

# French-language Services Plan

2020–2021

Communities, Culture and Heritage



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French-language Services Plan  
Department of Communities, Culture and Heritage  
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## Message from the deputy minister

I am pleased to present the 2020–21 French-language services plan for Communities, Culture and Heritage, which reflects our ongoing commitment to provide quality French-language services and to contribute to the growth of the Acadian and francophone community.

During the past year, the department continued to improve access to French-language services and awareness of Nova Scotia's Acadian and francophone community and culture. Support from the Agreement for Cooperation and Exchange between the governments of Québec and Nova Scotia provided support for community organisations and development, particularly those focused on education and youth. The department's accountability report, business plan and other significant plans and reports continued to be produced in French. The department shared an infographic for the most recent Canadian Culture Satellite Account results with the department's francophone stakeholders, and contributed funds to support translation for all government departments.

Our department supported initiatives had direct visibility to the public of Nova Scotia and included enhancing French collections at libraries, adding interpretive signage and labels in French at multiple Nova Scotia Museum sites, and making Nova Scotia Archives staff available during the Congrès mondial acadien 2019 in Moncton, New Brunswick. The annual review of the French-language communications guidelines placed an increased focus on social media, with the department increasing engagement and visibility with the francophone and Acadian communities.

Our department continued to invest in the Acadian and francophone community by supporting tourism opportunities in Acadian regions and encouraging public participation in cultural projects and events. We introduced new products and services in French including a new measure for the 2020 Nova Scotia Culture Index pertaining to attendance at specific cultural events, a French translation of the Nova Scotia Museum guide, and French instructions for engaging with the popular Transcribe tool through the Nova Scotia Archives. Through the Vive l'Acadie community fund, regional Acadian and francophone organisations were supported in 11 Acadian and francophone communities across the province.

The Office of Acadian Affairs and Francophonie partnered with several agencies to create impactful work. Collaboration continued with the Nova Scotia Office of Immigration around the launch of an action plan to increase immigration by French-speaking populations to Nova Scotia. Partnerships with African Nova Scotian Affairs and the Office of Gaelic Affairs resulted in cultural performances, visibility of celebrations and enhanced educational resources for teachers. Financial support was extended to the Conseil de développement économique de la Nouvelle-Écosse (CDÉNE) to support Acadian and francophone entrepreneurs.

Internally, French-language learning for government employees and MLAs continued, with courses offered in person at multiple locations and in an online capacity elsewhere. Following redevelopment input from the Acadian and francophone communities, revisions to the *Acadie* at a Glance course for public servants were completed, and will see a formal launch in 2020–21.

The goals, objectives and planned measures outlined in the 2020–21 French-language services plan for Communities, Culture and Heritage demonstrate our continued commitment to supporting Nova Scotia's Acadian and francophone community and celebrating with them their rich culture and heritage.

## Responses to French requests

The Department of Communities, Culture and Heritage recognises the importance of fulfilling its obligations to respond to verbal and written requests from the Acadian and francophone community in the language of their choice. The department has a policy on written and verbal communication in French which stipulates that all correspondence (paper or electronic) received in French will be replied to in French. Verbal requests from the public to communicate in French are, to every extent possible, handled by bilingual staff.

## French-language services inventory

### Acadian Affairs and Francophonie

All staff at the Office of Acadian Affairs and Francophonie are bilingual (French and English). All services are offered and made available in French and include publications and materials for the public such as the annual report on government's progress in French-language services, the Acadian Affairs and Francophonie website and news releases. The Office of Acadian Affairs and Francophonie offers programmes, tools and resources to assist government in providing services in French including French-language training for public servants, workshops to increase awareness of the Acadian and francophone community and of government's obligations under the [French-language Services Act](#) and [Regulations](#), as well as the *Bonjour!* visual identification programme.

### Archives, Museums and Libraries

#### *Nova Scotia Archives*

The Nova Scotia Archives provides on-site services to 6000 visitors annually. It participates in the *Bonjour!* programme and offers its services in French to onsite visitors and by email and letter mail.

The [website](#) features close to 20 virtual exhibits, resource guides and searchable databases in French. Online content, including historical photographs, information databases and explanatory articles, is made available in French to the province's secondary schools to support the curriculum and for student projects and reports. Annual website upgrades ensure that additional French-language content is incorporated into the site.

