

French-language Services Plan

2023–2024

Communities, Culture,
Tourism and Heritage



© Crown copyright, Province of Nova Scotia, 2023
French-language Services Plan
Department of Communities, Culture, Tourism and Heritage
April 2023
ISBN: 978-1-77448-449-4

Table of contents

Message from the Deputy Minister	2
Responses to French requests	3
French-language services inventory	3
French-language Services Coordinator	5
Contribution to the preservation and growth of the Acadian and francophone community	5
Progress in Reaching Goals and Objectives for 2022–23	7
Goals, Objectives and Planned Measures for 2023–24	16

Message from the Deputy Minister

I am pleased to present the 2023-2024 French-language Services Plan for the Department of Communities, Culture, Tourism and Heritage (CCTH), which reflects our ongoing commitment to provide quality French-language services and to contribute to the growth of Acadian and francophone communities in Nova Scotia.

During the past year, the department continued to support and improve access to French-language services and awareness of Nova Scotia's Acadian and francophone communities and culture. The department's accountability report, business plan, and other significant documents continued to be produced in French.

Tourism Nova Scotia promotes Nova Scotia as an attractive destination for francophone visitors. Key tourism products, including the Doers & Dreamers PDF Travel Guide, the provincial road map, and the tourism website, Nouvelle-Écosse.com, offer travel information in French.

Across the department, from sport and recreation to culture and heritage development, we continue to engage with Acadian and francophone communities to enhance services and programs.

Our department's Archives, Museums and Libraries division continued to make more cultural resources available in French. The Nova Scotia Museum translated content for several new or renewed exhibit panels/interpretation displays. The Nova Scotia Provincial Library continues to catalogue French-language library resources in French and the Nova Scotia Archives began planning to support Congrès mondial acadien 2024. African Heritage Month posters continue to be produced in French and were distributed to Acadian and Francophone schools and community groups.

Acadian Affairs and Francophonie continued to collaborate with partners, agencies and other departments to make information available and support service delivery in French, including French language training for MLAs and public servants. They provided funding to support cultural activities and community development in Acadian and francophone communities.

The goals and objectives outlined in the 2023-24 French-language Services Plan for Communities, Culture, Tourism and Heritage demonstrate our continued commitment to supporting Nova Scotia's Acadian and francophone communities and spreading awareness of their rich culture and heritage.

-Justin Huston, April 2023

Responses to French requests

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

French-language services inventory

Acadian Affairs and Francophonie

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

Archives, Museums and Libraries

Nova Scotia Archives

The Nova Scotia Archives (NSA) continues to respond to operational changes and impacts of the pandemic. In 2022-23, NSA provided research assistance and archival materials in support of the Grand Pré anniversary and has continued to support the reopening of Centre Acadien and began planning to support the [2024 Congrès mondial acadien](#).

Nova Scotia Museum

In 2022-23 the Nova Scotia Museum (NSM) interpretive renewal activities included the translation of ten new or renewed exhibit panels/interpretation displays, as well as seven wayfinding signage/ brochure projects with translation and or bilingual fabrication/installation at Nova Scotia Museum sites and trails.

The NSM actively pursues funding to support hiring French-speaking interpreters and many sites have French-speaking staff. The Nova Scotia Museum website includes information in French in the 'Made, Used, Found' virtual exhibit and the Historic Acadian Village of Nova Scotia website is fully translated. The NSM guide is available in French and has been reprinted and distributed to Visitor Information Centres, NSM sites and posted on the Tourism NS website.

Nova Scotia Provincial Library

The Nova Scotia Libraries Act funding regulations make provisions for an annual provincial French-language operating grant payable to regional library boards where the French-speaking population exceeds ten per cent of the total population of the area served. This operating grant assists the regional library boards in

providing French-language library services. They continued to distribute the Bonjour! Programme and Conseils pratiques/Practical Tips documents to library regions and continued cataloguing French-language library resources in French.

The Nova Scotia Provincial Library launched the Same Page catalogue in April 2022. Promotional materials, the Same Page website, and interface are available in French and English. Work continues to catalogue French-language library resources in French, including 777 books and 526 DVDs in 2022-23.

Communications Nova Scotia

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

Communities, Sport and Recreation

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

The division is committed to providing training and learning modules in French. For 2022, the division launched the inaugural [Nova Scotia Sport & Recreation Anti-Racism Week](#), with learning materials and resources available in French and English.

