

French Language
Services Secretariat

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Report on

French Language Services
2001/2002

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Message from the Minister



Greg Selinger

Minister responsible for French Language Services

During the course of the eighties, the Government of Manitoba gradually laid the preliminary groundwork for French language services, paving the way for the adoption of an official policy in 1989.

Since the tabling of Judge Richard Chartier's report and recommendations in 1998, there has been a renewed impetus with respect to the implementation of the French Language Services Policy. The government accepted the report's general approach, which includes two key principles:

- bilingual services should be delivered primarily through service units known as bilingual service centres and located in areas where francophones are concentrated;
- all staff members of the service units in question should be fluently bilingual.

Acting upon the Chartier Report, the government has been working for the last few years on creating conditions that are conducive to the delivery of more practical and accessible French language services and, to this end, has invested considerable effort and energy in establishing bilingual service centres. With the opening of the first of these centres in St. Boniface in early 2002, we have begun to write a new chapter in the history of French language services in our province. In addition, two other centres will be opening their doors during the 2002/2003 fiscal year, one for the Red River region in St. Pierre-Jolys and the other for the Mountain area in Notre-Dame-de-Lourdes.

As evidenced in this report, the various bodies covered by the policy are making steady progress in the delivery of French language services. This progress can, in large part, be attributed to two main factors, namely the active participation and cooperation of the service providers as well as the vigilance, ideas and suggestions of the francophone public and organizations.

Although we have achieved considerable progress, much remains to be done. In order to continue to make gains, we will have to rely on various types of partnerships and alliances, particularly with the francophone community and the federal government.

On a different note, I would like to thank for their services Mr. Edmond LaBossière and Mr. Nicolas Sourisseau who left the French Language Services Secretariat in 2001/2002. Mr. LaBossière was Senior Advisor with the Secretariat for eleven years and made a major contribution to the evolution of French language services. Mr. Sourisseau chose to spend the last year and a half of his career with the provincial government at the Secretariat, and was able to put his many years of experience to good use during the planning phase of the bilingual service centres.

Lastly, I would like to welcome the new generation of managerial staff at the Secretariat. Mr. Guy Jourdain and Mr. Alain Boucher have respectively taken on the positions of Senior Advisor and Bilingual Service Centres Coordinator. I am confident that they will carry out their duties with competence and professionalism.

Message from the Senior Advisor



Guy Jourdain
French Language Services Secretariat

I am very pleased to deliver my first Message from the Senior Advisor in the report published annually on French language services, since taking this position in December 2001.

In 2001/2002, the French Language Services Secretariat experienced a number of major changes while also staying the course on its fundamental strategic objectives. Changes of note included the arrival of a number of new staff members and, with respect to the bilingual service centres, the long-awaited transition from the planning to the operational phase.

A veritable changing of the guard took place at the management level, with the departure of Mr. Edmond LaBossière, the former Senior Advisor, as well as Mr. Nicolas Sourisseau, the former Bilingual Service Centres Coordinator, and their replacement by Mr. Alain Boucher and me. The St. Boniface Bilingual Service Centre was the first of the bilingual service centres to begin its operations late in 2001/2002, although the official opening ceremony did not take place until early in the following fiscal year.

The creation of the bilingual service centres marks a turning point in the evolution of the implementation of the French Language Services Policy and in the carrying out of the fundamental recommendations contained in the Chartier Report. The centres will provide an important tool through which to intensify our promotional and awareness-raising activities targeting both the bodies covered by the policy and the francophone community.

In order to achieve further progress in the implementation of the policy, we will have to continue to find original and innovative solutions and, of course, to work in close cooperation with the francophone community and its network of institutions and organizations. For example, there are considerable challenges to face with respect to the recruitment of bilingual staff and the translation of a growing number of informational documents for the public, due in part to the recent exponential increase in government Web sites.

In closing, I would like to add that we have attempted to present the information in this report in a more concise manner in order to provide a better general view and to highlight major trends. It was also our intention to give the report a user-friendly format and a modern and dynamic look.

Evolution of FLS Implementation

Manitoba Government French Language Services (FLS) Policy

Over the years, numerous and diverse efforts and activities have contributed to an enhancement of French language services. The highlights are outlined in the following pages.

Ongoing FLS initiatives: bilingual forms and documents; bilingual signage in designated areas and centres; services in both official languages in person or via telecommunications through bilingual employees in designated offices and facilities; support for the provision of translation services for bilingual municipalities; contributions to various Francophone cultural, educational, youth, economic, etc. initiatives and projects.

1989-1991

- Introduction of FLS Policy in November 1989
- Implementation of FLS based on official policy and as a continuation of some pre-policy initiatives
- Study regarding ways and means of ensuring French language health services (the Gauthier Study)
- Signing of the Canada-Manitoba General Agreement on the Promotion of Official Languages (CMGAPOL)

1991-1993

- Development of comprehensive guidelines for the implementation of policy and geared to an active offer of French Language Services
- Establishment of the Advisory Committee on Health Services in French and initial follow-up on the Gauthier Report recommendations
- Publication of the *French Language Services Guide*, an information and promotion document
- Placing of bilingual highway signs in designated areas
- Support of the provision of translation services for bilingual municipalities

1993-1995

- Development of FLS implementation plans based on the guidelines, by departments, Crown Corporations concerned and the designated health facilities identified in the Gauthier Report
- Establishment of a second-stage facility for francophone women and their children (victims of family violence)
- Establishment of a special Resource Unit, *Santé en français*, to assist designated health facilities with their planning and delivery of services in French
- Creation of the *Division scolaire franco manitobaine (DSFM)*, the Franco-Manitoban School Division
- Strengthening of Part III of *The City of Winnipeg Act* regarding the provision of French language services
- Renewal of the CMGAPOL

1995-1997

- Special efforts to ensure an adequate implementation of policy:
 - Active offer video and orientation sessions for employees in designated positions and designated offices
 - French language training for employees in designated positions
- Studies regarding ways and means of ensuring French language social services (seniors, disabled individuals, etc.)
- Approval and planning of a *Centre du patrimoine* (francophone heritage centre)
- Designation of Regional Health Authorities to ensure FLS in the consolidated and regionalized health services
- Creation of the Working Group on the Enhancement of French Language Services in Manitoba's Justice System
- Support of economic development initiatives in the francophone community

