

# French-language Services Plan

2022–2023

Communities, Culture, Tourism  
and Heritage



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French-language Services Plan  
Department of Communities, Culture, Tourism  
and Heritage  
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## Message from the Deputy Minister

I am pleased to present the 2022-2023 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 and thriving 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 officially joined CCTH on January 1, 2022, creating further opportunities to work across the department to promote Nova Scotia as an attractive destination for francophone visitors from across Canada and around the world. 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. Heritage Day in February 2022 celebrated the Landscape of Grand Pré World Heritage Site, one of the earliest Acadian settlements in Nova Scotia. Videos and multimedia resources helped share the history of this important site in French and English through social media and the provincial Heritage Day website ([heritageday.novascotia.ca](http://heritageday.novascotia.ca)). CCTH and Acadian Affairs and Francophonie also produced a video resource, with support from Communications Nova Scotia, to recognize International Francophonie Day in March 2022.

Our department's Archives, Museums and Libraries division continued to make more cultural resources available in French. The Nova Scotia Museum translated content for the new exhibits The Age of Mastodons and Wild Nova Scotia (Museum of Natural History) and Ta'n Me'j Tel-keknuo'l tiek: *How Unique We Still Are* (Maritime Museum of the Atlantic). The Nova Scotia Provincial Library ensured the new *Same Page* catalogue linking eight provincial libraries is available in French. The Nova Scotia Archives translated the orientation and registration package for Archives researchers and continued to enhance collections and resources available in French. African Heritage Month posters and materials also continued to be produced in French.

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. The Office continued work with the Department of Labour, Skills and Immigration to develop a francophone immigration action plan to attract French-speaking immigrants to the province.

The goals and objectives outlined in the 2022-23 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, May 2022

## 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 has a policy on written and verbal communication in French which 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 of 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*

In 2021-22, the Nova Scotia Archives centred its efforts on reopening the facility and provide advice and support to the Centre Acadien at the Université, Sainte-Anne. The Nova Scotia Archives enhanced the Sally Ross Research Collection online resources in French and translated the orientation and registration package for Nova Scotia Archives researchers, as well as *How-to-Use* online resource: *Looking Back, Moving Forward: Documenting the Heritage of African Nova Scotians*. Catalogued portions of artefact records of objects of Acadian heritage in French following implementation of the new collections management system.

#### *Nova Scotia Museum*

The Nova Scotia Museum translated to French the exhibit content for the Age of Mastodons & Wild Nova Scotia (Museum of Natural History) and Ta'n Me'j Tel-keknuo'ltiek: *How Unique We Still Are* (Maritime Museum of the Atlantic). The entrance signage for five NS Museums were fabricated in French and English. The Nova Scotia Museum created a French-language brochure for the exhibit *Glamour + Labour: Clairtone* in Nova Scotia at the Museum of Industry. They continued to distribute the Bonjour! Programme and Conseils pratiques/Practical Tips documents to library regions.

Many provincial museum sites have French-speaking interpretive staff and bilingual signage and exhibits. Nova Scotia Museum translated the website information toolbox for museum school programmes and translated exhibit and programming content. The Nova Scotia Museum [website](#) features information sheets and visitor information in French. The guide is available in French and can be found at museum sites as well as at visitor information centres and on the Nova Scotia Museum 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 ensured the new *Same Page* catalogue is available in French, and information related to the new catalogue is professionally translated for French library users to be able to access. This project was approved for funding through the Canada–Nova Scotia Agreement on French-language Services.

### **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 department supports communities by helping them build capacity and deliver culture, recreation, and sport programming. Every year the department works with its 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 department is actively engaged with the Acadian and Francophone community 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, as well as supporting key transportation funding, 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 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 corporate policy development, strategic planning, research, evaluation, intergovernmental relations, information and risk management, grants management and department-wide administration.

The research unit provides opportunities for the Acadian and Francophone community to contribute to new research and learn more about Nova Scotia’s culture and its economic and social benefits. The policy unit provides assistance and advice, as required, to the French-language Services Coordinating Committee.

The department publishes its statement of mandate and its accountability report in French and makes them available on the government’s website.

