



French-language Services Plan

2024–2025

*Department of Communities,
Culture, Tourism and Heritage*

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French-language Services Plan
Department of Communities, Culture, Tourism and Heritage
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Department of Communities, Culture, Tourism and Heritage

Ce document est également disponible en français sous le titre : « Plan de services en français 2024-2025 »

Message from the Deputy Minister

I am pleased to present the 2024-2025 French-language Services Plan for the Department of Communities, Culture, Tourism and Heritage. This plan demonstrates our ongoing commitment to provide French-language services and support for the development, preservation and promotion of Nova Scotia's Acadian and francophone community.

The 2023-2024 year was busy as we worked on exciting projects that increased access to French-language services for the Acadian and francophone community. This coming year will display the work we have accomplished to create new cultural experiences for Acadian and francophone community groups. In August Nova Scotia will be the host of the Ministers' Council on the Canadian Francophonie (MCCF) conference, before the Congrès mondial acadien (CMA) 2024 in the Clare-Argyle regions.

Among CCTH's many 2023-2024 successes: Communities, Sport and Recreation (CSR) division worked with their partners in Conseil scolaire acadien provincial (CSAP) and the Department of Education and Early Childhood Development to open five new Nova Scotia Before and After Program (BAP) locations at CSAP schools. The creation of 144 new spaces will allow for further French-language programming for children between the ages of 4 and 12.

Tourism Nova Scotia (TSM) has been developing Acadian Cultural Experiences through the RADIATE Tourism Package after identifying the group as a priority area for experience development. As well, TSM has been working with Conseil de développement économique de la Nouvelle-Écosse (CDÉNE) on an Acadian Cultural Tourism research study to bring more awareness to travellers about Acadian culture and heritage.

The Office of Acadian Affairs and Francophonie (OAAF) negotiated a new five-year federal-provincial funding agreement to support French-language services delivery across government. This is supported by a strategic plan.

During 2023-2024, we have engaged community partners, such as Fédération acadienne de la Nouvelle-Écosse (FANE) and member organisations, to identify and understand the current and ongoing needs of the Acadian and francophone community. We will continue this ongoing engagement and collaboration with community partners throughout 2024-2025.

The goals, objectives and planned measures outlined in the 2024-2025 French-language Services Plan for the Department of Communities, Culture, Tourism and Heritage demonstrates our continuous commitment to supporting the rich cultural heritage of the Acadian and francophone communities of Nova Scotia.

Justin Huston
Deputy Minister

Contribution: Growth and Goals

The Department of Communities, Culture, Tourism and Heritage (CCTH) recognises and values the importance of the province's diverse cultural heritage. We work with our employees to ensure that Nova Scotians can engage with and explore our numerous communities. To that extent, the Office of Acadian Affairs and Francophonie (OAAF) and the French-language Services Coordinating Committee (FLSCC) continuously collaborates to fulfill the responsibilities outlined in the *French-language Services Act* and the *French-language Services Regulations*.

This document is one way to showcase how our employees who work closely with Nova Scotian cultural community groups are prepared to meet the needs of the Acadian and francophone community. This includes addressing priorities that have been made in consultation with or through communication between CCTH and the Acadian and francophone community.

The *French-language Services Plan 2024-2025* has been prepared to be accessible to community members. While we strive to make this as brief as possible, it is an extensive document that details the progress made in the 2023-2024 fiscal year and the goals for the 2024-2025 fiscal year. We are happy to accommodate requests from the public if they need assistance to understand the material further. The progress we make and the goals we outline are always with the idea of continued preservation and growth of the Acadian and francophone community.

This will be a wonderful year of engagement with our broader community members as Nova Scotia hosts the Congrès mondial acadien (CMA) 2024, and the Ministers' Council on the Canadian Francophonie (MCCF) conference. For public members looking to be further engaged, we encourage Acadians and francophones to join us by participating in agencies, as well as on boards and commissions that can be discovered through the Executive Council Office.

The Department of Communities, Culture, Tourism and Heritage is happy to offer government services in French to members of the public. Requests for these services can be made at any time. In the event that you should not receive requested services or information in French, you may follow up directly with the program team responsible for the service or information. The Office of the Ombudsman is also able to assist if you do not feel comfortable following up with the program team.

The appointed French-language Services Coordinator is present to represent CCTH on the French-language Services Coordinating Committee – an interdepartmental committee which functions to ensure implementation of the *French-language Services Act* and *French-language Services Regulations*.