1997-1999

- Assessment of the offer and delivery of services as per policy (Dubé Study)
- Review of the FLS Policy (the Chartier Report)
- Modification of FLS Policy and guidelines (based on the Chartier Recommendations)
- Development of a regulation re: the obligations of Regional Health Authorities with respect to FLS
- Promotion of French Language Services using the Internet and other means
- Provision for FLS in designated areas using new technologies and approaches such as Better Systems Initiative, etc.
- Creation of the Advisory Committee on French Language Social Services
- Designation of some social services agencies/organizations which receive provincial government funding, as ones which must ensure that their services are available in French
- Construction of the *Centre du patrimoine* (francophone heritage centre) as an annex to the *Centre culturel franco-manitobain* (Franco-Manitoban Cultural Centre)
- Cabinet decision to establish bilingual (government) service centres in the designated areas

1999-2001

- Creation of a FLS Facilitator team attached to the FLS Secretariat
- Treasury Board approval and detailed planning to establish three bilingual service centres in Notre-Dame-de-Lourdes, Saint-Boniface and Saint-Pierre-Jolys
- Renewal of the CMGAPOL for the period of 2000-2004
- Establishment of a completely bilingual primary health centre in Saint-Boniface
- Creation of a Bilingual Health Recruitment Coordinator position
- Establishment of a *Communauté en Santé* Board to replace the Advisory Committee on Health Services in French
- Government approval of pilot project to establish bilingual court facilities and services in Saint-Boniface and Saint-Pierre-Jolys
- Development, with various stakeholders, of a practical model for the delivery of RCMP services in French
- Strengthened funding and support to the DSFM through the CMGAPOL in Education
- Approval for the construction of a K-8 français school in South Saint-Vital
- Tri-Level Agreement to establish a *comité paritaire* (joint committee) to foster economic development cooperation
- Grant of \$300,000 to *Francofonds*, to highlight the National Year of the Francophonie
- Development, finalization and approval of FLS Plans of various designated Regional Health Authorities, social service agencies, departments and Crown Corporations
- Publication of a Report on FLS (as per Chartier Recommendations)

Highlights and Accomplishments 2001/2002

French Language Services Secretariat

During 2001/2002, the French Language Services (FLS) Secretariat and its team of facilitators continued implementing the Chartier Report's recommendations. They included establishing the first tri-level bilingual service centre (BSC) in St. Boniface with the participation of several provincial departments.

On August 1, 2001, a new BSC Coordinator was hired. Plans, designs and tenders were finalized for the St. Pierre-Jolys and Notre-Dame-de-Lourdes centres. Preliminary planning began for establishing the next three BSCs in Ste. Anne, St. Laurent and South St. Vital.

A toll-free number (1-866-267-6114) was made available so the general public can access information on the BSCs and a BSCs Web site www.csbsc.mb.ca was created to further enhance access. In addition, the FLS Secretariat's Web site was completely redesigned and updated to the standard Manitoba Government template.

The FLS Secretariat coordinated, for Manitoba, the inclusion of projects to be funded in 2001/2002 under the Canada/Manitoba General Agreement on the Promotion of Official Languages, a cost-sharing agreement with the Government of Canada. Under this mechanism, Manitoba's \$900,000 contribution was matched by the Government of Canada to continue developing, enhancing and implementing quality services in French according to Manitoba's FLS policy and also to contribute to the francophone community's development and vitality.

The FLS Secretariat guided and assisted administrative bodies (departments, Crown corporations and other government organizations) and pursued the review and/or development of FLS plans. It created the Geographical Names of Manitoba Publications Working Group to provide recommendations on French language versions of two publications to be released by Manitoba Conservation. It acted as a resource for the *Communauté en santé* board for coordinating policy for French language health services and chaired the *Advisory Committee on French Language Social Services* which reviews FLS plans developed by designated social services agencies and deals with other related issues.

Planning continued for the implementation of pilot projects in St. Boniface and St. Pierre-Jolys for the delivery, in both English and French, of a full range of services pertaining to the administration of justice. The FLS Secretariat helped organize a forum held by the RCMP on quality police services in French and establish an advisory committee to deal with matters related to the delivery of RCMP services in both official languages.

The Senior Advisor took part in national meetings of senior officials on French language services and in the Ministers' Conference on francophone affairs, with the Minister responsible for FLS in Edmonton, Alberta, in September 2001.

Staff coordinated French language training initiatives for close to 200 registrations from government employees in designated positions and offices, including a training opportunity in Brandon and the upgrading of skills via the Internet. Staff also participated in the *Réseau des apprenants de français* (French Language Learners' Network), which organized a number of activities for French language learners outside the classroom.

The FLS Secretariat dealt with 22 FLS-related complaints in 2001/2002, produced the *Report on French Language Services 2000/2001* and updated its orientation video *Active Offer / L'Offre active* to reflect the FLS policy updates of 1999. The *FLS and Systems Steering Committee* pursued desktop support for FLS in the government's managed environment. Phase I of the project was completed with approximately 80 Windows NT workstations being converted to Office 2000, providing users with hardware and software capable of supporting the French language. Phase II began for converting approximately 140 Windows 95 workstations. At the end of Phase II, most employees in designated and back-up positions will have dual-language workstations.

The FLS Secretariat was instrumental in establishing the Intergovernmental Cooperation on francophone affairs pilot project. Its purpose is to increase French language services by facilitating and improving cooperation and coordination of activities for French services offered by provincial and territorial governments within the framework of directions and decisions taken at the ministerial conferences on francophone affairs.

Bilingual Service Centres (BSCs)

The implementation of the three first Bilingual Service Centres (BSCs) was a priority for the FLS Secretariat in the past year. Bilingual staff from all three levels of government moved into the first BSC in St. Boniface, the *Centre La Vérendrye*, in March 2002. The BSC in St. Pierre-Jolys is scheduled to open in September 2002 and the BSC in Notre-Dame-de-Lourdes, in December 2002. The St. Boniface BSC was the first in Canada to offer bilingual services from all three levels of government.

Manitoba Family Services and Housing has been an important partner in the BSC. They have transferred 15 bilingual staff to the St. Boniface BSC to cover six program divisions. Bilingual staff will also be present in the St. Pierre-Jolys and Notre-Dame-de-Lourdes BSCs.

Family Services and Housing, Finance, Culture, Heritage and Tourism, Transportation and Government Services, and Justice are partners in the BSCs.