### **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 PDF Travel Guide and 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 celebrated this year's Nova Scotia Heritage Day Honouree: The Landscape of Grand Pré World Heritage Site for its rich heritage of this spectacular landscape, which features traditional agriculture

settlement, as well as and an iconic place of memory for the Acadian diaspora. The Landscape of Grand Pré commemorates the deep relationship with the Mi'kmaw people, in their vital support of European settlers' survival in the North American Atlantic coast conditions. Looking forward to June 30, 2022, the Landscape of Grand Pré will celebrate Canada's 16th World Heritage Site, listed by UNESCO and 2022 will mark its 10th year anniversary.

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](mailto:Sheila.Srinivasan-thomas@novascotia.ca), (902) 225-4358

# **Progress in Reaching Goals and Objectives for 2021–22**

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 2021–22 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 community's needs, and developing standards and policies for the delivery of French language services.
- Continued to support and promote the role of the French-language services coordinators.
- Provided public servants with information about government's French-language services obligations through presentations like 'Acadie' at a Glance and 'lunch and learn' sessions.

### **Policy and Corporate Services**

- Published the annual French-language services plan for the department in both English and French on the department's website.
- Published the department's translated accountability report for 2021–22.
- Published the department's translated business plan for 2021–22.

### **Gaelic Affairs**

- Continue to collaborate with the Office of Acadian Affairs and Francophonie to raise awareness and promote 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 French-language training to more than 380 government employees and nearly 90 hours of training for MLAs.
- Continued to provide funding for the translation of departmental correspondence and material – over \$146,000 in 2021–22.
- Offered five sessions of the ‘Acadie’ at a Glance workshop (including ‘lunch and learn’ sessions) to government employees to raise awareness about the 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 that pertain to the Acadian and Francophone communities.
- Provided advice to the department to promote the consideration of French-language services in its public engagement activities.

### **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**

- Published documentation in both French and English and maintained a bilingual web presence.
- Supported the implementation of the French-language communications guidelines throughout government by giving presentations, providing updates to French-language services coordinators and sharing information by email.

### **African Nova Scotian Affairs**

- Developed a bilingual poster for African Heritage Month 2022 and distributed it to Acadian and Francophone schools and community groups.
- Presented and disseminated the weekly African proverbs and African Diaspora narratives in French.
- Made French-language versions of public service announcements and information available on the African Nova Scotian Affairs (ANSA) website.

### **Archives, Museums and Libraries**

- Enhanced access to Sally Ross Acadian Cemeteries online resource and the data is now displayed in French as well as English.
- Collaborated in co-operation with Acadian Affairs, provided advice and support to the Centre Acadien (Archives) at Université, Sainte-Anne.
- Translated exhibit content for Nova Scotia Museum exhibits: Age of Mastodons & Wild Nova Scotia (Museum of Natural History) and Ta'n Me'j Tel-keknuo'ltiek: How Unique We Still Are (Maritime Museum of the Atlantic).
- Site entrance signs for five (5) NSM sites were fabricated in French and English.
- Catalogued portions of artefact records of objects of Acadian heritage in French following implementation of our new collections management system.
- Distribute current Bonjour! Conseils pratiques/Practical Tips documents to library regions for their use in office and with the public.
- Translate the newly developed orientation and registration package for Nova Scotia Archives researchers.
- Translate the How-to-Use section of the Nova Scotia Archives online resource Looking Back, Moving Forward: Documenting the Heritage of African Nova Scotians.
- Translate website information for the Nova Scotia Museum's toolbox for museum school programmes.
- Translate exhibit and programming content for Nova Scotia Museum interpretive renewal projects.
- Translate newly implemented interpretive and wayfinding signage at Nova Scotia Museum sites and trails.

- Create a French-language brochure for the exhibit Glamour + Labour: Clairtone in Nova Scotia at the Museum of Industry.
- Ensure any updated content for the Nova Scotia Museum operations manual and resource materials is provided in French.
- 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.
- Ensure the new Same Page catalogue is available in French, and information related to the new catalogue is professionally translated for French library users to be able to access.
- This project was approved for funding through the Canada–Nova Scotia Agreement on French-language Services.