CCTH French-language Services Coordinator:

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Current French-language Services and Initiatives

The Department of Communities, Culture, Tourism and Heritage (CCTH) oversees many integral divisions that encourage Nova Scotians to engage with our deeply woven history. When thinking about our Acadian and francophone community members and the diverse offerings of our department, one of our priorities is to ensure that these community members can access the government services we provide to the public.

The following list is made up of CCTH's current French-language programs, services and communications offered in French to the public. It also includes programs and initiatives which support employees across government employees increase delivery of services in French to French-speaking Nova Scotians.

- Publishes and shares information regarding French-language services, including communication on emergency situations (forest fires and storms).
- “Bonjour” Active Offer program.
- French-language Services Coordinating Committee and subcommittees.
- Free French language courses to elected officials, government employees and healthcare workers.
- Funding for translations of government correspondence and material into French.
- ‘Acadie’ at a Glance workshop for government employees.
- A new five-year strategic plan for French-language services in collaboration with departments and other designated public institutions.
- A new five-year funding agreement with the Canadian government to support provincial services in French (Federal-Provincial Agreement).
- Renewed the Nova Scotia-Quebec Cooperation and Exchange Agreement.
- Acadian and Francophone Community Projects funding program.
- Programme d’appui à la francophonie canadienne (PAFC).
- Provided French-language tools for cultural funding programs and awards.
- Operational and project grants were provided through multiple funding streams in CHD (Culture and Heritage Division), Events NS and by Arts Nova Scotia.
- CCTH 2023-2024 Accountability Report in French.
- Administration of the Vive l’Acadie community fund.
- 2024 African Heritage Month calendar of events, posters, and other promotional material.
- Bilingual site maps and wayfinding signage in museums translated into French.
- *NSM Accessibility Plan* has been translated into French.
- Bluenose II continued to distribute a digital media kit in French and English.
- The Bluenose 100 website is available and completely bilingual.
- Purchased French titles in OverDrive based on the Collection Development policy.
- Support for the Le Village historique acadien de la Nouvelle-Écosse, including collections, infrastructure, and interpretation support.
- Hired French-speaking front-line staff to provide French service to AML sites.
- NS Before and After Program (BAP) grant application and Business Accessibility program applications were updated in French.

- Multi-sport coach education modules for the National Coaching Certification Program (NCCP) in French on demand.
- Nomination forms for Provincial Volunteer Awards are available online in French.
- Annual funding to the Jeux de l'Acadie provincial committee.
- Consultative services are available on demand through CSR.
- Lieutenant Governor's Community Spirit and Provincial Volunteer Awards; placed ad in "La Courrier" and a targeted social media campaign to advertise the awards.
- NS BAP locations at CSAP schools, a total of 144 new spaces.
- CSR provided Acadian and francophone communities with funding.
- The Prix Grand-Pré to an Acadian or francophone artist.
- Invested in the music sector through the Creative Industries Fund to support the development of French-language digital resources, training sessions, and educational videos for Acadian and francophone musicians in Nova Scotia to better access resources offered by Music Nova Scotia (MNS) and to understand and navigate the music industry.
- The Operating Assistance to Cultural Organizations Program core operating assistance provides funding to French-language cultural organizations.
- Recognition of provincial heritage properties under the Heritage Property Program.
- Project support to various communities through funding provided by Arts NS and CHD.
- Funded and published the Satellite Account as a member of the Canadian Culture Statistics Strategy Consortium.
- Translation of information about department programs and services including the online Grant Finder.
- French-language services available at the five provincial Visitor Information Centres.
- Offered travel information in French on the trip-planning website, Nouvelle-Écosse.com.
- Provided the Doers & Dreamers Digital Travel and Nova Scotia road map in French.
- French Tourism NS e-newsletters were distributed to Atlantic and non-Atlantic Canadians.
- The RADIATE Tourism Program: develop and market packages that appeal to regional travellers.
- The Tourism Digital Assistance programs to help improve their online presence and raise awareness with potential travellers.
- Partnered with tourism businesses and organizations to develop marketing assets and execute digital marketing campaigns through the Digital Content Marketing Program.
- French language services for tourism sector strategy engagement sessions held throughout the province.
- Collaborated with Conseil de développement économique de la Nouvelle-Écosse (CDÉNE) on an Acadian Cultural Tourism Research Study.
- Maintained ongoing engagement with Acadian and francophone community partners, including members of the Fédération acadienne de la Nouvelle-Écosse (FANE).
- Implemented *Growing Nova Scotia's Francophone Population: An Action Plan for Success (2022–25)* by collaborating with the Department of Labour, Skills and Immigration in activities to attract French-speaking immigrants to Nova Scotia.
- Collaborated with Communications Nova Scotia to review, revise and implement the French-language communications guidelines throughout government.

