



HOUSE OF COMMONS  
CHAMBRE DES COMMUNES  
CANADA

**LINGUISTIC DUALITY DURING THE 150TH  
ANNIVERSARY CELEBRATIONS OF CANADIAN  
CONFEDERATION IN 2017**

**Report of the Standing Committee on  
Official Languages**

**Hon. Michael Chong  
Chair**

**MARCH 2013**

**41st PARLIAMENT, FIRST SESSION**

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# **THE STANDING COMMITTEE ON OFFICIAL LANGUAGES**

has the honour to present its

## **FOURTH REPORT**

Pursuant to its mandate under Standing Order 108(3)(f) the Committee has studied linguistic duality during the 150th anniversary celebrations of Canadian Confederation in 2017 and has agreed to report the following:





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# LINGUISTIC DUALITY DURING THE 150TH ANNIVERSARY CELEBRATIONS OF CANADIAN CONFEDERATION IN 2017

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## Objective

In fall 2012, the House of Commons Standing Committee on Official Languages (hereafter the Committee) initiated a study of linguistic duality during the 150th anniversary celebrations of Canadian Confederation in 2017. The Committee members were specifically interested in determining what the Government of Canada can do to ensure that linguistic duality is an integral part of the 150th anniversary celebrations of Confederation. This report highlights the common themes that came out of all the submissions received and evidence heard<sup>1</sup> during the Committee's public hearings.

## Structure of the report

The first part of this report examines how official language minority community (OLMC) representatives recommend incorporating linguistic duality into the 150th anniversary celebrations of Confederation. The OLMCs are quite eager to see the 150th anniversary celebrations lead to a genuine national dialogue involving all segments of Canadian society, with linguistic duality as a central theme. This is in keeping with a vision of sharing, exchange and dialogue.

The subsequent parts of the report address the initiatives proposed by the witnesses to achieve this. In the second part of the report, the Committee considers the governance of the 150th anniversary celebrations of Confederation, specifically the tools and mechanisms seen as necessary for ensuring that linguistic duality is an integral part of the 150th anniversary celebrations.

In the third part, the Committee explores the idea of showcasing OLMC arts, culture and heritage in order to celebrate Canada's linguistic duality. In keeping with their vision of the 150th anniversary celebrations of Confederation, the OLMCs recommend that the Government of Canada invest in new arts, cultural and heritage projects that foster dialogue between Anglophones and Francophones. They also ask that the Government of Canada take positive measures to promote access to artistic and cultural products that celebrate Canada's linguistic duality.

In the fourth part of the report, the Committee addresses the issue of promoting linguistic duality among Canadian youth for the 150th anniversary celebrations of Confederation. At first this would involve initiatives to encourage young people to learn a

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1 The witnesses are listed in the appendix.

second official language. In this respect, the witnesses call on the Government of Canada to improve access to language exchange programs and post-secondary second-language programs and to increase the number of spaces in immersion programs. Then the Committee addresses certain initiatives to encourage young people to get involved in the 150th anniversary celebrations, particularly community events.

The fifth part deals with building the bilingual capacity of 150th anniversary celebrations partners. These are initiatives to ensure the active offer of services of equal quality in both official languages, especially in the national capital.

In the sixth part of the report, the Committee presents a series of recommendations that are intended to assist the Government of Canada in promoting Canada's linguistic duality and enhancing the vitality of OLMCs leading up to 2017 and beyond.

## Part 1 — Linguistic Duality at the Heart of the National Dialogue in 2017

### 1. Initial observations

During his appearance, Commissioner of Official Languages Graham Fraser said that all anniversary celebrations “are very important in reinforcing our understanding of ourselves as Canadians.” Based on that, the Commissioner believes that “[i]n five years, when Canadians celebrate their country’s 150th anniversary, they should be able to celebrate Canada’s linguistic duality — and enjoy its presence — across the country.”<sup>2</sup>

To accomplish this, the Committee believes that the Government of Canada needs to ensure that the spirit and the letter of the *Official Languages Act*<sup>3</sup> are followed. In other words, the Government of Canada must guarantee that Canadians can access services of equal quality in both official languages, as well as programs that incorporate and promote Canada’s linguistic duality.

The artistic and cultural heritage of OLMCs, like other segments of Canadian society, needs to be valued as well. A number of OLMCs were founded prior to 1867, and their development is inextricably linked to the development of official languages and of anglophone-francophone relations in Canada. As pointed out by some of the witnesses, the OLMCs “[...] are living proof of linguistic duality, with Canadians living in both of our official national languages from coast to coast to coast.”<sup>4</sup>

Certainly, implementing parts IV (Communications With and Services to the Public) and VII (Advancement of English and French) of the *Official Languages Act* will help ensure that official languages are successfully incorporated into the 150th anniversary celebrations of Confederation. However, in light of the evidence heard, the Committee finds that the Government of Canada needs to go beyond its obligations under the *Official Languages Act* and take positive measures to ensure that linguistic duality is at the heart of the national dialogue in 2017.

