

2011-13 British Columbia Strategic Plan

For the implementation of the

Canada-British Columbia Co-operation Agreement on Official Languages 2011-12 – 2012-13

1. General Orientation, Objectives, and Priorities of British Columbia

Since it was first signed in 2001, the *Canada-British-Columbia Co-operation Agreement on Official Languages* has improved access to programs and services in priority sectors for French speaking British Columbians and enhanced the capacity of the Province to deliver services in French.

Thanks to the Agreement, francophone British Columbians can participate more actively in managing their own affairs; for instance, francophone women have support systems and counselling available in French; francophone economic development was stimulated by business networking events and promotion initiatives; the Hello-BC tourism website and vacation planner were translated for the first time into French; civic and public information has been translated; and the Province ensured the visibility and the promotion of French during the 2010 Olympic and Paralympic Winter Games.

The 2010 Winter Games provided the British Columbia francophone community an extraordinary, once-in-a-lifetime opportunity to show its strength, vitality and culture to the world. With French as one of the Official Languages of the Games, hosting the 2010 Winter Games in British Columbia provided the Francophone Affairs Program with a unique environment to strengthen and build new relationships internationally, nationally, and within our own province with ministries, municipalities and the British Columbia francophone community. For example, since the 2010 Winter Games, British Columbia increased French signage and visibility Province wide. Another legacy is the increased access to online information in French in all priority sectors, and especially in the areas of Tourism and immigration. The 2010 Winter Games gave our Province the opportunity to build a legacy and establish a new baseline for French services in areas such as communication, translation, economic development, tourism, immigration and culture and the arts.

The 2011-13 Strategic Plan proposes new initiatives to strengthen ties between French-speaking and English speaking British Columbians. This *Strategic Plan* reflects a government-wide commitment and promotes a coordinated approach to maximize the

effectiveness of the initiatives undertaken to enhance the vitality and further support the development of this community. This *Plan* will also be instrumental for the development of partnerships in support of the Francophone Affairs Program general orientations and objectives.

To ensure that the Plan reflects the British-Columbia francophone community's priorities of today and the coming years, the Government of British Columbia consulted with the British-Columbia francophone community in the fall of 2010. Results of the consultation show that it is essential for the province's francophone community to have access to French services in priority sectors. The priority sectors identified by the community in 2010 remained the same as the ones identified in the last consultation in 2008 for the 2009-2011 Strategic Plan. These priority sectors are: Health, Economic Development, Social Services, Justice, Arts and Culture and Communication, Information and Consultation.

The Francophone Affairs Program also consulted the Plan de Développement Global 2009-2014 (*Strategic Development Plan*) of la *Fédération des francophones de la Colombie-Britannique*, to ensure that the priorities of this *Plan* link with the strategic plan of the British-Columbia Francophone Community.

2. Strategic Objectives

The *2011-13 British Columbia Strategic Plan* is consistent with the general purpose of the the *Canada-British-Columbia Co-operation Agreement on Official Languages 2011-2012 – 2012-2013* which is to increase British Columbia's capacity to support the British-Columbia francophone community by continuing to promote the start-up and development of a basic service infrastructure in priority areas (i.e. Health, Economic Development, Social Services, Justice, Arts and Culture and Communication, Information and Consultation). Under the identified priority sectors, some initiatives of this *Plan* will focus on youth, promote francophone tourism in British Columbia, and recruit and retain francophone immigrants. British Columbia will continue to enhance the British-Columbia Francophone Affairs Program by strengthening collaboration with ministries, agencies, and municipalities, and building on the legacies of the 2010 Olympic and Paralympic Winter Games. As with the previous plans, this *Plan* strives to increase the availability of services to French speaking British Columbians.

In developing this *Strategic Plan*, the needs of the community, the priorities of the Government of British Columbia and those of the Government of Canada as outlined in the *Roadmap for Canada's Linguistic Duality 2008-13: Acting for the Future* were taken into consideration.

This Strategic Plan describes the initiatives and activities that British Columbia intends to pursue over the life of the *Canada-British-Columbia Co-operation Agreement on Official Languages 2011-2012 – 2012-2013* and indicates the expected results of these undertakings. British Columbia will evaluate the outcomes of these initiatives. The Strategic Plan serves as a roadmap for the planning, implementation and assessment of various initiatives and activities.