- Funding for Conseil Jeunesse Provincial de la Nouvelle-Ecosse under the Diversity and Community Capacity fund (DCCF) for providing provincial tour to recruit and provide information to young Francophone artists in the province's high schools.

Divisions and Offices of CETH

- African Nova Scotian Affairs (ANSA)
- Archives, Museums and Libraries (AML)
 - Nova Scotia Archives
 - Nova Scotia Museums
 - Nova Scotia Provincial Library
- Communities, Sport and Recreation (CSR)
- Culture and Heritage Development (CHD)
- Office of Acadian Affairs and Francophonie (OAAF)
- Office of Gaelic Affairs (OGA)
- Policy and Corporate Services (PCS)
- Tourism Nova Scotia (TSM)

Communicating with the Public in French

Through the “Bonjour” Active Offer program developed by our very own Office of Acadian Affairs and Francophonie, the employees help create a welcoming space in which French-speaking clients are supported to communicate with the government in French.

CCTH's 2023-2024 Goals and Objectives

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

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

Subsection B: Provide programs and services to employees to help with the implementation of the *French-language Services Act*.

Subsection C: Provide policy advice and support on Acadian and francophone initiatives.

African Nova Scotia Affairs

- No goals listed.

Archives, Museums and Libraries

Subsection A and B: No goals listed.

Subsection C

- Nova Scotia Museums identified opportunities for exhibits and programming in support of the Congrès mondial acadien (CMA) 2024 at Le Village historique acadien de la Nouvelle-Écosse and North Hills Museum in Granville Ferry.

Communities, Sport and Recreation

- No goals listed.

Culture Heritage Division

Subsection A

- Provided French-language tools for cultural funding programs and awards.
- Operational and project grants were provided through multiple funding streams in CHD, Events NS and by Arts Nova Scotia.
- Ensured French-language versions of grant applications and funding approvals were translated into French.
- Increased the number of program materials were translated into French.

Subsection B and C: No goals listed.

Office of Acadian Affairs and Francophonie

Subsection A

- Chaired the French-language Services Coordinating Committee; four regular meetings were held in 2023–2024.
- Provided information to public servants about government's French-language services obligations.

Subsection B

- Coordinated French language courses for elected officials, government employees and healthcare workers; nearly 350 spaces were filled in 2023–2024, including 11 in specialized courses; in addition, 32 hours of one-on-one tutoring were provided.

- Continued to provide funding for translations of government correspondence and material into French.
- Offered eight sessions of the 'Acadie' at a Glance workshop to more than 150 participants to raise awareness of Nova Scotia's Acadian and francophone communities and government's obligations respecting French-language services.

Subsection C

- Developed a new five-year strategic plan to support French-language services delivery across government, to be implemented from 2023 to 2028.
- Negotiated a five-year funding agreement with the Canadian government to support provincial services in French across government.

Policy and Corporate Services

Subsection A

- Published the annual French-language services plan for the department in both English and French on the government of Nova Scotia's website.
- Published the department's translated 2023-2024 Accountability Report in French.

Subsection B

- Provided access to French-language training courses for employees to improve their French-language skills. Nine spaces were filled by CCTH employees.

Subsection C

- Provided policy support to the Office of Acadian Affairs and Francophonie (OAAF) on various initiatives, such as:
 - The negotiation of a new, five-year bilateral agreement to support French-language services: the *Canada-Nova Scotia Agreement on Minority-language Services (2023-2028)*, and
 - The renewal of the Cooperation Agreement between the provinces of Quebec and Nova Scotia.
- Communicated to divisions about the importance of bilingual communications, and consideration for program delivery to French-language speaking communities (i.e. French-language speaking health providers).
- Supported OAAF in the delivery and success of projects and initiatives important to the Acadian and francophone community.
- Worked with inter-departmental partners to communicate announcements about funding and events for the community in French.
- Presented the outcomes of the *French-language Services Plan 2022-2023* to the Deputy Minister; providing recommendations on connecting and providing service to communities that speak both English and French.