### **Communities, Sport and Recreation**

- Funded the French translation to Recreation Nova Scotia for the Recreation for Mental Health (Rec4MH) Game Program.
- Translated the Community ACCESS-Ability programme guidelines and application to French.
- Legion Capital Assistance Program grant guidelines and application are translated to French.
- Provincial Volunteer Awards guidelines and application are translated to French.
- The Lieutenant Governor's Community Spirit Award guidelines and application are translated to French.
- Building Vibrant Communities Program grant guidelines and application are translated to French.
- Heritage Day Honouree information and content is translated to French.
- Offered the Nova Scotia Before and After programme grant guidelines and application in French.

### **Culture and Heritage Division**

- Provided French- language tools for cultural funding programmes and awards.
- Ensured program specific content is available in French.
- Accepted applications in French.

### **Gaelic Affairs**

- A Resource Guide has been translated into French and provided as a downloaded pdf to the Department of Education and Early Childhood Development.

### **Policy and Corporate Services**

- Quantified and communicated the economic and social value of culture through the release of the results of the national Culture Satellite Account and the department's Culture Index projects and ensure the data from the Nova Scotia Culture Satellite Account is available in French.
- Data was received from the Culture Satellite Account in 2020-2021 however it was not communicated broadly in either French or English as it was from 2019 pre-pandemic. Data will be shared in 2022-2023 that is more up-to-date and reflects COVID-19.
- The Culture Index was not conducted in 2021. Information will be collected in 2022-2023.

### **Tourism Nova Scotia**

- Provided visitor counselling in French at the provincial Visitor Information Centres and the Tourism Contact Centre.
- Offered travel information in French on the trip-planning website, Nouvelle-Écosse.com.
- Provided the Doers & Dreamers PDF Travel Guide and provincial road map in French.

- **Support the development of Acadian and Francophone communities and cultural resources**

#### **Acadian Affairs and Francophonie**

- Administered the Vive l'Acadie community fund, which provided \$46,600 to support cultural projects in 11 Acadian and Francophone communities across the province in 2021–22.
- Collaborated with the lieutenant governor's office to administer and present the Lieutenant Governor's Award for Excellence for l'Acadie and Francophonie of Nova Scotia.
- Provided nearly \$50,000 in support for two projects through the Acadian Culture and Youth Activities fund.
- Supported, organized, and promoted activities and events to recognize Acadian and Francophone culture including National Acadian Day, the annual Rendez-vous de la Francophonie and International Francophonie Day.
- Administered the Agreement for Cooperation and Exchange between the governments of Québec and Nova Scotia, which provided a combined \$47,000 in joint support for two community development projects undertaken by Acadian and Francophone community organizations.
- Provided over \$500,000 to support 32 cultural activities and community development in the Acadian and Francophone communities.

#### **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.
- Provided over \$343,000 in operational funds to the Historical Acadian Village of Nova Scotia.

#### **Communities Sport and Recreation**

- Provided annual funding for multisport organizations to the Jeux de l'Acadie provincial committee.
- Provided funding through the Community Accessibility programme to the Clare Columbus Club and the Royal Canadian Legion in Chéticamp to install accessible washrooms in their facilities.

### **Culture and Heritage Development**

- Provided operational and project funding support to Acadian and Francophone arts, cultural and heritage organizations.
- Provided significant investment into various celebratory events hosted by Acadians.
- Awarded the Prix Grand-Pré to an Acadian or Francophone artist.
- Offered support to the Acadian community as they prepare to host the 2024 Congrès Mondial Acadien, highlighting the Clare–Argyle region.

### **Tourism Nova Scotia**

- Partnered with tourism businesses, including Acadian and Francophone businesses, to improve their online presence with website enhancement, digital marketing, social media strategy, online booking, and marketing assets.
  - Partnered with businesses in Acadian and Francophone regions through the RADIATE Tourism Program to develop and market travel packages that included Acadian cultural influences.
  - Partnered with tourism businesses and organizations to develop marketing materials and execute digital marketing campaigns through the Digital Content Marketing Program. Partners had the opportunity to highlight cultural aspects of their businesses and communities in the marketing campaigns, including Acadian and Francophone influences.
- **Promote and support the use of ‘active offer’ in French by frontline staff**

### **Acadian Affairs and Francophonie**

- Consulted with Acadian and Francophone communities' organizations to discuss availability of services available in French and to identify opportunities for improvements.
- Shared tools and best practices with members of the French-language Services Coordinating Committee.