Strategic Plan 2011-2013 - Francophone Affairs Program

Objective 1: Strengthen the Administrative Capacity of the Francophone Affairs Program			Annual Provincial and Federal Contributions
			Federal: \$240,000
			Provincial: \$120,000
			Total: \$360,000
Planned Actions/Measures 2011-13	Expected Results	Performance Indicators	
Consult with and assist British Columbia ministries, agencies, independent members of the legislative assembly (Ombudsman, Chief Electoral Officer, etc.) and municipalities in the planning and delivering of services to the British Columbia francophone community.	British Columbia francophone organizations are satisfied with the availability of French language services delivered by ministries, municipalities, and agencies in priority sectors.	Survey of francophone organizations in term of their level of satisfaction.	
Promote use of both official languages in government communications when appropriate (e.g. news releases)	Increased access to government documents available in both official languages.	Number of updated or new British Columbia Government publications translated into French.	

Planned Actions/Measures 2011-13	Expected Results	Performance Indicators	
Develop and monitor planning and service delivery to the British Columbia francophone community by ministries and agencies in priority sectors such as: Health, Economic Development, Justice, Social Services (including child care, early childhood development, youth, immigration) and arts and culture.	British Columbia Government maintained or increased its capacity to deliver services to its francophone community.	Number of operational partnerships created or maintained.	
Encourage collaboration and partnerships between British Columbia and Canada, and between British Columbia and other provinces and territories to strengthen the vitality of the Canadian Francophonie and the francophone community in British Columbia.	Increased vitality of the French-language community and increased profile/awareness of the community.	Number of francophone events and activities involving provincial ministries, municipalities and agencies.	
Encourage French-language awareness activities and provincial ministries' participation to raise visibility of the community and to increase collaboration between ministries and community groups.	Participation of francophone groups/operational partnerships between ministries and agencies are maintained or created.	Number of francophone events and activities involving provincial ministries, municipalities and agencies.	

Planned Actions/Measures 2011-13	Expected Results	Performance Indicators	
The Francophone Affairs Program actively seeks partnerships with British Columbia Ministries, municipalities and agencies.	Increased awareness by British Columbia Government ministries and agencies, of the British Columbia Francophone Affairs Program and the British Columbia francophone community.	Number of operational partnerships created or maintained.	
The Francophone Affairs Program connects francophone community organizations with British Columbia Ministries, municipalities and agencies and facilitates communication and partnership.	Maintained or improved communication between provincial ministries and agencies, the francophone community, and their French-speaking counterparts in other provinces and territories.	Number of operational partnerships created or maintained.	

Objective 2: Support Service Development, Planning and Delivery in Six Priority Areas

Annual Provincial and Federal Contributions

Federal: \$ 460,000

Provincial: \$580,000

Total: \$1,040 000

Priority 1: Health

Planned Actions/Measures 2011-13	Expected Results	Performance Indicators	
Support ministries and Health Services Authorities in their efforts to maintain and/or improve health services to the francophone community.	Access to health services available to the British Columbia French-language community is maintained or increased.	Number of initiatives and activities undertaken to support health services to the British Columbia French-Language community.	
Collaborate with ministries and Health Services Authorities for the translation into French of health related government material.	Access to health related government materials is maintained or increased.	Number of updated or new British Columbia Government health publications translated into French.	

Priority 2: Economic Development			
Planned Actions/Measures 2011-13	Expected Results	Performance Indicators	
Support ministries in initiatives focusing on identifying projects facilitating job creation for the francophone community and marketing British Columbia as a preferred place to live, visit, invest and do business.	Francophone related economic development initiatives are identified or enhanced. (Examples: Evaluation of the Bonjour! Program. Start up of an artisan business network in the agro food and arts and craft sectors.)	Number of Francophone related economic development initiatives that have been identified or enhanced.	
Support programs and strategies initiated by Ministries, Agencies, Crown Corporations or municipalities aiming to enhance the francophone community's economic development in rural and urban areas.			
Collaboration with British Columbia ministries and municipalities to encourage promotional economic activity missions on Canadian markets to make targeted clients aware of the opportunities to do business in British Columbia.			
Support British Columbia Tourism in initiatives that will encourage tourists from francophone markets to visit and explore British Columbia.	Increased access to francophone information for Francophone tourists.	Number of French tourism initiatives initiated or enhanced in British Columbia.	

