

PARKS CANADA AGENCY

ANNUAL REPORT ON RESULTS IMPLEMENTATION OF SECTION 41 OF THE OFFICIAL LANGUAGES ACT 2008-2009

General information

Federal institution: Web site:	Parks Canada Agency www.pc.gc.ca
Minister responsible:	The Honourable Jim Prentice
Senior official(s) responsible for implementation of section 41 of OLA:	Pat Thomsen, A/Chief Human Resources Officer Michel Latreille, Champion of Official Languages
General mandate of federal institution:	To protect and present nationally significant examples of Canada's natural and cultural heritage, and foster public understanding, appreciation and enjoyment in ways that ensure their ecological and commemorative integrity for present and future generations.
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Context and Responsibilities of the Parks Canada Agency

Mandate:

“On behalf of the people of Canada, we protect and present nationally significant examples of Canada’s natural and cultural heritage, and foster public understanding, appreciation and enjoyment in ways that ensure their ecological and commemorative integrity for present and future generations.”

The Federal Government Strategy to support official-language minority communities includes an accountability framework that requires departments and agencies to play a role in the following areas: awareness of linguistic duality and Official Language Minority Community (OLMC) priorities or new initiatives; communications with OLMC’s about programs and services; coordination and liaison with other federal/provincial/municipal government bodies; and accountability and to produce an action plan on the implementation of section 41 (Part VII) of the *Official Languages Act*.

Parks Canada protects, preserves and presents a magnificent system of national parks, national marine conservation areas and national historic sites all across this country. By working with minority-language communities, it assists in promoting another aspect of section 41 of the *Official Languages Act*, which reads:

The Government of Canada is committed to enhancing the vitality of English and French linguistic minority communities in Canada and supporting and assisting their development and fostering the full recognition and use of both English and French in Canadian society.

The measures outlined in this plan aim to develop and enhance the vitality of official-language minority communities. To ensure these goals are met, Parks Canada actions are based on the achievement of four objectives:

1. Develop and put in place heritage presentation programs that take into account the presence of Official Language Minority Communities.
2. Work jointly with representatives of official language minority communities for the development of local, regional and national tourism infrastructure.
3. Encourage and support the expression of Canadian linguistic duality by working jointly with the local and national leaders for the promotion of this duality.
4. Ensure representation of Official Language Minority Communities within the workforce of the Parks Canada Agency.

Public consultation is an essential element of the national park and national historic site management plan process. These consultations provide an opportunity to consult with minority language communities.

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Summary of the progress made by Parks Canada in 2008–2009

Parks Canada's Field Units and Service Centres implemented hundreds of activities across Canada; this report highlights some of the regional actions and programs that contributed to the promotion of English and French in Canada and to the development and enhancement of official languages minority communities (OLMCs).

- **Awareness**

Field Units (FUs) and Service Centres reported a variety of activities, demonstrating Parks Canada's (PC) awareness of its role and obligations regarding the active promotion of Canada's linguistic duality and its contribution to the development and enhancement of OLMCs, such as the active participation of PC employees across the country in *Rendez-vous de la Francophonie* activities. To ensure that participants are informed and enabled to promote Canada's linguistic duality within their FU across Canada, over 100 Executives and senior managers were provided at the 2008 Senior Managers' Forum with a toolkit containing OL reference documentation and a Part VII fact sheet.

- **Consultations**

PC continues consulting OLMCs regarding management plans and other issues of importance to them. The Agency used the OLMCs' media and targeted mailing lists to reach out to their communities. When attending the *Terroir Identity and Seduction Symposium*, in Saskatoon, representatives of PC's Northern Prairies FU met with speakers and event organisers to see how PC could support future *Terroir* projects in the province. PC is very involved in the preparation of the 2010 Games. Under the "Raising our Game" campaign, PC representatives met with Olympic organizers and the Office of the Commissioner of Official Languages (OCOL) to discuss how the Agency could promote the French language and culture during the Games.

- **Communications**

PC continues publishing announcements and advertising in the OLMCs press and tourism material and is considered a sound business partner for tourism, an important component of OLMC's economic development. Feature interviews with a bilingual interpreter, from the Mainland Nova Scotia FU, participated on CIFA, Nova-Scotia French language radio station and a representative from the Nunavut FU recently started appearing as a guest speaker on the francophone community radio, CFRT107.3FM.

- **Coordination and liaison**

Many FUs maintain an active presence on federal councils and their OL subcommittees. They support and encourage council efforts by attending monthly meetings, by providing input on OL matters and exchanging best practices on communications with the public and the promotion of English and French within federal institutions. Parks created the 2010 Winter Games Outreach and Engagement Committee. As a member of this committee, the National OL Coordinator (NOLC) provides OL advice and assistance, as there are over 30 national parks and sites confirmed on the Torch Relay route. In partnership with other federal institutions, Parks promotes Canada's linguistic duality and contributes to the development and enhancement of OLMCs by participating in meetings

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such as one organised by Canadian Heritage to discuss Parks' involvement at the *Congrès Mondial Acadien 2009*.

- **Funding and program delivery**

PC works closely with OLMCs ensuring that their heritage is reflected within national parks and historic sites. A recent success was the partnering in *Francoforce* as Esplanade Park (Fortification of Québec National Historic Site of Canada) was used as the official footing for the Francodôme. As well, many FUs worked closely with various OLMCs' tourism and business associations in developing marketing strategies and other activities, making PC a key player in the development of local tourism industries and in OLMCs' economic development, such as the Manitoba FU working with the '*1885 Coalition*' to commemorate and recognize the francophone and Métis communities' contribution in Manitoba, Saskatchewan and Alberta.