### 2. The role of Canada’s linguistic duality in the 150th anniversary celebrations of Confederation

Many of the witnesses believe that linguistic duality needs to be front and centre in the 150th anniversary celebrations of Confederation. The Commissioner of Official Languages said that “[l]inguistic duality is an integral part of Canada’s history and identity,

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2 Office of the Commissioner of Official Languages, *Annual Report 2011–2012*, p. vi.

3 *Official Languages Act* [R.S.C., (1985), c. 31 (4th Supp.)].

4 House of Commons, Standing Committee on Official Languages (LANG), *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1115 [Stephen Thompson, Director, Policy, Research and Public Affairs, Quebec Community Groups Network].

and it needs to be a part of all the celebrations.”<sup>5</sup> The Quebec Community Groups Network (QCGN) believes that “[a] significant part of our history before, during, and since Confederation is rooted in the struggles, triumphs, and compromises of and between Canada’s two official languages. Linguistic duality is not an add-on to our national story; it is the story.”<sup>6</sup>

Agreeing with the Commissioner and the QCGN, the organization French for the Future said that “bilingualism is a defining characteristic of our country’s history and identity and should not only be included in Confederation’s 150th anniversary celebrations, but should be intrinsic to all elements of its preparation.”<sup>7</sup>

The organization Canadian Parents for French (CPF) also feels that linguistic duality should be broadly represented in the 2017 celebrations since the official languages form a key piece of what makes Canada unique.<sup>8</sup> In terms of identity, the Fédération de la jeunesse canadienne-française (FJCF) believes that the official languages define us as Canadians:

This linguistic duality we are talking about has to be promoted in every community, anglophone and francophone alike. Our two official languages have contributed significantly to shaping Canada as we know it today. They define who we are as Canadians in our daily lives. They are an integral part of who we are, of our history,<sup>9</sup> and this must transcend the actions surrounding the 150th anniversary of Confederation.

French for the Future also believes that given our multicultural society, linguistic duality brings Canadians together:

The same spirit that allowed two languages to survive and flourish side-by-side since the beginning of Confederation has continued to draw in the citizens of the world as we become an increasingly multinational and heterogeneous people. We believe bilingualism is a practical manifestation of this spirit of inclusion and openness, offering other avenues through which future generations are able to forge social and emotional bonds in our country.<sup>10</sup>

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- 5 LANG, *Evidence*, 1st Session, 41st Parliament, December 4, 2012, 1100 [Graham Fraser, Commissioner, Office of the Commissioner of Official Languages].
  - 6 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1115 [Stephen Thompson, Director, Policy, Research and Public Affairs, Quebec Community Groups Network].
  - 7 LANG, *Evidence*, 1st Session, 41st Parliament, November 29, 2012, 1115 [Max Cooke, Vice-President, French for the Future].
  - 8 LANG, *Evidence*, 1st Session, 41st Parliament, November 29, 2012, 1105 [Lisa Marie Perkins, President, National Office, Canadian Parents for French].
  - 9 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1120 [Alexis Couture, President, Fédération de la jeunesse canadienne-française].
  - 10 LANG, *Evidence*, 1st Session, 41st Parliament, November 29, 2012, 1115 [Max Cooke, Vice-President, French for the Future].



The Fédération des aînées et aînés francophones du Canada (FAAFC) eloquently summed up all the evidence heard regarding the role that linguistic duality needs to play in the 150th anniversary celebrations of Confederation:

The government and Canadians recognize linguistic duality and culture diversity as important national values. Therefore, Canada should use these festivities to provide Canadians with unique opportunities to rekindle those values, share and exchange common experiences and remember the various stages of our collective journey.<sup>11</sup>

### **3. A vision of sharing, exchange and dialogue to promote linguistic duality during the 150th anniversary celebrations of Confederation**

While many Canadians see linguistic duality as an important aspect of modern Canadian identity, the Fédération des communautés francophones et acadienne du Canada (FCFA) believes that Canadians lack opportunities to have a dialogue and think collectively about official languages and their language rights:

Indeed, while linguistic duality and cultural diversity are now widely recognized by the government and Canadians as values that define our nation and society, opportunities for dialogue and exchange between the various communities remain limited. It often seems that Canadian society consists of groups that, owing to distance or different backgrounds, do not have the chance to talk to each other and understand each other.<sup>12</sup>

The FCFA recommends that the goal of the 150th anniversary celebrations be:

[...] to restore Canadians' desire to learn about each other and to move forward together. We want to be able to say in 2017 that all segments of Canadian society took the time to learn about each other, talk to each other and recognize each other as fellow Canadians while respecting their respective differences. This is not just a desirable outcome; it is of tremendous value for the growth and development of a country like ours.<sup>13</sup>

For minority francophone communities, this would mean being seen by all Canadians as fully-fledged Canadian communities. In the FCFA's view, it would also be a way to show once and for all that English-speaking and French-speaking Canadians "have equal language rights and that this equality benefits all of Canada."<sup>14</sup>

This goal comes with a vision to promote linguistic duality during the 150th anniversary celebrations of Confederation — a vision "of sharing, exchange and

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11 LANG, *Evidence*, 1st Session, 41st Parliament, December 4, 2012, 1215 [Jean-Luc Racine, Director General, Fédération des aînées et aînés francophones du Canada].