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

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

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

Culture and Heritage Development

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

Nova Scotians from diverse communities, including the Acadian and francophone communities, are encouraged to volunteer as participants on jury and peer-assessment panels for all of the division's funding

programmes and awards. When a French-language literary application is made to the Grants to Individuals programme, a French-language panel is convened to assess the application.

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

The division also allocated funding to support the Acadian community as they prepare to host the [2024 Congrès Mondial Acadien](#), highlighting the Clare–Argyle region.

Policy and Corporate Services

Policy and Corporate Services is responsible for delivering the French-language Services Plan, as well as supporting goals and initiatives through corporate policy development, strategic planning, research, evaluation, intergovernmental relations, information and risk management, grants management and department-wide administration. It provides strategic planning services and other assistance, as required, to the department including supporting work of the French-language Services Coordinating Committee and the Office of Acadian Affairs and Francophonie.

Tourism Nova Scotia

Tourism Nova Scotia operates six provincial Visitor Information Centres across the province and a Contact Centre that responds to visitor enquiries via phone and email. These locations provide French-language visitor counselling when possible.

Tourism Nova Scotia’s trip-planning website, [Nouvelle-Écosse.com](#), offers travel information in French. The Doers & Dreamers Digital Travel Guide, e-newsletter for travellers, and the provincial road map are also available in French.

French-language Services Coordinator

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

Contribution to the preservation and growth of the Acadian and Francophone community

The Department of Communities, Culture, Tourism and Heritage recognizes the importance of French language services and our staff endeavours to fulfil our responsibilities under the [French-language Services Act](#) and [Regulations](#). We believe Nova Scotians should have access to quality government services in French, and this plan demonstrates our commitment to ensuring our programmes, policies and services address the priorities expressed by the Acadian and francophone communities. To achieve this aim, we collaborate with designated public institutions across government through the French-language Services Coordinating

Committee. We greatly value this partnership, which ensures a continued understanding of the unique needs of our province's Acadian and francophone communities.

The department makes a significant contribution to preserving, promoting, and supporting the Acadian and francophone communities' culture, library and museum resources, and to supporting the delivery of provincial government services in French. Nova Scotia's Acadian and francophone culture and heritage is preserved through the department's curatorial and archival collections and activities.

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

Tourism Nova Scotia's programs provide tourism businesses with the opportunity to partner with Tourism Nova Scotia to improve their online presence, develop and package tourism experiences, events, and attractions, and develop marketing assets and campaigns. Participation in these programs gives Acadian and francophone businesses and organizations the opportunity to improve their business practices and to share the Acadian and francophone cultures with visitors.

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

The department recognizes that access to quality government services in French benefits the Acadian and francophone communities' economic, social, and cultural well-being, and contributes to its continued growth and development. We encourage Nova Scotians to request services from government in French. We also encourage Acadians and francophones to have their voices heard by participating in agencies, boards and commissions, which are regularly advertised by the Executive Council Office. As we continue to maintain and improve our French-language services, we welcome feedback on our progress, and we invite you to share with us your comments or questions by contacting our French-language services coordinator. If you wish to make a formal complaint regarding French-language services, please contact the Office of the Ombudsman.

French-language services coordinator:

Sheila Srinivasan-Thomas (sheila.srinivasan-thomas@novascotia.ca)

Progress in Reaching Goals and Objectives for 2022–2023

The Nova Scotia Strategic Plan for French-language Services for 2018–23 guides the development, delivery, and expansion of government services in French, and supports the long-term development and sustainability of the Acadian and francophone community. Communities, Culture, Tourism and Heritage (CCTH) sets its goals and objectives to respond to the three strategic objectives of this plan. The department's progress towards meeting these goals and objectives in 2022–23 is outlined below.

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

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

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

Acadian Affairs and Francophonie

- Chaired the French-language Services Coordinating Committee and provided an environment for exchanging best practices, building awareness of the Acadian and francophone communities' needs and developing standards and policies for the delivery of French-language services.
- Continued to strengthen and promote the role of the French-language services coordinators.
- Provided information to public servants about government's French-language services obligations.

Policy and Corporate Services

- Publishing the annual French-language services plan for the department in both English and French on the Government of Nova Scotia's Website by March 31, 2023.
- Publishing the department's translated 2021-22 Accountability Report and 2022-23 Business Plan by March 31, 2023.