- **Accountability**

PC measures its performance using two major reporting activities: its annual report to the Department of Canadian Heritage and to the Treasury Board Secretariat and is also subject to an annual performance report card by the OCOL. In the 2008-2009 report PC received an "A" for its performance in the advancement and support of the implementation of Part VII of the OLA.

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Detailed report on results

A. AWARENESS (In-house activities)

[Training, information, orientation, awareness, communication and other activities carried out **in-house** in order to educate employees and/or senior managers of Parks Canada about linguistic duality and the priorities of OLMCs; senior manager performance contracts and recognition programs; consideration of the viewpoints of OLMCs in research, studies and investigations carried out in-house.]

Expected result: Creation of lasting changes in Parks Canada's organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the <i>Official Languages Act</i> and OLMCs.		
Activities carried out to achieve the expected result	Outputs	Progress made in achieving the expected result
<i>What activities were carried out during the reporting year? What was done?</i>	<i>What products or services came from the activities carried out during the reporting year?</i>	<i>What has changed as a result of the activities carried out during the reporting year?</i>
The Agency undertook a review of all its policies and programs to identify those that have an impact on the vitality of OLMCs.	Strategic policy items and programs identified.	Increased awareness of Parks' role and responsibilities for actual and future policies and programs.
Dissemination of information on the OLA in general and on the importance for implementing Part VII, more specifically.	The Agency distributes <i>Bulletin 41-42</i> to regional coordinators and managers. It also has a section on Part VII on its intranet site. Gwaii Haanas: Distributed electronic version of <i>Bulletin 41-42</i> . Western & Northern Service Centre: Distributed <i>Bulletin 41-42</i> in the Winnipeg Service Centre. Manitoba Service Centre: Information arising from Manitoba Interdepartmental Network of Official Languages Coordinators' meetings was distributed to Field Unit management and staff.	Increased visibility of official languages within the various Field Units and Service Centres of Parks Canada.

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<p>Parks Canada employees across the country actively participated in the activities of the <i>Rendez-vous de la Francophonie</i>.</p>	<p>At National Office, a delegation composed of 11 persons, including the Champion, attended the launch of the <i>Rendez-vous de la Francophonie</i>, in March, at the Museum of Civilisations.</p> <p>Coastal British-Columbia Field Unit: Participated at a kiosk at the <i>Rendez-vous</i>, in Vancouver.</p> <p>Jasper Field Unit: The Language Services Specialist was responsible for the publication of the schedule of events. Parks Canada provided its boardroom for free to present a movie for kids during the <i>Rendez-vous</i>.</p> <p>Manitoba Service Centre: OLMC Activities, including promotion of activities for les <i>Rendez-vous de la Francophonie</i>, are regularly promoted to interested Field Unit staff both to raise awareness and as opportunities for staff to practice/retain their second language skills.</p> <p>Yukon Field Unit: Parks Canada employees located in Whitehorse were invited to attend <i>Les Rendez-vous de la Francophonie</i> celebrations organized by the local <i>Association Franco-yukonnaise</i>.</p>	<p>Official languages positioned as an important issue for Parks Canada.</p> <p>Increased participation, as demonstrated by number and types of activities attended.</p> <p>Meeting with OLMCs and opportunity to promote the Agency's program and recruitment.</p> <p>The Jasper Field Unit has been participating in the setup of the <i>Rendez-vous de la Francophonie</i> since it was first celebrated in Jasper, in 1997.</p>
<p>Parks Canada is an active partner in the <i>Vancouver 2010 Olympic Games Torch Relay</i>.</p>	<p>The Agency prepared a communication plan asking national parks and sites to pay particular attention to working with representatives of the OLMCs as they plan and implement <i>Torch Relay</i> Celebrations.</p> <p>Two representatives of OCOL made a presentation to Parks Canada on the Commissioner's expectations from federal institutions during the 2010 Games.</p>	<p>The National OL Coordinator has been mandated with ensuring the involvement of OLMCs where possible.</p> <p><u>Results</u> will be reported in the next annual report.</p>
<p>In February 2009, the National Coordinator invited submissions to <i>Bulletin 41-42</i> from members of the internal OL network and</p>	<p>58 individuals received the email. 2 articles/submissions received: to be</p>	<p>Increased visibility of official languages at Parks Canada.</p>

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<p>individuals who sit on the various federal councils.</p>	<p>published in the Spring Summer 2009 issue. There were two mentions of Parks in the Spring-Summer 2008 issue of <i>Bulletin 41-42</i>.</p>	<p>Increased visibility of Parks Canada as a key partner in the promotion of Canada's linguistic duality.</p>
<p>The National OL Coordinator followed up on events where Parks Canada was involved, such as the <i>Historic Half Marathon</i> held in the Fort Langley National Historic Site of Canada.</p>	<p>The Manager of the Site asked for advice and assistance from the National Coordinator to ensure that Parks was in line with its obligations under Part VII of the OLA.</p>	<p>Although the event was organised by a private sector organisation, Parks representatives have been made aware of the importance of including members of the local OLMC in future events.</p>
<p>Parks Canada participated in the <i>Journées du Patrimoine</i>, a heritage exhibit, organised by the <i>Société historique de la Saskatchewan</i>.</p>	<p>The Agency participated by having a booth and placing an advertisement in the program. Participation for the 4th consecutive year.</p>	<p>Parks Canada actively promoted awareness of the rich Francophone heritage in Saskatchewan.</p>
<p>Information dissemination to executives, senior managers and managers regarding Parks' obligations under the OLA.</p>	<p>Senior managers received an information kit on OL at the Senior Managers' Forum, in Halifax, in September 2008.</p> <p>Executive Committee members received a copy of the <i>Fact Sheet: implementation of Part VII of the OLA</i> and of the government's action plan for OL during a presentation, in December 2008.</p>	<p>Members of the Executive Committee and all managers are informed and enabled to promote Canada's linguistic duality within their sector of operation.</p>
<p>Parks Canada's employees are involved with the OLMCs of their region.</p>	<p>The Southern New Brunswick Field Unit: one employee is a member of <i>Association régionale de la communauté francophone de Saint-Jean</i>.</p> <p>Northern Ontario Field Unit site Manager sits on the board of the Francophone community centre.</p> <p>Mount Revelstoke and Glacier National Park of Canada: some Parks Canada staff has joined the <i>Association des francophones de la Kootenay-Ouest</i> to access French-language books and films. One of the Field Unit staff has joined the Board of Directors of this association.</p>	<p>Mutual opportunities for information sharing and partnerships.</p> <p>F</p> <p>This has led to their bringing the <i>Biblio-bus</i>, a travelling French-language library from Nelson, which is four hours away, to Revelstoke, and encouraging several new members of the community to join.</p>