12 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1100 [Marie-France Kenny, President, Fédération des communautés francophones et acadienne du Canada].

13 Ibid.

14 Ibid.

dialogue that highlights the importance of seizing every opportunity to strengthen ties between all of Canada's constituent parts."<sup>15</sup>

Like the FCFA, the Société nationale de l'Acadie (SNA) would like to see the 2017 celebrations become "an opportunity for national dialogue"<sup>16</sup> and serve "as a springboard for encouraging our two communities to get to know each other better, thereby strengthening the principles of our country that underpin the *Official Languages Act*."<sup>17</sup>

On that point, Jack Jedwab, Executive Director, Association for Canadian Studies (ACS), said that "[w]e need to ensure that people truly have contact with the various fundamental aspects that enrich our country, culturally speaking. It is critical that the importance of linguistic duality, which is at the very heart of Canada, be a central element in everything we do as part of the commemoration activities [...]."<sup>18</sup> ACS studies demonstrate a link between the value that members of the majority language group place on linguistic duality and how often they have contact with members of the minority language group:

Notably, that's the case among a lot of English Canadians. In other words, they'll value the idea of learning the second language, but they don't feel the enrichment from it, I think in large part because they don't have contact with it. When I look at our surveys and at the relationship between those who say they do have contact with Francophones and those who say they very often have contact with Francophones, amongst English Canadians they have much more, if you like... they have a greater inclination to say that they benefit from our duality.

So there is an important link between the frequency of contact between Anglophones, Francophones and allophones, and the level of enrichment these people say they get through the cultural contribution from francophone or other communities.<sup>19</sup>

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15 Ibid.

16 LANG, *Evidence*, 1st Session, 41st Parliament, November 27, 2012, 1125 [Amély Friolet-O'Neil, Vice-President, Société nationale de l'Acadie].

17 Ibid.

18 LANG, *Evidence*, 1st Session, 41st Parliament, November 20, 2012, 1135 [Jack Jedwab, Executive Director, Association for Canadian Studies].

19 Ibid.

## **Part 2 — Leadership that is Representative of Linguistic Duality and Communities, Including OLMCs**

The Department of Canadian Heritage has not yet released its action plan or governance model for the 150th anniversary celebrations of Confederation. Despite that, the OLMC representatives who appeared before the Committee recommend governance tools and mechanisms they believe are necessary to ensure that Canada's linguistic duality is an integral part of the 150th anniversary celebrations of Confederation and that they are at the heart of the national dialogue in 2017.

### **1. Establish an agency responsible for organizing the 150th anniversary celebrations of Confederation**

In its report on the 150th anniversary celebrations of Confederation,<sup>20</sup> the House of Commons Standing Committee on Canadian Heritage presents 19 recommendations, six of which pertain to planning for the celebrations. One of the Standing Committee on Canadian Heritage's recommendations is that the Government of Canada consider the creation of an independent agency or corporation to plan, organize and implement the 150th anniversary celebrations of Confederation.<sup>21</sup> During its appearance before the Standing Committee on Official Languages, the FCFA reaffirmed its support for this recommendation,<sup>22</sup> and the QCGN also expressed its support for the establishment of an independent, not-for-profit agency to organize the celebrations.<sup>23</sup>

The OLMC representatives added that the agency responsible for organizing the 150th anniversary celebrations must absolutely comply with the spirit and the letter of the *Official Languages Act* in terms of its operations and the direction it gives to the national celebrations. In terms of representation, the Committee notes that it is crucial for the head of this agency to be able to easily communicate with Canadians in both official languages.

### **2. Establish an inclusive steering committee that is representative of Canadian society**

Whether it is an independent or government agency, it could be led by a steering committee that is open to the aspirations of Canadians. This is why the FCFA is calling for a steering committee "to represent different groups in society, such as Francophones inside and outside Quebec, youth, Anglophones inside and outside Quebec, the First

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20 House of Commons, Standing Committee on Official Languages, *Canada's 150th Anniversary in 2017*, Fourth Report, 1st Session, 41st Parliament, September 2012.

21 Ibid., p. 51.

22 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1145 [Marie-France Kenny, President, Fédération des communautés francophones et acadienne du Canada].

23 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1145 [Stephen Thompson, Director, Policy, Research and Public Affairs, Quebec Community Groups Network].

Nations, the Métis, and ethnocultural communities.”<sup>24</sup> The witnesses believe that a steering committee with real decision-making authority is essential for the organizational structure of the celebrations. Such a committee could ensure an ongoing dialogue involving the various segments of Canadian society, the agency responsible for the celebrations and the Government of Canada, thereby helping to organize inclusive celebrations that are representative of the various segments of Canadian society, including OLMCs, and allowing the smallest communities to take part in organizing the celebrations.