Tourism Nova Scotia

- No goals listed.

Strategic Objective 2: Develop and deliver quality French-language services and programs to the public.

Subsection A: Increase access to information, materials, tools, programs, and training in French.

Subsection B: Support the development of Acadian and francophone communities and cultural resources.

Subsection C: Promote and support the use of ‘active offer’ in French by Frontline staff.

African Nova Scotia Affairs

Subsection A

- The 2024 African Heritage Month calendar of events was published in both French and English.
- ANSA public service announcements were delivered in both French and English.
- Community correspondences were made in both French and English.

Subsection B and C: No goals listed.

Archives, Museums and Libraries

Subsection A

Nova Scotia Archives (NSA)

- Progress on goals delayed due to other pressures.

Nova Scotia Museums (NSM)

- As wayfinding signage has been replaced at sites, French translations have been added.
- Bilingual site maps have been made available.
- The *Nova Scotia Museum Operations Manual* is in the revision stage and will be translated into French.
- The *NSM Accessibility Plan* has been translated into French and is available online.
- Public Programming: French literary evening, a presentation of Françoise Enguehard in partnership with Alliance Française 120th Anniversary.
- Employees were encouraged and supported in pursuing French-language training.
- NSM (Bluenose II) - For 2023-24, Bluenose II continued to distribute a digital media kit in French and English.
- NSM (Bluenose II) - The Bluenose 100 website has been made completely bilingual.

Nova Scotia Public Libraries (NSPL)

- Maintained the provincial French-language grant to regional libraries.
- Catalogued 1,300 French-language library materials that were purchased by the regional libraries in French.
- Purchased French titles in OverDrive based on the *Collection Development* policy.
- Encouraged employees to pursue French-language training.

Subsection B

- NSM employees continued to support operations at Le Village de la Nouvelle-Écosse, including collections, infrastructure, and interpretation support.

Subsection C

- Hired French-speaking front-line staff to provide French service to the public.

Communities, Sport and Recreation

Subsection A

- NS Before and After Program (BAP) grant application and Business Accessibility program applications were updated in French.
- Delivered multi-sport coach education modules in French for the National Coaching Certification Program (NCCP) on demand.
- No additional modules were delivered for the second NS Sport & Recreation Anti-Racism Week in French.

Subsection B

- Provided \$12,000 in annual funding to the Jeux de l'Acadie provincial committee.
- Provided project funding to organizations in Acadian and francophone communities from CORE funding agreement.
- Completed targeted communication in communities that have never applied for the Lieutenant Governor's Community Spirit and Provincial Volunteer Awards; Placed an ad in *La Courrier de la Nouvelle-Écosse* and a targeted social media campaign was completed in French communities (which included translated ads and graphics).
- Worked with partners in Conseil scolaire acadien provincial (CSAP) and the Department of Education and Early Childhood Development to open five new NS BAP locations at CSAP schools were opened in 2023-2024, for a total of 144 new spaces. The new total number of sites serving CSAP is 6, for a total of 192 spaces.

Subsection C: No goal listed.

Culture Heritage Division

Subsection A

- Increased access to information, materials, tools, programs, and training in French.

Subsection B

- Provided operational support to Acadian and francophone arts, cultural and heritage organizations.
- Provided investment into various celebratory events hosted by Acadians.
- Awarded the Prix Grand-Pré to an Acadian or francophone artist.
- Supported the Acadian and francophone communities as they prepare to host the 2024 Congrès mondial acadien.
- Provided project support to various communities through funding provided by Arts NS and CHD. Through CHD programs, like the Screenwriters Development Fund and the NS Film and Television Production Incentive Fund, grants provide financial support in film industry development including support for scriptwriting and to produce French-language film and television content.
- Invested in the music sector through the Creative Industries Fund which supports the development of French-language digital resources, training sessions, and educational videos for Acadian and francophone musicians in Nova Scotia to better access resources offered by Music Nova Scotia (MNS) and to understand and navigate the music industry.
- Through the Operating Assistance to Cultural Organizations Program, core operating assistance was provided to French-language cultural organizations.

Subsection C: No goal listed.

Office of Acadian Affairs and Francophonie

Subsection A

- Provided funding to departments and other government organizations to support the delivery of French-language services to the public.