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	<p>The Language Services Coordinator for the Mountain Parks sits on the Board of Director of the <i>Association canadienne-française de l'Alberta</i> and also sits as a community representative of the French school committee.</p> <p>Southwestern Ontario Field Unit – Woodside National Historic Site of Canada: the site hosted <i>Family Day</i> in February: members of the Francophone community participated and there was an article in <i>Le Régional</i> that reported the event.</p>	
<p>The Agency distributes its tool kit on service to the public in both official languages to commercial leaseholders that deal with the public. The kit includes advice and key sentences in English and French, and refers to the agreement's language clause.</p>	<p>Banff Field Unit: The team responsible for realty continues to ensure that commercial head lessees receive the <i>Commercial Lessees Tool Kit</i>. 11% of the 130 commercial head lessees received a copy of the Kit.</p> <p>Jasper Field Unit: Commercial operators are encouraged to offer services in both official languages: 24 OL tool kits were distributed.</p> <p>Lake Louise/Yoho/Kootenay Field Unit: Tool Kits have been distributed to 10% of the Field Unit's lessees, encouraging them to adopt official language policies at their operations.</p> <p>Northern Prairies Field Unit: The <i>Commercial Lessees Tool Kit</i> was sent to 10% of commercial leaseholders.</p> <p>Waterton Field Unit: The FU sent letters to all business license holders to inform them of the availability of the <i>tool kit</i> for providing services in both official languages. It distributed the toolkit to new business license applicants in fixed premises.</p> <p>Western & Northern Service Centre: Held a teleconference on best practices and third party obligations with Western and Northern O.L. Coordinators and provided them with the <i>Tool Kit</i>.</p>	<p>Commercial lease holders are aware of Parks Canada's obligations regarding service in the two official languages and are encouraged to offer bilingual services, using the tools the Agency had given them.</p> <p>Increased in the interest of lessees as per number of kits distributed.</p> <p>French-speaking visitors in the West can be served in their preferred official language.</p>

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EXAMPLES OF PARTICIPATION OF PARKS CANADA REPRESENTATIVES IN OLMCs' EVENTS

Parks Canada has played an important role in the success of the *Fête Franco-albertaine*, an annual gathering of all Francophone communities within Alberta: **Jasper Field Unit** provided park radios for organisers and offered group camping at no cost to participants. A Parks' liaison attended some of the organising committee's meetings. As well, the Site Superintendent wrote a letter of support that was published in the Fête's official program.

Northern Prairies Field Unit: Two representatives of Parks Canada attended the *Terroir Identity and Seduction Symposium*, in Saskatoon, organised by the *Assemblée communautaire fransaskoise*. They also met with some of the session speakers and event organisers to see how Parks Canada could support future Terroir projects in the province.

Cape Breton Field Unit participated in local Acadian events such as the annual parade in Chéticamp and St. Joseph du Moine and other functions sponsored by the local *Fédération acadienne de la Nouvelle-Écosse* to promote the French language in the area. The Field Unit also promoted weekly Acadian concerts at an outdoor theatre.

Mainland and Nova Scotia Field Unit: participation in the *Festival de la Parole; Ordre du bon temps*' supper.

Nunavut Field Unit: in partnership with the *Association francophone du Nunavut*, attended a trade show. Presented at the association's tourism trade show known as *Soirées Boréales* held in Montréal, in November 2008, where the goal was to attract francophones to visit the North. The cost of this event was covered by the association though Parks Canada has committed to covering these costs in the future to ensure our participation.

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Detailed report on results

B. CONSULTATIONS (Sharing of ideas and information with OLMCs)

[Activities (e.g. committees, discussions and meetings) through which Parks Canada consults the OLMCs and interacts with them to identify their needs and priorities or to understand potential impacts on their development; activities (e.g. round tables and working groups) to explore possibilities for cooperation within the existing mandate of the Agency or as part of developing a new program or new policy; participation in consultations with OLMCs coordinated by other government bodies; consultation of OLMCs by regional offices to determine their concerns and needs.]