### **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.
- Continued to build and nurture relationships with the Acadian and Francophone communities, namely with the Fédération Acadienne de la Nouvelle-Écosse and its members.
- Consulted with Acadian and Francophone communities' organizations to remain informed of their needs and collaborate on finding solutions to issues.

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

#### **Acadian Affairs and Francophonie**

- Worked with the Department of Labour, Skills and Immigration to develop a new Francophone immigration action plan to attract French-speaking immigrants to Nova Scotia.
- Collaborated with the Department of Intergovernmental Affairs to develop a memorandum of understanding with the US state of Louisiana.
- Shared information with the Department of Justice about the Acadian and Francophone communities and collaborated on developing active-offer training materials related to the implementation of recent changes to the Divorce Act.
- Collaborated with the Department of Education and Early Childhood Development to revise aspects of the provincial curriculum concerning the Acadian and Francophone communities.

#### **Gaelic Affairs**

- Continue 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.

#### **Communities, Sport and Recreation**

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

## **Culture and Heritage Development**

- Collaborated with Acadian Affairs and Francophonie to increase awareness of opportunities in cultural programming for the Acadian and Francophone communities.
- **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 French-language services through social media.
- Worked with Communications Nova Scotia to review the effectiveness of the French-language communications guidelines.

### **Policy and Corporate Services**

- Provided opportunities for the Acadian and Francophone communities to contribute to research to learn more about Nova Scotia's culture and its economic and social benefits.
- Through the program improvement project, more emphasis and support will be provided to create awareness and opportunity to those within the Acadian community.

## **Goals, Objectives and Planned Measures for 2022–23**

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) sets 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 2022–23 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 promote the role of the French-language services coordinators.
- Provide information to public servants about government's French-language services obligations.

#### **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.

#### **Gaelic Affairs**

- Continue to collaborate with the Office of Acadian Affairs and Francophonie to raise awareness and promote 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**

- Coordinate the offer of French-language training to government employees.
  - Continue to provide funding for the translation of departmental correspondence and material.
  - Offer the ‘Acadie’ at a Glance workshop to government employees to raise awareness about the 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**

- Support the delivery and success of projects and initiatives identified in the Culture Action Plan that pertain to the Acadian and Francophone communities.
- Provide advice to the department to promote the consideration of French-language services in its public engagement activities.

### **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**

- Publish documentation in both French and English and maintain a bilingual web presence.
- Support the implementation of the French-language communications guidelines throughout government.

### **African Nova Scotian Affairs**

- Distribute the poster for African Heritage Month 2023 to Acadian and Francophone schools and community groups and promote activities which will be taking place.
- Ensure 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. (2022-23)
- Developed a bilingual poster for African Heritage Month 2021 and distributed it to Acadian and Francophone schools and community groups.
- Ensure weekly African proverbs and African Diaspora narratives in French.
- Ensure French-language versions of public service announcements and information available on the African Nova Scotian Affairs (ANSA) website.

### **Archives, Museums, and Libraries**

- Translate the newly developed orientation and registration package for Nova Scotia Archives researchers. Due to COVID 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.
- 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.
- Translate exhibit and programming content for Nova Scotia Museum interpretive renewal projects.
- Translate newly implemented interpretive and wayfinding signage at Nova Scotia Museum sites and trails.
- Continue cataloging portions of artefact records of objects of Acadian heritage in French.

- Ensure any updated content for the Nova Scotia Museum operations manual and resource materials are provided in French.
- Increase access to information, materials, tools, programmes and training in French.
- Build awareness of French-language options and responsibilities for libraries, and support library regions with applications for funding to support new work.

### **Communities, Sport and Recreation**

- Offer multi-sport coach education modules in French on demand.
- Offer the Nova Scotia Before and After programme in French, which includes all materials and resources for providers, as well as capacity-building workshops. The programme is being offered at two Conseil Scolaire Acadien Provincial (CSAP) schools across the province.
- Collaborate with partners at the Department of Education and Early Childhood Development and external facilitators on developing a French curriculum for the Nova Scotia Before and After training modules.
- Increase the number funding grants programs translated to French

### **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.

### **Gaelic Affairs**

- Plan partnership with Ross Farm Museum in an effort to include and promote both French- and Gaelic-language interpretation and culture-related experiences at the museum.