Subsection B

- Administered the Vive l'Acadie community fund; \$50,050 in donations supported cultural projects in ten Acadian and francophone regions across the province.
- Provided more than \$350,000 in funding to support cultural activities, community development and events celebrating Acadian and francophone cultures.
- Supported the administration of the Lieutenant Governor's Award of Excellence for l'Acadie and Francophonie of Nova Scotia.
- Administered the agreement for cooperation and exchange between the governments of Québec and Nova Scotia to provide \$46,500 in support for four community development activities undertaken by six Acadian, Québécois, and francophone community organizations.

Subsection C: No goal listed.

Policy and Corporate Services

Subsection A

- Quantified and communicated the economic and social value of culture through work with the Government of Canada and other provinces and territories.
 - Nova Scotia helped fund and publish the Satellite Account as a member of the Canadian Culture Statistics Strategy Consortium
- Supported the translation of information about department programs and services including the online Grant Finder and Grant Program Guide.

Subsection B and C: No goals listed.

Tourism Nova Scotia

Subsection A

- French-language services available to visitors at five provincial Visitor Information Centres.
- Offered travel information in French on the trip-planning website, Nouvelle-Écosse.com.
- Provided the Doers & Dreamers Digital Travel and Nova Scotia road map in French.
- French language Tourism NS e-newsletters were distributed to Atlantic and non-Atlantic Canadian audiences monthly, providing travellers with up-to-date travel information, blog posts, and event/package listings.

Subsection B

- Partnered with Acadian communities and organizations on digital advertising to highlight tourism experiences in Acadian communities in Nova Scotia. Worked with journalists and influencers to create content in French to showcase hidden gems, local attractions and promote festivals and events like Festival acadien de Clare and Festival de l'Escaouette.

- Offered coaching to communities and Acadian organizations on opportunities to work with Tourism Nova Scotia (TSM) to identify compelling tourism products and raise awareness with travellers.
- Provided tourism businesses, events, and attractions with the opportunity to partner with Tourism Nova Scotia to develop and market packages that appeal to regional travellers through the RADIATE Tourism Program. The program encourages the development of cultural packages and experiences, including those with Acadian and francophone influences.
- Acadian Cultural Experiences were identified as a priority area for package and experience development in the RADIATE Tourism Program. Tourism Nova Scotia (TSM) worked with businesses to develop and promote travel packages featuring Acadian sites and authentic cultural experiences.
- Provided Acadian organizations and businesses in Acadian communities with the services of digital experts through the Tourism Digital Assistance programs to help improve their online presence and raise awareness with potential travellers.
- Partnered with tourism businesses and organizations to develop marketing assets and execute digital marketing campaigns through the Digital Content Marketing Program. This included development of video content and advertisements in French.
- Marketing activities highlighted Acadian sites and tourism products, and Acadian and Francophone cultural influences.
- Collaborated with Conseil de développement économique de la Nouvelle-Écosse (CDÉNE) on an Acadian Cultural Tourism Research Study, which strives to understand traveller awareness and experience with Acadian Culture in Nova Scotia as well as identify opportunities to leverage Nova Scotia's unique Acadian culture to attract visitors and enhance the visitor experience. The study will assess the extent of visitors' awareness of the Acadian contribution to Nova Scotia's history and culture, understand awareness and familiarity with Acadian regions in Nova Scotia and current level of awareness of and engagement with specific Acadian tourism products and experiences.

Subsection C: No goal listed.

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

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

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

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

African Nova Scotia Affairs

Subsection A

- Ongoing work to update the ANSA website (external) and SharePoint site (internal). Once There will be a French language link upon completion.

Subsection B

- Initial conversations with OAAF have occurred to honour the Acadian and African American linkages within Louisiana.

Subsection C: No goal listed.

Archives, Museums and Libraries

- No goals listed.

Communities, Sport and Recreation

Subsection A and C: No goals listed.