[Nova Scotia Historical Vital Statistics](#), the province's online historical vital statistics database, is a fully bilingual website which provides access to over 1.1 million birth, marriage and death records.

#### *Nova Scotia Museum*

The Nova Scotia Museum has 28 sites across the province. [The Historic Acadian Village of Nova Scotia](#) in Lower West Pubnico presents the story of the Acadian people in French and English and receives annual operational funding from the department.

Many provincial museum sites have French-speaking interpretive staff and bilingual signage and exhibits. The Nova Scotia Museum [website](#) features information sheets and visitor information in French. The Nova Scotia Museum guide is available in French, and can be found at museum sites as well as at visitor information centres.

### ***Nova Scotia Provincial Library***

The *Nova Scotia Libraries Act* funding regulations make provisions for an annual provincial French-language operating grant payable to regional library boards where the French-speaking population exceeds ten percent of the total population of the area served. This operating grant assists the regional library boards in providing French-language library services. Two regional library boards qualify for this grant: Eastern Counties Regional Library Board and Western Counties Regional Library Board. Both boards employ French-speaking staff and offer French-language websites, programmes and collections.

The Nova Scotia Provincial Library produces many library-related materials for the public in French. They include brochures and other promotional and informational pieces, such as the Check Us Out! brochure, and information on the Borrow Anywhere / Return Anywhere initiative and other accessibility programmes. The Nova Scotia Provincial Library annual report is made available in French on the [website](#).

All nine regional library boards collect and circulate French-language materials in multiple formats, including books, databases, music, movies and audiobooks. The digital media collection provides online access to French-language e-books and audiobooks for library card holders across the province.

### **Communications Nova Scotia**

The department follows Communications Nova Scotia's guidelines for issuing news releases in French. All news releases from the Office of Acadian Affairs and Francophonie are issued in French and the division is served by a bilingual communications advisor. Media interviews are offered in French upon request.

### **Communities, Sport and Recreation**

The department supports communities by helping them build capacity and deliver culture, recreation and sport programming. Every year the department works with its colleagues at the Coaching Association of Canada to ensure that all relevant coaching materials are available in French. The department annually supports the Jeux de l'Acadie which is a culturally important event for Acadian youth.

The department is actively engaged with the Acadian and francophone community with regards to meeting their community and recreational infrastructure needs. The department's grant programs support these goals, including the creation of all community recreational signage in French.

Community support comes in many different forms, from providing support to sustain communities from a food security perspective, as well as supporting key transportation funding, which ensures that citizens can easily access community resources. The department annually supports Acadian and francophone organizations, and encourages them to apply to all programs and awards. The department also ensures that a representative from the Acadian and francophone community participates as a member of the Lieutenant Governor's Community Spirit Selection Committee.

Collaboration with Acadian Affairs and Francophonie to support opportunities for capacity building and programming in Acadian and francophone communities is ongoing, with French-language service offerings continue to expand.

## **Culture and Heritage Development**

Each year, the department awards the Prix Grand-Pré to recognise work that reflects Acadian cultural values, literary arts and visual arts and crafts. Information about the award is provided in French and English.

Nova Scotians from diverse communities, including the Acadian and francophone community, are encouraged to volunteer as participants on jury and peer-assessment panels for all the department's funding programmes and awards. When a French-language literary application is made to the Grants to Individuals programme, a French-language panel is convened to assess the application.

The department works closely with the Creative Nova Scotia Leadership Council and the Arts Nova Scotia board, whose membership application process aims to encourage diversity. These government-culture community partnerships strive for a balance of artistic disciplines, culture and communities in their membership. Both boards currently have members from the Acadian and francophone community.

The department also allocates funding through the Community Museums Assistance programme to museums in Acadian and francophone communities, including the Église Sainte-Marie museum (Church Point), Les Trois Pignons cultural centre (Chéticamp), and the Musée des Acadiens des Pubnicos (Lower West Pubnico) and is working closely with the Stratégie de promotion des artistes acadiens sur la scène internationale (SPAASI), an initiative led by the Société Nationale de l'Acadie (SNA), to foster strategic development for Acadian artists in international markets.