Gaelic Affairs

- Collaborated with the Office of Acadian Affairs and Francophonie and raised awareness and promoted the inclusion of an intangible cultural heritage lens through which programming and services can be reviewed and assessed.

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

Acadian Affairs and Francophonie

- Coordinated the offer of more than 350 places in French-language training to MLAs and government employees.
- Continued to provide more than \$170,000 in funding for the translation of correspondence and material by government and designated public institutions.
- Offered six sessions of the 'Acadie' at a Glance workshop to about 120 government employees to raise awareness of Nova Scotia's Acadian and francophone communities and of government's obligations respecting French-language services.

Provide policy advice and support on Acadian and francophone initiatives.

Policy and Corporate Services

- Supported the delivery and success of projects and initiatives important to the Acadian and francophone community.
- Worked with partners across the department to communicate with community in French.
- Provided advice to the department to promote the consideration of French-language services in its public engagement activities.
- Worked with divisions to align initiatives with government priorities and to seek government approval for their implementation, including projects with Communities, Sport and Recreation, Culture and Heritage Development, African Nova Scotian Affairs, Gaelic Affairs, and Acadian and Francophonie divisions.

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

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

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

Acadian Affairs and Francophonie

- Continued to publish documentation in both French and English and endeavoured to maintain a bilingual web presence.
- Collaborated with Communications Nova Scotia to review the implementation of the French-language communications guidelines throughout government.

African Nova Scotian Affairs

- Translated to French and distributed the 2023 African Heritage Month posters to Acadian and francophone schools and community groups, and to promote activities.
- Ensured French-language versions of public service announcements and information is available on the African Nova Scotia Affairs website.
- Ensured that relevant content was made available in French and is distributed to the Acadian and francophone communities, including community groups and Conseil Scolaire Acadien provincial (CSAP) schools.

Archives, Museums, and Libraries

- Nova Scotia Public Libraries (NSPL) maintained the provincial French-language grant for eligible library regions under the new library funding model.
- NSPL continued cataloguing French-language library resources in French and catalogued 777 books and 526 DVDs.
- Translated exhibit and programming content for Nova Scotia Museum (NSM) interpretive renewal projects.
- NSM exhibit translation:
 - All new and renewed exhibition panels at the Maritime Museum of the Atlantic, including new CSS Acadia waterfront exhibitions, How Unique We Still are, miscellaneous gallery renewal.
 - New Dory Shop and Highland Village exhibit panels.
 - Age of the Mastodon Exhibit interpretation displays.
 - The Emancipation Day/Beechville exhibit (2022).
 - Temporary exhibit of artwork by Azor Vienneau depicting early Acadian life in Nova Scotia and painting display for Nova Scotia Heritage Day (2022).
 - Nova Scotia Wild temporary exhibit labels.
 - Gus's 100 temporary exhibit interpretation panels.
 - Pjila'si exhibit content translation ongoing.
 - Translated newly implemented interpretive and wayfinding signage at Nova Scotia Museum sites and trails.
- NSM:
 - Continued practice of including French translation in wayfinding signage at Maritime Museum of the Atlantic.
 - New bilingual site signs fabricated and installed at Balmoral Grist Mill, Sutherland Steam Mill, Lawrence House Museum, Prescott House Museum and Fisherman's Life Museum.
 - Ross Farm Museum trail brochure translated.
 - Increased access to information, materials, tools, programmes and training in French.
 - Actively applying to Young Canada Works for funding to hire two French speaking interpreters.

- Reprinted and distributed the French version of NSM Guide to Visitor Information Centres, NSM sites and posted on Tourism NS website.
- Continued to encourage staff to pursue French language training.
- Continue to respond to email and in person research inquiries in French.
- NSPL:
 - Third Party Accessibility Review: a session for francophone Nova Scotians was promoted to and through the libraries.
 - Same Page launched in April 2022 with promotional materials and the Same Page website available in French and English, as well the Same Page user interface is available in both languages.
 - Continued to encourage staff to pursue French language training.
 - Continue to respond to email and in person research inquiries in French.
- NSA:
 - Research assistance and archival materials in support of the Grand Pré anniversary.
 - Advocacy and support toward the re-opening of Centre Acadien.