## **2.1 Establish an overall framework for national celebrations**

In its report on the 150th anniversary of Confederation, the Standing Committee on Canadian Heritage recommends that the Government of Canada, following consultations with the provinces and territories, establish an overall framework to encourage Canadians to participate in the 150th anniversary celebrations. It also recommends that the government ensure that the various segments of society, including OLMCs, are consulted when developing and implementing this framework.<sup>25</sup>

The minority anglophone and francophone communities applaud this recommendation. That said, they would like to sit on the steering committee, one with real decision-making authority, that will come up with an overall framework for the national celebrations.

## **2.2 Propose content for national celebrations that recognizes linguistic duality**

There has been no official decision yet as to the themes, historical figures, stories and symbols to be proposed for the national celebrations. And yet, the Committee notes that the substance of the national celebrations is of concern to a number of witnesses.

ACS polling of Canadians shows that “78% of the population want to focus on what we’ve accomplished over the 150 years, and 63% — not in this survey — want to talk about our challenges and problems.”<sup>26</sup> Furthermore, “[s]ome 63% want our priority in our commemorations to be on the role of the French, British, and aboriginals in the founding, if you like, and the evolution of Canada.”<sup>27</sup>

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24 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1145 [Marie-France Kenny, President, Fédération des communautés francophones et acadienne du Canada].

25 House of Commons, Standing Committee on Canadian Heritage, *Canada’s 150th Anniversary in 2017*, Fourth Report, 1st Session, 41st Parliament, September 2012, p. 51.

26 LANG, *Evidence*, 1st Session, 41st Parliament, November 20, 2012, 1130 [Jack Jedwab, Executive Director, Association for Canadian Studies].

27 Ibid.

As for the OLMC witnesses who appeared before the Committee, they would like to see the themes and symbols that will be promoted during the national celebrations to be unifying and to showcase Canada's linguistic duality and how OLMCs, along with other communities, have helped build this country.

That being said, the witnesses want the celebrations to put forth a true depiction of Canada, particularly with respect to its history. While the way we approach history today has greatly improved our understanding of the national narrative, certain aspects remain controversial. The witnesses believe that instead of neglecting these subjects, we need to debate them with the help of our historians, curators and academics.

The Commissioner of Official Languages said that the 150th anniversary of Confederation is "an opportunity to tell our national stories to all Canadians, whether or not they've heard them before."<sup>28</sup> And yet, according to the Commissioner, "[t]he history of language relations between Francophones and Anglophones in Canada since Confederation is complex."<sup>29</sup> Without overshadowing the more controversial chapters in our history, the Commissioner of Official Languages recommends highlighting "underrecognized acts and gestures of conciliation and cooperation"<sup>30</sup>

### **3. Establish mechanisms that promote community (including OLMC) participation**

#### **3.1 Build partnerships**

During their appearance before the Committee, Canadian Heritage officials said that, in preparation for the 150th anniversary of Confederation, "[...] we will once again work in partnership to build strategic alliances to implement initiatives that support the recognition and celebration of Canada's linguistic duality."<sup>31</sup> In terms of strategic alliances, the OLMCs have associative and institutional networks able to play an active role in planning and holding the 150th anniversary celebrations of Canadian Confederation.

Some federal institutions have already begun building partnerships with OLMC organizations and institutions in order to carry out projects to showcase their heritage and linguistic duality. One such institution is the National Film Board of Canada (NFB):

All these major projects pay tribute to significant events in Canadian history. We will work on them in partnership with institutions that come under the Department of Canadian

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28 LANG, *Evidence*, 1st Session, 41st Parliament, December 4, 2012, 1100 [Graham Fraser, Commissioner, Office of the Commissioner of Official Languages].

29 Ibid.

30 Ibid.

31 LANG, *Evidence*, 1st Session, 41st Parliament, October 30, 2012, 1105 [Nicole Bourget, Assistant Deputy Minister, Sport, Major Events and Regions, Department of Canadian Heritage].

Heritage, as well as with our partners in official language minority communities and the organizations that represent them.

The ties we have forged over the years and continue to maintain — particularly as a result of the national tour we undertook in the fall to consult the communities — will enable us to expand the scope of our initiatives and increase their outreach to Canadian communities.<sup>32</sup>

As well, Library and Archives Canada (LAC) is forging rewarding partnerships that enhance the vitality of OLMCs “[...] in order to allow us to participate meaningfully in the celebration. Among other things, this will help contribute to promoting the vitality and sustainability of official language minority communities throughout the country.”<sup>33</sup>

### 3.2 Establish coordination mechanisms

To ensure that as many OLMCs as possible participate in and organize meaningful celebrations, it is important for the agency organizing the 150th anniversary celebrations of Confederation to develop coordination mechanisms.