Conservation, Consumer and Corporate Affairs, Industry, Trade and Mines, and Labour and Immigration share the information specialist position at each of the BSCs. Departmental FLS Coordinators were involved in developing the job description, pre-screening, selection and hiring of the three information specialists for the BSCs in St. Boniface, St. Pierre-Jolys and Notre-Dame-de-Lourdes. The FLS Coordinators developed a departmental orientation/training package for the information specialists before they began their duties. They were provided with the most current program and service information and will be updated regularly to ensure information is kept current.

Accommodation Development – Corporation Accommodation Planning (Manitoba Transportation and Government Services) was involved and continues to be involved in planning the BSCs.

The BSCs offered to display bilingual public information documents for all departments. The following departments and agencies provided bilingual documents currently displayed in the St. Boniface BSC: Civil Service Commission, Education, Training and Youth, Culture, Heritage and Tourism, Finance, Intergovernmental Affairs, Justice, Transportation and Government Services, Children's Advocate, Elections Manitoba, Manitoba Hydro, Manitoba Liquor Control Commission, Manitoba Seniors Directorate and Manitoba Society for Disabilities. There are also public access computers in the St. Boniface BSC provided by our partners and the Community Connections program.

French Language Health and Social Services

Initiatives in the health sector included a successful Blood Recipient Notification Project information campaign and launch of the Manitoba Hepatitis C Assistance Program in both English and French. Progress was made on a French language Web site for the Home Care Appeal Panel, Mental Health and Women's Health. *The Family Doctor Connection Program* was implemented with service in both official languages at all times. Many of the callers were from the francophone community.

The North Eastman Regional Health Authority collaborated with the francophone community to develop a proposal for a bilingual Health Corner (Coin Santé) to be located in the St. Georges community.

The South Eastman Regional Health Authority's FLS Plan was approved in 2001. With the support of the *Conseil de santé Rivière-aux-Rats*, the South Eastman RHA started a study on "*Les femmes et la santé: Dialogue avec les collectivités francophones*". The study is being conducted entirely in French

since it seeks specific information of the French-speaking population. It will be completed and a report will follow in 2002/2003.

The Workforce Policy and Planning Unit of Manitoba Health assisted the Winnipeg Regional Health Authority (WRHA) in supporting a French-language recruiter, focusing primarily on recruiting nurses. During 2001/2002, a bilingual questionnaire was produced for an Alzheimer strategy being developed by Manitoba Health. This questionnaire was distributed to residents in personal care homes and to their families.

The Primary Health Care Program of Manitoba Health initiated the formal evaluation of the *Centre de santé Saint-Boniface* (St. Boniface Health Centre). The evaluators are a francophone consortium from St. Boniface, and they will conduct their evaluation in both French and English. Assessment of the results and the internal final report of the evaluation will be completed in the next fiscal year.

To ensure a more pro-active approach to service delivery, Family Services and Housing focused this year's activities on developing a new French Language Services Plan for 2001 to 2004. The Family Services and Housing Management Committee, consulting with departmental staff, considered the strengths and limitations of the existing structure and used these to plan a service-delivery model for the evolving organization.

Although the emphasis was on such key elements as ensuring good availability of staff for service provision and increasing designated positions to promote easier access for the francophone public, Family Services and Housing recognized that this presented both an opportunity and a challenge. The plan evolved as a result of commitment, leadership and support of the department's administration, staff and the FLS Secretariat. They developed creative strategies to ensure success of the plan's implementation.

In support of Judge Chartier's recommendation "*that the Department of Family Services take part in the establishment of the Community Service Centres [now referred to as BSCs] in the areas designated as bilingual,*" Family Services and Housing's major accomplishment for 2001/2002 was the culmination of several activities to implement this recommendation, including: translating new and updated public information materials and increasing designated positions.

In March 2002, along with these preparatory activities, 14 staff representing four program delivery systems relocated to the St. Boniface BSC. They were: 1) Employment and Income Assistance, 2) Regional Operations for Children Special Services, Supported Living Services and Vocational Rehabilitation Services, 3) Manitoba Housing Authority and 4) Child Day Care.

Although the participation in the BSCs presented challenges, the department and its staff recognized it offered an opportunity to improve the delivery of the department's services to a community of citizens who wanted services in French. This historic move also provided the department with a beginning opportunity to integrate the department's service delivery systems to better address the needs of citizens, a shift away from program-focused delivery, and better coordination of government's services to reduce barriers and create more accessible and tailored services.

Participation in the St. Boniface BSC followed the department's guiding principles whereby diversity is valued; individual differences are supported, respected and developed; opportunities are provided for equal access to valued outcomes, self-determination, meaningful involvement and valued roles; and community capacity is promoted.

During the fiscal year, Family Services and Housing were involved in consultations such as the St. Boniface town hall meeting held in September 2001. It provided an opportunity for the public to give feedback related to the Aboriginal Justice Inquiry-Child Welfare Initiative. This meeting, conducted in French, enabled the francophone community to share in the process to develop a plan to restructure the child welfare system in Manitoba.

A Vision for Child Care and Development in Manitoba provided an opportunity for the francophone community, along with some 24,000 other Manitobans who took part in the process, to respond to the department's vision for the future for child care in Manitoba.

The department also coordinated consultations for *Full Citizenship: A Manitoba Provincial Strategy on Disability*. The consultations solicited the public's feedback to a white paper on a new framework for government policy on disabilities. All Manitobans were thereby encouraged to participate in the ongoing process of consultation with the Government of Manitoba to ensure that this new framework is implemented effectively and that all Manitobans with disabilities can achieve full citizenship.

These initiatives, which promoted inclusion of the francophone community, involved disseminating bilingual information through the Web site, summary documents and reports, radio announcements, a telephone line, simultaneous translation services, and correspondence.

Communications

Translation – Some departments have translated all their public information materials and now maintain this level by updating existing or translating new material. The other departments continue to increase the number of publications available in both official languages.

Each year, departments are asked for their translation projections, the estimated number of words or pages required by a department. The gap between translation resources and departmental projections and requirements makes meeting the goal for translating documents difficult. Departments determine priorities for the documents to be translated, for example, communication materials for the general public, for designated bilingual areas or the francophone public. Generally, few technical documents are translated.

