


Manitoba's Active Offer  
of Services in French

Bonjour  Hello

**Manitoba** 

The active offer concept is the cornerstone of the Manitoba government's French Language Services Policy. Its objective is to create an environment where the public is completely at ease in dealing with provincial government offices in either English or French.

The active offer ensures that the services offered by the Manitoba government, whether they are provided by oral, written or electronic methods, are easily accessible in both official languages in designated areas where there is a large French-speaking population.

## ▶ The active offer includes:

- a bilingual greeting in person and on the phone;
- the visual identification of all bilingual staff;
- the publication of documents in a bilingual format and the transmittal of correspondence in the official language preferred by the client;
- bilingual Web sites; and
- the posting of bilingual signs.

## ▶ At the Core of the Active Offer Concept:

- Quality service is provided in the official language of the client's choice;
- This service is readily available and accessible to the clients;
- A comparable service is provided in both official languages for all oral, written, and electronic communications related to the service.

## The Visual Environment

It is important for Manitobans to know where French language services are offered. That's why the availability of French language services is made evident with appropriate signs, posters and badges or pins.

**The sign illustrated below is displayed to indicate that bilingual staff is available to serve the public in both official languages.**



- The visual environment reflects the bilingual nature of designated service centres by displaying printed matter, electronic messages, directory boards, and indoor and outdoor signs in both official languages.
- The official French-language services signs, which inform the public about the availability of services in both official languages, are displayed prominently.
- Bilingual employees are identified by wearing a “*Bonjour-Hello*” badge or pin that serves as a visual cue to Francophone clients.
- All information materials intended for the general public are produced and displayed in a bilingual format.

## Dos

- Be pro-active when dealing with the public.
- Bilingual staff who deal with the public wear the “*Bonjour-Hello*” badge or pin to identify themselves as bilingual.
- Always greet the public in both official languages with “hello, bonjour”, in person and on the telephone.
- Generally, use English first and French second. (In completely bilingual service centres, use French first and English second.)

- Continue the conversation in the official language chosen by the client.
- When unable to do so, obtain the assistance of a colleague who speaks French fluently.
- Keep an updated list of all French-speaking employees close at hand for this purpose.
- If you are unable to assist the French-speaking client yourself, inform the client that you are going to refer them to a French-speaking employee.
- Give the client the name of the employee and inform the client that the employee is French-speaking.
- Inform your colleague of the client's official language of choice.
- Service in French is followed through to the end of the client's requirements.
- All correspondence received in French is answered in French. Use bilingual or French letterhead and envelopes when corresponding in French.
- All translations are handled by Translation Services.
- Designate positions to meet the objectives of the French Language Services Policy, especially as it pertains to the active offer concept.
- When in doubt, consult your French Language Services Coordinator and/or the Francophone Affairs Secretariat.



## Don'ts

- Do not ask if the Francophone client can “manage” in English.
- Do not use any online language translation software (*Babel Fish*, etc.)
- Don't designate a position just because the incumbent is bilingual.



## To Find Out More

For more information regarding provincial government services in French, please contact:

**The Francophone Affairs Secretariat**  
**Room 46 – Legislative Building**  
**Winnipeg, Manitoba, Canada**  
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