On this point, the FJCF recommends that the government consider “[...] the efforts being made and improve them or pair them up with new initiatives.”<sup>34</sup> The FJCF proposes establishing a mechanism for coordinating with the various communities to encourage them to participate in the 150th anniversary celebrations of Confederation:

The 150th anniversary celebration is an opportunity to promote Canada’s rich diversity, but it also has a role to play in promoting existing initiatives by Canada’s Anglophones, Francophones, Métis, first nations, as well as new Canadians and ethnic communities. In that sense, we believe we must build on these activities and on what will be accomplished by 2017 in order to prepare the communities for their role in the festivities.<sup>35</sup>

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32 LANG, *Evidence*, 1st Session, 41st Parliament, November 22, 2012, 1105 [Claude Joli-Cœur, Assistant Commissioner, National Film Board of Canada].

33 LANG, *Evidence*, 1st Session, 41st Parliament, November 6, 2012, 1215 [Daniel J. Caron, Librarian and Archivist, Library and Archives Canada].

34 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1125 [Alexis Couture, President, Fédération de la jeunesse canadienne-française].

35 Ibid.

## **4. Establish mechanisms that promote dialogue between Anglophones and Francophones**

### **4.1 Establish language clauses that promote sharing, exchange and dialogue**

There are various mechanisms in place to ensure that celebrations funded by the Government of Canada comply with the *Official Languages Act*. These include the language clauses found in most Government of Canada contribution agreements.

The FCFA believes that language clauses need to be firmly in place to ensure that both official languages are used in all federally funded celebrations. This would encourage dialogue between the two language groups, end isolation and encourage Canadians to celebrate together.<sup>36</sup>

The Fédération culturelle canadienne-française (FCCF) also referred to the importance of clearly setting out the official language obligations of celebration organizers and partners. This would help support collaborative projects and get OLMC artists as well as arts and cultural organizations involved in organizing, programming and holding celebrations.<sup>37</sup> Canadian Parents for French also recommends that the Government of Canada include clear language requirements.<sup>38</sup>

The QCGN also supports clauses intended to apply the *Official Languages Act* and promote bilingualism, especially with regard to federally funded programs and celebrations. However, the QCGN said it was open to the possibility of relaxing the language clauses of contribution agreements between the Government of Canada and community organizations.

Like the QCGN, the FJCF believes that the scale and context need to be considered when deciding what language requirements to impose on community celebration organizers:

There are specific contexts and specific scales. For example, if funding is granted to towns or provinces, there would be very strong linguistic clauses associated with that funding because those bodies have the ability to comply with them. However, if the funding is for a neighbourhood party and extremely strong linguistic clauses are imposed, no one will apply for funding because they will not know how to comply with those clauses.

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36 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1200 [Marie-France Kenny, President, Fédération des communautés francophones et acadienne du Canada].

37 LANG, *Evidence*, 1st Session, 41st Parliament, December 4, 2012, 1215 [Éric Dubeau, Executive Director, Fédération culturelle canadienne-française].

38 LANG, *Evidence*, 1st Session, 41st Parliament, November 29, 2012, 1155 [Lisa Marie Perkins, President, National Office, Canadian Parents for French].

The idea is to develop a model that would make it possible to measure the accessibility of an event and to then make people aware of how to make their event accessible. An ironclad linguistic clause is not necessarily how we are going to succeed in making events accessible.<sup>39</sup>

Furthermore, the FJCF believes that a distinction needs to be made between providing access to the majority language group and requiring fully bilingual operations and services:

The Federation makes an effort to make our events accessible to young people who are not necessarily fluent in French. However, we clearly operate in French, and that is important for us. That being said, we promote linguistic duality at our events. We need to find a balance between these two elements.<sup>40</sup>

The FJCF believes it is important for certain community celebrations, particularly those held by francophone organizations, to maintain their francophone nature so as to promote French language and culture, both to the francophone community and to the majority anglophone community. By promoting access and implementing initiatives that foster partnerships with the majority language group, it is possible to showcase linguistic duality even when an event or celebration is held in the minority language. This view is also shared by Canadian Youth for French.<sup>41</sup>

In Quebec, anglophone communities are generally more concerned about their place in community celebrations than by the presence and visibility of English. The QCGN believes that community celebrations of the 150th anniversary of Confederation need to work on including the minority language community in organizing and holding the event. This could be achieved by consulting and partnering with the majority group.<sup>42</sup> On this point, Lorraine O'Donnell from the Quebec English-Speaking Communities Research Network (QUESCREN) said that “accessibility needs to be perceived at both the process and the content level, so that the understanding of what is being celebrated is innately inclusive and people see themselves recognized in the content as well.”<sup>43</sup>

The Commissioner of Official Languages also shared his position:

[...] We can draw a distinction between two kinds of celebrations. If the federal government is supporting the event financially and there is an agreement signed by

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39 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1240 [Alexis Couture, President, Fédération culturelle canadienne-française].

40 Ibid.

41 LANG, *Evidence*, 1st Session, 41st Parliament, November 27, 2012, 1135 [Justin Morrow, Founder and Executive Director, Canadian Youth for French].

42 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1200 [Stephen Thompson, Director, Policy, Research and Public Affairs, Quebec Community Groups Network].