Manitoba Conservation undertook two major publications. First, much progress was made in translating *Geographical Names of Manitoba*. This is a 330-page reference work containing historical and geographical descriptions of nearly 12,000 natural features, settlements, ghost towns and trails that also traces the origin of their names. The second publication, started this year, is *A Place of Honour: Manitoba's War Casualties Commemorated in its Geography*.

Manitoba Finance's Management Services started identifying documents that, historically, have been produced entirely in English. The Taxation Division focused on those providing information to taxpayers in both official languages by translating public information bulletins and forms. It will continue to increase the number of bilingual documents it produces.

Web Sites – Web sites of administrative bodies are to provide information and facilitate interaction with the public in both official languages. These sites are in various stages of completion. Some are completely bilingual, others partially bilingual, and some are more user friendly than others. The FLS Secretariat will advise, consult with and monitor administrative bodies to ensure that government Web sites are bilingual and as user-friendly and complete as possible.

Manitoba Agriculture and Food enhanced its bilingual interactive Web-based trivial game *Where's Agriculture / Où trouve-t-on l'Agriculture* ¹. The game now includes four categories, with sound effects and graphics accompanying each section and providing information on how Manitoba food products are used. The game was designed as an educational tool and is used in French and English schools throughout Manitoba.

Manitoba Agriculture and Food's new Internet technology streamlined the translation process required for its Crop Residue Burn Program ². Information on authorized burn sites and times, which change daily, are provided in both French and English on the Internet. The new computer program allows the translator to work directly online, which greatly reduces the time and effort required and helps to consistently meet the deadline for posting notices in both official languages by 11:00 a.m. daily.

Public Library Services (Manitoba Culture, Heritage and Tourism) translated the Manitoba Public Libraries Information Network's (MAPLIN) Web site ³ and provided 2,381 French-language items to Manitobans. Provincial Archives completed an extensive bilingual update of its Web site dealing with citizen rights under The Freedom of Information and Protection of Privacy statute.

Manitoba Finance launched its bilingual Web site ⁴ in the autumn of 2001. This site currently contains 25 taxation documents, Builder Bond information, and numerous other publications available in French and English. The number of bilingual documents continues to grow.

Manitoba Transportation and Government Services, Division of Driver and Vehicle Licencing (DVL) launched two bilingual Web sites, one on DVL requirements and services ⁵ and the other on the Graduated Driver Licensing program ⁶. Emergency Measures Organization (EMO) translated approximately 40 per cent of its Web site ⁷ including information on policies and guidelines, the Family Emergency Handbook and contact information for the organization.

Other administrative bodies that enhanced their Web sites in both official languages include:

- Manitoba Civil Service Commission ⁸
- Manitoba Health ⁹
- Manitoba Human Rights Commission ¹⁰
- Manitoba Lotteries Corporation ¹¹
- Manitoba Public Insurance ¹²
- Manitoba Women's Directorate ¹³

- 1 <http://www.gov.mb.ca/agriculture/wheresagr/>
- 2 <http://www.gov.mb.ca/agriculture/news/burn>
- 3 <http://maplin.gov.mb.ca/>
- 4 <http://www.gov.mb.ca/finance/index.fr.html>
- 5 <http://www.gov.mb.ca/tgs/ddvl/index.fr.html>
- 6 <http://www.gov.mb.ca/tgs/leg/gdl/index.fr.html>
- 7 <http://www.gov.mb.ca/gs/memo/index.fr.html>
- 8 www.gov.mb.ca/csc
- 9 www.gov.mb.ca/health/
- 10 www.gov.mb.ca/hrc
- 11 www.mlc.mb.ca
- 12 <http://www.mpi.mb.ca/>
- 13 www.gov.mb.ca/wd/

Public Information Materials – Throughout the year, the Information Resources Division (Manitoba Culture, Heritage and Tourism) worked closely with government departments in planning and producing bilingual information materials.

Manitoba Consumer and Corporate Affairs partnered with the RCMP and the Seniors Directorate to produce a rural seniors *Protect Yourself* brochure and sticker. Information sheets and a client survey for French-speaking clients were developed.

The Manitoba Human Rights Commission (Manitoba Justice) completely revamped its annual report and prepared it in a bilingual format for the first time. The Manitoba Women's Directorate produced French versions of all materials sent to schools and provided French materials to several public events.

Travel Manitoba (Manitoba Culture, Heritage and Tourism) revised its Tourism Awards Nomination and Application forms and distributed the new French version to the *Tourisme Riel* Information Centre and to the bilingual municipalities of Manitoba through the Economic Development Council for Manitoba Bilingual Municipalities / *Conseil de développement économique des municipalités bilingues du Manitoba* (CDEM).

For the first time, the Manitoba Lotteries Corporation provided letters in the French language to volunteer organizations to help in operating bingos.

Public Consultations and Public Information Campaigns – Administrative bodies strive to have a French-language component to consultations and information campaigns, especially in designated areas. When consultations and campaigns are province-wide, efforts are made to have at least one session held in a designated bilingual area.

The Transportation Policy Division (Manitoba Transportation and Government Services) ensured that all publications intended for public distribution in the Manitoba 2020 public consultations were in both official languages, including summary issue papers posted on the Internet, workbooks, fact sheets, and presentation material. Workshops were designed to accommodate French-speaking people, especially in the designated areas.

The second phase of Driver and Vehicle Licencing's (Manitoba Transportation and Government Services) Graduated Driver Licensing (GDL) Program campaign was done in both official languages including use in various symposiums, advertising on a local French radio station and newspaper, and distribution of various public information documents.

Manitoba Agriculture and Food's public information campaign on Crop Residue Burning and its advertising campaign on Crown Lands Rental were done in both official languages. Manitoba Conservation hosted an open house at the St. Norbert Arts and Cultural Centre dealing with the future of the Trappist Monastery Park Reserve. Displays and documents were bilingual and interpreters were available. Manitoba Finance held bilingual pre-budget consultations in Notre-Dame-de-Lourdes.

French language services factored significantly in Manitoba Industry, Trade and Mines' two major Client Services outreach initiatives: the Mining Task Force's public consultations on Manitoba's mineral resource industries; and provincial Mining Week 2001 activities, including the Great Canadian Mine Show, a joint federal/provincial initiative.