Expected result: Creation of lasting relationships between Parks Canada and OLMCs; federal institution and OLMCs understand each other's needs and mandates.		
Activities carried out to achieve the expected result <i>What activities were carried out during the reporting year? What was done?</i>	Outputs <i>What products or services came from the activities carried out during the reporting year?</i>	Progress made in achieving the expected result <i>What has changed as a result of the activities carried out during the reporting year?</i>
Additional targeted funding was requested from <i>Supplementary Estimates</i> , in line with <i>Parks Canada 2007-2010 Action Plan</i> to consult OLMCs.	Consultation with internal stakeholders. The request was made and approved.	0.1M\$ obtained for consultation with OLMCs and for promoting linguistic duality. <u>Results</u> of measures put in place will be outlined in the next annual report.
The National Historic Site Directorate ensured that strategic plans, management plans, policy and program development and memorandums to Cabinet take into account the needs of the OLMCs.	Formally and informally consult OLMCs. Decision-making, policy and programs development take into account OLMCs' preoccupations.	Policies, programs and management plans reflect the needs of OLMCs.

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<p>The Agency regularly invites OLMC members to participate in consultations on national issues and on regional steering plans.</p>	<p>The Agency held a national consultation with the <i>Fédération des communautés francophones et acadienne du Canada</i> (FCFA).</p> <p><i>National Dialogue with Stakeholders:</i> The Minister wrote the FCFA President and the CEO invited their comments on Parks Canada's performance and future direction by responding to a number of questions.</p> <p>The Manitoba and Gaspé Field Units have advisory committees that include OLMC representatives.</p>	<p>On-going cooperation between Parks Canada and OLMCs.</p> <p>The FCFA did not respond to the CEO's invitation.</p>
<p>The Cape Breton Field Unit identified and staffed one position whose incumbent's focus is specifically to liaise and foster collaborative initiatives with the Acadian Community of the Cheticamp area.</p>	<p>Incumbent in place.</p>	<p>Stronger links with the Acadian community.</p> <p>On-going cooperation between Parks Canada and OLMCs.</p>
<p>As a general practice, Parks Canada Field Units and Service Centres consult members of the OLMCs and their associations when they are holding public consultations to prepare their management plans. This gives OLMCs an opportunity to make their needs known and to explain the obstacles in accessing the Agency's programs</p>	<p>Here is a sample of Field Units and Service Centres who consulted OLMCs during public consultations for their management plan:</p> <ul style="list-style-type: none"> • <i>The Atlantic Service Centre (Kouchibouquac National Park of Canada, Grand Pré National Historic Site of Canada, Fortress of Louisbourg National Historic Site of Canada)</i> • <i>The Gaspésie Field Unit</i> • <i>The Jasper Field Unit</i> • <i>The Newfoundland and Labrador Field Unit</i> • <i>The Northern Prairies Field Unit</i> • <i>The Ontario Service Centre</i> • <i>The Riding Mountain National Park of Canada Field Unit</i> • <i>The Western Quebec Field Unit</i> 	<p>Management plans take into consideration concerns of the OLMCs.</p>

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<p>Parks Canada met with representatives of the <i>Assemblée communautaire fransaskoise</i>.</p>	<p>Development of a pilot project in the Batoche area to encourage economic development through the use of unique food products.</p>	<p>Contribution to the development of agro-tourism in the Francophone community of Saskatchewan.</p>
<p>Coastal British-Columbia Field Unit: Planning underway for celebrations for the 2010 Winter Games.</p>	<p>Parks representatives met with Olympic organizers and OCOL to discuss how the Agency could promote the French language and culture during the 2010 Winter games. The campaign was called "Raising our Game"</p>	<p>On-going cooperation between Parks Canada and OLMCs. <u>Results</u> will be reported in next year's annual report.</p>
<p>Cape Breton Field Unit: Consultation with the Cheticamp community to develop interpretive signs about the original place names of two locations in national park.</p>	<p>Assistance with request to have some park place names revert to original Acadian names (via <i>Committee on Canadian Geographical Place Names</i>). Pro-active consultation on a variety of issues including improving tourism & local economy, park-community relations, development of joint annual events, etc.</p>	<p>On-going cooperation between Parks Canada and OLMCs.</p>
<p>Gaspésie Field Unit: The Field Unit created an advisory committee for Forillon National Park of Canada.</p>	<p>A representative of the <i>Committee for Anglophone Social Action (CASA)</i> is a member of this advisory committee.</p>	<p>Direct and constant input from OLMCs.</p>
<p>Prince Edward Island: Parks Canada maintained a direct cooperative relationship with the francophone communities regarding activities and initiatives undertaken in 2008-09.</p>	<p>Active collaboration with the <i>Société Saint-Thomas-d'Aquin (SSTA)</i> regarding a number of projects, most notably the future redevelopment of Port-la-Joye/Fort Amherst. Partnership with the SSTA and Acadian historical groups in hosting various special events, including the 250th commemoration of the deportation of Acadians, held on December 13, 2008.</p>	<p>On-going cooperation between Parks Canada and OLMCs.</p>
<p>Jasper Field Unit: The Language Services Specialist consults with the local French community.</p>	<p>Consultations take place on an on-going basis, on a wide variety of topics, and in response to the community's needs.</p>	<p>The viewpoint of francophone organisations are sought on a regular basis.</p>