43 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1230 [Lorraine O'Donnell, Coordinator, Quebec English-Speaking Communities Research Network].



Canadian Heritage, a language clause is necessary. If the celebration is a local one, in a city neighbourhood, and the residents have taken the initiative to organize it, that's another thing. I think things will be different for large-scale events headed and funded by the federal government.<sup>44</sup>

In order to promote linguistic duality in a spirit of sharing and dialogue, it is important to create an environment that respects both official languages.<sup>45</sup>

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44 LANG, *Evidence*, 1st Session, 41st Parliament, December 4, 2012, 1145 [Graham Fraser, Commissioner, Office of the Commissioner of Official Languages].

45 Ibid., 1105.

## Part 3 — Celebrate Linguistic Duality by Showcasing the Arts, Culture and Heritage of Communities, Including OLMCs

In addition to the above governance mechanisms and tools, artistic and cultural creations and heritage projects remain the best ways to bring Canadians together and allow them to reflect on the value of Canadian duality in a spirit of sharing, exchange and dialogue.

In keeping with their vision of the 150th anniversary celebrations of Confederation, the OLMCs recommend that the Government of Canada invest in new artistic, cultural and heritage projects that foster dialogue between Anglophones and Francophones. They also call on the Government of Canada to take positive measures to promote access to artistic and cultural products that celebrate Canada's linguistic duality.

### 1. Focus on OLMC Arts and Culture

The FCCF believes that artists have an important role to play in achieving the vision of sharing, exchange and dialogue promoted by OLMCs for the 150th anniversary celebrations of Confederation:

The work of artists and arts and cultural organizations greatly contributes to social cohesion and facilitates intercultural dialogue, since arts and culture express our emotions, thoughts and values. One of the goals of the 150th anniversary celebration is to strengthen the relationships between all the components of Canada's social fabric. Artists can ensure a successful celebration in terms of that.<sup>46</sup>

Along these lines, the QCGN reminded the Committee that Quebec's anglophone community is "blessed with a vibrant arts scene that is well organized and connected to the vitality of our community."<sup>47</sup> On this point, the Quebec's English-Language Arts Network (ELAN) told the Committee about the significance of the cultural renaissance that has been going on within Quebec's English-language arts scene over the past 20 years.<sup>48</sup> Given that fact, ELAN said that Quebec's English-language arts community is able to serve as an ideal partner for organizing and holding the 150th anniversary celebrations:

The English-speaking community in Quebec is unique within Canada, and the arts are our primary way of expressing this uniqueness. It's therefore likely that the English official

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46 LANG, *Evidence*, 1st Session, 41st Parliament, December 4, 2012, 1210 [Éric Dubeau, Executive Director, Fédération culturelle canadienne-française].

47 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1115 [Stephen Thompson, Director, Policy, Research and Public Affairs, Quebec Community Groups Network].

48 LANG, *Evidence*, 1st Session, 41st Parliament, November 22, 2012, 1110 [Guy Rodgers, Executive Director, English-Language Arts Network Quebec].

linguistic minority arts community could be a significant generator and driver of ideas for celebrations.<sup>49</sup>

## **1.1 Build the capacity of OLMC arts and cultural networks and institutions**

Without question, OLMC arts and cultural networks are highly dynamic and benefit from a wealth of experience. As we approach the 150th anniversary celebrations of Confederation, these qualities need to be tapped, particularly through partnerships with federal institutions and other partners.

That said, OLMC artists as well as arts and cultural organizations and institutions have asked for support in order to carry out projects that will foster a genuine national dialogue in 2017.

### **1.1.1 Set aside a portion of the investment for minority French-language community projects**

On this point, the FCCF told the Committee that it has signed a document called the Agreement for the Development of Francophone Arts and Culture in Canada: “[...] this agreement has six federal signatories: Telefilm Canada, Canada Council for the Arts, the National Arts Centre, the Department of Canadian Heritage, the National Film Board of Canada and the Canadian Broadcasting Corporation.”<sup>50</sup> The FCCF believes not only that each of these institutions should be involved in the 150th anniversary celebrations, but also that “all of them should have to invest at least 15% of their celebration budget into activities presented by artists or arts and cultural organizations of Canada’s francophonie.”<sup>51</sup>

### **1.1.2. Invest in sustainable projects**

The FCCF also recommends that the Government of Canada, in its arts and culture funding strategy for the 150th anniversary, encourage lasting arts and cultural projects through multi-year funding programs:

We also think investments should encourage the implementation of projects that are more structuring and have a greater sustainable impact. For instance, it would be beneficial if the government supported exchanges of artists from different parts of the country by establishing artist residences over several weeks, even several months. That initiative would culminate on the 150th anniversary. Another option would be to order a series of new creations that would be unveiled or performed throughout 2017 and

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49 LANG, *Evidence*, 1st Session, 41st Parliament, November 22, 2012, 1110 [Peter MacGibbon, President, English-Language Arts Network Quebec].