Manitoba Health successfully completed a Blood Recipient Notification Project Information Campaign in both official languages (correspondence, public information material, print media, ads, posters, promotional documents, Internet site, phone line handled through HealthLinks in collaboration with the *Centre de santé Saint-Boniface*). The Manitoba Hepatitis C Assistance Program was launched in both English and French.

Elections Manitoba's public information materials, print media, public notices, campaigns, advertising, promotional materials are in both French and English.

Signage – Includes provincial road signs and provincial park signs in designated bilingual areas as well as signs for designated bilingual offices.

Manitoba Conservation produced and put up bilingual park signs at the three Whiteshell Provincial Park entrances (Seven Sisters, Rennie and Falcon Lake), a first bilingual visual contact for persons travelling to Manitoba from the East. Bilingual signage was developed and produced for the Sioux Pass Marsh Self-Guiding Trail in St. Ambrose Beach Park.

Historic Resources (Manitoba Culture, Heritage and Tourism) assisted *Maison Gabrielle-Roy Inc.* with its restoration, business and marketing plans. Historic Resources also produced two bilingual plaques, one for the John Paulencu Family Farmhouse in Lennard and another for the Red Deer Lumber Company.

Engineering and Operations (Manitoba Transportation and Government Services) continues to provide bilingual road signs in the designated areas. Land Management Services (Manitoba Transportation and Government Services) adopted bilingual advertising signs displaying real property for sale or lease. For the first time, bilingual exterior and interior signage is displayed at 301 Weston Street in Winnipeg. It houses the three boards of Manitoba Transportation and Government Services, namely the Highway Traffic Board, the Motor Transport Board, and the Licence Suspension Appeal Board/Medical Review Committee.

Service to the Public

Administrative bodies continue striving to improve service to the public in both official languages.

Manitoba Industry, Trade and Mines worked with the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) to ensure all bilingual municipalities were included in the Community Connections initiative. As a result, 38 public Internet access sites were established in rural bilingual municipalities and 17 in St. Boniface, out of 550 new sites throughout Manitoba. Also in cooperation with CDEM, a French help desk was established to assist users and access site providers. Both English and French help-desk assistance is available by calling the same telephone number (1-866-445-2555). The Community Connections and related newsletter Web sites are maintained in both official languages.

A major accomplishment for Manitoba Intergovernmental Affairs was the hiring of five bilingual assessors in the Steinbach, Morden and Portage La Prairie offices. Considerable effort was expended to recruit and hire bilingual staff to provide an active offer of French to clients. Targets for bilingual staff have now been met in the assessment area.

Along with the FLS Secretariat, Intergovernmental Affairs renewed a five-year Memorandum of Agreement with the Association of Bilingual Municipalities of Manitoba / *Association des municipalités bilingues du Manitoba* (AMBM) and the *Collège universitaire de Saint-Boniface* to provide translation services to designated bilingual municipalities. Funding for this agreement is shared by the municipalities,

the Government of Manitoba, and the Government of Canada through the Canada-Manitoba General Agreement on the Promotion of Official Languages.

The Property Registry Division (Manitoba Consumer and Corporate Affairs) installed two dedicated French language phone lines for improved service. There is also a toll-free line for service outside of Winnipeg. The Builders' Lien daily list is now available in both official languages.

Four bilingual commissioners were appointed to the Automobile Injury Compensation Appeal Commission (Manitoba Consumer and Corporate Affairs). Those new commissioners allow the commission to hold hearings in French without using interpretation services.

The Engineering and Operations Division (Manitoba Transportation and Government Services) developed an automated system for relaying winter road condition information in both official languages to the public on the Internet and Intranet. An automated system for summer road information is currently being developed in the same format. This information is also available by telephone in both official languages.

Driver and Vehicle Licencing is proactively recruiting more bilingual driver examiners and Driver Licencing & Testing clerks than the current number of designated positions to prepare for the completely bilingual Driver Licencing and Testing office to be established in St. Vital, in accordance with the Charter Report recommendation.

In February 2002, the Licence Suspension Appeal Board (LSAB) / Medical Review Committee (MRC) (Manitoba Transportation and Government Services) conducted a bilingual hearing and translated all supporting documentation to meet the preferred language needs of an applicant and their legal counsel. A bilingual hearing had not been held for several years.

Tourism marketing, development and services staff (Manitoba Culture, Heritage and Tourism) developed stronger partnerships with various francophone organizations. The Heritage Grants Program approved \$46,925, representing 11 per cent of its budget, to support francophone community projects. These projects included the *Maison Gabrielle-Roy* restoration, *Société historique de Lourdes* renovations and revision of collection, *Société historique de Saint-Boniface – Bernard Mulaire* project, and archives project for Franco-Manitoban youth, *CDEM – In Riel's Footsteps*, *Paroisse Saint-Jean-Baptiste – 50th anniversary plaque*. The Public Library Services provided \$142,231 in grants to nine bilingual libraries.

The Labour Adjustment Unit (Manitoba Labour and Immigration) developed, in partnership with two other departments and with the Brandon University's Rural Development Institute, a French version of the Community Adjustment Handbook. The handbook can be accessed through the university's Web site.

The Seniors Directorate designated and hired a bilingual consultant to work with the francophone community. As well, four francophone members were appointed to the Manitoba Council on Aging to advise the Minister responsible for Seniors on issues of importance to seniors.

After soliciting input from the francophone community, Elections Manitoba successfully recruited bilingual individuals in returning officer or assistant returning officer positions in designated bilingual electoral divisions.

Other accomplishments include the following: Manitoba Conservation now provides telephone services in both official languages for its Parks Reservation System. Manitoba Justice Courts Division introduced a fully bilingual automated telephone system. Manitoba Hydro offered French language services to customers calling the Centra Gas Centre by providing the service out of its bilingual Hydro call centre.

Special Initiatives

Client Services outreach initiatives of the Mineral Resource Division (Manitoba Industry, Trade and Mines) included planning and preparation for the Energy and Mines Ministers Conference to be held in Winnipeg in September 2002. The conference is a joint federal/provincial initiative, with the hosting province responsible for developing and coordinating materials and events. All components of the conference, including ministers' invitations, messages, program, registration, receptions, sponsors, tours, signage, etc., were developed in both official languages to provide French copy for final production and distribution of materials in 2002/2003.

The Office of the Fire Commissioner (Manitoba Labour and Immigration) obtained French firefighting training materials for French community fire departments through a Memorandum of Understanding with New Brunswick.

