

French Language  
Services Secretariat

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Report on

French Language Services

*2003/04*

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# Glossary



AMBM	<i>Association des municipalités bilingues du Manitoba / Manitoba Association of Bilingual Municipalities</i>
BSC	Bilingual Service Centre
CCS	<i>Conseil communauté en santé / Communauté en santé Board</i>
CDEM	<i>Conseil de développement économique des municipalités bilingues du Manitoba / Economic Development Council for Manitoba Bilingual Municipalities</i>
CUSB	<i>Collège universitaire de Saint-Boniface</i>
DSFM	<i>Division scolaire franco-manitobaine / Franco-Manitoban School Division</i>
FLS	French Language Services
MCFA	Ministerial Conference on Francophone Affairs
RHA	Regional Health Authority
SFM	<i>Société franco-manitobaine</i>

# Message from the Minister



Honourable Greg Selinger  
*Minister responsible for French Language Services*

The Government of Manitoba is deeply committed to putting into place, in its areas of jurisdiction, conditions that foster the ability of the province's Francophone citizens to live and thrive in their own language. In 2003/04, it undertook a variety of measures to fulfill that commitment.

The year was devoted mainly to consolidating past achievements, launching new services and structures, planning large-scale initiatives, and stepping up intergovernmental cooperation activities. I will touch on some of the highlights in the lines that follow.

## ***Consolidation of Achievements***

Having reached the important milestone of opening the first three bilingual service centres the previous year, a great deal of effort in 2003/04 was invested in fine-tuning them and ensuring their smooth operation over the long term.

## ***Launch of New Services and Structures***

Since February 2004, the population of Manitoba has had access to a wider range of services through the Health Links/*Info Santé* program. This health-oriented telephone information service now has an entirely French component administered by the St. Boniface Health Centre.

In October 2003, the Partnership Committee on the Economic Development of Francophones in Manitoba was officially launched and held its first meeting. The purpose of this new structure is to foster more collaboration between the federal and provincial governments and Manitoba's Francophone community in order to better meet the latter's needs with respect to economic and human resource development.

During the year, the government announced funding for two initiatives affecting youth:

- construction of a brand new building for *École Jours de Plaine* in Laurier, which was officially opened on October 14, 2004;
- the Canadian Francophone Games being held in Winnipeg in July 2005, the initial subsidy for which amounts to \$210,000.

## ***Planning of Large-Scale Initiatives***

In 2003/04, the government laid the groundwork for a number of large-scale initiatives to be launched in the following fiscal year. Those initiatives include:

- putting a bilingual circuit court in place in St. Pierre-Jolys;
- recognizing the *Conseil communauté en santé* as the official representative of the Francophone community on health and social service matters;
- financing the construction of a new theatre for *Le Cercle Molière* and renovation of the *Centre culturel franco-manitobain*;
- long-term financing of tourism development activities in the bilingual municipalities;
- introducing reception and orientation services for Francophone immigrants in the St. Boniface Bilingual Service Centre;
- funding two early childhood centres as demonstration projects;
- financing the construction of a new health centre for the community of Montcalm.

### ***Increase in Intergovernmental Cooperation***

The year 2003/04 was further characterized by increased activity in the area of *Francophonie*-oriented intergovernmental cooperation.

The Government of Manitoba hosted the annual meeting of the Ministerial Conference on Francophone Affairs in Winnipeg in September 2003. I served as the Conference chair for the year between that meeting and the one in Moncton in October 2004. During the same period, the Senior Advisor of the French Language Services Secretariat chaired the Group of Officials Responsible for Francophone Affairs.

For the first time, the government funded projects relating either to the *Francophonie*-oriented aspects of the agreement with the Government of New Brunswick, or to the new components added to the agreement with the Government of Quebec.

In June 2003, the Government of Manitoba hosted a delegation from the Bas-Rhin/Lower Rhine (the northern part of Alsace, France). The delegation was made up of representatives of the *Conseil Général du Bas-Rhin*, the *Association de développement du Bas-Rhin* (ADIRA) and the *Institut de recherche contre les cancers de l'appareil digestif* (IRCAD). Its mission was to further explore potential areas of cooperation under the agreements signed in September 2002.

### ***Acknowledgements***

In closing, I would like to thank the administrative bodies covered by the policy, the Francophone groups and the public for their collaboration. The advances referred to above could not have been achieved without their support.

# *Evolution* of FLS Implementation and Major Initiatives

## Government of Manitoba's French Language Services (FLS) Policy

*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 special Resource Unit, *Santé en français*, to assist designated health facilities with their planning and delivery of services in French
- Creation of Franco-Manitoban School Division
- Strengthening of Part III of *The City of Winnipeg Act* regarding the provision of French language services
- Renewal of Canada-Manitoba General Agreement on the Promotion of Official Languages

## 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 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

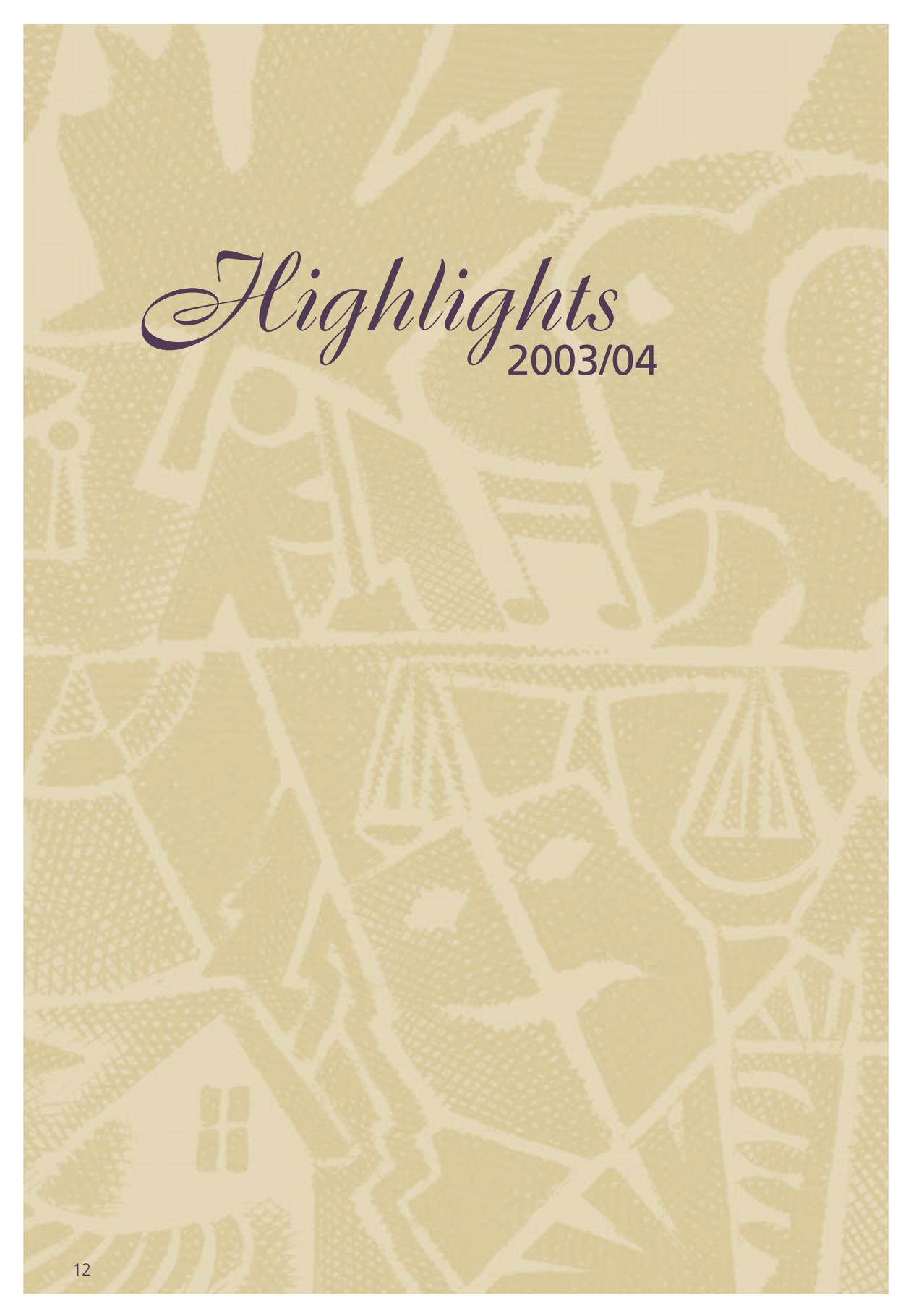
- Assessment of the offer and delivery of services as per policy (Dubé Study)
- Review of the FLS policy (the Chartier Report)
- Modification of FLS policy and guidelines (based on the Chartier Recommendations)
- Development of a regulation regarding the obligations of Regional Health Authorities with 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 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 Franco-Manitoban Cultural Centre
- Cabinet decision to establish bilingual government service centres in the designated areas

## 1999-2002

- Creation of a FLS Facilitator team attached to the FLS Secretariat
- Treasury Board approval and detailed planning to establish three bilingual government service centres in Notre Dame de Lourdes, St. Boniface and St. Pierre-Jolys
- Renewal of the Canada-Manitoba General Agreement on the Promotion of Official Languages (CMGAPOL) for the period of 2000-2004
- Establishment of a completely bilingual primary health centre in St. Boniface
- Creation of a Bilingual Health Recruitment Coordinator position
- Establishment of the *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 St. Boniface and St. 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 Canada-Manitoba General Agreement on the Promotion of Official Languages Education
- Approval for the construction of a K-8 *Français* school in South St. 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
- Annual publication of a Report on FLS (as per Chartier Recommendations)

## 2002-2004

- Official opening of the first three Bilingual Service Centres (BSCs) in Notre Dame de Lourdes, St. Boniface and St. Pierre-Jolys
- Greater emphasis on inter-governmental cooperation through the signing of cooperation agreements with New Brunswick, the Bas-Rhin (Alsace) and Québec, and the signing of the Canada-Manitoba Auxiliary Cooperative Agreement on the Promotion of Official Languages – Intergovernmental Cooperation on Francophone Affairs
- Canada-Manitoba Agreement to cost-share a S1-S4 *Français* school in South St. Vital
- Establishment of the Manitoba Working Group on the Recruitment and Retention of Bilingual Government Employees
- Developmental phase of *Conseil communauté en santé* (CCS) and establishment of Ad Hoc Working Group on the Designation of the CCS as the Official Representative of the Francophone Community in the Areas of Health and Social Services
- Launch of the Health Links-*Info Santé* call centre, the French-language component of which is provided by the *Centre de santé Saint-Boniface*



*Highlights*  
2003/04

## French Language Services (FLS) Secretariat

The FLS Secretariat guides and monitors the implementation of the Government of Manitoba's FLS Policy in a manner consistent with the concept of active offer.