### **Policy and Corporate Services**

- Quantify and communicate the economic and social value of culture through the release of the results of the national Culture Satellite Account and the department's Culture Index projects and ensure the data from the Nova Scotia Culture Satellite Account is available in French.
- Publish data from the Culture Satellite Account in 2022-2023 in French or English.
- Collect and publish the Culture Index was not conducted for 2022-2023.

### **Gaelic Affairs**

- Explore a partnership with Ross Farm Museum to include and promote both French- and Gaelic-language interpretation and culture-related experiences at the museum.

### **Tourism Nova Scotia**

- Provide French-language services for visitors at the six provincial Visitor Information and Contact Centre when possible.
  - Offer travel information in French on the trip-planning website, Nouvelle-Écosse.com.
  - Provide the Doers & Dreamers PDF Travel Guide and provincial road map in French.
- 
- **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 communities across the province.
- Support, organize and promote activities and events to recognize Acadian and Francophone culture, including National Acadian Day, the annual Rendez-vous de la Francophonie and International Francophonie Day.
- Administer the Agreement for Cooperation and Exchange between the governments of Québec and Nova Scotia to provide joint support for community development activities undertaken by Acadian and Francophone communities' organizations in areas such as education, culture, tourism, communications, and immigration.
- Support cultural activities and community development in the Acadian and Francophone communities.

### **African Nova Scotian Affairs**

- Work with Acadian Affairs and Francophonie to deliver events during African Heritage Month 2023.

### **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
- 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.
- Increase Heritage Day information content in French for public schools' resource tool.

### **Culture and Heritage Development**

- 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.
  - Support for Congrès Mondial is provided through multiple existing funding streams and through a request for a one-time investment.

### **Gaelic Affairs**

- Foster greater collaboration could occur between the Gaelic and Acadian and Francophonie communities. Follow up to occur in first quarter of 2022-23.

### **Tourism Nova Scotia**

- 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 packages for Acadian experiences.
  - 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.
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- **Promote and support the use of ‘active offer’ in French by frontline staff**

### **Acadian Affairs and Francophonie**

- Continue developing new elements, such as videos or posters, to promote the active offer of services in French by government.
- Work with the Acadian and Francophone communities to raise awareness of 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**

- 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, namely with the Fédération Acadienne de la Nouvelle-Écosse and its member organizations.

- Consult with Acadian and Francophone communities' organizations to remain informed of their needs and collaborate on finding solutions to issues.
- **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**

- Continue to build the relationship between the African Nova Scotian and the Acadian and Francophone communities.
- Work with the African Nova Scotia Information Network and the Acadian and Francophone communities to promote activities for African Heritage Month and seek partnerships for the inclusion of information in French during African Heritage Month.
- Monitor African Heritage Month 2023 to determine the number of Acadian and Francophone events offered.

#### **Gaelic Affairs**

- Deliver a presentation in French at Bilingual Career Exploration Day, an event organized by Canadian Parents for French. Presentation is on Gaelic language and culture, including introductory Gaelic phrases, communicating lineage, surnames and a Gaelic milling song.
- Continue 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.
- Created a Resource Guide has been translated into French and provided as a downloaded pdf to the Department of Education and Early Childhood Development.

#### **Communities, Sport and Recreation**

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

### **Culture and Heritage Development**

- Collaborate with Acadian Affairs and Francophonie to increase awareness of opportunities in cultural programming for the Acadian and Francophone community.

### **Tourism Nova Scotia**

- Support Acadian Affairs and Francophonie and the Acadian community to identify opportunities for tourism development.
- **Improve communications in French with the Acadian and Francophone communities by respecting French-language communication guidelines developed for government.**

### **Acadian Affairs and Francophonie**

- Promote government's French-language services through social media.
- Support Communications Nova Scotia's annual review of the French-language communications guidelines and assist with any necessary revisions.
- Work with Communications Nova Scotia to review the effectiveness of the French-language communications guidelines and revise if necessary.

### **Policy and Corporate Services**

- Continue to provide opportunities for the Acadian and Francophone community to contribute to research to learn more about Nova Scotia's culture and its economic and social benefits.