The Manitoba Civil Service Commission provided consultative services to the FLS Secretariat regarding the staffing of BSCs and took part in recruiting for the first of several bilingual positions for the St. Boniface Bilingual Service Centre.

Manitoba Education, Training and Youth, and Manitoba Advanced Education began a complete overview of departmental staffing with a view to monitor positions designated as bilingual.

For the first time, the Manitoba Lotteries Corporation assigned a FLS Coordinator who developed a language bank to help identify staff with French language skills. The Corporation also developed, translated and distributed, in both official

languages, all materials of the Responsible Gaming Strategy and Policy Program, and Employment Equity Education Awards.

Recreation and Wellness Promotions Branch (Manitoba Culture, Heritage and Tourism) launched new publications in both official languages: *Frosty Clues* Cues and What to Do's, and *Get the Buzz on SummerActive*. The department provided a new online Internet service of its Grants and Resources Manual in both official languages.

Manitoba Justice's Prosecutions Division implemented a French legal terminology course involving 10 Crown attorneys to facilitate the prosecution of cases in French. The Manitoba Liquor Control Commission encouraged its employees to take part in French language training by offering full-tuition reimbursement.

Manitoba Health implemented the Family Doctor Connection Program in both official languages. The Workforce Policy and Planning Unit assisted the Winnipeg Regional Health Authority in supporting a French language recruiter who focuses primarily on recruiting nurses.

Each fiscal year, Manitoba Transportation and Government Services invites firms interested in providing professional services for the upcoming year to register for contract work in architecture, structural/mechanical/electrical/geotechnical engineering, landscape architecture, interior design and drafting. The invitation to register is advertised in late February/early March in the tenders section of the Winnipeg Free Press (English and French) as well as in *La Liberté* (French only). Bidders are invited to indicate whether they can provide services in both official languages.



2001/2002

- *Challenges*
& Areas for Improvement
- *Strategies*

Communications

Translation

CHALLENGES AND AREAS FOR IMPROVEMENT

Ensuring Translation Services (Manitoba Culture, Heritage and Tourism) has the ability to provide excellent service in spite of the gap between human and financial resources, and increasing demands and tight timeframes.

Identifying funds within departments for the translation of documents after the annual allotment from Translation Services is depleted.

Special Operating Agencies (SOAs) finding the resources to pay for translation services. (SOAs operate as private businesses and don't have access to annual allotments from Translation Services.)

Producing confidential and time-sensitive documents within extremely tight deadlines that leave little or inadequate time for translation or last-minute edits.

Translating accurately technical documents without causing delays in publication or release dates; finding qualified bilingual departmental staff to proofread translations.

STRATEGIES

Special funding, under the Canada-Manitoba General Agreement on the Promotion of Official Languages, to provide additional resources for translation. Acquisition of technological tools to augment efficiency and service provision.

Communication within departments, including FLS Coordinators, to plan and budget for translation costs within the estimates process. Review options to allow Translation Services to increase annual allotments to departments.

Planning, budgeting within the estimates process, and cost-recovery, where appropriate, to fulfill the requirements of the FLS Policy.

Raise awareness of the requirement to produce public information documents and release them simultaneously in both official languages. Conceptualize and design bilingual materials from the outset.

Build sufficient timelines for translation, proofreading and revision. Find qualified technical translators. Recruit qualified bilingual employees to proofread translations.

CHALLENGES AND AREAS FOR IMPROVEMENT

Obtaining translation for Web site text and graphics that exist in HTML or PDF formats. (Translation Services requires text in MS Word, causing extensive work for conversion, cut-and-paste and proofreading for departmental Web site coordinators, many of which are not bilingual.)

Ensuring that links on French Web pages connect to French content, inasmuch as possible.

Launching online services simultaneously in both official languages (e.g. travel counseling, winter road conditions, etc.).

STRATEGIES

Acquisition of software, training and recruitment to enable Translation Services to work in HTML and PDF formats or directly online. Recruit bilingual Web site coordinators or consider a central, specialized, bilingual Web site unit.

Work with administrative bodies to review Web sites regularly. Clearly identify links to English-only content from the French Web pages so as not to mislead the user.

Raise awareness of the requirement to provide online services in both official languages. Consider bilingual requirements from the outset, including conceptualizing, design and staffing, where appropriate.

Printed Information Materials

CHALLENGES AND AREAS FOR IMPROVEMENT Producing, within limited budgets, bilingual information materials that are user friendly, easy to read and in a consistent format government wide and releasing them simultaneously in both official languages.

Making main-frame computer and PC generated form letters and documents bilingual.

STRATEGIES Ensure advance planning, careful budgeting and the conceptualizing of bilingual materials from the outset. Raise awareness about the requirement to produce documents in a bilingual format vs. separate language versions. Include FLS Coordinators and Information Resources Division (IRD) early in the planning process. Look to partner with other agencies, provincial and federal governments to produce bilingual materials that can be cost shared.

Consider FLS requirements when planning computer and equipment upgrades and creating new documents.

Media

CHALLENGES AND AREAS FOR IMPROVEMENT Ability to provide a more active offer of FLS to the French media.

STRATEGIES Information Resources Division has committed to recruiting the next Communications Coordinator vacancy on a “bilingual as an asset” basis. Identify qualified bilingual spokespersons in administrative bodies, whenever possible.

Service to the Public

CHALLENGES AND AREAS FOR IMPROVEMENT

Broadening the understanding of the active offer concept amongst staff and increasing bilingual staff complements as required.

Informing the Franco-Manitoban community of various programs and initiatives; improving presentations to schools and the community.

Choosing the appropriate mix of strategies and tools to enhance service commitments to francophone clients, within limited financial budgets.

STRATEGIES

Continue education through orientation sessions and communication with staff. Demonstrate support from the top down for the active offer of services in French and the FLS Policy. Designate and recruit sufficient bilingual staff to actively offer services in French.

Conduct French language presentations in the community. Maximize contact with, and disseminate information via, the information specialists and the FLS Team working out of the BSC located in the designated areas.

More consultation with the community and appropriate stakeholders. Develop government-community partnerships.

Human Resources

CHALLENGES AND AREAS FOR IMPROVEMENT

Filling designated bilingual positions where turnover of staff is low and within a constrained hiring environment.

Recruiting and retaining qualified bilingual staff where candidate selection is minimal or for technical, specialized or professional positions.