In 2003/04, the FLS Secretariat and its team of facilitators provided guidance and assistance to administrative bodies and pursued the review and/or development of FLS plans. The FLS Secretariat acted as a resource for the *Communauté en santé* Board for the coordination of policy regarding French language health services. It also chaired the Advisory Committee on French Language Social Services, the mandate of which is to advise the government of Manitoba on the ways and means to attain the objectives of the FLS Policy in the social services sector.

The FLS Secretariat created and chaired the Manitoba Working Group on the Recruitment and Retention of Bilingual Government Employees to address the challenges surrounding this area of activity. It launched the Partnership Committee on the Economic Development of Francophones in Manitoba. It also chaired and provided logistical support for advisory committees/working groups on FLS in the areas of Justice and Tourism Development.

The FLS Secretariat continued the planning process for 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. Priority was given to the establishment of the circuit court accompanied by a full time generalist position in St. Pierre-Jolys. The Senior Advisor participated in the advisory committee established to deal with matters relating to the delivery of RCMP services in both official languages.

The FLS Secretariat coordinated, for Manitoba, the inclusion of projects to be funded for the year under the Canada-Manitoba General Agreement on the Promotion of Official Languages, a cost-sharing agreement with the Federal Government. Under this mechanism, Manitoba's \$1,200,000 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.

Much effort was devoted to intergovernmental cooperation and to the implementation of the cooperation agreements with New Brunswick, Quebec and the Bas-Rhin/Lower Rhine (Alsace). The Senior Advisor participated in national meetings of senior officials on French language services. Manitoba also hosted, under the chairmanship of the Honourable Greg Selinger, Minister responsible for FLS, the Ministerial Conference on Francophone Affairs, in Winnipeg on September 18 and 19, 2003.

The FLS Secretariat coordinated 171 registrations for French language training from government employees in designated positions and offices, including a training opportunity in Brandon and the upgrading of skills via the Internet. It organized FLS forums/meetings with representatives of Government departments and the Franco-Manitoban community to share information and ideas on specific issues and to prepare recommendations or develop solutions and strategies. The FLS Secretariat dealt with 21 complaints, as well as various issues raised by the public regarding FLS. It also produced the *Report on French Language Services 2002/03*.

Since the publication of the Chartier Report in May 1998, the FLS Secretariat and its team of facilitators has continued to implement the recommendations contained within. By the end of fiscal year 2003/04, a total of 20 out of 29 recommendations were implemented in full, and another four implemented in part. Others are being worked upon. It should be noted that some recommendations require ongoing implementation.

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## Bilingual Service Centres (BSCs)

For the BSCs, 2003/04 was a breaking-in period. As it was the first year of operation for the BSCs in Notre Dame de Lourdes, St. Boniface and St. Pierre-Jolys, a few minor adjustments were made to the services offered. The *Accueil francophone* immigration initiative allowed for an additional position at the St. Boniface BSC to provide services for French-speaking newcomers to the province. This project was made possible through the support of the Government of Canada, the Government of Manitoba and the *Société franco-manitobaine*. Adjustments were also made by the Department of Family Services and Housing, which added staff in order to better meet client needs. Considerable progress was made in negotiations with the Manitoba Department of Justice regarding the establishment of a circuit point of the Provincial Court at the BSC in St. Pierre-Jolys.

Efforts to better promote the services offered by the BSCs also continued. These included advertising through the media, the organization of community events to promote the services, and participation in numerous events in the community. The BSCs were also used as an innovative model at the Ministerial Conference on Francophone Affairs and at the Forum 4-2-1 in Regina. In addition, officials from other provinces came to see how the BSC model works. A survey of users carried out by Service Manitoba produced some very positive results. Over 95% of users indicated they were satisfied with the services received and all indicated that they would use the services again.

The FLS Secretariat continued its discussions with the communities of Ste. Anne, St. Laurent and St. Vital as well as with various departments to plan the next three BSCs.

# Intergovernmental Cooperation

## *Cooperation Agreements*

There were major developments in the area of intergovernmental cooperation in 2003/04. Further to the *Memorandum of Understanding on Cooperation between the Département du Bas-Rhin and the Province of Manitoba*, signed in September 2002, the Province hosted a delegation led by Mr. Pierre Bertrand, First Vice-President of the *Conseil Général du Bas-Rhin*, from June 20 – 27, 2003. The FLS Secretariat played a major role in coordinating this visit, which included political meetings and meetings with the Franco-Manitoban community in both rural and urban areas. The visiting delegation also showed an interest in the Healthy Child Manitoba program, our science museums for children and developments in the areas of the environment and energy, science and technology. The visit provided an opportunity to launch very concrete discussions in order to ensure long-term cooperation with our partners in Alsace.

It was also a year of firsts between Manitoba and Quebec as well as Manitoba and New Brunswick. With a new cooperation agreement signed in March 2003, Manitoba and Quebec funded new cooperation projects between cultural organizations in their respective provinces. The joint funding of cultural groups also represented a first for New Brunswick. Manitoba and New Brunswick also negotiated a student exchange pilot project for the summer of 2004.

## *Ministerial Conference on Francophone Affairs (MCFA)*

In September 2003, Manitoba hosted the 8<sup>th</sup> MCFA, chaired by the Honourable Greg Selinger, Minister responsible for French Language Services (FLS). The FLS Secretariat coordinated all the activities for this conference, the purpose of which is to give provincial and territorial ministers responsible for Francophone affairs the opportunity to discuss joint initiatives aimed at furthering various issues of importance to the Francophone and Acadian communities of Canada. The Honourable Stéphane Dion, federal Minister of Intergovernmental Affairs, joined his colleagues for the federal/provincial/territorial session of the MCFA.

At the close of the MCFA, the Ministers and elected officials reached a major consensus aimed at establishing a new partnership to reinforce the Canadian Francophonie. Intergovernmental cooperation was recognized as the tool of choice for the advancement of the most pressing issues. Quebec affirmed its desire to increase its level of cooperation with the other provinces and territories as regards the development of the Canadian Francophonie.

***“Intergovernmental cooperation is the most effective mechanism for promoting the development of Francophone and Acadian communities across Canada.”***

***- The Honourable Greg Selinger, Chair of the MCFA and Minister responsible for French Language Services***

The ministers and elected officials agreed to take joint action in many areas, including Francophone early childhood development, Francophone/Acadian community economic development and Francophone cultural development.

The ministers and elected officials also took the opportunity to meet with representatives of the *Société santé en français* and the *Consortium national de formation en santé* to take stock of the major developments in the area of health during the past year. This meeting is part of the framework of initiatives already undertaken by the MCFA to contribute to the improvement of health services in French in all of the provinces and territories.



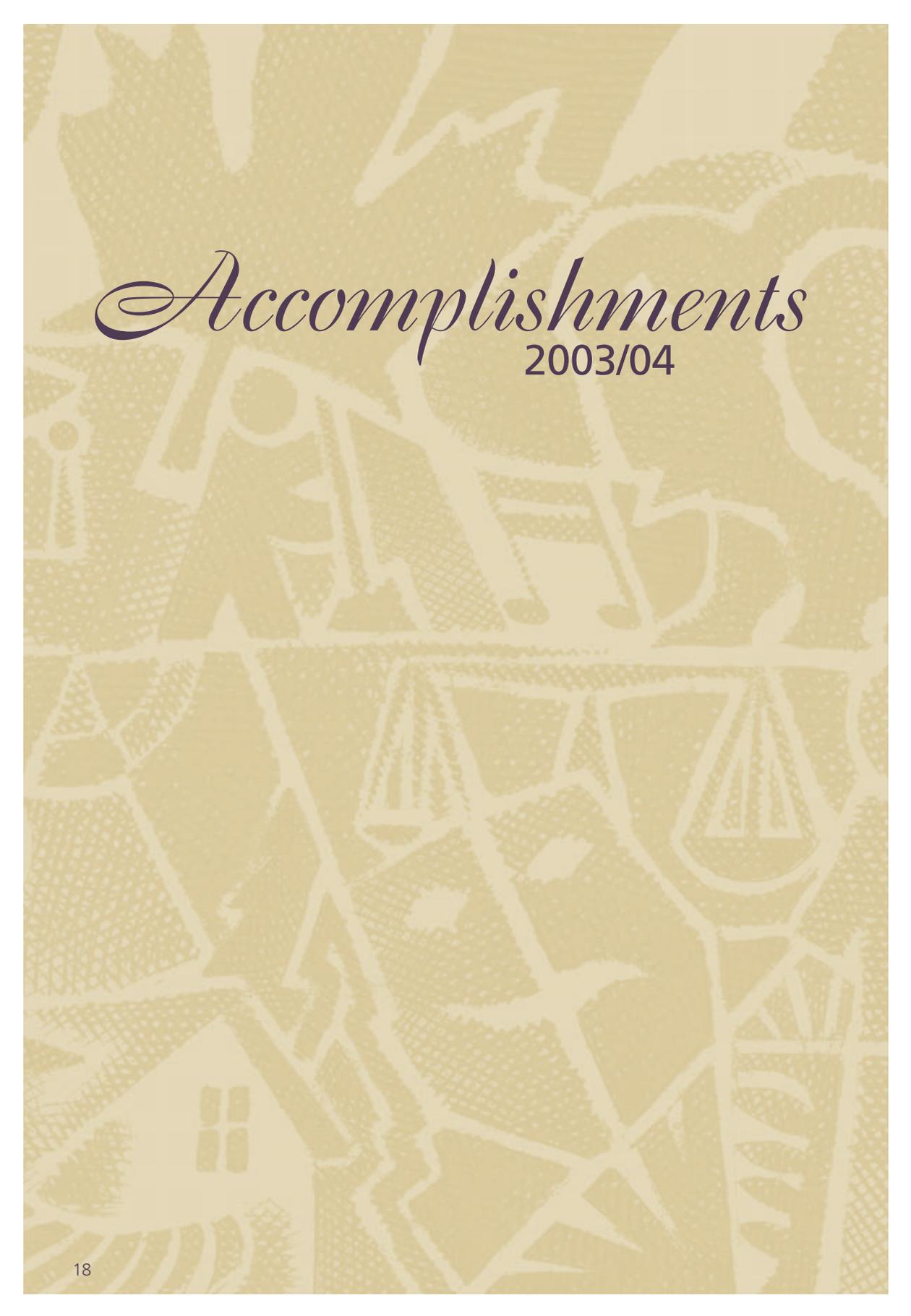
***Ministerial Conference on Francophone Affairs, Winnipeg, Manitoba, September 18 and 19, 2003***

### ***Manitoba Working Group on the Recruitment and Retention of Bilingual Government Employees***

In May 2003, the FLS Secretariat established the Manitoba Working Group on the Recruitment and Retention of Bilingual Government Employees, at the request of the Minister responsible for FLS. The purpose of the Working Group is to develop strategies and prepare recommendations to address the challenges surrounding the recruitment and retention of bilingual staff within the provincial civil service, based on a 2003/04 assessment of the situation.