2.1 Immigration			
Planned Actions/Measures 2011-13	Expected Results	Performance Indicators	
Support provincial ministries in their efforts to recruit, integrate and retain French-speaking newcomers.	Francophone newcomers are recruited, integrated and retained in British Columbia.	Number of recruitment, integration and retention initiatives for Francophone newcomers.	
Priority 3: Arts and Culture			
Planned Actions/Measures 2011-13	Expected Results	Performance Indicators	
Support British Columbia ministries and municipalities to facilitate the circulation and diffusion of francophone artists across the major cultural events of the community.	Francophone artists, arts and cultural organizations reach existing and new markets and develop new products and services.	Number of initiatives celebrating the presence and contributions of the British Columbia francophone community.	
Support the British Columbia ministries and municipalities to help the training and skill development of managers in francophone arts and culture organizations.	Managers of francophone arts and culture organizations have access to professional and skill development training.	Number of organizations having access to professional and skill development training for their staff.	
Collaboration with British Columbia municipalities to increase French resources in public libraries.	French speaking British Columbians have access to new French resources in libraries across the province.	Number of new French resources in libraries across the province.	

Priority 4: Social Services			
Planned Actions/Measures 2011-13	Expected Results	Performance Indicators	
Assist British Columbia ministries and agencies in their efforts to improving access to services for francophone families, children/youth, women, seniors and newcomers.	Access to French services for Francophone families, children/youth, women, seniors and newcomers is maintained or increased.	Number of initiatives that provide access to French services for francophone families, children/youth, women, seniors and newcomers.	
Support ministries and agencies to provide access to resources materials in French for family, children, youth, adults and tutors.	Maintained or increased access to resource materials in French for family, children, youth, adults and tutors.	Number of updated or new British Columbia Government publications for family, children, youth, adults and tutors translated into French.	
Collaborate with British Columbia ministries to provide support to French speaking individuals in need.	Maintain or increase support to French speaking individuals in need, including, children/youth, women, senior and newcomers.	Survey of francophone organizations in term of their level of satisfaction.	

Priority 4 : Social Services			
Planned Actions/Measures 2011-13	Expected Results	Performance Indicators	
Work with Ministries and agencies to support initiatives that allow youth to make a greater use of their French language skills in activities outside the classroom.	Initiatives aimed at British Columbian youth that foster pride and greater use of French as a second language.	Number of initiatives involving, or aimed at, youth that promote community activities among youth, and/or contribute to building the capacity of francophone community.	
Priority 5 : Justice			
Planned Actions/Measures 2011-13	Expected Results	Performance Indicators	
Support the Ministry of Attorney General in the implementation of its service plan relating to French-language services.	Maintained or increased access to justice in both official languages as provided for under Part XVII of the Criminal Code.	Number of bilingual employees capable of providing services to the public in French.	
Support Court and Criminal Service Branch to facilitate linguistic training of staff.	The quality of Court and Criminal Service Branch staff's French skills is maintained or increased.	Number of linguistic training courses provided to Court and Criminal Service Branch.	
Translate justice related material.	Increased access to French justice related material.	Number of updated or new British Columbia Government justice related publications translated into French.	

Priority 6 : Communication, information and consultation			
Planned Actions/Measures 2011-13	Expected Results	Performance Indicators	
Assist ministries to ensure that information about government programs and services is accessible to the francophone community.	Increased availability of documents and information available in French.	Number of updated or new British Columbia Government publications translated into French.	
Assist ministries to provide French information, and/or increase the amount of information available in French, on their websites.	Increased access to French information for French speaking internet users.	Number of ministries and provincial agencies with information or French publications on their websites.	
Encourage and monitor consultation between the British Columbia Government and the British Columbia francophone community.	The British Columbia Government continues open dialogues with the British Columbia francophone community.	Number of meetings with main British Columbia francophone stakeholders.	