Subsection B

- Collaborated with OAAF to support opportunities for community capacity building and programming for Acadian and francophone communities.
- Translated the Lieutenant Governor's Community spirit award advertisement into English and French.
- Nominations forms for the Provincial Volunteer Awards are digital and easily translated.
- Corresponded with a variety of organisations in French over the phone and via emails.
- Provided Acadian and francophone communities with funding – In 2023 Club des Audacieux de Quinan Community Hall received a generator, La Société Développement de Pomquet received infrastructure upgrades to their building. SchoolsPlus Beaubassin CSAP received food funding for their Community Pantry. ClareShare Fridge Communautaire received food funding to fight food insecurity.
- Worked with the OAAF team to fund Conseil Jeunesse Provincial de la Nouvelle-Écosse under the Diversity and Community Capacity fund (DCCF) for providing provincial tour to recruit and provide information to young Francophone artists in the province's high schools. They were funded \$4,250 under DCCF and ACP funded them \$4,250.

Culture Heritage Division

Subsection A and C: No goals listed.

Subsection B

- Collaborated with OAAF to support opportunities for community capacity building and programming for Acadian and francophone communities.
- Collaborated with OAAF community sector organizations to increase awareness of opportunities for capacity building and other financial supports through grant programs.
- Collaborated with OAAF to support opportunities for recognition of provincial heritage properties under the Heritage Property Program.

Office of Acadian Affairs and Francophonie

Subsection A

- Coordinated meetings of the advisory committee to the Minister of Acadian Affairs and Francophonie.
- Continued to build and nurture relationships with the Acadian and francophone communities, including through meetings with the Fédération acadienne de la Nouvelle-Écosse (FANE) and its member organizations.

Subsection B

- Supported the implementation of *Growing Nova Scotia's Francophone Population: An Action Plan for Success (2022–25)* by collaborating with the Department of Labour, Skills and Immigration in activities to attract French-speaking immigrants to Nova Scotia, including participating in working groups, committees, and events.

Subsection C

- Collaborated with Communications Nova Scotia to review, revise and implement the French-language communications guidelines throughout government.

Policy and Corporate Services

- No goals listed.

Tourism Nova Scotia

Subsection A and B: No goals listed.

Subsection C

- Worked with the Congrès mondial acadien (CMA) 2024 organizing team to develop content on Nova Scotia's trip planning website featuring the event and provided the organizing team with photo and video assets to help with event promotion.
- Developed media itineraries and pitched travel media stories supporting editorial coverage of CMA 2024.
- Worked with Acadian tourism organizations to support the development of a multi-year action plan encourage development of and raise awareness of Acadian tourism products leveraging the legacy of CMA 2024.
- Offered French language services for tourism sector strategy engagement sessions held throughout the province.

Goals and Planned Measures for 2024-2025

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

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

Subsection B: Provide programs and services to employees to help with the implementation of the French-language Services Act.

Subsection C: Provide policy advice and support on Acadian and francophone initiatives.

African Nova Scotia Affairs

Subsection A

- Collaborate with OAAF to ensure ANSA accommodates the intersectional points of culture and language.

Subsection B and C: No goals listed.

Archives, Museums and Libraries

Subsection A: No goal listed.

Subsection B

- Survey and review NSM sites providing French-language services to employees under the Bonjour! Program.

Subsection C

- NSA – continue to support the Congrès mondial acadien (CMA) 2024.
- NSM – continue to support sites offering programming and interpretation for CMA 2024

Communities, Sport and Recreation

- No goals listed.

Culture Heritage Division

Subsection A

- Provide French-language tools for cultural funding programs and awards.
- Operational and project grants are offered through multiple funding streams in CHD.
- Ensure French-language versions of grant applications and funding approvals are translated via French-language service translation services.
- Increase the number of programs, materials, documents and information that are translated into French.

Subsection B and C: No goals listed.

Office of Acadian Affairs and Francophonie

Subsection A

- Chair the interdepartmental French-language Services Coordinating Committee (FLSCC).
- Support French-language Services Coordinators across government.

Subsection B

- Coordinate the delivery of French language training to government employees and elected officials.
- Provide funding for translation of correspondence and materials.
- Offer the “*Acadie at a Glance*” cultural awareness workshop for government employees.

Subsection C

- Support the Minister of Acadian Affairs and Francophonie as Co-Chair of the Ministers’ Council on the Canadian Francophonie (MCCF) until the summer of 2024, and co-chair the supporting intergovernmental network; Nova Scotia to host the MCCF conference in the summer of 2024.

Office of Gaelic Affairs

- No goals listed.

Policy and Corporate Services

Subsection A

- Publish the annual French-language Services Plan for CCTH in French and English.

Subsection B

- Provide access to French-language training courses for employees to learn and improve their French-language skills.