The Working Group is comprised of representatives from the following groups: FLS Coordinators, human resource consultants and directors, the Department of Education, Civil Service Commission, *Collège universitaire de Saint-Boniface* (CUSB), Human Resources and Skills Development Canada, and the FLS Secretariat. The Working Group was empowered to investigate current recruitment and retention practices and to seek expert advice from public servants and stakeholders. The Working Group conducted a fairly wide and detailed survey which underscored that:

- From the public's perspective, the key is substantive equality and access to services in French comparable in quality to those offered in English;
- From the perspective of bilingual civil servants, key elements include the sense of being valued and respected, having access to opportunities that foster career advancement and avoiding ghettoization.



*Accomplishments*  
2003/04

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## Agriculture, Food and Rural Initiatives

Manitoba Agriculture, Food and Rural Initiatives (MAFRI) continued to strengthen the French-language component of its programs and services. It made a concerted effort over the past year to translate all new and/or revised resource materials so that availability in both official languages is now part of the normal protocol. In particular, all documents were translated for the Canada/Manitoba Bovine Spongiform Encephalopathy (BSE) Recovery Program (which relates to what is commonly known as “mad-cow disease”). In addition, the Departmental Communications Implementation Committee set aside additional funds for translating Web site material.

MAFRI organized the 2004 World Meat Congress which was held in Winnipeg. This international gathering of executives from the global meat processing industry sector included a strong French-speaking contingent. Preparations included official documentation and signage in both official languages along with simultaneous translation in French.

French language services were incorporated into the design, planning and implementation of the Canadian Agricultural Skills Service, a federal-provincial training program.

2003/04 was the first year that crop reports and daily crop burning authorizations were posted on the Internet simultaneously in both official languages.

The Department worked closely with its counterparts in other jurisdictions to develop initiatives and share similar projects in both official languages. Examples include federal/provincial market development, 4-H resource materials, and marketing information/intelligence and investment projects.

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## Conservation

Manitoba Conservation focused the year’s activities on developing a plan to enhance delivery of information in print and on the Web in both official languages.

The department continued to enhance the delivery in both official languages of programs and services relating to parks located in designated areas (beach safety program, trail signage and brochures, and the Parks Reservation system). The department also participates in the BSCs through the Information Specialists.

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## Civil Service Commission (CSC)

Although the main focus of the CSC is internal with emphasis on corporate services, the CSC continues to ensure that enhancements are made to the translation of Employment Opportunities on ACCESS 1-2-3 and the CSC Web site. The CSC produces its annual report in a partially bilingual format and provides consultative support to the FLS Secretariat. The CSC participates in the recruitment of candidates for designated bilingual positions in various departments and agencies as needed. The CSC is a member of the Manitoba Working Group on the Recruitment and Retention of Bilingual Government Employees with the mandate of developing strategies for the recruitment and retention of bilingual employees within the provincial government.

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## Culture, Heritage and Tourism

During 2003/04, the Department focused its efforts on strengthening the active offer of services provided by the Tourism Division and the Culture, Heritage and Recreation (CHR) Programs Division. Highlights of the year are as follow:

### *Tourism Division*

The Tourism Division introduced bilingual online travel counseling. Grant assistance of \$50,000 was provided to support research, development and marketing activities of the Economic Development Council for Manitoba Bilingual Municipalities (CDEM). The Division also partnered with CDEM to produce its new *Joie de Vivre* Guide to include an overview of Manitoba's star attractions.

### *Culture, Heritage and Recreation (CHR) Programs Division*

Provincial Library funding in 2003/04 was increased, and an additional \$1,000 in collection development funding was provided for the bilingual libraries to help offset the higher cost of French material. Public Library Services provided French language library services and library resources to Manitobans by:

- paying out annual operating and collection development grants to 10 bilingual libraries totaling \$196,197;
- producing five French-language newsletters;
- making the Manitoba Public Library Information Network (MAPLIN) available in French;
- circulating over 2,700 French-language items to Manitobans.

The Department also supported a number of special initiatives in the community by providing financial assistance to:

- *Ensemble folklorique de la Rivière-Rouge* for a new performance;
- *Maison Gabrielle-Roy* for the facility's official opening;
- *Association culturelle franco-manitobaine* for the development of a Francophone touring network;
- *Centre culturel franco-manitobain* for a Manitoba delegation to participate in the national forum on Francophone cultural development in Moncton, New Brunswick; and
- *Envol 91.1* for a programming partnership with New Brunswick's association of community radio stations.

A new Community Festivals Program was announced in 2003/04 and applications were distributed to eligible Francophone festivals.

Online applications for the Community Places Program and the Heritage Grants Program have increased the number of Francophone applications received. The number of applications received in French for the Heritage Grants Program has more than doubled since its inception 11 years ago, namely from an average of six per year to 15 in 2003/04.

### ***Translation Services***

Translation Services is a branch of the Provincial Services Division of Manitoba Culture, Heritage and Tourism. With a full-time staff of 24, including 14 translators, 3 interpreters and 2 terminologists, it provides translation and interpretation services in both official languages to government departments and agencies, the Courts, Crown corporations, and the Legislative Assembly.

Since the 1999/2000 fiscal year, the demand for translation has ranged from 21,000 to 27,000 pages a year, while the production capacity of the branch has held steady at some 20,000 pages. In order to better meet the demand, Translation Services implemented the Trados suite of computer-assisted translation software in 2003/04. This tool will help narrow the gap between supply and demand by increasing productivity and reducing production time.

More than 300 branches and agencies come to Translation Services for the translation of various non-legislative documents. In 2003/04, the volume of written translation produced was 16,261 pages, or 4,946 pages fewer than in 2002/03. This decline was attributable to the one-time reallocation of funds to purchase the Trados software.

## 2003/04 Financial Year – Translation Services

	Actual Demand		Estimated Demand	
	Pages	Words	Pages	Words
<b>English–French translation</b>	<b>14,075</b>	<b>3,518,681</b>	<b>18,500</b>	<b>4,625,000</b>
<b>French–English translation</b>	<b>2,186</b>	<b>546,654</b>	<b>1,600</b>	<b>400,000</b>
<b>Total</b>	<b>16,261</b>	<b>4,065,335</b>	<b>20,100</b>	<b>5,025,000</b>

The Interpretation Section provides interpretation services to the Courts, the Legislative Assembly, and government departments and agencies that hold public hearings or host national or interprovincial meetings. In 2003/04, service requests required 257 staff person days of interpretation duty and research, and attendance at 125 interpretation assignments.

The Terminology Section supports the work of the translators and handles terminology requests from various clients and suppliers. It also manages the terminology bank, which contains more than 20,000 terminological units. In 2003/04, the number of requests was 821, resulting in the provision of 3,981 terminological units.

## Economic Development

### *Industry, Economic Development and Mines (IEDM)*

In 2003/04, the Department was restructured. Emergency Measures Organization (EMO) was transferred in to IEDM and Trade was transferred out to Intergovernmental Affairs and Trade (IAT). EMO has been incorporated into the Department's FLS Plan and will take measures to improve the delivery of FLS by its front line office staff.

The Department remains committed to cost sharing the salary of an information specialist, receptionist and lease costs at BSCs established in St. Boniface, Notre Dame de Lourdes and St. Pierre-Jolys. The Mines Division hired a bilingual quarry inspector to serve eastern Manitoba.

Collaboration with organizations, including the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) and other government departments such as IAT, has been undertaken to enhance the delivery of services and the production of promotional materials in both official languages.

Several documents were made available in English and French, including the metallic mineral forms, the *Provincial Nominee Program for Business* information

application kit, the Family Emergency Preparedness Handbook, and business reference materials. In addition, the Department held small business workshops and seminars in French at the St. Boniface BSC and the St. Boniface Public Library. The 2004 Spring Flood Disaster Financial Assistance Program was communicated in both English and French. New mineral education materials were translated to improve FLS for the Schools Program at the Manitoba Mining and Minerals Convention and Provincial Mining Week activities. As well, Web site content for the National Diamond Strategy, Working Group on Exploration was provided in both official languages.

### ***Partnership Committee on the Economic Development of Francophones in Manitoba***

The Partnership Committee, launched in October 2003, is the result of a Memorandum of Understanding signed by the governments of Canada and Manitoba, the Manitoba Association of Bilingual Municipalities (AMBM) and the Economic Development Council for Manitoba Bilingual Municipalities (CDEM).

The principal mandate of the Partnership Committee is to address the economic and human resource development needs of the Francophone community in Manitoba. The community's objectives are supported through information sharing, liaison activities, research and facilitating the use of federal and provincial government programs and services. The purpose of these activities is to improve familiarity with and access to federal and provincial government economic and human resource programs and services through dissemination of information throughout the Francophone community in Manitoba.

