The Agency worked with Industry Canada and other economic development agencies to develop a common and complementary vision for interventions with its Anglophone clientele.

In connection with implementation of the Action Plan for Official Languages, the Agency attended all the information and discussion meetings of federal partners organized by the national and regional offices of Canadian Heritage. And it was through one of those meetings that the Agency was able to find avenues for complementary intervention with Canadian Heritage in relation to the economic component of the governmental action plan for which that department is responsible.

The Agency worked with its federal partners to support the majority Anglophone population of the Lower North Shore affected by the situation in the fisheries sector.

The Agency continued its regular participation on the Government Table of the National Human Resources Development Committee for the English Linguistic Minority.

The Agency has agreed on means of cooperation with Industry Canada in connection with the economic development component of the government's Action Plan for Official Languages.

Over the past year, a new proposal for a young entrepreneurs' camp received support from the Agency in cooperation with Canadian Heritage under the IPOLC. In the same period, four multi-year projects continued. In all, the Agency paid out \$162,951 for these projects, a contribution matched by Canadian Heritage. The IPOLC agreement between the Agency and Canadian Heritage ended on March 31, 2004. Through the IPOLC the Agency was able to complete ten projects with Quebec's Anglophone community in five regions: North Shore, Gaspé, Magdalen Islands, Eastern Townships and Laurentians. The Agency and Canadian Heritage each invested \$450,000 in these projects, for a total of \$900,000. The supported projects have enabled the recipient organizations in the Anglophone community to consolidate their tourism offerings and provide better support for young and women entrepreneurs. They have also permitted the agency to consolidate its ties with partners from Quebec's Anglophone communities. A new memorandum of understanding for a three-year term has been negotiated to continue the partnership.