Subsection C

- Provide policy support to the Office of Acadian Affairs and Francophonie (OAAF).
- Work with CCTH partners to communicate announcements about funding and events for the community in French.

Tourism Nova Scotia

- No goals listed.

Strategic Objective 2: Develop and deliver quality French-language services and programs to the public.

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

Subsection B: Support the development of Acadian and francophone communities and cultural resources.

Subsection C: Promote and support the use of 'active offer' in French by Frontline staff.

African Nova Scotia Affairs

Subsection A

- Partner to ensure the publication and distribution of a bilingual poster for African Heritage Month 2025 for Acadian and francophone schools and community groups; promote, in French, activities that will be taking place.
- Ensure that relevant content is made available in French and is distributed to the Acadian and francophone communities, including community groups and Conseil scolaire acadien provincial (CSAP) schools.
- Ensure French-language versions of public service announcements and information is available on the African Nova Scotia Affairs website.

Subsection B and C: No goals listed.

Archives, Museums and Libraries

Subsection A

- ALL – support employees to pursue French language training.

Nova Scotia Archives (NSA)

- Continue expanding capacity for translation of documents, materials, and more.

Nova Scotia Museums (NSM)

- Continue to translate all permanent gallery installations into French.

- Translate more wayfinding signage into French.
- Ensure any updated content for the Nova Scotia Museum operations manual and resource materials are provided in French.

Nova Scotia Public Libraries (NSPL)

- Build awareness of French-language options and responsibilities for libraries, and support library regions with applications for funding to support new work.
- Maintain the provincial French-language grant for eligible library regions under the library funding model.
- Continue cataloguing French-language library resources in French.
- Support French-language e-book collection development with available funds when possible.

Subsection B

- NSM – continue to support Le Village historique acadien de la Nouvelle-Écosse on behalf of government.

Subsection C

- NSM – recruit new French speaking frontline staff through Young Canada Works.
- NSM – translate key interpretations and exhibits into French as appropriate.

Communities, Sport & Recreation

Subsection A

- Increase the number funding grants programs translated to French.
- Deliver multi-sport coach education modules in French on demand.
- Deliver NS BAP Play module, inclusion module and orientations for staff, children and operators in French.

Subsection B

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

Subsection C: No goal listed.

Culture Heritage Division

Subsection A

- Increase access to information, materials, tools, programs, and training in French.
- Operational Assistance to Cultural Organizations application and program guidelines are planned to be translated into French in 2024-2025 fiscal year.

Subsection B

- 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.
- Support the Acadian and francophone communities as they prepare to host the Congrès Mondial acadien 2024.
- Provide project support to various communities through funding provided by Arts NS and CHD. Through CHD programs, like Screenwriters Development Fund and the NS Film and Television Production Incentive Fund.
- Investments in the music sector through the Creative Industries Fund support the development of French-language digital resources, training sessions, and educational videos for Acadian and francophone musicians in Nova Scotia.
- Through the Operating Assistance to Cultural Organizations Program core operating assistance was provided to French-language cultural organizations.
- Explore the creation of French-language peer assessment panel for one of the Arts Nova Scotia grant deadlines.

Subsection C: No goal listed.

Office of Acadian Affairs and Francophonie

Subsection A

- Publish documentation in both French and English.
- Co-chair FLSCC subcommittees.
- Coordinate the implementation of the Federal-Provincial Agreement (2023-2028) and the related government-wide strategic plan for services in French.
- Administer the agreement for cooperate and exchange between the governments of Nova Scotia and Quebec.

Subsection B

- Support cultural activities and community development in the Acadian and francophone communities.
- Support the implementation of *Growing Nova Scotia's Francophone Population: An Action Plan for Success (2022-2025)*, in partnership with government and community partners.
- Support the organizing committee for the Congrès mondial acadien 2024, to be hosted in south-western Nova Scotia in August 2024.
- Administer the Vive l'Acadie community fund.

Subsection C

- Support departments and government organizations in providing French-language services to the public.

Office of Gaelic Affairs

- No goals listed.

Policy and Corporate Services

Subsection A

- Quantify and communicate the economic and social value of culture through work with the Government of Canada and other provinces and territories.
- Support the translation of information about CCTH programs and services.
- Support processing of project-funding requests through the *Canada–Nova Scotia Agreement on Minority-language Services*.