The Partnership Committee is comprised of equal representation from the governments of Canada and Manitoba, and the Francophone community. The Committee is co-chaired by Eugene Kostyra of the Community and Economic Development Committee of Cabinet (CEDC) and Mariette Mulaire of the CDEM. The meetings are held in French with simultaneous interpretation available for unilingual English members.



***October 2003 - Launch of the Partnership Committee on the Economic Development of Francophones in Manitoba. L-R: Ms Mariette Mulaire, Co-Chair, Honourable Greg Selinger, Minister responsible for French Language Services, Mr. Eugene Kostyra, Co-Chair.***

# Education and Training

## *General Overview of Activities*

Manitoba Education, Citizenship and Youth is charged with the responsibility for setting priorities and allocating funds for the province's public and independent Kindergarten to Senior 4 school system and for citizenship and youth initiatives, as well as for providing policy direction on administrative matters related to the education system. The Department of Advanced Education and Training is charged with the responsibility of setting priorities and allocating funds for the government's investment in the province's post-secondary institutions, skills development and training initiatives, as well as for providing policy direction on administrative matters of the post-secondary education and training system.

There has been a continued effort by the departmental FLS Office to ensure that the departments' Web sites are available in both official languages. The Office continues to encourage employees to take French-language training. All of these activities have increased the awareness of the FLS Policy within the two departments and have enhanced public service in schools, post-secondary establishments and for the general public.

Manitoba Student Aid (MSA) enhanced its Web site [www.studentaid.gov.mb.ca](http://www.studentaid.gov.mb.ca) to give Manitoba students a more efficient tool when applying for financial assistance online in English or French. Staff has been involved in a greater number of outreach programs for the general public. These sessions/presentations provided information on the services offered through MSA and were given in English and French.

The Adult Learning and Literacy Branch developed an important document entitled *The Dual Credit Initiative* that provides students the opportunity to apply credits towards both high school and post-secondary courses. This document is available in both official languages.

A new section was added to the Blind/Visually Impaired Education Web site in both French and English expanding services to include post-secondary students attending Manitoba colleges and universities. Post-secondary students now have a greater access to materials in alternate formats.

**[www.edu.gov.mb.ca/ks4/blind/](http://www.edu.gov.mb.ca/ks4/blind/) (English)**

**[www.edu.gov.mb.ca/ms4/enfdiff/aveugles/](http://www.edu.gov.mb.ca/ms4/enfdiff/aveugles/) (French)**

The publication *On the Move / Ça bouge* was developed to highlight the Department of Advanced Education and Training's policies and initiatives, as well as its training strategies intended to help fill the shortages in the labour market. It is distributed in English and French to the general public.

The Manitoba International Education Branch has developed a Web site [www.gov.mb.ca/educate/sim/index.html](http://www.gov.mb.ca/educate/sim/index.html) which provides information in both official languages regarding the learning opportunities in Manitoba from kindergarten through high school to colleges and universities.

The departmental FLS staff, along with MB4 Youth employees, were nominated for a Manitoba Service Excellence Award in relation to their role in the development of the MB4 Youth Web site [www.edu.gov.mb.ca/mb4youthdivision/](http://www.edu.gov.mb.ca/mb4youthdivision/). This Web site was created as a tool to access, in English and French, various materials, programs, and services intended for Manitoba's youth.

### ***Bureau de l'éducation française (BEF) Division***

The mandate of the BEF Division is to develop, evaluate, and administer policies and programs relating to French-language education. The Division offers a complete range of services including all the programs under the Canada-Manitoba Agreement on Official Languages in Education. The Bureau provides services to Franco-Manitoban and French Immersion schools, and to those schools offering Basic French. In addition, the Bureau maintains a liaison with the *Collège universitaire de Saint-Boniface* (CUSB).

In 2003/04, the BEF published numerous documents intended for schools, students and parents with many of them posted in both official languages on the department's Web site, [www.edu.gov.mb.ca/indexfr.html](http://www.edu.gov.mb.ca/indexfr.html). These documents include:

- a guide for parents on how to encourage their children to read;
- materials related to the Manitoba Physical Education/Health Education curriculum, development project, initiated by the BEF in cooperation with the School Programs.

The BEF once again cooperated with Radio-Canada (French network of the CBC) in organizing the annual writing contest, *Des mots pour tout dire*, in *Français* and Immersion schools.

The Educational Support Services Branch continued to provide liaison with the partners in French-language education and also to work on educational, cultural and special projects. In January and February 2004, the Branch helped organize a series of information sessions on the *Action Plan for Official Languages*, which helped raise awareness of the Action Plan's objectives among the Division's partners in education.

Together with 30 Manitoba associations or groups and eight out-of-province cultural organizations, the Branch coordinated 54 cultural projects involving some 22,500 students from Franco-Manitoban and French Immersion schools in Manitoba.



The Branch participated in 23 projects for students and teachers under the *Agreement for Cooperation and Exchange Between the Government of Québec and the Government of Manitoba*. Nineteen teachers were selected for courses or practicums in Quebec. Twenty-eight specialists from Quebec came to Manitoba to share their expertise in pedagogy and the production of instructional materials. An author from Manitoba participated in an exchange with an author from Quebec. In addition, 11 students from Manitoba were twinned with 11 students from Quebec for a six-month exchange that included three months in Manitoba and three in Quebec. Also, staff coordinated an author's tour to ten *Français* and Immersion schools in urban and rural areas of Manitoba.

In March 2004, the governments of Manitoba and Canada entered into a funding agreement to cover the costs associated with French-language instruction in Manitoba. For the 2003/04 fiscal year, the funds were used for grants to school boards and independent schools that offer French-language programs, to the CUSB and to the BEF.

Two national programs funded by the Department of Canadian Heritage enabled Manitoba to host 17 post-secondary students from outside the province to work as language monitors in Manitoba's public schools and universities, and to send about 20 Manitoba students to work as monitors outside Manitoba. In addition, 294 students from other Canadian provinces came to Manitoba to study French or English as a second language; 269 Manitoba students participated in second-language summer courses in various provinces, primarily in Quebec, to broaden their knowledge of their culture and improve their French.

The reading club *Trois Clubs* was launched for Grade 3 to Senior 4 *Français* and French Immersion students to promote youth literature. Over 11,000 students participated in this literary activity.

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## Finance

Manitoba Finance is responsible for publishing the government's annual report. Except for the financial statements contained therein, the report is entirely bilingual. The Treasury Board Secretariat oversees the publication of the annual estimates of expenditure and revenue. These documents are produced in French, as well as the pre-budget consultation materials.

The Taxation Division continued to improve the information available on their bilingual Web site and provided two French tax information workshops at the BSC in St. Boniface in conjunction with the CDEM.

The Residential Tenancies Branch (RTB) 2004 edition of the *Policies and Procedures Guidebook* and the *Guide for Landlords* were translated, completing

the plan for document translation. RTB conducted focus group testing regarding the provision of “reasons for decisions” in French for French-speaking clients. The reasons for decisions are particular to each case and will be translated for French-speaking clients. RTB hired two additional bilingual client service officers.

The Residential Tenancies Commission increased its French-speaking members to three deputy chief commissioners and three panel members.

The Property Registry, a Special Operating Agency, provided an active offer of service in French and English in all six Land Titles district offices as well as in the Personal Property Registry. In four offices outside of Winnipeg, French language service requests are referred by telephone to bilingual staff located in Winnipeg or Neepawa. The Property Registry installed toll-free telephone lines to allow the public direct access to French-speaking staff. All documents, public notices and services are available in either official language. The Land Titles Office and Personal Property information services are also available through the BSCs in St. Boniface, Notre Dame de Lourdes and St. Pierre-Jolys.

At the Public Utilities Board, all material of a general nature, including the annual report and executive summaries of major orders, are translated and posted on the Web site in both official languages. The Board has a bilingual member who sits on the panel conducting public hearings related to applications filed by Manitoba Public Insurance. Simultaneous translation is available for major hearings upon reasonable notice.

Consumer and Corporate Affairs staff ensured proper material and information was provided with respect to the appointment of commissioners for oaths and notaries public at the BSCs. The Consumers’ Bureau recruited a bilingual consumer service officer and increased the number of speaking engagements done in French.

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## Health and Social Services

### *Family Services and Housing (FSH) and Designated Social Service Agencies*

Throughout 2003/04, FSH has sought to build on the successes of the past years and to develop new strategies intended to provide and improve access to programs and services for French-speaking Manitobans. The Department continued to build its support for an integrated approach to service delivery and more visible presence by its participation in the three existing BSCs. Departmental staff has participated on the Regional Health Authorities of Manitoba (RHAM) FLS Administrative Committee that seeks to identify and prioritize activities related to the implementation of FLS for the designated health facilities, social services agencies and RHAs.



FSH continued to improve its oral, written and electronic communications with the public in both official languages. It supported French language training involving 26 regular registrations and a pilot project including 25 additional registrations, representing an increase of 121% over the previous year. The translation of departmental communication materials increased by 38% over the previous year.

FSH participated on a number of committees to ensure that the planning, development and delivery of programs and services continue to grow and improve the well-being of the Francophone population. These committees included the Advisory Committee on French Language Social Services; the Manitoba Working Group on the Recruitment and Retention of Bilingual Government Employees; and the Intersectoral Committee on Francophone Families and Communities. In addition to their participation on the latter committee, the Children's Special Services and the Child Day Care programs continued to develop supports that will contribute to healthy child development for Francophone children. The Department also worked closely with the community and other provincial government departments in the development of a model for the *Conseil communauté en santé* (CCS) that establishes its functional relationship with the Francophone community, the provincial government and the RHAs.

Nine designated social services agencies continued to implement their FLS Plans throughout the year.

### ***Healthy Child Manitoba (HCM)***

HCM, through a partnership with seven departments, including FSH, undertook many significant initiatives demonstrating commitment to working in partnership with the Francophone community as well as providing ongoing support to children and families. In addition to the commitment to the four-year FLS Plan which outlines strategies related to designated positions and communications with the general public, HCM has:

- continued joint funding with Social Development Canada (formerly Human Resources Development Canada), for the 1997 Birth Cohort Study *Parlons petite enfance*, conducted in the South Eastman Regional Health Authority and the *Division scolaire franco-manitobaine* (DSFM) catchment areas. This longitudinal study follows the early development of a group of children born in 1997, drawing linkages between their experiences in early childhood learning and care and their developmental outcomes. *Parlons petite enfance* is the first longitudinal research project in Canada to assess the impact of different child care arrangements on children's readiness to learn at school entry. HCM is preparing a series of reports for the fall of 2004.