50 LANG, *Evidence*, 1st Session, 41st Parliament, December 4, 2012, 1210 [Éric Dubeau, Executive Director, Fédération culturelle canadienne-française].

51 Ibid.

during subsequent years. That more longitudinal approach would increase the positive effects of the government's investments, to the benefit of all Canadians.<sup>52</sup>

## **1.2 Support new projects that promote dialogue between Anglophones and Francophones**

As a way to expand and showcase linguistic duality and OLMC heritage, representatives from the arts and cultural sector suggest that the Government of Canada could support new projects that promote dialogue between Anglophones and Francophones. First, they suggest that the government could support initiatives allowing anglophone and francophone minority communities to collaborate on projects that promote linguistic duality:

Our two minority linguistic communities have a great deal in common, and some kind of shared celebration or artistic showcase would be an excellent means of demonstrating the benefits of living in minority situations and being fully bilingual Canadians.<sup>53</sup>

Second, OLMC artists expressed an interest in collaborating with majority-language artists. They believe that these collaborations have the potential to get Canadians thinking about linguistic duality. The Société nationale de l'Acadie spoke to the Committee about the importance of drawing on artists from both linguistic communities to foster harmony and understanding and to fully tap into the wealth of linguistic duality:

You have to understand that living in Acadia means living with the anglophone community. We are a minority on the territory of the Atlantic provinces. On a daily basis, we have to share our experiences, we have to better understand the anglophone community and we have to get that community interested in us. To do so, we are increasingly reaching out through our francophone and anglophone artists. In most of our events, we try to bring them together, so that, as Canadians, we realize how rich this diversity is in all our regions.<sup>54</sup>

Regarding collaborative projects with the majority language group, one initiative proposed by ELAN Quebec would involve bilingual artistic and literary creations:

In terms of the linguistic duality aspect of collaborating within the majority communities, some of the best practices and success stories from the past we'd like to look into are bilingual productions. There have been slam poetry translations and various events where the ability to be bilingual, to translate, were showcased. There have also been works in translation, whether that be plays or books. There are a number of ways of

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52 Ibid.

53 LANG, *Evidence*, 1st Session, 41st Parliament, November 22, 2012, 1215 [Guy Rodgers, Executive Director, English-Language Arts Network Quebec].

54 LANG, *Evidence*, 1st Session, 41st Parliament, November 27, 2012, 1200 [René Légère, President, Société nationale de l'Acadie].

presenting English within Quebec in a positive, collaborative way that celebrates linguistic duality.<sup>55</sup>

Certain national institutions are interested in putting together original Canadian artistic productions celebrating official languages and OLMC heritage. To mark the 150th anniversary celebrations, the Confederation Centre of the Arts in Prince Edward Island wishes to stage *Evangeline: The Musical*, which pays tribute to the Acadians and their history:

This musical honours the survival of French people and their culture, the indomitable human spirit, and the love between two people, all framed by the energizing music and dance of the Acadian, Maritime, and Cajun people. The musical will be presented mainly in English but will include French songs to ensure that we capture the beauty of the French language. We anticipate a cross-Canada tour, culminating in a return to Charlottetown in 2017.<sup>56</sup>

Government of Canada support is needed to produce new creations that invite Canadians to a dialogue on official languages and expose them to the artistic and cultural wealth of OLMCs. In its report on the 150th anniversary celebrations, the Standing Committee on Canadian Heritage recommends that the Government of Canada or any agency authorized to undertake the organization of Canada's 150th anniversary celebrations explore "ways of providing special assistance with the marketing of new works of artistic expression created for Canada's 150th anniversary."<sup>57</sup>

### **1.3 Facilitate access to Canadian artistic and cultural products that celebrate Canada's linguistic duality**

A coherent arts and culture funding strategy for the 150th anniversary celebrations of Confederation needs to provide investment and concrete initiatives in order to promote and facilitate access to artistic and cultural productions that showcase linguistic duality.

#### **1.3.1 Promote tours**

In its report on the 150th anniversary of Confederation, the Standing Committee on Canadian Heritage recommended that the Government of Canada or any agency authorized to undertake the organization of Canada's 150th anniversary celebrations explore ways to assist the touring of Canadian performing arts groups during the 2017 celebrations.<sup>58</sup>

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55 LANG, *Evidence*, 1st Session, 41st Parliament, November 22, 2012, 1120 [Guy Rodgers, Executive Director, English-Language Arts Network Quebec].

56 LANG, *Evidence*, 1st Session, 41st Parliament, November 6, 2012, 1150 [Jessie Inman, Chief Executive Officer, Confederation Centre of the Arts].

57 House of Commons, Standing Committee on Official Languages, *Canada's 150th Anniversary in 2017*, Fourth Report, 1st Session, 41st Parliament, September 2012, p. 51.

58 *Ibid.*, p. 52.

The FCCF and ELAN support this recommendation since they are seeking support to help organize tours across Canada and, in some cases, within a single province or region in order to reach the most remote communities.<sup>59</sup> Furthermore, the FCCF wants the Government of Canada to consider this aspect in its arts and culture funding strategy for the 150th anniversary celebrations of Confederation, and to create a new federal fund for this purpose.