## **Policy and Corporate Services**

Policy and Corporate Services is responsible for corporate policy development, strategic planning, research, evaluation, intergovernmental relations, information and risk management, grants management and department-wide administration.

The research unit provides opportunities for the Acadian and francophone community to contribute to new research and learn more about Nova Scotia's culture and its economic and social benefits. The policy unit provides assistance and advice, as required, to the French-language Services Coordinating Committee.

The department publishes its statement of mandate and its accountability report in French and makes them available on the government's website.

## **French-language Services Coordinator**

The French-language services coordinator represents the department on the interdepartmental French-language Services Coordinating Committee, which assists and advises government on the implementation of the *French-language Services Act*. Each coordinator is responsible for writing the department's annual French-language services plan.

## Contribution to the preservation and growth of the Acadian and francophone community

The Department of Communities, Culture and Heritage recognises the importance of French-language services and our staff endeavours to fulfill our responsibilities under the [French-language Services Act](#) and [Regulations](#). We believe Nova Scotians should have access to quality government services in French, and this plan demonstrates our commitment to ensuring our programmes, policies and services address the priorities expressed by the Acadian and francophone community. To achieve this aim, we collaborate with designated public institutions across government through the French-language Services Coordinating Committee. We greatly value this partnership, which ensures a continued understanding of the unique needs of our province's Acadian and francophone community.

The department makes a significant contribution to preserving, promoting and supporting the Acadian and francophone community's culture, library and museum resources, and to supporting the delivery of provincial government services in French. Nova Scotia's Acadian and francophone culture and heritage is preserved through the department's curatorial and archival collections and activities. The Historic Acadian Village of Nova Scotia, part of the Nova Scotia Museum, offers visitors an opportunity to experience life in an Acadian village in the early 1900s. The Nova Scotia Archives holds a significant collection of materials relating to the Acadian community, which it makes available to the public through its catalogue and website. Past issues of [Le Courrier de la Nouvelle-Écosse](#) (1937–2002) are available in digital format for the public to access.

The department also supports cultural, heritage and library activities in Acadian and francophone regions. The funding awarded through various culture grants and the Vive l'Acadie community fund contributes to the development of Acadian and francophone artists and cultural organisations. The department presents the Prix Grand-Pré annually to support and recognise the work of an Acadian or francophone artist. Operational funding is provided to libraries and museums serving or located in Acadian and francophone regions. This includes special funding for the Acadian and francophone community to improve French-language collections in libraries located in qualifying regions. Thanks to this funding, the Acadian and francophone community benefits from better access to library, archival and museum resources in their mother tongue.

The Office of Acadian Affairs and Francophonie plays a central role in supporting the development and delivery of French-language services throughout the provincial government by providing programmes and services to help build the capacity to proactively offer services in French. This includes French-language training for public servants, the *Bonjour!* visual identity programme, and funding through the Canada–Nova Scotia Agreement on French-language Services. Acadian Affairs and Francophonie works to ensure that government is aware of the priorities of the Acadian and francophone community and that its needs are considered in the delivery of government services. Acadian Affairs and Francophonie frequently supports important community initiatives such as the development of French-language media.

The department recognises that access to quality government services in French benefits the Acadian and francophone community's economic, social and cultural well-being, and contributes to its continued growth and development. We encourage Nova Scotians to request services from government in French. We also encourage Acadians and francophones to have their voices heard by participating in agencies, boards and commissions, which are regularly advertised by the Executive Council Office. As we continue to maintain and improve our French-language services, we welcome feedback on our progress and we

invite you to share with us your comments or questions by contacting our French-language services coordinator. If you wish to make a formal complaint regarding French-language services, please contact the Office of the Ombudsman.

**French-language services coordinator:**

Catherine Kelly (Catherine.Kelly@novascotia.ca, 902 424 7947)

## Progress in reaching goals and objectives for 2019–20

The Nova Scotia Strategic Plan for French-language Services for 2018–23 guides the development, delivery and expansion of government services in French, and supports the long-term development and sustainability of the Acadian and francophone community. Communities, Culture and Heritage (CCH) sets its goals and objectives to respond to the three strategic objectives of this plan and to support the strategic priorities of the [Culture Action Plan](#). The department's progress towards meeting these goals and objectives in 2019–20 is outlined below.