- provided funding for the Early Development Instrument (EDI) data collection. The DSFM was one of the 28 Manitoba school divisions that participated in the spring 2004 implementation of the EDI. This population-based information will assist the school division and the community as it assesses how well children's development has been supported during the first five years of their lives and in anticipating future needs of children through subsequent school years.

### ***Manitoba Health and Regional Health Authorities (RHAs)***

The Department maintained its delivery of FLS to the public through its bilingual staff, including the full-time FLS Coordinator, as well as its bilingual Web site, telephone information service and many forms produced in both official languages.

The expanded Health Links-*Info Santé* facility, offering a 24-hour, seven-day-a-week call centre, officially opened in February 2004 to provide Manitobans with quick access to primary health care information and support services. A French component of the Health Links-*Info Santé* telephone service was established in collaboration with the *Centre de santé Saint-Boniface*. The program is a free, confidential bilingual health advice telephone line staffed by registered nurses. The nurses provide callers with professional health advice, information or direction to the most appropriate care.

With the cooperation of the department's various divisions, the FLS Coordinator and Communication Services Manitoba, materials and health information sheets were produced in both official languages in a timely manner for a host of subjects such as Severe Acute Respiratory Syndrome (SARS) and the West Nile Virus, and a number of programs including Pharmacare, Healthy Living ([www.gov.mb.ca/healthyliving](http://www.gov.mb.ca/healthyliving)), Personal Health Information ([www.gov.mb.ca/health/phia](http://www.gov.mb.ca/health/phia)), Manitoba Provincial Tobacco Control Strategy ([www.gov.mb.ca/healthyliving/smoking.html](http://www.gov.mb.ca/healthyliving/smoking.html)), and Health Service Wait Time Information ([www.gov.mb.ca/health/waitlist/index.html](http://www.gov.mb.ca/health/waitlist/index.html)). The total amount of material translated in 2003/04 was approximately 950 pages, a 26% increase over the previous fiscal year.

Continued involvement of the FLS Coordinator in the RHAM FLS Administrative Committee and the Joint Management Committee on Health Information Resources, for example, help the department to maintain the needs of the FLS Policy in the forefront and improve its implementation.

A total of six designated Regional Health Authorities (RHAs) are implementing services in French in their regions in accordance with their FLS Plans. Several RHAs have hired FLS coordinators to look after daily activities and long-range planning with regard to the provision of FLS in their respective regions. The departmental FLS Coordinator assists designated bilingual RHAs with the



implementation of their FLS Plans, contributing specifically to the Interlake RHA and the community of St. Laurent, as well as to the CCS which is seeking status as official representative of the French-speaking community in the areas of health and social services.

### ***Santé en français Resource Unit***

The *Santé en français* Resource Unit provides support to designated bilingual health and social services organizations in three main areas, namely: translation, language training and resource materials.

#### ***Translation***

As a result of the growing number of bilingual staff and the increased use of Internet by RHAs, the *Santé en français* Resource Unit has experienced a significant rise in its volume of translation and revision requests which will undoubtedly continue.

A standardized and accessible terminology databank, originally created by *Santé en français*, was revised and made ready for distribution. It will eventually be available to all designated RHAs, health facilities and social services agencies.

*The Healthcare Providers' Handbook*, a bilingual pocket phrasebook for healthcare providers, was revised and reprinted. It will be made available to employees enrolled in French-language training programs and to personnel in designated bilingual positions in the health and social services sectors.

#### ***Language Training***

*Santé en français* provided French language training to employees in designated RHA facilities as well as to staff in designated social service agencies. A total of 215 registrations were recorded for 3 sessions over the year. This included Fall and Winter language training sessions held in Ste. Anne for staff of the South Eastman region. *Santé en français* also continued to conduct language proficiency testing sessions for French as a second language for RHAs and social services agencies hiring bilingual candidates.

#### ***Resources***

Bilingual and French language resources were provided to designated facilities and agencies, enabling health and social service professionals to enhance their work-related vocabulary and to provide quality services to their French-speaking clients.

In October 2004, the collaborative project Access Health/*Accès Santé* was launched by *Santé en français*, the St. Pierre-Jolys Health Corner, South Eastman Health/*Santé Sud-Est Inc.* and the Jolys Regional Library. The objective of the project was to enrich the collection of French language resources for both service providers and the Francophone community on a wide array of topics, including

anger management, self esteem, parenting skills, child injury prevention, bullying, healthy relationships, and behavioural problems.

A significant number of French language resources were provided to *L'Entre-temps des Franco-Manitobaines*, a second stage shelter for women recovering from abusive relationships. High-quality material containing practical exercises, summary tables, questionnaires, checklists and concrete activities were made available for both their counsellors and clientele.

A Self-Learning Support Centre for French language students consisting of educational publications, videos and software programs for beginner to intermediate levels was set up for the Child and Family Services of Central Manitoba located in Portage la Prairie.

### ***Education-Finance-Health Partnership***

The goal of the partnership project is to encourage Francophone youth to consider entering post-secondary study programs related to the health, social services and finance sectors in order to fill employment needs in these areas. The project encompasses volunteer programs in both rural and urban settings targeting the above-mentioned areas as well as a mentorship program that pairs up professionals and students. Both programs have grown exponentially in the past two years.

In 2003/04, the project coordinator worked with 11 DSFM high schools, resulting in 21 volunteer in-house training sessions and 68 mentoring sessions in a wide range of fields, such as: actuarial, firefighting, occupational and sports therapy, nursing, psychology, medicine, veterinary, and teaching at the elementary level. On a total of 412 students who attended the Career Day presentations on education, finance and health, 372 were especially interested in careers in the health sector.

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## **Intergovernmental Affairs and Trade (IAT)**

The reorganized Department of IAT continues to adhere to the concept of a proactive approach to delivering government services in French. Recruitment of bilingual employees continues to be a priority for the department, as it attempts to balance program delivery needs with reduced staffing complements.

Active participation in the Partnership Committee for the Economic Development of Francophones in Manitoba ensures that limited provincial resources are focused on the highest priorities of the Francophone community to address the economic and human resource development needs of the community. This is a joint initiative intended to support the development and enhance the vitality of

the Francophone community in Manitoba. Manitoba Trade also participated in an outreach mission to the Bas-Rhin/Lower Rhine region of Alsace, France to identify export opportunities to Manitoba firms.

The Canada-Manitoba Infrastructure Secretariat offers, for all federal-provincial agreements, a bilingual service and communications protocol, including all public information materials, signage, Web sites, media advisories, and news releases. The Secretariat has been involved in extensive preliminary work with a number of Francophone organizations related to projects under the Canada-Manitoba Infrastructure Program and the new Canada-Manitoba Economic Partnership Agreement.

IAT is working on making its Web site completely bilingual. Updates were made to Manitoba Trade's component following the departmental reorganization in November 2003. Portions of the Web site set up for specific projects, particularly Web pages aimed at engaging the general public, are provided in both official languages.

Simultaneous interpretation services were provided and reports were published in both official languages for the public consultation processes held at:

- the St. Adolphe public meeting held by the Regional Planning Advisory Committee seeking public and stakeholder input on Capital Region planning issues; and
- the Steinbach public meeting on the Planning Law Review.

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## Justice

### *General Overview of Activities*

The Department continued to increase the availability of bilingual employees to deliver services to the public in both official languages, particularly in the court system.

One of the major accomplishments was the finalization of plans to establish a circuit point of the Provincial Court in St. Pierre-Jolys in the Fall of 2004. The Court will hold its sittings in the Red River BSC and will operate in both official languages.

Highlights in the area of human resources include the following:

- Crime Victim Services Unit has a designated bilingual service worker based in Winnipeg who also serves the Steinbach circuit court which covers the areas of St. Pierre-Jolys, St. Malo, Ste. Anne, La Broquerie and Ste. Agathe;

- Aboriginal and Community Law Enforcement has a designated bilingual staff member who is able to assist callers and visitors in the office in both official languages;
- The Public Trustee's Office provides services in both official languages to clients, and families of clients or deceased persons.

As well, the Department continues to increase the availability of departmental information in both official languages and ensures that publications and information are easily accessible by the public. Some examples include:

- Annual reports are now published in a completely or partially bilingual format;
- Court Services for Victims brochures (Woman's Advocacy Program and Child Victim Support Service) are available in both official languages;
- Any new publications on the Web site are released in both English and French, including:
  - *Family Law in Manitoba, A Guide to Changing or Varying a Child Support Order in Manitoba*  
([www.gov.mb.ca/justice/family/familyindex.html](http://www.gov.mb.ca/justice/family/familyindex.html))
  - Manitoba Courts, Links and Resources ([www.manitobacourts.mb.ca](http://www.manitobacourts.mb.ca).)

### ***Legal Translation Branch***

The Legal Translation Branch falls under the jurisdiction of the Legislative Counsel and Assistant Deputy Minister of Justice. The branch currently has a six-person staff made up of a director, an assistant director and four translators. When circumstances so require, it also calls on freelance translators.

The principal mandate of the Legal Translation Branch is to translate the province's statutes and regulations, pursuant to the decision handed down by the Supreme Court of Canada in the 1985 *Reference re Language Rights in Manitoba*. It also contributes to the work of the Legislative Assembly by producing the French version of order papers, votes and proceedings, Speaker's rulings, and committee reports so that the enactment process can proceed in both official languages. In this context, the translators attend meetings of the Assembly's standing committees in order to translate amendments to bills on-site.

Given that the re-enactment of the province's unilingual statutes and regulation was completed in the late eighties, the Branch's current role is to translate new statutes and regulations. The volume of translation has thus declined somewhat and depends on the volume of proposed legislation that the government and the opposition intend to present each session, as well as the volume of regulations that the departments wish to have passed each year.