Communities, Sport and Recreation

- Delivered multi-sport coach education modules in French on demand.
- Translated the National Coaching Certification Program: Make Ethical Decisions to French.
- Delivered the inaugural NS Sport & Recreation Anti-Racism learning modules for athletes and parents/guardians in French. Learning e-modules explored four topics:
 - Racism in Sport
 - Equity, Diversity, and Inclusion
 - Understanding and Countering Bias
 - Fostering an Inclusive Environment
- Goals:
 - Work with partners in CSAP and the Department of Education and Early Childhood Development to open NS BAP sites at CSAP schools delivering before and after school services to children in Pre-Primary to Grade 6 in French.
 - Opened two additional NS BAP sites at CSAP schools, delivering French language NS BAP programming.
 - Translated NS BAP documents/resources to support French language NS BAP providers.
 - Provided a French language NS BAP provider orientation presentation.
 - CCTH hired a bilingual NS BAP consultant to work with CSAP partners and French language NS BAP providers.

Culture and Heritage Development

- Provide French-language tools for cultural funding programmes and awards.
- Operational and project grants are provided through multiple funding streams in CHD, Events NS and by Arts Nova Scotia.
- Ensure French language versions of grant applications and funding approvals are translated via French language service translation services.
- Increase the number of programs that are translated into French.

Policy and Corporate Services

- Nova Scotia, represented by the Department of Communities, Culture, Tourism and Heritage, is a member of the Canadian Culture Statistics Strategy Consortium, which includes the Government of Canada, all provinces and territories, and industry. The consortium funds, undertakes and publishes bilingual products, of which the Satellite Account ([Compte satellite de la culture - Canada.ca](https://www.comptesatelliteculture.ca)) is one example. Together these products provide a robust statistical and economic portrait for culture, including language cultural identity.
- A sample of Nova Scotians were surveyed in 2022 for the Culture Index project. The focus of the study shifted notably to look at racism and the impact of COVID-19 on participation in cultural activities and recreation. Work is underway to share the survey results within government and publicly.

Tourism Nova Scotia

- Provided French-language services for visitors at provincial Visitor Information Centres and the Contact Centre when possible.
- Offered travel information in French on the trip-planning website, Nouvelle-Écosse.com.
- Provided the Doers & Dreamers Digital Travel Guide and provincial road map in French.
- Re-introduced an e-newsletter available in French, providing travellers with up-to-date travel information, blog posts, and event/package listings.

Support the development of Acadian and francophone communities and cultural resources.

Acadian Affairs and Francophonie

- Administered the Vive l'Acadie community fund, which provided \$47,900 to support cultural projects in 11 Acadian and francophone regions across the province.
- Provided support for activities and events celebrating Acadian and francophone cultures, including National Acadian Day, the annual Rendez-vous de la Francophonie and the Semaine de l'éducation en français.

- Provided support for the administration of the Lieutenant Governor’s Award of Excellence for l’Acadie and Francophonie of Nova Scotia.
- Administered the agreement for cooperation and exchange between the governments of Québec and Nova Scotia, which provided more than \$45,000 in joint support for five community development activities undertaken by Acadian and francophone community organizations in areas including education and early childhood, culture and heritage, tourism and economy, communications, and immigration.
- Provided nearly \$380,000 to support 34 cultural activities and community development in the Acadian and francophone communities.

African Nova Scotian Affairs

- Explored the cross-cultural connections between African Nova Scotians and the Acadian and francophone (i.e., Louisiana) diaspora through intergovernmental affairs.
- Ensured that relevant content information is made available in French through our French-language website option.

Archives, Museums and Libraries

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

Communities, Sport and Recreation

- Provide annual funding to the Jeux de l’Acadie provincial committee.
- Provided funding and consultative services to their organization.
- Provided National Coaching Certification Program: Make Ethical Decisions module translated to French.
- Translate anti-racism e-modules to French to be delivered during Anti-Racism Week Fall 2022.
- Partnered with Acadian Affairs and Francophonie in providing project funding for “Renaissance de la chanson traditionnelle en Acadie” (Revival of Traditional Songs in Acadie). Letters and communications were translated into French.
- Lieutenant Governor's Community Spirit Award guidelines and application translated into French. Promoted both programs in French in print and digital.
- Heritage Day Honouree information and content is translated into French.