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		A well-established relationship exists between the Jasper FU and the local Francophone community.
Western Quebec Field Unit: The FU consulted representatives of the English-speaking community of Montreal in planning three ceremonies to unveil commemorative plaques.	<p>Plaque of the <i>Atwater Library</i>: Consultation of the English-speaking organisation, <i>Mechanical and Technical Institute of Montreal</i>.</p> <p>Plaque of Philipp-Louis Pratley: Consultation with the representatives of the <i>Canadian Engineering Association</i> and with the Pratley family, of Westmount, with the <i>Montreal General Hospital</i> and with the <i>Royal Victoria Hospital Public Relations</i>.</p> <p>Consultation with representatives of the <i>Missisquoi Historical Society</i> regarding an interpretation sign on the Battles of Eccles Hill, during the Fenian raids of 1870.</p>	<p>Successful ceremonies where OLMCs' point of view was respected.</p> <p>Parks Canada is perceived as a partner sensitive to OLMC's concerns.</p>
Manitoba Field Unit: Consultation with la <i>Société historique de Saint-Boniface</i> (long-term partner in delivery of programming at <i>Riel House National Historic Site of Canada</i>).	Consultations are regularly taking place.	Operation of the site respect discussions with the <i>Société historique</i> .
Mainland Nova Scotia Field Unit: the Field Unit continues to participate in Acadian Consultative Committee meetings.	Consultations with <i>Fédération des Acadiens de la Nouvelle-Écosse</i> to include messaging about Acadians during the Deportation.	Commemorative Integrity Statement and interpretive materials reflect the contribution of the Acadian community.
Yukon Field Unit: Parks Canada met with the <i>Association franco-yukonnaise (AFY)</i> about how to improve the French offer to visitors.	Numerous options were explored and Parks Canada committed to working with the Association to find innovative ways to better meet the needs of French speaking visitors. Parks Canada attended an information/consultation session delivered by AFY about the francophone tourism market and its potential for development.	The AFY committed to helping Parks Canada promote its bilingual jobs to the public and exploring joint promotion/marketing opportunities.

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Detailed report on results

C. COMMUNICATIONS (Transmission of information to OLMCs)

[**External** communications activities to inform OLMCs about the activities, programs and policies of Parks Canada and to promote the bilingual character of Canada; inclusion of OLMCs in all information and distribution lists; use of the federal institution's Web site to communicate with OLMCs.]

Expected result:

OLMC culture reflects a broad understanding of Park Canada's mandate; OLMCs receive up-to-date and relevant information about the federal institution's programs and services (P&S).

Activities carried out to achieve the expected result

What activities were carried out during the reporting year? What was done?

Outputs

What products or services came from the activities carried out during the reporting year?

Progress made in achieving the expected result

What has changed as a result of the activities carried out during the reporting year?

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<p>Parks Canada continues to use OLMCs' media to disseminate information on parks and sites, such as ads, press releases, television video clips, etc.</p>	<p>The following media were used: <i>L'Express du Pacifique</i>, <i>Le Soleil</i> (British Columbia); <i>L'Aurore boréale</i> (Yukon); <i>Le Nanuvoix/L'Aquilon</i> (Nunavut); <i>Le Franco et Le Chinook</i> (Alberta); <i>L'eau vive</i> (Saskatchewan); <i>Joie de vivre</i> (Manitoba); <i>Le Régional</i> (Ontario); <i>The Gaspé SPEC</i> (Quebec); <i>Le Courrier</i> (Nova Scotia); <i>Le Gaboteur</i> (Newfoundland and Labrador); <i>La Voix Acadienne</i> (Prince-Edward-Island).</p> <p>Mainland Nova Scotia Field Unit: There were feature interviews with a bilingual interpreter on CIFA, Nova-Scotia French language radio station. New radio campaign included spots on Halifax French language community radio.</p> <p>Northern Ontario Field Unit: Also displayed OLMC publications in parks and sites.</p> <p>Northern Prairies: Worked strategically through Francophone partners to increase exposure, targeting audiences and tracking results.</p> <p>Nunavut Field Unit: Recently started appearing as guest speakers on the francophone community radio, CFRT 107.3FM.</p>	<p>Parks Canada consistently informs members of OLMCs of its program by using their media to communicate with them.</p> <p>Increase of OLMCs' level of knowledge of Parks Canada's programs and services, as demonstrated by the number of shared events presented in this annual report.</p> <p>Monitoring indicated that unilingual advertisements that target their audiences are more effective than bilingual advertisements in English newspapers.</p> <p>The FU hopes to continue providing information to Francophones in Iqaluit during the morning show, <i>L'Aurore boréale</i>.</p>
<p>Parks Canada uses OLMCs medias and publications to advertise its national parks and sites and to promote tourism/economic development of OLMCs.</p>	<p>Banff Field Unit: The FU placed full and half page advertising with <i>Le Conseil de développement économique de l'Alberta</i> (CDEA) in a publication called <i>Alberta...l'autre belle province</i> distributed to a francophone market, including at <i>Les Rendez-vous de la Francophonie</i>. Furthermore, a hyperlink was created to the Parks Canada website from CDEA's website designed exclusively for French tourism in Alberta.</p> <p>Nunavut Field Unit: The FU worked with <i>Odyssée Nunavut</i>, a tourism partner with the</p>	<p>Parks Canada is visible as a partner for local economic development, including OLMCs'.</p> <p>The Agency is perceived as a bilingual institution, respectful of Canada's linguistic duality.</p>