## *Application of The Contraventions Act*

In February 2004, the Governments of Canada and Manitoba announced a new agreement concerning *The Contraventions Act* in view of improving access to justice services in French in court locations across the province. Under the agreement, both levels of government define their role in and responsibilities for the administration and enforcement of *The Contraventions Act*.

The agreement defines the language obligations of the province. Among other things, it must put in place a mechanism to enable defendants to obtain speedily and at no cost a short-form description of the contravention in the official language of their choice. It must also give an accused who wishes to appear in court to answer the charge, the opportunity to do so in the official language of his or her choice.

The province will ensure that an active offer of these services is available in both official languages in Selkirk, Steinbach and Winnipeg, three regions where there is a significant demand for services as defined in the *Official Languages (Communications with and Services to the Public) Regulations*.

The new agreement will help fund some of the services to be provided by the Department of Justice at the Bilingual Service Centre - Red River Region beginning in the 2004/05 fiscal year.

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## **Labour and Immigration**

In 2003/04, the Department of Labour and Immigration made concerted efforts to provide services in either official language in its day-to-day operations, public communication and delivery of its programs and services. The Department continued to develop printed and electronic information in both English and French, in accordance with FLS Policy, including updating and expanding its Web site. Through innovative partnerships, additional publication materials were also produced and printed in both official languages. The Department continued to fund and provide orientation and informational materials to the BSCs. Media and service provider events were hosted at the BSC in St. Boniface.

The following highlight some of the significant accomplishments in implementing the FLS Policy:

- the Immigration and Multiculturalism Division partnered with various organizations in the Francophone community to ensure services and support are provided in a manner most effective for Francophones;
- the Pension Commission's Web site is now available in both official languages;
- the Employment Standards Branch restructured and is currently operating a French/English Interactive Voice Response System that provides extensive

employment standards information;

- two additional bilingual arbitrators have been appointed to the Manitoba Labour Board, bringing the total up to four;
- the Workplace Safety and Health Division's SAFE work campaign was produced and distributed in both official languages, including posters, brochures, stickers, bulletins, newsletters, a resource binder, Web site and CD-Rom.

Through the development of the FLS Plan, which was finalized in January 2004, the Department of Labour and Immigration has a better understanding of the FLS Policy. This enabled all areas of the Department to focus on ensuring that its communication materials, including Web site content, are in a bilingual format in accordance with FLS requirements.

There has been an increase in referral and usage of the BSCs as a service option for Francophone clients. Staff in designated or back-up positions continue taking French courses.

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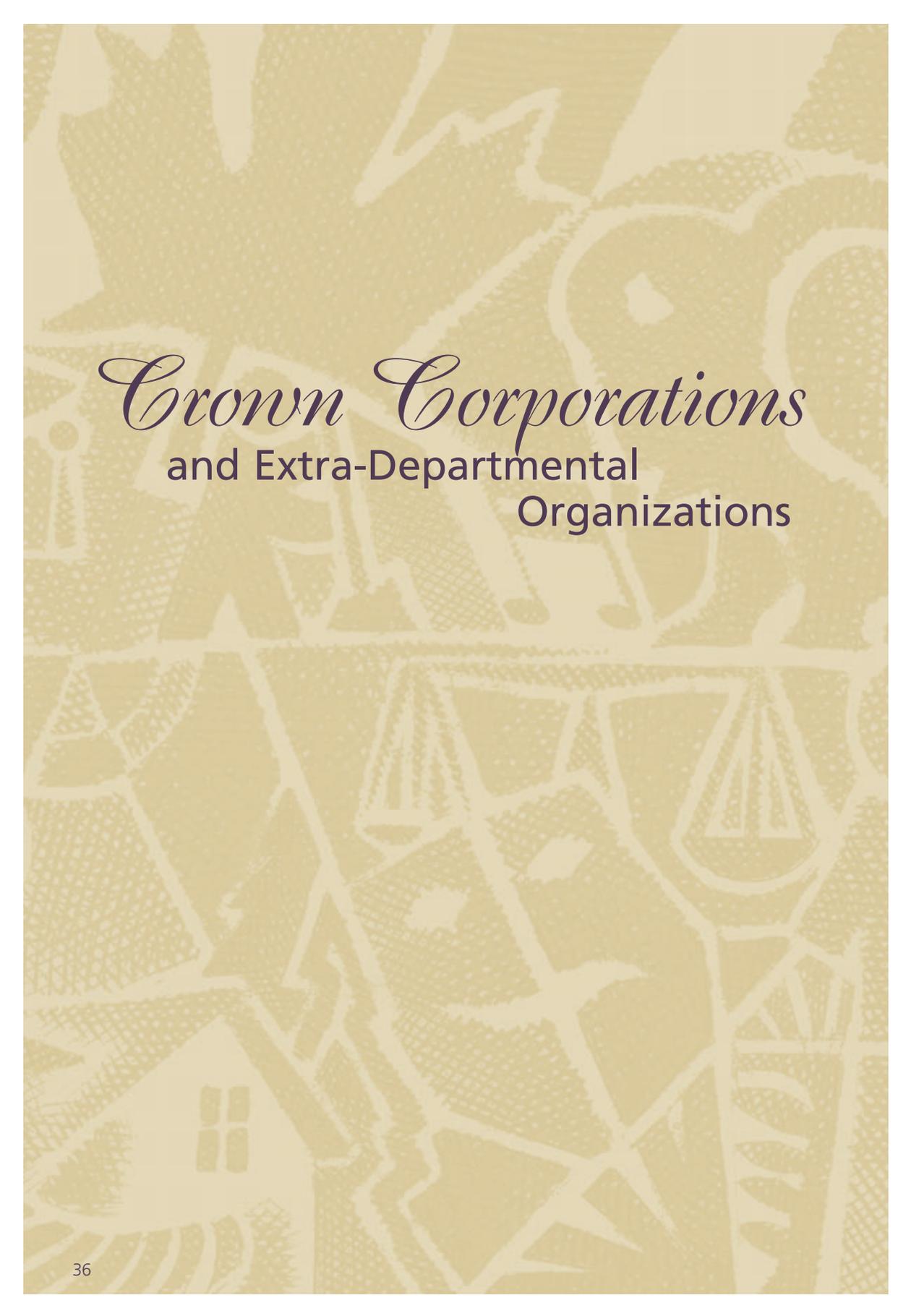
## Transportation and Government Services

The department continued to implement the FLS policy through its various divisions. For example, a designated bilingual Human Resource Consultant position was filled with a bilingual incumbent.

The Engineering and Operations Division undertook the following initiatives:

- the Traffic Engineering Branch coordinated the installation of bilingual road signs (directional, warning and informational) where required throughout the designated bilingual areas;
- the Eastern Regional office (Steinbach) held an open house in Île des Chênes, Manitoba in February 2004 for the PTH 59 South Phase II Reconstruction. This event was advertised in the French weekly *La Liberté* and the *Winnipeg Free Press*, as will be the case for all future open houses. Interpretation services were provided and all plans and information boards were printed in English and French;
- the Highway Planning and Design Branch published in both official languages, notices for regulatory approval under *The Navigable Waters Protection Act* in the *Canada Gazette*, *La Liberté* and local newspapers in matters related to designated bilingual areas.

The Systems Planning and Development Branch's materials related to the 2020 initiative were made available in both official languages, including the newsletter and the fact sheet and Web site updates. Interpretation services were also provided at the 2020 public consultation meetings.



*Crown Corporations*  
and Extra-Departmental  
Organizations

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## Manitoba Film and Sound Recording Development Corporation (MF&S)

Over the course of the 2003/04 fiscal year, the MF&S worked closely with the FLS Secretariat to develop an effective and workable FLS Plan, which was approved in February 2004. Two positions have been designated as bilingual. French language training commenced in 2003/04 for one of the designated positions, as well as for the back-up incumbent, both of whom are progressing.

MF&S arranged to have French language representation available during its involvement at the CUSB Career Expo. MF&S also began the process to produce its communication materials in both official languages. Its 2003/04 Annual Report was published in a fully bilingual format.

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## Manitoba Hydro

The implementation of FLS at Manitoba Hydro started about 15 years ago and, therefore, the implementation phase of the FLS policy has evolved into the maintenance phase. Sixteen designated offices in Winnipeg and the regions offer services to the public in English and French. The principal challenge now lies in ensuring that new initiatives and repeat programs targeted to the general public are indeed always offered in both official languages.

In the Fall of 2003, Manitoba Hydro added a free-standing insert (FSI) as a new element to its *Power Smart* initiative. The French version of this 12-page publication was integrated in the overall production schedule for insertion into the French weekly *La Liberté*. The follow-up to this initiative is a second FSI that is prepared in French for insertion in *La Liberté*.

In 2003/04, Manitoba Hydro partnered with other organizations in a safety initiative specifically targeting over-sized farm equipment. The Corporation put its resources at the disposal of this initiative to ensure that the brochure and posters of the program were made available and distributed in both English and French.

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## **Manitoba Liquor Control Commission (MLCC)**

The MLCC continues to hire qualified bilingual employees for designated areas to ensure bilingual services are available to customers. Communication materials, signage and Web site information are available in both official languages. MLCC encourages employees to take French language training to enhance their French language skills and covers their tuition fees.

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## **Manitoba Lotteries Corporation (MLC)**

Proficiency in both English and French is considered an asset for employment at MLC. Positions were designated bilingual in Communications, Human Resources, Lottery Sales, Casinos of Winnipeg and at the Video Lotto Division. MLC has a number of staff throughout the Corporation that have identified themselves as being fluent in English and French. With the assistance of the CUSB, the Corporation is in the process of assessing their French-language skills. Once this has been accomplished, MLC will fill the appropriate designated positions accordingly.

In 2003, MLC was a Partner and a Sponsor for the Rural Forum held in Brandon. The program for the event was produced in both French and English, including an ad produced by MLC.

Employment Equity Education Awards were granted to students entering first year of full-time study in a degree, diploma or certificate from universities and colleges in Manitoba, including CUSB. These awards are open to aboriginal peoples, members of visible minorities, persons with disabilities, or women in or aspiring to be in male-dominated occupations. Out of a maximum of 28 awards, two were granted to candidates from the CUSB in 2003, and two more in 2004.