Culture and Heritage Development

- Provide investment into various celebratory events hosted by Acadians.
- Award the Prix Grand-Pré to an Acadian or francophone artist.
- Offer support to the Acadian community as they prepare to host the 2024 [Congrès mondial acadien](#), highlighting the Clare–Argyle region.
 - Support for Congrès mondial acadien is provided through multiple existing funding streams and through a request for a one-time investment.
- Through CHD programs like *Screenwriters Development Fund* and the *NS Film and Television Production Incentive Fund*, grants provide financial support in film industry development including support for scriptwriting, and for the production of French-language film and television content.
- Investments in the music sector through the *Creative Industries Fund* support the development of French-language digital resources, training sessions, and educational videos for Acadian and francophone musicians in Nova Scotia to better access resources offered by Music Nova Scotia (MNS) and to understand and navigate the music industry.
- Through the Operating Assistance to Cultural Organizations Program, provide core operating assistance to French-language cultural organizations.

Gaelic Affairs

- Fostered collaboration between the Gaelic and Acadian and francophonie communities in the first quarter of 2022-23.

Tourism Nova Scotia

- Partnered with tourism businesses, events, and attractions, including a partner in an Acadian region, to develop and market packages that appeal to regional travellers through the RADIATE Tourism Program.
- Partnered with tourism businesses, including Acadian and francophone businesses, to improve their online presence through the Tourism Digital Assistance Program.
- Partnered with tourism businesses and organizations, including an Acadian organization, to develop marketing assets and execute digital marketing campaigns through the Digital Content Marketing Program. Marketing activities had the opportunity to highlight cultural influences, including Acadian and francophone influences.
- Provided research support to tourism businesses and organizations across Nova Scotia through the Voice of the Visitor Program. The program included participants from Acadian and francophone communities, and some partners pursued research to learn about traveller interest in Acadian cultural experiences.

- Provided input on the draft Management Plan for Grand-Pré National Historic Site.

Promote and support the use of ‘active offer’ in French by frontline staff.

Acadian Affairs and Francophonie

- Continued developing new elements, including a short video, to promote the active offer of services in French by government.
- Collaborated with the Acadian and francophone communities to discuss strategies and initiatives to promote services available in French.

Strategic objective 3: Maintain ongoing dialogue and consultation with the Acadian and francophone communities.

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

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

Acadian Affairs and Francophonie

- Remained informed of priority issues within the Acadian and francophone communities through the Advisory Committee to the Minister of Acadian Affairs and Francophonie, which met twice in 2022–23.
- Continued to build and nurture relationships with the Acadian and francophone communities, namely with the Fédération acadienne de la Nouvelle-Écosse and its member organizations.
- Engaged and collaborated with Acadian and francophone community partners and organizations to identify and respond to priorities and needs.

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

Acadian Affairs and Francophonie

- Supported the Department of Labour, Skills and Immigration in activities to attract French-speaking immigrants to Nova Scotia by developing and publishing Growing Nova Scotia’s Francophone Population: An Action Plan for Success, 2022–25.

African Nova Scotian Affairs

- Explore Acadian and francophone cross-cultural connections between African Nova Scotians and the African Diaspora (i.e., Louisiana) through Intergovernmental Affairs.

Gaelic Affairs

- Continued to seek out and support opportunities to present and provide information in French on Gaels and Gaelic language, culture, and identity in Nova Scotia to francophone and Acadian public schools in the province.
- Promoted the French translation of Gaelic Nova Scotia: A Resource Guide with the Department of Education and Early Childhood Development.

Communities, Sport and Recreation

- Partnered with Acadian Affairs and Francophonie in providing project funding for “Renaissance de la chanson traditionnelle en Acadie”, a series of workshops, conferences and festivals on the origins of traditional French songs, will be held in the Acadian region of Chéticamp in 2023.

Culture and Heritage Development

- Collaborate with Acadian Affairs and Francophonie to increase awareness of opportunities in cultural programming for the Acadian and francophone community.
- Collaborate with Acadian and francophone community sector organizations to increase awareness of opportunities for capacity building and other financial supports.

Tourism Nova Scotia

- Met with planning committee for Congrès mondial acadien to discuss tourism development opportunities and opportunities to leverage Tourism Nova Scotia’s resources and marketing channels for the event.
- Connected with Acadian partners on Acadian Day 2022 to leverage connections between Acadie and Louisiana.