### **Strategic objective 1: Strengthen internal operational structures including policy, legislative and administrative frameworks**

The department will develop and implement policies and procedures to support full compliance of the *French-Language Services Act*.

- **Increase awareness of the department's commitment, obligations and services under the *French-language Services Act***

#### **Acadian Affairs and Francophonie**

- Chaired nine regular meetings and two strategic planning meetings of the French-language Services Coordinating Committee and provided an environment for exchanging best practices, building awareness of the Acadian and francophone community's needs, and developing standards and policies for the delivery of French-language services.
- Continued to strengthen and promote the role of the French-language services coordinators through interdepartmental communications and during training sessions.
- Offered presentations on government's French-language services obligations to new employees at sessions organised by the Public Service Commission.

#### **Policy and Corporate Services**

- Published the annual French-language services plan for the department in both English and French on the department's website.
- Published the department's translated accountability report for 2018–19 in summer 2019.
- Published the department's translated business plan for 2020–21 in February 2020.

- **Provide programmes and services to employees to help with the implementation of the *French-language Services Act***

#### **Acadian Affairs and Francophonie**

- Coordinated with community partners to offer over 550 spaces in French language courses to government employees and MLAs in Halifax, Sydney, Truro, Tusket and online, from beginner to advanced levels as well as specialised conversational courses.

- Contributed over \$150 000 in funding to ensure the availability of translation services for all of government.
  - Finalised revisions to the *Acadie* at a Glance course following its redevelopment by the Acadian and francophone community and tested the new course in a trial format on four occasions in anticipation of a formal launch in 2020–21.
- **Provide policy advice and support on Acadian and francophone initiatives**
    - Policy and Corporate Services**
      - Continued to support the Office of Acadian Affairs and Francophonie’s work to strengthen Nova Scotia’s Acadian and francophone communities.
      - Provided advice regarding legislation, regulations and the provision of French-language services in the province.
      - Maintained a bilingual website for the department.

## **Strategic objective 2: Develop and deliver quality French-language services and programmes to the public**

The department will assess and improve the active offer and delivery of French-language services to the Acadian and francophone community.

- **Increase access to information, materials, tools, programmes and training in French**

### **Acadian Affairs and Francophonie**

- Published documentation consistently in both French and English and maintained a bilingual web presence online through a [website](#) and for over 1000 followers on social-media platforms including Facebook and Twitter.
- Supported the implementation of the revised French-language communications guidelines throughout government.

### **African Nova Scotian Affairs**

- Sent relevant content to Acadian Affairs and Francophonie for distribution to the francophone community.
- Distributed the translated African Heritage Month poster entitled 'The Ties that Bind: Faith, Family and Community' to all francophone schools and various community groups.
- Ensured translation of public service announcements including Count Us In: Nova Scotia's Action Plan in Response to the International Decade for People of African Descent, 2015–24.
- Organised the translation of a press release for the 2020 summit of the Canadian Congress of Black Parliamentarians.

### **Archives, Museums and Libraries**

- Organised the translation of the introduction and how-to-use sections of Nova Scotia Archives' Transcribe tool, a crowd-sourced online transcription tool.
- Re-digitised the Acadian parish registers (1702–55) and added them to both the Nova Scotia Archives website and the Transcribe tool for public engagement.
- Three Nova Scotia Archives staff travelled to the Congrès mondial acadien in Moncton, New Brunswick, in August 2019 in order to profile and promote Acadian records from the archives' holdings for attendees.
- Reviewed and translated the interpretive labels for the exhibits *Netukulimk* (Museum of Natural History) and *The Sea in Her Blood* (Maritime Museum of the Atlantic), as was encouraged in the Interpretation Planning Templates of the Nova Scotia Museum.
- Organised translation of interpretive and wayfinding signage for trails at Uniacke Estate Museum Park.

- Translated the Nova Scotia Museum guide into French, copies of which will be distributed to NSM sites and visitor information centres in spring 2020.
- Secured \$20 000 in funding to purchase French-language library materials for the Eastern Counties Regional Library's collection.

#### **Communities, Sport and Recreation**

- Completed three multi-sport coach education modules, which were offered in French upon request.
- Offered the Nova Scotia Before and After programme in French, which included all materials and resources for providers as well as capacity-building workshops. The programme was held at three CSAP schools.