The posting of bilingual indoor and outdoor signs at the Casinos of Winnipeg was undertaken. For the first time, an outdoor billboard was produced in French for the St. Boniface area.

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## Manitoba Public Insurance Corporation

In 2003/04, Manitoba Public Insurance (MPI) put the finishing touches on its FLS plan and began implementing it. MPI continued to work very hard to ensure that it provided outstanding front-line customer service in both official languages throughout the organization.

MPI also carried on with its activities intended to raise the awareness of its new road safety initiatives in the province's Francophone community. In partnership with the Department of Education, Citizenship and Youth, road safety training has become a part of every child's core education taught through the physical education program.

Other activities that have been maintained include:

- the placement of public notices and ads on safety initiatives in French-language radio and newspapers throughout the 2003/04 period;
- the long-standing sponsorship of the *Festival du Voyageur*, once again providing support for the Fort La Reine youth tent.

Administrative measures were established to ensure that automatically generated letters, which were previously being sent out in English by default, are now sent out in French to claimants requesting service in that language.

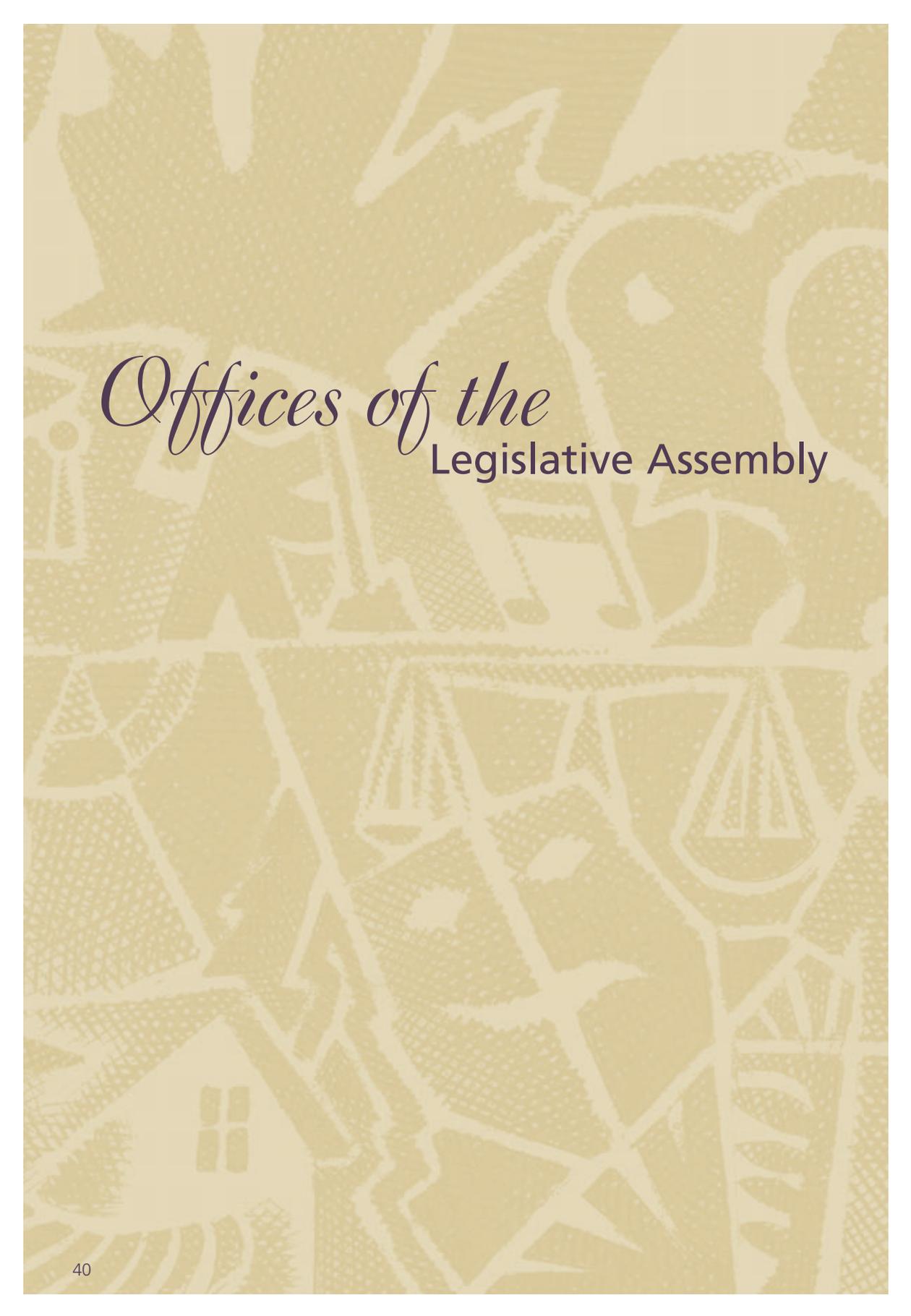
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## Manitoba Seniors Directorate

The Seniors Directorate provides services to Francophone seniors through bilingual staff and the province-wide toll-free bilingual Seniors Information Line and Seniors Abuse Line. The bilingual staff also works with the Francophone community to ensure that the needs and concerns of Francophone seniors are met. All the publications produced by the Seniors Directorate are available in French and English on the Web site [www.gov.mb.ca/sd](http://www.gov.mb.ca/sd). Presentations on elder abuse and the services of the Seniors Directorate are available to Francophone communities across Manitoba.

In April 2003, government endorsed a new seniors strategy – *Advancing Age: Promoting Older Manitobans*, that recognized the specific needs and interests of the Francophone community.

Four members from the Francophone community participate in the Manitoba Council on Aging, which advises the Minister responsible for Seniors on issues of importance to seniors.



*Offices of the*  
Legislative Assembly

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## Elections Manitoba

Elections Manitoba's mandate is to administer provincial elections which, among other things, entails providing voters with the information they need regarding their entitlement to vote and the where, when, and how of voting.

Since the Chief Electoral Officer is now empowered to appoint returning officers, Elections Manitoba recruited bilingual returning officers and other bilingual election officials for all designated electoral divisions for the general election held in June 2003. The following materials are available in both English and French:

- All of the voting information and election-related materials produced and disseminated by Elections Manitoba to the public;
- All election forms and manuals under both *The Elections Act* and *The Elections Finances Act*;
- Statutory publications such as the annual reports and the Statement of Votes;
- Elections Manitoba's Web site.

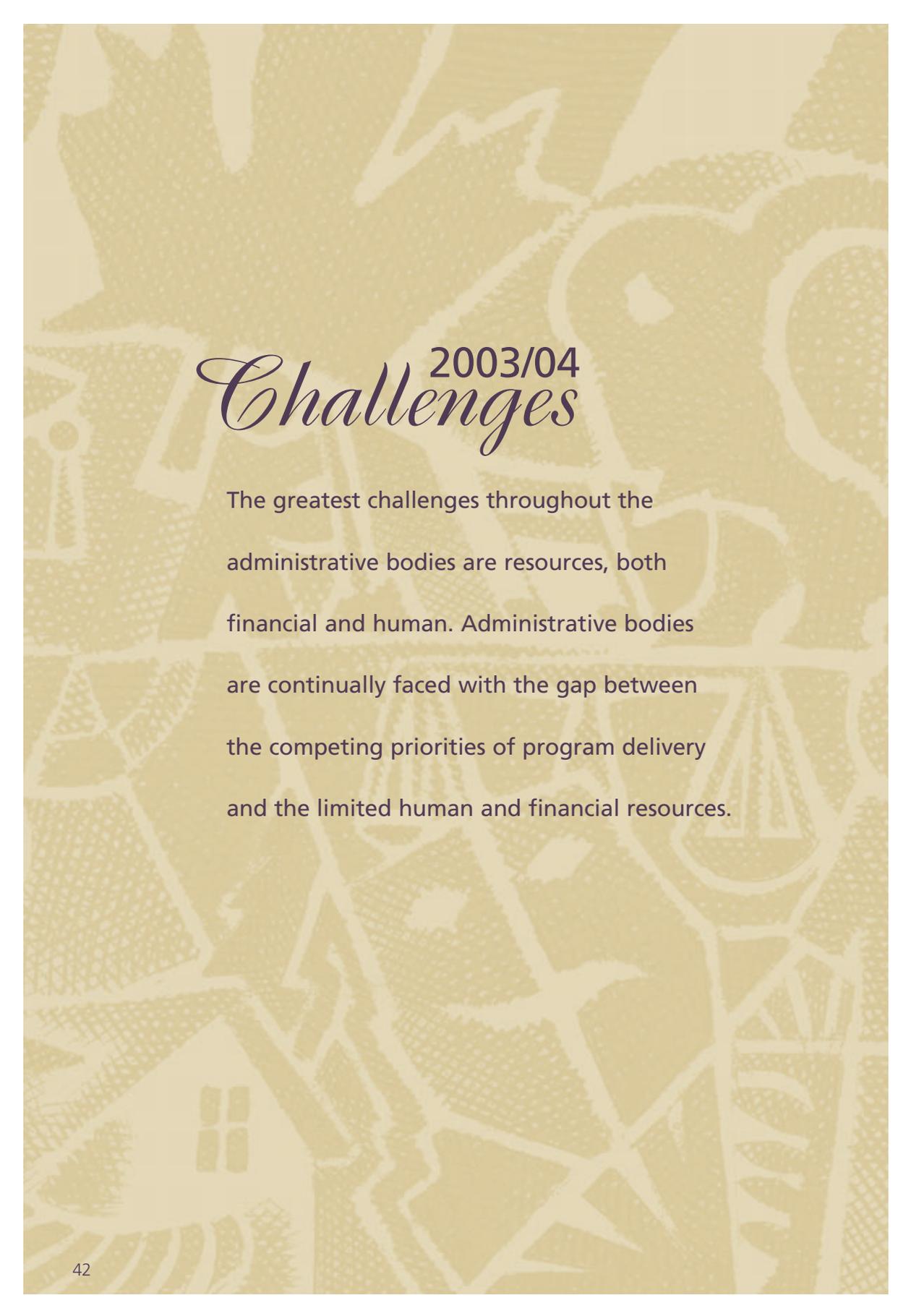
Elections Manitoba's education program involves presentations in the schools and to community groups, which are conducted in either French or English upon request.