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

Acadian Affairs and Francophonie

- Promoted government’s French-language services regularly through social media.
- Provided guidance on Communications Nova Scotia’s annual review of the French-language communications guidelines.

Policy and Corporate Services

- Francophone culture and language data is included in Canadian Culture Statistics Strategy products published bilingually by Statistics Canada, and funded in part by the Department of Communities, Culture, Tourism and Heritage. PCS also supports community engagement and learning by working with partners to advance policy and programing initiatives such as the upcoming Congrès mondial acadien in August 2024.

Goals, Objectives and Planned Measures for 2023–2024

Nova Scotia’s Strategic Plan for French-language Services for 2018–23 guides the development, delivery, and expansion of government services in French, and supports the long-term development and sustainability of the Acadian and francophone communities. Communities, Culture, Tourism and Heritage (CCTH) set its goals and objectives to respond to the three strategic objectives of this plan and to support the strategic priorities of the Culture Action Plan. The department’s planned measures to meet these goals and objectives in 2023–24 are outlined below.

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

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

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

Acadian Affairs and Francophonie

- Chair the French-language Services Coordinating Committee and provide an environment for exchanging best practices, building awareness of the Acadian and francophone communities’ needs and developing standards and policies for the delivery of French-language services.
- Continue to strengthen and support the role of the French-language services coordinator.
- Provide information to public servants about government’s French-language services obligations.

Archives, Museum, Libraries

- Provide programmes and services to employees to help with the implementation of the French-language Services Act.
- Provide policy advice and support on Acadian and francophone initiatives.
 - Beginning planning work for the 2024 Congrès mondial acadien
 - NSA: plans to contribute archival resources and an in-person research presence.
 - NSM: in preliminary stages of marking the Congrès mondial acadien.

Culture Heritage Division

- Provide French-language tools for cultural funding programmes and awards.
- Operational and project grants are provided through multiple funding streams in CHD, Events NS and by Arts Nova Scotia.
- Ensure French-language versions of grant applications and funding approvals are translated via French-language service translation services.

- Increase the number of programs that are translated into French.

Policy and Corporate Services

- Publish an annual French-language Services Plan for the department.
- Provide the department's Accountability Report and Business Plan in both English and French.
- The French-language Services Coordinator will work with the Office of Acadian Affairs and Francophonie to implement the French-language Services Act and to develop and implement French-language services throughout government.

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

Acadian Affairs and Francophonie

- Coordinate the offer of French language training to MLAs and government employees.
- Continue to provide funding for translation of correspondence and material by government and designated public institutions.
- Offer the 'Acadie' at a Glance workshop to government employees to raise awareness of Nova Scotia's Acadian and francophone communities and government's obligations respecting French-language services.

Policy and Corporate Services

- Provide French-language training courses, available to all government of Nova Scotia public servants, three times per year, for employees to improve their French-language skills.

Provide policy advice and support on Acadian and francophone initiatives.

Archives, Museum, Libraries

- Begin planning work for the 2024 Congrès mondial acadien
- NSA: plans to contribute archival resources and an in-person research presence.
- NSM: in preliminary stages of marking the Congrès mondial acadien.

Policy and Corporate Services

- Work with partners across the department and government providing policy support to assist the delivery and success of projects and initiatives important to the Acadian and francophone community.
- Provide advice to the department to promote the consideration of French-language services in its public engagement activities.

- As outlined in the French-language Services Act, the French-language Services Coordinator will advise on the implementation of the Act and report to the Deputy Minister.

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

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

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

Acadian Affairs and Francophonie

- Continue to publish documentation in both English and French and maintain a bilingual web presence.
- Co-chair the Human Resources and French Language Training subcommittee and provide an environment for sharing best practices and exploring initiatives.
- Coordinate with other departments and government organizations to continue providing funding to deliver French-language services to the public.

African Nova Scotian Affairs

- Partner to ensure the publication and distribution of a bilingual poster for African Heritage Month 2024 for Acadian and francophone schools and community groups, and promote activities that will be taking place.
- Ensure that relevant content is made available in French and is distributed to the Acadian and francophone communities, including community groups and Conseil Scolaire Acadien provincial (CSAP) schools.
- Ensure French-language versions of public service announcements and information is available on the African Nova Scotia Affairs (ANSA) website.