#### **Culture and Heritage Division**

- Provided information on departmental funding programmes and awards in French online.

#### **Policy and Corporate Services**

- Provided data, content and results in French from both the Culture Satellite Account (CSA) and the Nova Scotia Culture Index study, two statistical research tools which are used by the department to learn more about the economic and social benefits and value of culture in our province.

- **Support the development of Acadian and francophone communities and cultural resources**

#### **Acadian Affairs and Francophonie**

- Administered the Vive l'Acadie community fund, through which \$40 100 of community donations directly supported cultural projects in 11 Acadian and francophone communities across the province.
- Provided support, promotion and assistance during various events celebrating Acadian and francophone cultures, including the Congrès mondial acadien 2019, National Acadian Day, Francophonie Month and the Rendez-vous de la Francophonie.
- Administered the Agreement for Cooperation and Exchange between the governments of Québec and Nova Scotia, which jointly provided a combined \$122 200 in support for community development activities undertaken by Acadian and francophone community organisations, particularly those focusing on education and youth.
- Provided \$150 000 in funding to assist the Conseil de développement économique de la Nouvelle-Écosse's development of business and marketing plans for Acadian and francophone entrepreneurs.

### **African Nova Scotian Affairs**

- Partnered with Acadian Affairs and Francophonie to deliver French translation for the National Black Canadians Summit in March 2020 (the event was suspended due to the coronavirus pandemic).
- Partnered with Acadian Affairs and Francophonie to bring Montréal-based dancer and choreographer Rhodnie Désir to Nova Scotia to perform her work *BOW'T TRAIL Retrospek*.

### **Archives, Museums and Libraries**

- Provided over \$343 000 in operational funds to the Historic Acadian Village of Nova Scotia.
- Organised translation of supporting materials for radon detector loan kits.

### **Communities Sport and Recreation**

- Provided annual funding to the provincial organising committee of the Jeux de l'Acadie.
- Provided project funding to the Villa Acadienne in Clare for a Community Food Literacy and Access Initiative.
- Provided annual funding to La Coopérative de transport de Chéticamp Ltée. (L'ACABIE) and Le Transport de Clare to operate a community transportation service in those communities.

### **Culture and Heritage Development**

- Provided \$172 600 to Acadian and francophone community organisations and institutions including operational funding to the Musée des Acadiens des Pubnicos.
- Provided funding for celebratory events hosted by the Acadian community included some \$45 000 for the Towards the CMA 2024 event at the 2019 Congrès mondial acadien. This showcase highlighted the Clare–Argyle region, which will be the host of the 2024 event.
- Awarded the 2019 Prix Grand-Pré to Acadian touring artist, musical/artistic director and educator Daniel LeBlanc.

## **• Promote and support the use of 'active offer' in French by frontline staff**

### **Acadian Affairs and Francophonie**

- Convened two meetings of the interdepartmental active-offer subcommittee to explore ways of promoting the active offer of services in French by government and to develop a communications strategy to relaunch the *Bonjour!* visual-identification programme – discussions will continue in 2020–21.
- Worked with the Fédération acadienne de la Nouvelle-Écosse to develop a parallel approach to the organisation's two-year initiative to raise awareness of government services available in French.

- Reconvened a subcommittee to explore ways of recognising and celebrating excellence in French-language services, potentially by relaunching the Prix Bonjour awards; discussions will continue in 2020–21.

### **Strategic Objective 3: Maintain ongoing dialogue and consultation with the Acadian and francophone community.**

The department will implement continual improvement of communication and collaboration to engage with and support the Acadian and francophone community.

- **Engage with the Acadian and francophone community in the language of their choice to ensure effective input and representation in consultations and collaborative opportunities**

#### **Acadian Affairs and Francophonie**

- Communicated with the Advisory Committee to the Minister of Acadian Affairs and Francophonie to remain informed of priority issues identified by the Acadian and francophone community.
- Continued to build and nurture ongoing relationships with the Acadian and francophone community by meeting with the Fédération acadienne de la Nouvelle-Écosse and each of its 27 constituent organisations.
- Conducted in-person consultations with Acadian and francophone community organisations to discuss issues, challenges and opportunities and to collaborate on finding solutions.
- Reviewed and revised the French-language communications guidelines to support departments and other government institutions when consulting with the Acadian and francophone community in French and to improve the process for ensuring a systematic publication of bilingual material, where applicable.