Reducing the negative attitudes and reactions that bilingual staff sometimes encounter from other staff and from the public.

Having administrative bodies become more pro-active so as to allow FLS Coordinators to shift their focus more to planning, implementing and evaluating functions. Ensuring that FLS Coordinators have the time, interest, resources and authority to fulfill their responsibilities.

STRATEGIES

Recruit upon first vacancy (next available position) for permanent or temporary positions. Offer French language training to current staff and cover registration fees for employees taking French language training. Facilitate transfers of bilingual staff to designated positions and offices.

Work with the community and appropriate stakeholders to identify and develop training and recruitment strategies.

Promote the active offer concept to management, staff and the public. Provide ongoing staff orientation sessions. To the largest extent possible, without interfering with the delivery of FLS in central offices, assign designated bilingual positions to offices located in BSC in designated bilingual areas. Foster a greater appreciation for the value of the work performed by bilingual employees when delivering services in both official languages.

Educate key players as to their obligations under the FLS Policy and on the importance of an FLS Plan. Ensure FLS requirements are considered when planning activities, changes or new initiatives.

Bilingual Service Centres

CHALLENGES AND AREAS FOR IMPROVEMENT

Ensuring that all partners work together at the St. Boniface BSC.

Finalizing accommodation plans for BSCs in St. Pierre-Jolys and Notre-Dame-de-Lourdes.

Recruiting and training of bilingual receptionists for the two rural BSCs.

Ensuring that all staff at the BSCs are bilingual including relief and replacement staff.

Getting the public to use the services at the BSCs.

STRATEGIES

Coordinate meetings with the partners to ensure all know the services offered in the BSC.

Work with the partners and Transportation and Government Services to finalize plans and complete construction.

Work with the partners and Human Resources to recruit qualified candidates and prepare training with all partners.

Work with partners to ensure that the guiding principles of the BSCs are understood.

Organize a promotion campaign including outreach activities for all BSCs.

General

CHALLENGES AND AREAS FOR IMPROVEMENT

Departments are continually challenged with the gap between the competing priorities of program delivery and the limited human and financial departmental resources.

Completion of administrative bodies' FLS Plans (2001-2004).

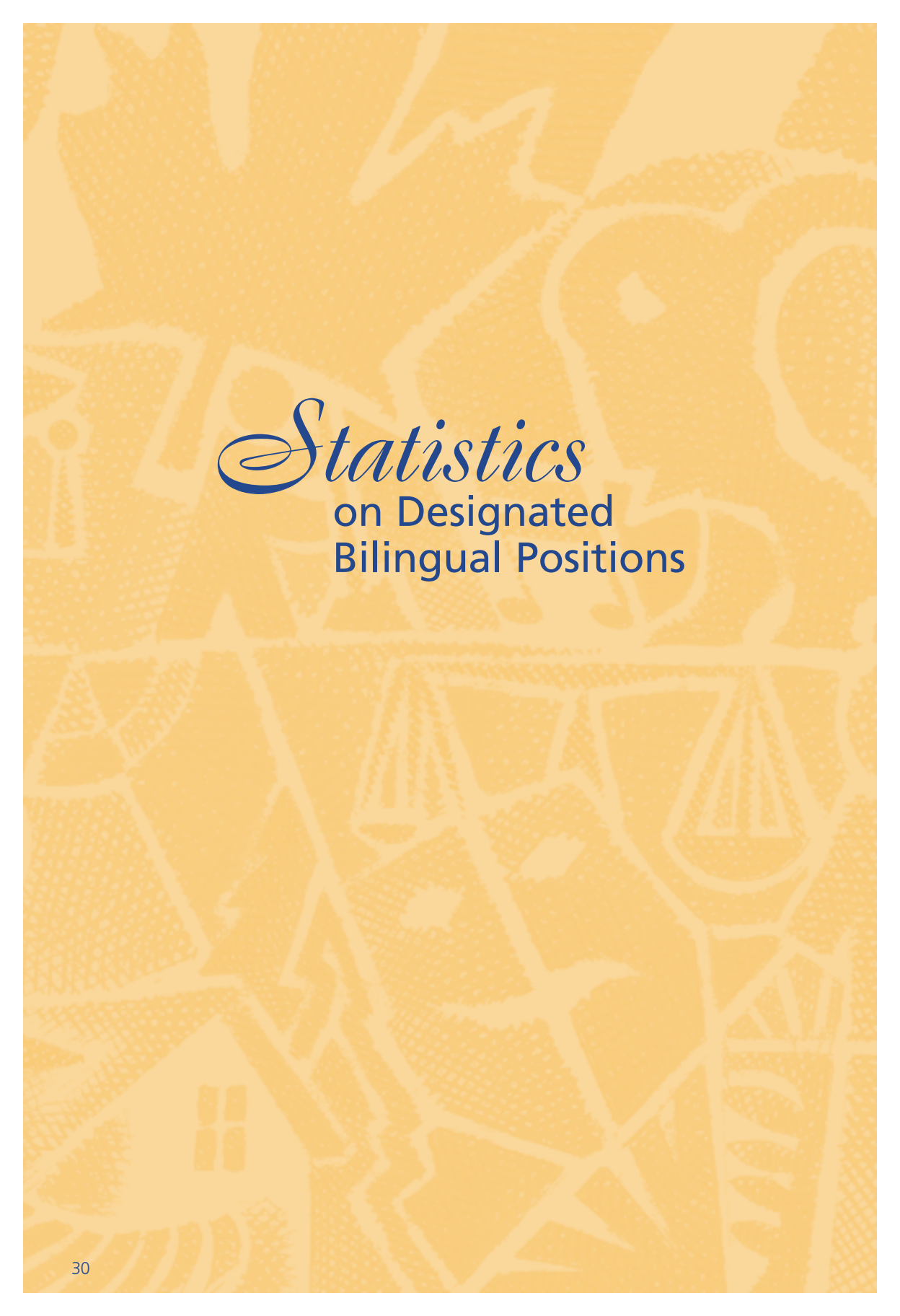
Production and maintenance of bilingual signs, i.e. road signs, provincial park signs, signs in designated bilingual offices.

STRATEGIES

Planning, communication, careful estimating and budgeting of limited resources.