Communities, Sport & Recreation

- Increase the number funding grants programs translated to French.
- Deliver multi-sport coach education modules in French on demand.
- Translate upcoming modules for the National Coaching Certification Program to French.
- Deliver the second NS Sport & Recreation Anti-Racism Week in French.

Archives, Museum, Libraries

- NSM:
 - Continue to translate all permanent gallery installations into French.
 - Translate wayfinding signage into French.

- Ensure any updated content for the Nova Scotia Museum operations manual and resource materials are provided in French.
- Translate the NSM Accessibility Plan.
- Support employees to pursue French language training.
- NSA:
 - Translate the newly developed orientation and registration package for Nova Scotia Archives researchers. Due to required changes to access at the Archives, this activity was deferred until the orientation and registration package can be used.
 - Translate the How-to-Use section of the Nova Scotia Archives online resource *Looking Back, Moving Forward: Documenting the Heritage of African Nova Scotians*.
 - Support employees to pursue French language training.
- NSPL:
 - Build awareness of French-language options and responsibilities for libraries, and support library regions with applications for funding to support new work.
 - Maintain the provincial French-language grant for eligible library regions under the new library funding model.
 - Continue cataloguing French-language library resources in French.
 - Support French-language e-book collection development with available funds when possible.
 - Support employees to pursue French language training.

Tourism

- Provide French-language services for visitors at the six provincial Visitor Information Centres when possible.
- Offer travel information in French on the trip-planning website, Nouvelle-Écosse.com. Publish the Doers & Dreamers Digital Travel Guide in French and provide the provincial road map in French.
- Distribute an e-newsletter available in French, providing travellers with up-to-date travel information, blog posts, and event/package listings.

Policy and Corporate Services

- Quantify and communicate the economic and social value of culture through work with the Government of Canada and other provinces and territories.
- Advise on translation of departmental materials into French through the French-language Services Coordinator.
- Coordinate funding for departmental projects through the Canada–Nova Scotia Agreement on French-language Services.

Support the development of Acadian and francophone communities and cultural resources.

Acadian Affairs and Francophonie

- Administer the Vive l'Acadie community fund to support cultural projects in Acadian and francophone regions across the province.
- Provide support for activities and events celebrating Acadian and francophone cultures, including National Acadian Day, the annual Rendez-vous de la Francophonie and International Francophonie Day.
- Support the administration of the Lieutenant Governor's Award of Excellence for l'Acadie and Francophonie of Nova Scotia.
- Administer the agreement for cooperation and exchange between the governments of Québec and Nova Scotia to support community development activities undertaken by Acadian, Québécois and francophone community organizations.
- Provide support for cultural activities and community development in the Acadian and francophone communities.

African Nova Scotian Affairs

- Plan to explore the Acadian and francophone cross cultural connections between African Nova Scotians and the Louisiana diaspora through Intergovernmental Affairs.
- Ensure that relevant content information is available in French through our French-language website option.

Communities, Sport & Recreation

- Provide annual funding to the Jeux de l'Acadie provincial committee.
- Provide funding and consultative services to their organization.
- Provide project funding to organizations in Acadian and francophone communities.
- Promote nominations for Acadian and francophone communities for the Lieutenant Governor's Community Spirit and Provincial Volunteer Awards.
- Work with partners in CSAP and the Department of Education and Early Childhood Development to open NS BAP sites at CSAP schools delivering before and after school services in French to children in Pre-Primary to Grade 6.
- Add up to four new NS BAP sites at CSAP schools, delivering French language NS BAP programming, including all supporting resources in French.

Archives, Museum, Libraries

- Continue to support to the Historic Acadian Village Society to operate Le Village Historique Acadienne de la Nouvelle Ecosse on behalf of government.

Culture Heritage Division

- Provide operational support to Acadian and francophone arts, cultural and heritage organizations.
- Provide investment into various celebratory events hosted by Acadians.
- Award the Prix Grand-Pré to an Acadian or francophone artist.
- Offer support to the Acadian community as they prepare to host the 2024 [Congrès mondial acadien](#), highlighting the Clare–Argyle region.
- Provide support for Congrès mondial acadien through multiple, existing funding streams and through a request for a one-time investment.
- Provide project support to various communities through funding provided by Arts NS and CHD.
- Through CHD programs, like *Screenwriters Development Fund* and the *NS Film and Television Production Incentive Fund*, grants provide financial support in film industry development including support for scriptwriting and to produce French-language film and television content.
- Investments in the music sector through the *Creative Industries Fund* support the development of French-language digital resources, training sessions, and educational videos for Acadian and francophone musicians in Nova Scotia to better access resources offered by Music Nova Scotia (MNS) and to understand and navigate the music industry.
- Through the Operating Assistance to Cultural Organizations Program provide core operating assistance to French-language cultural organizations