- **Create opportunities for cross-cultural and cross-departmental partnerships with Acadian and francophone communities**

#### **Acadian Affairs and Francophonie**

- Collaborated with the Office of Immigration to launch the [Nova Scotia Francophone Immigration Action Plan](#), which aims to increase the number of French-speaking immigrants choosing to settle in Nova Scotia.

#### **African Nova Scotian Affairs**

- Distributed the translated 2019–20 African Heritage Month poster entitled ‘The Ties that Bind: Faith, Family and Community’ to all francophone schools and various community groups.
- Included francophone African Canadian organisations as well as the Fédération acadienne de la Nouvelle-Écosse (FANE) and the Conseil scolaire acadien provincial (CSAP) on African Nova Scotian Affairs’ communications mailing list.

#### **Gaelic Affairs**

- Requested support from Acadian Affairs and Francophonie to have [Gaelic Nova Scotia: A Resource Guide](#) (launched June 2019) translated into French for use by teachers in the Conseil scolaire acadien provincial (CSAP) and French-immersion schools.

- Delivered a presentation in French at Bilingual Career Exploration Day, an event organised by Canadian Parents for French in February 2020, on Gaelic language and culture including introductory Gaelic phrases, communicating lineage, surnames and a Gaelic milling song.
  - Shared content from the bilingual career day with the director of French programmes and partnerships at the Department of Education and Early Childhood Development.
- **Improve communications in French with the Acadian and francophone community by respecting French-language communication guidelines developed for government**
    - Acadian Affairs and Francophonie**
      - Promoted government French-language services and engaged with the community through social-media platforms, including to over 1000 followers on both Facebook and Twitter.
      - Collaborated with Communications Nova Scotia to conduct an annual review of the French-language communications guidelines with an increased focus on social media.
    - Policy and Corporate Services**
      - Shared French copies of Canadian Heritage’s 2017 infographic with the Office of Acadian Affairs and Francophonie for distribution to stakeholders. Canadian Heritage provides these infographics with each release of the Culture Satellite Account.
      - Added a new question to the 2020 Nova Scotia Culture Index (*“In the past 12 months, have you participated in or attended one or more cultural activities that were sponsored or put on by any of the following cultural groups in Nova Scotia: Acadian, Mi’kmaw, African Nova Scotian and Gaelic cultural groups?”*), to which 21% of respondents indicated that they had attended a cultural activity sponsored by the Acadian community in the past year. This question will be used as a baseline in future surveys.

## Goals, objectives and planned measures for 2020-2021

Nova Scotia's Strategic Plan for French-language Services for 2018–23 guides the development, delivery and expansion of government services in French, and supports the long-term development and sustainability of the Acadian and francophone community. Communities, Culture and Heritage (CCH) sets its goals and objectives to respond to the three strategic objectives of this plan and to support the strategic priorities of the Culture Action Plan. The department's planned measures to meet these goals and objectives in 2020–21 are outlined below.

### **Strategic objective 1: Strengthen internal operational structures including policy, legislative and administrative frameworks**

The department will develop and implement policies and procedures to support full compliance of the *French-Language Services Act*.

- **Increase awareness of the department's commitment, obligations and services under the *French-language Services Act***

#### **Acadian Affairs and Francophonie**

- Chair the French-language Services Coordinating Committee and provide an environment for exchanging best practices, building awareness of the Acadian and francophone community's needs and developing standards and policies for the delivery of French-language services.
- Continue to strengthen and promote the role of the French-language services coordinators.
- Offer presentations on government's French-language services obligations to new employees at sessions offered by staff from the Office of Acadian Affairs and Francophonie.

#### **Policy and Corporate Services**

- Publish an annual French-language services plan for the department.
- Provide the department's accountability report and business plan in both English and French.

#### **Gaelic Affairs**

- Continue to collaborate with the Office of Acadian Affairs and Francophonie to raise awareness and promote the inclusion of an intangible cultural heritage lens through which programming and services can be reviewed and assessed.