Elections Manitoba has recently hired a bilingual administrative secretary. This position is one of the first points of contact, by telephone and in person, with the general public.

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## Office of the Ombudsman

Ombudsman Manitoba actively offers services in French. Inquiries and complaints received in French under *The Ombudsman Act*, *The Freedom of Information and Privacy Act* (FIPPA), and *The Personal Health Information Act* (PHIA) are responded to by bilingual staff. Information brochures, annual reports, special reports and media releases are produced in both official languages. The Office of the Ombudsman's Web site is available in both official languages. Several presentations in French were made to the public and media.



## 2003/04 *Challenges*

The greatest challenges throughout the administrative bodies are resources, both financial and human. Administrative bodies are continually faced with the gap between the competing priorities of program delivery and the limited human and financial resources.

# Human Resources

## CHALLENGES

Recruiting and retaining qualified bilingual staff where candidate selection is minimal or for technical, specialized or professional positions. It is an even greater challenge for positions in rural areas.

Completion of FLS Plans by administrative bodies (2001 to 2004).

## STRATEGIES

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

Priority must be given to completing the FLS Plans. These 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 Plans detail how the administrative body is meeting or will meet the objectives of the FLS Policy.

## ACTIONS TAKEN

The FLS Secretariat took the lead on Charter Report Recommendation #25 by launching the Manitoba Working Group on the Recruitment and Retention of Bilingual Government Employees in May 2003.

Six additional administrative bodies completed their FLS Plans in 2003/04. The FLS facilitators continue to work with the remaining departments and administrative bodies to complete this task.

## Communications

**CHALLENGES** Ensuring Translation Services has the ability to provide excellent service in spite of the gap between human and financial resources, and increasing demands and tight timeframes.

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

### STRATEGIES

Special funding, under the Canada-Manitoba General Agreement on the Promotion of Official Languages, to provide additional resources for translation.

Reviewing options to allow

Translation Services to increase annual allotments to departments.

Raise awareness of the requirement to produce public information documents and release them simultaneously in both official languages. Take into account the bilingual nature of documents from the beginning of the conceptualization and design phases.

### ACTIONS TAKEN

Acquisition of state-of-the-art computer-assisted translation software to enhance efficiency and service provision.

FLS facilitators continue to advise and guide departments and administrative bodies regarding public information material.

## Communications (continued)

### CHALLENGES

Developing, maintaining and ensuring Web sites are available simultaneously in both official languages.

### STRATEGIES

Raise awareness of the requirement to provide Web sites in both official languages and release them simultaneously. Encourage administrative bodies to hire bilingual staff to support the development and maintenance of Web sites in both official languages (i.e. proofreading Web sites; proofreading text converted from Word to HTML; ensuring text is accurate, complete and that the look is comparable in both official languages).

### ACTIONS TAKEN

Ongoing discussion with relevant administrative bodies.

## Communications (continued)

### CHALLENGES

Ensuring the government has the capacity to provide bilingual services in its central communications offices or units.

The French-speaking public is not always aware of what services are provided in the French language and where to obtain them. Conversely, some administrative bodies are not familiar enough with the FLS Policy and its requirements.

### STRATEGIES

Greater emphasis on the hiring of bilingual staff to support administrative bodies in the delivery of comparable quality FLS for such matters as communication materials, press releases, media relations, and Web content coordination.

Intensify promotion and awareness-raising activities, targeting both the administrative bodies and the Francophone community.

### ACTIONS TAKEN

Ongoing discussion with relevant administrative bodies.

Promotional campaign for BSCs including two series of materials (posters, brochures, etc.) under the themes *We speak your language / Nous parlons votre langue* and *One place, one call, two languages / Un endroit, un appel, deux langues*.

## Other

### CHALLENGES

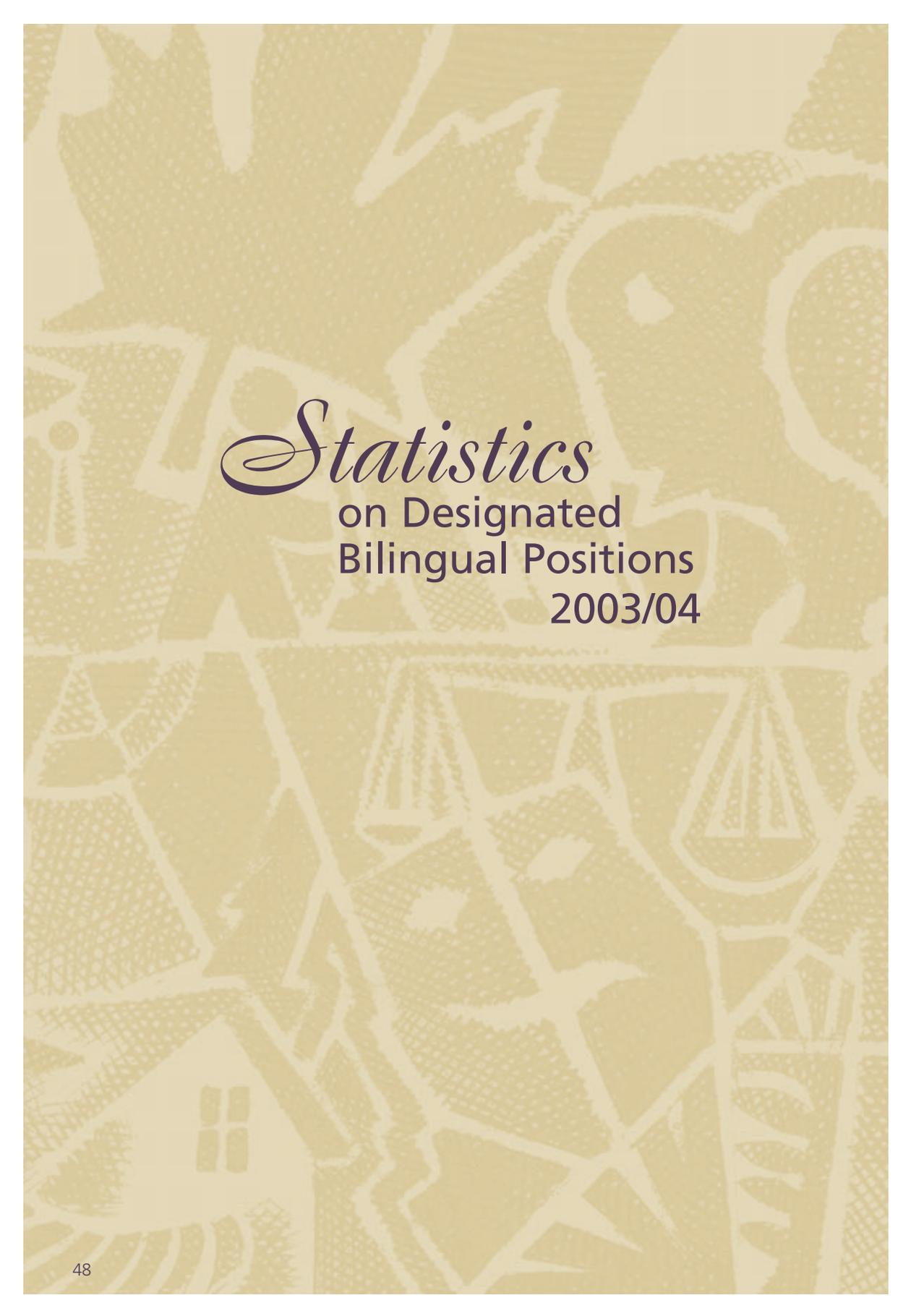
Choosing the appropriate mix of strategies and tools to enhance service commitments to Francophone clients, within limited financial budgets and where requests for FLS have been declined.

### STRATEGIES

More consultation with the community and appropriate stakeholders to prioritize FLS and concentrate government efforts on these services. Develop government-community partnerships.

### ACTIONS TAKEN

Establishment of the Partnership Committee on the Economic Development of Francophones in Manitoba in October 2003.



*Statistics*  
on Designated  
Bilingual Positions  
2003/04

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
<b>Departments</b>				
Aboriginal and Northern Affairs	0	0	0	0
Agriculture, Food and Rural Initiative	20	8	9	3
Civil Service Commission	3	3	0	0
Conservation/ Water Stewardship	63	36	27	0
Culture, Heritage and Tourism	53	46	3	4
Education, Citizenship and Youth / Advanced Education and Training	126.5	116.5	2	8
Elections Manitoba	1	1	0	0
Energy, Science and Technology	–	–	–	–
Family Services and Housing	99	53	43	3
Healthy Child Manitoba	3	2	1	0
Finance	35.5	25.5	10	0
French Language Services Secretariat	7	7	0	0
Health	15	12	3	0
Manitoba Seniors Directorate	1	1	0	0
Industry, Economic Development and Mines	11*	6**	5	0
Intergovernmental Affairs and Trade	21	14	7	0
Justice	63	56	4	3
Labour and Immigration	22	13	9	0
Manitoba Women's Directorate	1	0	0	1
Transportation and Government Services	18	8	8	2
Division of Driver and Vehicle Licencing	30	26.5	3	.5

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
<b><i>Crown Corporations</i></b>				
Manitoba Film and Sound Recording Development Corporation	2	0	2	0
Manitoba Hydro	32	24	8	0
Manitoba Liquor Control Commission	71	55	13	3
Manitoba Lotteries Corporation	5	4	1	0
Manitoba Public Insurance	81	54	24	3
<b>TOTAL</b>	<b>784</b>	<b>571.5</b>	<b>182</b>	<b>30.5</b>
Percentage	100%	72.9%	23.2%	3.9%

\* In addition, IEDM is committed to partially funding (25%) the Information Specialist positions located at each of the three BSCs.

\*\*One bilingual position works part-time in the St. Boniface BSC.

### *Comparative Data on Designated Bilingual Positions from 1999/2000 to 2003/04*

Fiscal Year	1999/2000	2000/01	2001/02	2002/03	2003/04
Total Number of Designated Bilingual Positions	376	551	583.5	757	784
Increase (over reference year 1999/2000)	Reference Year	46.5%	55.2%	101.3%	108.5%

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.