Tourism

- Provide communities across the province, including Acadian and francophone communities, with the opportunity to partners with Tourism Nova Scotia through the Compelling Tourism Communities Initiative. This initiative helps local leaders throughout the province further understand what inspires people to visit and spend time and money in their communities. Programming includes market research, advertising, support for community visitor information centres, website development and digital marketing training.
- Provide tourism businesses, including Acadian and francophone businesses, with the opportunity to partner with Tourism Nova Scotia to improve their online presence.
- Provide tourism businesses, events, and attractions with the opportunity to partner with Tourism Nova Scotia to develop and market packages that appeal to regional travellers through the RADIATE Tourism Program. The program encourages the development of cultural packages and experiences, including those with Acadian and francophone influences.

- Provide tourism businesses with the opportunity to partner with Tourism Nova Scotia to develop marketing assets and execute digital marketing campaigns through the Digital Content Marketing Program. Marketing activities may highlight cultural aspects of the businesses, including Acadian and francophone influences.
- Provide opportunities for businesses and organizations, including those with Acadian and francophone influences, to leverage Tourism Nova Scotia's research initiatives. Research provides insights into what travellers are looking for and may be insightful for businesses interested in developing experiences with Acadian and francophone influences.

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

Acadian Affairs and Francophonie

- Co-chair the Active Offer and Bonjour Programme subcommittee and provide an environment for sharing best practices and exploring initiatives.
- Continue collaborating with the Acadian and francophone communities to develop new elements and strategies for promoting the active offer of services in French by government.

Archives, Museum, Libraries

- Translate key interpretation and exhibits into French as appropriate.
- Recruit new French speaking frontline staff through Young Canada Works.

Strategic objective 3: Maintain ongoing dialogue and consultation with the Acadian and francophone communities.

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

Acadian Affairs and Francophonie

- Remain informed of priority issues within the Acadian and francophone communities through the advisory committee to the Minister of Acadian Affairs and Francophonie.
- Continue to build and nurture relationships with the Acadian and francophone communities, including with the Fédération acadienne de la Nouvelle-Écosse and its member organizations.
- Engage and collaborate with both Acadian and francophone community partners and organizations to identify and respond to challenges and initiatives.

African Nova Scotian Affairs

- Ensure French-language versions of public service announcements and information are available on the African Nova Scotian Affairs (ANSA) website.

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

Acadian Affairs and Francophonie

- Support the Department of Labour, Skills and Immigration in activities to attract French-speaking immigrants to Nova Scotia

African Nova Scotian Affairs

- Further explore the Acadian and francophone cross cultural connections between African Nova Scotians and the Louisiana diaspora through Intergovernmental Affairs.

Communities, Sport & Recreation

- Collaborate with Acadian Affairs and Francophonie to support opportunities for community capacity building and programming for Acadian and francophone communities.

Culture Heritage Division

- Collaborate with Acadian Affairs and Francophonie to support opportunities for community capacity building and programming for Acadian and francophone communities.
- Collaborate with Acadian and francophone community sector organizations to increase awareness of opportunities for capacity building and other financial supports through grant programs.
- Collaborate with Acadian Affairs and Francophonie to support opportunities for recognition of provincial heritage properties under the Heritage Property Program.
- Collaborate with Acadian Affairs and Francophonie community to support the protection of Acadian and francophone archaeologically significant sites via administration of the Special Places Protection Act - Heritage Research Permits.

Tourism

- Support the Office of Acadian Affairs and Francophonie and the Acadian community to identify opportunities for tourism development, including opportunities related to Congrès mondial acadien 2024.

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

Acadian Affairs and Francophonie

- Collaborate with Communications Nova Scotia to review the implementation of the French-language communications guidelines throughout government.
- Promote government's French-language services through social media.

Archives, Museum, Libraries

- Build and strengthen relationship with Acadian Affairs and Francophonie to continue to develop French-language services to support public libraries.