- **Provide programmes and services to employees to help with the implementation of the *French-language Services Act***

#### **Acadian Affairs and Francophonie**

- Coordinate the offer of French-language training to government employees.

- Continue to provide funding for the translation of departmental correspondence and material.
- Finalise revisions to the *Acadie* at a Glance workshop and offer sessions to government employees to raise awareness about the Acadian and francophone community and of government's obligations respecting French-language services.
- **Provide policy advice and support on Acadian and francophone initiatives**
  - Policy and Corporate Services**
    - Support the delivery and success of projects and initiatives identified in the Culture Action Plan that pertain to the Acadian and francophone communities.
    - Provide advice to the department to promote the consideration of French-language services in its public engagement activities.

## **Strategic objective 2: Develop and deliver quality French-language services and programmes to the public**

The department will assess and improve the active offer and delivery of French-language services to the Acadian and francophone community.

- **Increase access to information, materials, tools, programmes and training in French.**
  - Acadian Affairs and Francophonie**
    - Publish documentation in both French and English and maintain a bilingual web presence.
    - Support the implementation of the French-language communications guidelines throughout government.
  - African Nova Scotian Affairs**
    - Ensure that relevant content which may have mutual benefit is available in French and is distributed to the Acadian and francophone community including community groups and Conseil scolaire acadien provincial (CSAP) schools.
    - Translate the poster for African Heritage Month 2021 and distribute copies to Acadian and francophone schools and community groups, and promote activities which will be taking place.
    - Ensure French-language versions of public service announcements and information is available on website.
  - Archives, Museums, and Libraries**
    - Translate the newly developed orientation and registration package for Nova Scotia Archives researchers. This package includes a hard-copy orientation leaflet and a registration form

which will also be available online, as well as an orientation-and-introduction video which will be available both on-site and online.

- Translate the introduction and how-to-use section of *Looking Back, Moving Forward: Documenting the Heritage of African Nova Scotians*, an online resource launched by Nova Scotia Archives in February 2020.
- Translate exhibit and programming content for Nova Scotia Museum interpretive renewal projects.
- Translate interpretive and wayfinding signage at Nova Scotia Museum sites.
- Add the French version of the Nova Scotia Museum guide to the Nova Scotia Museum website.
- Translate website information for the Nova Scotia Museum's toolbox for schools programme.
- Create a French-language brochure for the exhibit *Glamour + Labour: Clairtone in Nova Scotia* at the Museum of Industry.
- Ensure the new museum collections management system supports French-language characters, providing an opportunity to catalogue aspects of the collection in French as well as English.
- Build stronger awareness of French-language options and responsibilities for libraries and support library regions with applications for funding or in-kind services to support new work.
- Maintain the provincial French-language grant for eligible library regions under the new library funding model.
- Continue cataloguing French-language library resources in French.
- Support French-language e-book collection development with available funds when possible.

#### **Communities, Sport and Recreation**

- Offer multi-sport coach education modules in French on demand.
- Offer the Nova Scotia Before and After programme in French at CSAP school sites.
- Increase the number of French-language tools for community funding programmes.
- Provide operating funding to community transit providers in Acadian and francophone communities.

### **Culture and Heritage Development**

- Provide French-language tools for cultural funding programmes and awards.

### **Policy and Corporate Services**

- Quantify and communicate the economic and social value of culture through the release of the results of the national Culture Satellite Account and the department's Culture Index projects, and ensure the data from the Nova Scotia Culture Satellite Account is available in French.

### **Gaelic Affairs**

- Explore a partnership with Ross Farm Museum in an effort to include and promote both French- and Gaelic-language interpretation and culture-related experiences at the museum.

## **• Support the development of Acadian and francophone communities and cultural resources**

### **Acadian Affairs and Francophonie**

- Administer the Vive l'Acadie community fund to support cultural projects in Acadian and francophone communities across the province.
- Support, organise and promote activities and events to recognise Acadian and francophone culture including National Acadian Day, the annual Rendez-vous de la Francophonie, and International Francophonie Day.
- Administer the Agreement for Cooperation and Exchange between the governments of Québec and Nova Scotia to provide joint support for community development activities undertaken by Acadian and francophone community organisations in areas such as education, culture, tourism, communications and immigration.
- Support cultural activities and community development in the Acadian and francophone community.