Subsection B: No goal listed.

Subsection C

- Encourage employees to proactively offer services in French.

Tourism Nova Scotia

Subsection A

- Provide French-language services for visitors at the five provincial Visitor Information Centres and increase availability of French-speaking employees at Yarmouth Visitor Information Centre in anticipation of increased demand during CMA 2024.
- Offer travel information in French on the trip-planning website, Nouvelle-Écosse.com.
- Provide the Doers & Dreamers Digital Travel Guide in French and the provincial road map in French with increased inventory to support anticipated higher demand due to CMA 2024.
- Distribute an e-newsletter available in French, providing travellers with up-to-date travel information, blog posts, and event/package listings.

Subsection B

- Work with journalists and influencers to develop content in French and highlighting Acadian culture and tourism products.
- Provide tourism businesses with the opportunity to work with Tourism Nova Scotia (TSM) to develop partnerships with tour operators and travel agents to attract more national and international customers through the EXPORT Travel Trade Readiness Program.
- Provide tourism businesses, events, and attractions with the opportunity to partner with TSM to develop and market packages that appeal to regional travellers through the RADIATE Tourism Program. The program encourages the development of cultural packages and experiences, including those with Acadian and francophone influences.
- Provide communities across the province, including Acadian and francophone communities, with the opportunity to partner with TSM through the Compelling Tourism Communities Initiative. Programming includes market research, advertising, support for community visitor information centres, website development and digital marketing training.
- Provide tourism businesses with the opportunity to partner with TSM to develop marketing assets and execute digital marketing campaigns through the Digital Content Marketing Program. Marketing activities may highlight cultural aspects of the businesses, including Acadian and Francophone influences.
- Provide tourism businesses, including Acadian and francophone businesses, with the opportunity to partner with TSM to improve their online presence.

Subsection C: No goal listed.

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

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

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

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

African Nova Scotia Affairs

Subsection A

- Ensure French-language versions of public service announcements and information are available on the African Nova Scotian Affairs (ANSA) website.
- The ANSA website (external) and SharePoint site (internal) are being updated. Upon completion, a French-language link will be available.

Subsection B

- Continue conversations with OAAF about honouring the Acadian and African American linkages within Louisiana.

Subsection C

- Continue conversations with OAAF about exploring an ANSA staff member who is fluent in French. This person would bridge services for the increasing number of newcomers of African ancestry who have French as their first language.

Archives, Museums and Libraries

- No goals listed.

Communities, Sport & Recreation

Subsection A: No goal listed.

Subsection B

- Collaborate with OAAF to support opportunities for community capacity building and programming for Acadian and francophone communities.
- Offering in person orientation/networking opportunities for French language NS BAP providers in collaboration with the CSAP, CCTH and local community providers.

Subsection C

- Continue to collaborate with OAAF and the French-language Services Coordinator to respond to public inquiries and requests in French.

Culture Heritage Division

Subsection A and C: No goals listed.

Subsection B

- Collaborate with OAAF to support opportunities for community capacity building and programming for Acadian and francophone communities.
- Collaborate with Acadian and francophone community sector organizations to increase awareness of opportunities for capacity building and financial supports through grant programs.
- Collaborate with OAAF to support opportunities for recognition of provincial heritage properties under the Heritage Property Program.
- Ensure representation from Acadian and francophone community on the Arts NS Board and Creative NS Leadership Council.

Office of Acadian Affairs and Francophonie

Subsection A

- Engage, collaborate, and nurture relationships with Acadian and francophone community partners, organizations and communities to identify and respond to challenges and initiatives.

Subsection B

- Coordinate the advisory committee to the Minister of Acadian Affairs and Francophonie.

Subsection C

- Develop and maintain partnerships with provincial, national, and international government partners to support French-language services and Acadian and francophone community development.

Office of Gaelic Affairs

Subsection A

- Include more French-language printed material, along with other assets, to increase the reach to Nova Scotians.

Subsection B

- Continue to increase and formalize cross divisional conversations within the department the same goal is being applied to the Department of L'nu Affairs. This would be to support each other's work, share resources, information, and insight.
- Support language revitalization and community language work.
- Continue to build community relationships with the Acadian and francophone communities with the Gaelic community.

Subsection C: No goal listed.

Policy and Corporate Services

- No goals listed.

Tourism Nova Scotia

Subsection A and C: No goals listed.

Subsection B

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