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	<p><i>Association francophone du Nunavut</i>, to provide information for their brochures and information packages that they send to travel trade partners.</p> <p>Western Newfoundland and Labrador Field Unit: The FU advertised and provided information to the French language tourism guide for Newfoundland and Labrador.</p> <p>Yukon Field Unit: A television series about the Chilkoot Trail National Historic Site of Canada was shown on Radio-Canada's <i>Téléjournal</i>, in the Western provinces.</p>	
EXAMPLES OF COOPERATION/INFORMATION SHARING WITH SCHOOL BOARDS AND SCHOOLS OF OLMCs		
<p>Cape Breton Field Unit: The FU promoted French school programs (classroom and park field trips) to French schools and immersion classes in the region and within Cape Breton.</p>		
<p>Quebec Service Centre and Western Quebec Field Unit: Parks Canada's education network in Quebec, coordinated by the Quebec Service Centre, attended four teachers' conferences during the Fall of 2008. One of the conferences, in Montreal, was held by the <i>Quebec Association of Teachers</i> and attracted over 5,000 English-speaking teachers. Parks lead information workshops and distributed promotional materials.</p>		
<p>Eastern Ontario Field Unit: French language school boards in the Field Unit are contacted on a yearly basis to promote Parks curriculum based programs.</p>		
<p>Gaspésie Field Unit: The FU developed and delivered a new educational program for the school clientele of Grand Gaspé, including the <i>Eastern Shores School Board</i>, representing the English-speaking clientele.</p>		
<p>Jasper Field Unit: A group of educators from a French school in Alberta as well as the Alberta Francophone School Board attended full-day seminars to familiarize themselves with the Palisades Centre program</p>		
<p>Mainland Nova Scotia Field Unit: Education outreach is offered and delivered to schools in the <i>Conseil scolaire acadien provincial</i>; promotion of visits to national historic sites also occurs at that time.</p>		
<p>Manitoba: The FU delivered French programming at <i>Winnipeg International Children's Festival</i>, in collaboration with the OLMC organization. It also advertised in the teachers' publication <i>Infoaction</i> to promote the educational resources available to teachers on the Parks Canada website. The Agency's Education Specialist made a presentation to students at the Faculty of Education of the <i>Collège universitaire de Saint-Boniface</i>. It also provided education kits to 30 teachers of the <i>Division scolaire franco-manitobaine</i> for a professional development day. The FU participated in the annual conference of <i>Éducateurs/éducatrices francophones du Manitoba</i> where 440 teachers were in attendance; the Field Unit had an information kiosk promoting Parks Canada's educational resources and on-site programs for schools.</p>		
<p>Mount Revelstoke and Glacier National Parks of Canada: Parks Canada staff has written letters of support for a French or French immersion school programs in its local school district.</p>		
<p>Northern Prairies Field Unit: The FU offered French School programs on trails and in the Nature Centre. Translation for <i>Heritage Driving Tour</i> brochure, a local partnership project, was paid for by the Park.</p>		
<p>Riding Mountain National Park of Canada: Outreach staff coordinated and participated in presentations at the provincial Immersion and</p>		

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Francophone teachers' conferences, where Parks had a booth and collected teacher surveys for its database. The FU provided special programming in the park for *Tour de Plaine*, an event organised by the *Division scolaire franco-manitobaine*.

Southwestern Ontario Field Unit, Point Pelee National Park of Canada: The Education Coordinator produced a curriculum-based formal education program that is delivered in all local school boards, including in French schools.

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Detailed report on results

D. COORDINATION AND LIAISON (Does not include funding – Internal coordination and liaison with other government institutions)

[Coordination activities (research, studies, meetings, etc.) carried out by Parks Canada itself along with other federal institutions or other orders of government; participation in activities organized by other federal institutions, other orders of government, etc.; participation of official languages champions, national and regional coordinators, and others in various government forums.]

Expected result: Co-operation with multiple partners to enhance OLMC development and vitality and to share best practices.		
Activities carried out to achieve the expected result What activities were carried out during the reporting year? What was done?	Outputs What products or services came from the activities carried out during the reporting year?	Progress made in achieving the expected result What has changed as a result of the activities carried out during the reporting year?
A network of Official Languages Coordinators was created at Parks Canada.	The Western Network is running efficiently. The Eastern Network will be developed in 2009-2010.	Parks Canada is very active in the Western Provinces, as demonstrated by this Annual Report. Francophone Communities in the West consider Parks Canada as a partner. Increased visibility of official languages in the various work units and sharing of best practices
Champion and managers involved in interdepartmental leadership initiatives on official languages.	The Official Languages Champion is a member of the Council of the Network of OL Champions. He also regularly raises OL issues at the Agency's Senior Management Committee. Parks was a key partner in the organisation of the Joint Conference of Official Languages Champions, in Quebec City, in June 2008. The Manager, Diversity, Competencies, Official Languages, Recruitment and Retention of Intergenerational Workforce, is a member of the OCOL's Young Professionals Network.	Parks Canada is perceived as a leader in the implementation of Part VII of the OLA by other federal institutions. Senior managers are kept aware of OL issues for Parks Canada.

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<p>Parks Canada is very involved with the <i>Vancouver 2010 Games</i>.</p>	<p>Because of the very high importance of the 2010 Games for the Agency, Parks has created the 2010 Winter Games Outreach and Engagement Committee; the National OL Coordinator is a member of this committee and provides advice and assistance to sub-committees and to concerned directorates.</p> <p>The National OL Coordinator participated in a meeting organised by Heritage Canada. She is now part of a OL sub-committee for the 2010 Games.</p>	<p>Increased awareness of Field Units and Service Centres, as there will be at least 15 national parks or sites confirmed on the Flame's route.</p> <p><u>Results</u> will be reported in future annual reports.</p>
<p>Parks Canada works in partnership with other federal institutions to promote Canada's linguistic duality and to contribute to the development and enhancement of OLMCs.</p>	<p>A representative of Parks Canada participated in a meeting organised by Heritage Canada with the organisers of the <i>Congrès Mondial Acadien</i>, to be held in August 2009.</p> <p>Western and Northern Service Centre: Through meetings held by the Manitoba Interdepartmental Network of Official Languages Coordinators, attended presentations from various community organisations such as le <i>Conseil de développement économique du Manitoba</i>.</p> <p>Parks Canada signed a <i>Memorandum of Understanding</i> with the Canadian Tourism Commission, in November 2008.</p>	<p>As these measures have on-going or future impacts, <u>results</u> will be presented in the next annual report.</p> <p>Parks is considered an important partner by OLMCs and is seen as having a role to play in special events and economic development.</p> <p>There now exists a framework for greater collaboration on national strategic planning priorities, special events, research and information sharing, communication and promotion.</p>