### **African Nova Scotian Affairs**

- Work with Acadian Affairs and Francophonie to bring Rhodnie Désir's *BOW'T TRAIL Retrospek* dance production to Nova Scotia.
- Work with Acadian Affairs and Francophonie to deliver two events during African Heritage Month 2021 – one event to government, and one event to the community.

### **Archives, Museums and Libraries**

- Provide translation support to regional libraries and allocate funds for translation, collections and programme development for upcoming projects when necessary.
- Provide operational funding to the Historic Acadian Village of Nova Scotia.

### **Communities, Sport and Recreation**

- Provide annual funding to *le Comité provincial des Jeux de l'Acadie, région Nouvelle-Écosse*. Host the annual provincial games. Attend the *Finale des Jeux de l'Acadie*.
- Provide project funding to organisations in Acadian and francophone communities.

- Promote nominations for Acadian and francophone communities for the Lieutenant Governor's Community Spirit and Provincial Volunteer Awards.

#### **Culture and Heritage Development**

- Provide grant funding to organisations and institutions in Acadian and francophone communities and operational funding to the Musée des Acadiens des Pubnicos.
- Provide significant investment into various celebratory events hosted by Acadians.
- Award the Prix Grand-Pré to an Acadian or francophone artist.

- **Promote and support the use of 'active offer' in French by frontline staff**

#### **Acadian Affairs and Francophonie**

- Develop new elements, such as videos or posters, to promote the active offer of services in French by government. Develop a communications strategy to relaunch the *Bonjour!* visual identification programme.
- Work with the Acadian and francophone community to raise awareness of services available in French.
- Undertake actions to recognise and celebrate excellence in French-language service delivery.

### **Strategic objective 3: Maintain ongoing dialogue and consultation with the Acadian and francophone community**

The department will implement continual improvement of communication and collaboration to engage with and support the Acadian and francophone community.

- **Engage with the Acadian and francophone community in the language of their choice to ensure effective input and representation in consultations and collaborative opportunities.**

#### **Acadian Affairs and Francophonie**

- Become informed of priority issues within the Acadian and francophone community through the Advisory Committee to the Minister of Acadian Affairs and Francophonie.
- Continue to build and nurture relationships with the Acadian and francophone community, namely with the Fédération acadienne de la Nouvelle-Écosse and its members.
- Consult with Acadian and francophone community organisations to remain informed of their needs and collaborate on finding solutions to issues.
- Review and revise guidelines to support departments and other government institutions when consulting with the Acadian and francophone community in French.

- **Create opportunities for cross-cultural and cross-departmental partnerships with Acadian and francophone communities.**

#### **Acadian Affairs and Francophonie**

- Support the Office of Immigration in activities to attract French-speaking immigrants to Nova Scotia.

#### **African Nova Scotian Affairs**

- Continue to build the relationship between the African Nova Scotian and the Acadian and francophone communities.
- Work with the African Nova Scotia Information Network and the Acadian and francophone community to promote activities for African Heritage Month and seek partnerships for the inclusion of information in French during African Heritage Month.
- Monitor African Heritage Month 2021 to determine the number of Acadian and francophone events offered.

#### **Archives, Museums and Libraries**

- Ensure any updated content for Nova Scotia Museum operations manual and resources materials is provided in French.

#### **Gaelic Affairs**

- Continue to seek out and support opportunities to present and provide information in French on Gaels and Gaelic language, culture and identity in Nova Scotia to francophone and Acadian public schools in the province.

#### **Communities, Sport and Recreation**

- Continue to work with Acadian Affairs and Francophonie to support opportunities for community capacity building and programming for the Acadian and francophone community.

#### **Culture and Heritage Development**

- Work with Acadian Affairs and Francophonie to increase awareness of opportunities in cultural programming for the Acadian and francophone community.

- **Improve communications in French with the Acadian and francophone community by respecting French-language communication guidelines developed for government.**

#### **Acadian Affairs and Francophonie**

- Promote government French-language services through social media.
- Work with Communications Nova Scotia to review the effectiveness of the French-language communications guidelines and revise if necessary.

**Policy and Corporate Services**

- Continue to provide opportunities for the Acadian and francophone community to contribute to research to learn more about Nova Scotia's culture and its economic and social benefits.