Priority must be given to completing the FLS Plans in order to continue with the implementation of FLS. FLS Plans outline practical ways and means by which an administrative body can actively offer and effectively provide its services in French. It identifies the programs with an FLS component, specifies the FLS delivery points and identifies the bilingual positions designated to provide services in both official languages. FLS Plan details how the administrative body is meeting or will meet the objectives of the FLS Policy.

Time frames are identified in administrative bodies' FLS Plans. Signs must be planned and budgeted for and then maintained.



Statistics
on Designated
Bilingual Positions

| Administrative Bodies | Total Number of Designated Bilingual Positions | Number of Bilingual Incumbents | Number of Non-Bilingual Incumbents in Designated Positions | Number of Vacant Designated Positions |
|--|--|--------------------------------|--|---------------------------------------|
| Aboriginal and Northern Affairs | N/A | N/A | N/A | N/A |
| Agriculture and Food | 16 | 9 | 6 | 1 |
| Civil Service Commission | 1 | 1 | 0 | 0 |
| Conservation | 13 | 6 | 7 | 0 |
| Consumer and Corporate Affairs | 32 | 16 | 15 | 1 |
| Culture, Heritage & Tourism | 19 | 16.5 | 1.5 | 1 |
| Education, Training and Youth / Advanced Education | 118 | 114 | 2 | 2 |
| Family Services and Housing | 53 | 36 | 16 | 1 |
| Finance | 7 | 7 | 0 | 0 |
| French Language Services Secretariat | 8 | 8 | 0 | 0 |
| Health | * | * | * | * |
| Healthy Child Manitoba | 3 | 0 | 1 | 2 |
| Industry, Trade and Mines | 1* | 1* | * | * |
| Intergovernmental Affairs | 25 | 17 | 6 | 2 |
| Justice | 76 | 59 | 15 | 2 |
| Labour and Immigration | 7 | 7 | 0 | 0 |
| Manitoba Hydro | 34 | 24 | 10 | 0 |
| Manitoba Liquor Control Commission | 70 | 54 | 13 | 3 |
| Manitoba Lotteries Corporation | * | * | * | * |
| Manitoba Public Insurance | 48 | 35 | 0 | 13** |
| Manitoba Women's Directorate | 1 | 1 | 0 | 0 |
| Seniors Directorate | 1 | 1 | 0 | 0 |
| Transportation and Government Services | 50.5 | 36.5 | 10 | 4 |
| TOTAL | 583.5 | 449 | 102.5 | 32 |
| Percentage | 100% | 76.9% | 17.6% | 5.5% |

* For Manitoba Health, Manitoba Industry, Trade and Mines, and the Manitoba Lotteries Corporation, these statistics will be available when their FLS Plans are completed and approved.

**Two positions are vacant, 11 are on hold due to staff away on temporary assignments.



Appendix
Statement
of Policy
March 1999

The French Language Services policy of the Government of Manitoba recognizes the fact that the French-speaking population of Manitoba is a constituent of one of the fundamental characteristics of Canada. The policy's purpose is to allow this community and the institutions serving it to access comparable government services in the language of the laws of Manitoba.

The services provided by the Government of Manitoba are offered, to the extent possible, in both official languages in areas where the French-speaking population is concentrated. The designated areas are shown on the accompanying map.

Administrative bodies covered by this policy consider the objectives of this policy and possible impacts on the Francophone community when planning and carrying out administrative or legislative reorganizations and reforms, including boundary reorganizations.

French language services are provided in completely bilingual service centres located in the designated areas. They are also provided, as approved or specified by the Minister responsible for French Language Services, in partially bilingual service centres that have a sufficient number of designated positions and bilingual employees to ensure an effective delivery of such services.


French language services are actively offered by the administrative bodies covered by this policy. The concept of active offer means that services in French, whether provided by oral, written or electronic methods, are evident, readily available and easily accessible to the general public, and of comparable quality to those offered in English.

All correspondence with individuals or groups is in the official language preferred by the recipient.

Unless specified otherwise by the Minister responsible for French Language Services, all forms, identity documents and certificates intended for the general public are in a bilingual format.

All information materials (written, audio-visual or electronic) intended for the general public are produced in a bilingual format, unless cost and distribution considerations justify separate language versions. The French language equivalent can be the version posted on the administrative body's Internet site in circumstances specified by the Minister responsible for French Language Services. Separate language versions are released simultaneously.

Unless specified otherwise by the Minister responsible for French Language Services, Web sites provide information and facilitate interactions with the public in both official languages.



Unless specified otherwise by the Minister responsible for French Language Services, signs and public notices in the designated areas and in the bilingual service centres are in both official languages.

The availability of French language services is made evident with appropriate signage and reception messages.

Public information campaigns in the English language have a counterpart in the French language, subject to cost and distribution considerations.

The administrative bodies to which the policy applies use the French-language media to advertise vacant staff positions where French is a requirement or an asset.

Unless otherwise specified by the Minister responsible for French Language Services, only bilingual employees are recruited in the bilingual service centres and designated positions until such time as the bilingual personnel requirements are met.

Where the staff of a bilingual service centre is completely bilingual, the administrative body encourages the use of French as the language of work.

Nominations to boards, commissions, agencies, etc., take due account of the language dimension of government policy, as well as the right of any Manitoban to use either official language before quasi-judicial tribunals.

This policy applies to and is implemented by the following administrative bodies:

- All government departments and boards, commissions, corporations and special operating agencies reporting to them;
- Crown corporations and extra departmental organizations;
- Offices of the legislative assembly and quasi-judicial agencies subject to the requirements of Section 23 of the Manitoba Act;
- Public utilities governed by the Public Utilities Board and serving designated areas;
- Designated health facilities, social services agencies and Regional Health Authorities;
- Others as may be specified by the Minister responsible for French Language Services.

The implementation of this policy is guided and monitored by the French Language Services Secretariat, whose mandate applies to all the administrative bodies covered by this policy. In fulfilling its mandate, the French Language Services Secretariat seeks and facilitates the implementation of this policy in a manner consistent with the concept of active offer and makes recommendations to that effect.

The Minister responsible for French Language Services may direct the administrative bodies covered by this policy to carry out certain actions to better meet the objectives of this policy.

In order to ensure public accountability, the French Language Services Secretariat publishes an annual report detailing the results of this policy's implementation by the administrative bodies covered by this policy. The annual report is prepared in collaboration with these administrative bodies.