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<p>Parks Canada works in partnership with other levels of government to promote Canada's linguistic duality and to contribute to the development and enhancement of OLMCs.</p>	<p>Parks Canada is a partner in a project to promote French language tourism in the Territory of Nunavut: the Government of Nunavut signed the <i>Nunavut-France Tourism Cooperation Accord</i>.</p> <p>Coastal British-Columbia Field Unit: The OL Coordinator attended a session with the Francophone Affairs Officer with the British-Columbia Government. The Parks' representative met with the Head of the Secretariat and was introduced to BC Government priorities regarding OL.</p>	<p>As these measures have on-going or future impacts, <u>results</u> will be presented in the next annual report.</p> <p>Parks is considered an important partner by OLMCs and is seen as having a role to play in special events and economic development.</p>
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<p>Parks Canada representatives participate actively to federal networks supporting official languages and OLMCs</p>	<ul style="list-style-type: none"> • Alberta Federal Council • Alberta Federal Council, Interdepartmental Network of Official Languages Coordinators • Alberta Federal Council, Linguistic Duality Network • Manitoba Federal Council, Manitoba Interdepartmental Network of Official Languages Coordinators • Manitoba Federal Council, Official Languages Subcommittee • New Brunswick Federal Council, New Brunswick Human Resources Interdepartmental Subcommittee • New Brunswick Federal Council, Official Languages Subcommittee • Newfoundland and Labrador Federal Council, Official Language Subcommittee • North West Territory Federal Regional Council • Nova Scotia Federal Council • Nunavut Federal Council • Ontario Federal Council • Pacific Federal Council, Official Languages Subcommittee • Prince Edward Island Federal Regional Council, Official Languages Subcommittee • Quebec Regional Council of Federal Executives • Saskatchewan Federal Council, Language Retention Subcommittee • Saskatchewan Interdepartmental Network of Official Languages Coordinators • Saskatchewan Senior Managers Council • Yukon Federal Council 	<p>Parks Canada shares best practices with other federal institutions.</p> <p>One of the best practices Parks is recognised for by other federal institutions is the production of a training DVD on active offer. The Agency believes that making an active offer is one way to promote Canada's linguistic duality.</p>
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Detailed report on results

E. FUNDING AND PROGRAM DELIVERY

[Implementation of Park Canada's programs and delivery of its services; funding, alone or in cooperation with other federal institutions, of OLMC projects; inclusion of the needs of OLMCs in the delivery of the federal institution's programs and services.]

Expected result: OLMCs are part of Park Canada's regular clientele and have adequate access to its programs and services; OLMC needs (e.g. geographic dispersion and development opportunities) are taken into account.		
<u>Activities carried out to achieve the expected result</u> What activities were carried out during the reporting year? What was done?	<u>Outputs</u> What products or services came from the activities carried out during the reporting year?	<u>Progress made in achieving the expected result</u> What has changed as a result of the activities carried out during the reporting year?
Parks Canada works in partnership with OLMCs and other federal institutions and contributes to special projects.	The two agreements that were signed last year as part of the <i>Interdepartmental Partnership with the Official-Language Communities</i> (IPOLC) were renewed. These are: i) the project for English-speaking fishermen and mariners on the Magdalen Islands, and ii) the Dobel-Roberts House in Forillon National Park of Canada.	Implementation of Year 2 of the projects is going ahead as planned. The Gaspésie Field Unit developed, with several partners, a concept for enhancing the multiple ethnicities that developed the Forillon Peninsula at the Dolbel-Roberts House. <i>Committee for Anglophone Social Action</i> (CASA) is one of the partners.
Parks work closely with OLMCs to offer programs and services that recognise their contribution to national, regional or local development.	The National Historic Sites Directorate emphasized the significance of the historic role played by OLMCs in interpretations and commemorations. Manitoba Field Unit: The FU is working with the '1885 Coalition' to commemorate and recognize the francophone and Métis communities' contribution in Manitoba, Saskatchewan and Alberta. Quebec Service Centre: The Service Centre collaborated to the distribution and the promotion of books written by members of the English-speaking Irish community at its	See also Section C of this report for specific examples. Parks is an important partner in the organisation of special events and commemorations; the Agency enjoys a special status where on some occasions, it will be proactive in seeking the OLMCs' input and, on others, they will approach the Agency with a specific request.

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	<p>national historic sites.</p> <p>Western Newfoundland and Labrador Field Unit: The FU continues to work with the local French-speaking communities on the Port au Port peninsula to promote awareness of the French influence in Western Newfoundland and highlight this heritage with work on the French Shore through Port au Choix National Historic Site of Canada.</p>	
<p>Parks work closely with OLMCs to offer programs and services that contribute to their economic development.</p>	<p>Cape Breton Field Unit: The FU worked jointly with Acadian tourism and planning associations in Cheticamp (e.g. <i>Les Amis du plein Air, Association touristique de Cheticamp</i>) to plan and provide tourism services, products and media and information centre tours.</p> <p>Manitoba Field Unit: The FU worked closely with <i>Tourisme Riel</i>, a francophone marketing organisation from Manitoba, to promote awareness of and visitation to francophone tourism attractions such as Riel House NHS.</p> <p>Prince-Edward-Island Field Unit: The <i>Friends of Farmer's Bank</i> is a non-profit group, which owns and operates the Farmers Bank National Historic Site and is located in the Acadian Community of Rustico, outside Prince Edward Island National Park. Parks Canada advised them regarding technical services, heritage programming and activities related to Historic Sites and Monuments Board of Canada and Parks Canada Cost sharing programs.</p> <p>Southwestern and Northwestern Territories Field Unit: The Wood Buffalo National Park of Canada has a representative sitting on the community's tourism advisory board. It</p>	<p>Parks is an important partner in the organisation of special events and commemorations; the Agency enjoys a special status where on some occasions, it will be proactive in seeking the OLMCs' input and, on others, they will approach the Agency with a specific request.</p>

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	<p>developed a bilingual guidebook for the community and supported initiatives to market the North to the Quebec market.</p> <p>YUKON FIELD UNIT: The FU attended a meeting where the <i>Association francophone du Yukon</i> provided a general overview of what they are doing associated with tourism.</p>	<p>Yukon spoke very highly of Parks Canada – for its services in French and for its generous support for the French tourism guide and mentioned that Parks was a great partner.</p>
<p>EXAMPLES OF ACCESS TO PARKS CANADA’S RESOURCES</p>		
<p>ATLANTIC SERVICE CENTRE - Provided professional staff to OLMC in support of public archaeological program at Beaubassin National Historic Site of Canada, the most recent NHS commemorating Acadian history.</p>		
<p>Cape Breton Field Unit: Assistance with recording of Acadian music by lending indoor theatre to Cheticamp recording artists. Provision of weekly bilingual Acadian concert at outdoor theatre in summer to promote Acadian culture to visitors and for residents to enjoy.</p>		
<p>Jasper Field Unit: Jasper National Park continues to provide an office to the <i>Association canadienne-française de l’Alberta régionale de Jasper</i> at no cost to the association. In exchange, interested park employees are given the opportunity to attend the association’s French classes for free.</p>		
<p>Mont Revelstoke and Glacier National Park of Canada: The local Francophone community members hold an annual <i>Cabane à sucre</i> in Mount Revelstoke National Park of Canada. The Field Unit supported this by waiving facility use fees for the location.</p>		
<p>Newfoundland East Field Unit: The FU actively supports the development of the francophone tourism guide through the provision of photos, text and paid advertising insertions.</p>		
<p>Southwest and Northwest Territories Field Unit: Wood Buffalo National Park of Canada provides support to the Fort Smith Francophone Association, by providing staff to assist with the set up of tents for the <i>Cabane à sucre</i>, which is part of the community celebrations.</p>		
<p>YUKON FIELD UNIT: Parks Canada provided access for the local Francophone Association to its image database for use in their French Tourism publications.</p>		
<p>EXAMPLES OF ASSISTANCE WITH TRANSLATION SERVICES</p>		
<p>Jasper Field Unit: The Language Services Specialist offers advice and services to many park partners. For the 10th consecutive year, the Jasper Field Unit was a main contributor in the production of the Jasper Survival Guide, a bilingual guide intended for the newly arrived young adults in Jasper. Parks Canada provides translation and proofing services of the guide, as well as contributing financially to its production. Translation services are offered to local organisations, at no cost, to encourage them to provide services in English and in French and raise the profile of bilingualism in the Jasper National Park of Canada.</p>		
<p>Quebec Service Centre: Collaboration to the translation of partners’ documents to ensure the quality of the English version</p>		
<p>Mount Revelstoke and Glacier National Park of Canada: Offers ongoing support to commercial leaseholders by offering assistance with translations and advice.</p>		
<p>Southwestern Ontario Field Unit, Fort Malden National Historic Site of Canada: Provides assistance to 3rd party event organizers for translation of their brochures, pamphlets, ads, etc. that are distributed on the Site’s grounds.</p>		

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Detailed report on results

F. ACCOUNTABILITY

[Activities through which Parks Canada integrates its work on the implementation of section 41 of the OLA into departmental planning and accountability mechanisms (e.g. report on plans and priorities, departmental performance report, departmental business plan and status report on implementation of section 41 of the OLA); internal audits and evaluations of programs and services; regular review of programs and services as well as policies by senior managers of the Agency to ensure implementation of section 41 of the OLA.]

Expected result: Full integration of the OLMC perspective and section 41 of the OLA into Park Canada's policies, programs and services; the reporting structure, internal evaluations and policy reviews determine how to better integrate OLMCs' perspective.		
Activities carried out to achieve the expected result <i>What activities were carried out during the reporting year? What was done?</i>	Outputs <i>What products or services came from the activities carried out during the reporting year?</i>	Progress made in achieving the expected result <i>What has changed as a result of the activities carried out during the reporting year?</i>
Parks Canada has in place various mechanisms to monitor its performance in implementing its official languages programs.	Parks Canada's Field Units and Service Centres implement the OLA and contribute what they have accomplished by means of a process put in place to prepare the annual report to the Department of Canadian Heritage and the report to the Treasury Board Secretariat. The Agency is the object of an annual audit by the OCOL in the context of the report card process.	Parks managers and employee, as well as members of the OLMCs and the public at large, are informed of the Agency's performance via the Internet and Intranet posting of the reports. The Commissioner of Official Languages gave Parks Canada the highest possible grade, A, in its report card for the advancement and support of Part VII of the OLA.

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Distribution list

In addition to submitting your report on results to Canadian Heritage, you should also send it to interested parliamentary and community stakeholders.

- **Clerk of the House of Commons Standing Committee on Official Languages**

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Committee Clerk
House of Commons Standing Committee on Official Languages
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- **Commissioner of Official Languages**

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- **The Minister of the Environment**

The Honourable Jim Prentice
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- **Fédération des communautés francophones et acadienne du Canada (FCFA)**

- **Quebec Community Groups Network (QCGN)**

Web address of your institution's report on results:

www.pc.gc.ca