### **1.3.2 Promote large-scale events**

In addition to touring, the FCCF recommends including festivals and large-scale events in this strategy:

Creating ties among festivals from various regions of the country through program exchanges could facilitate collaboration among local event organizers from OLMCs and national-scale events. That would be a better way to discover the diversity of talents from OLMCs at events across the country.<sup>60</sup>

Like the FCCF, ELAN believes that the programming of existing festivals and large-scale events could be enhanced as part of the 150th anniversary celebrations:

We endorse many of the ideas in the heritage study, such as collaborating with existing festivals. We have a number of very good festivals in Quebec which already provide excellent opportunities for English language artists, from Montreal's international jazz festival to the Blue Metropolis International Literary Festival, and let's not forget the fringe theatre festival and Pop Montréal. This programming could be enhanced in 2017.<sup>61</sup>

### **1.3.3 Invest in cultural venues**

The fact is that Canadians need to be able to access cultural venues so they can take in the artistic and cultural creations connected with the 150th anniversary celebrations of Confederation. Consequently, the FCCF recommends that the Government of Canada, in its arts and culture funding strategy for the 150th anniversary celebrations, invest in national and community cultural venues:

An establishment, whether it's the NAC or a local cultural centre, gives people a place where they can gather while appreciating and celebrating others. We need to find ways to support these establishments and to ensure the working conditions are conducive to their mandate.<sup>62</sup>

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59 LANG, *Evidence*, 1st Session, 41st Parliament, November 22, 2012, 1120 [Guy Rodgers, Executive Director, English-Language Arts Network Quebec].

60 LANG, *Evidence*, 1st Session, 41st Parliament, December 4, 2012, 1215 [Éric Dubeau, Executive Director, Fédération culturelle canadienne-française].

61 LANG, *Evidence*, 1st Session, 41st Parliament, November 22, 2012, 1115 [Guy Rodgers, Executive Director, English-Language Arts Network Quebec].

62 LANG, *Evidence*, 1st Session, 41st Parliament, December 4, 2012, 1250 [Éric Dubeau, Executive Director, Fédération culturelle canadienne-française].

## 2. Focus on the heritage and museums of communities, including OLMCs

Like their national and provincial counterparts, community museums and heritage organizations, including those in OLMCs, are ideal partners for showcasing Canada's history and the value of linguistic duality. QUESCREN believes that Quebec's anglophone communities can contribute to the 150th anniversary celebrations, especially through the Quebec Anglophone Heritage Network (QAHN), an organization dedicated to preserving the cultural and natural heritage of Quebec:

[...] the English-speaking communities are already very interested in the question of history, and have developed a really good infrastructure of local history groups, heritage organizations, and arts and culture organizations over the years. We're very well positioned, I would say, to work in cooperation with the committee or with Canadian Heritage to support the bigger picture throughout the province of Quebec. We definitely have the track record and the structures. [...] I believe we have knowledge to contribute, but we also have contacts on the ground across the province to support the bigger picture at the local level and to get information at the local level up to the big picture.<sup>63</sup>

### 2.1 Build the capacity of community museum networks and heritage organizations

In preparing celebrations to mark the 150th anniversary of Confederation, the larger national institutions will establish partnerships with community networks and institutions. For example, the Canadian Museum of Civilization Corporation (CMCC) is developing partnerships "to offer smaller museums the opportunity to come to us and present the history of their region and their city. [...] We are currently in the process of developing a number of partnerships. In addition, presenting our exhibitions in smaller museums across Canada is a priority for us."<sup>64</sup>

Stakeholders from the museum sector told the Committee that the Government of Canada should establish a program to improve the bilingual capacity of community museum and heritage organizations. The Canadian Museums Association (CMA) is calling for "the establishment of a formal, multi-year grants program to begin the development and implementation of these celebratory projects as soon as possible."<sup>65</sup> The CMCC would like to see "support for smaller museums and institutions across the country that do not really have the money or the resources to tell their history in both official languages."<sup>66</sup>

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63 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1140 [Lorraine O'Donnell, Coordinator, Quebec English-Speaking Communities Research Network, Quebec Community Groups Network].

64 LANG, *Evidence*, 1st Session, 41st Parliament, November 27, 2012, 1245 [Chantal Schryer, Vice-President, Public Affairs and Publishing, Canadian Museum of Civilization Corporation].

65 LANG, *Evidence*, 1st Session, 41st Parliament, November 6, 2012, 1200 [Karen Bachmann, Director, Curator, Timmins Museum: National Exhibition Centre, Canadian Museums Association].

66 LANG, *Evidence*, 1st Session, 41st Parliament, November 27, 2012, 1200 [Chantal Schryer, Vice-President, Public Affairs and Publishing, Canadian Museum of Civilization Corporation].

### **2.1.1 Invest in the infrastructure of existing institutions**

A number of witnesses pointed out that the 100<sup>th</sup> anniversary of Confederation had made it possible to build large national institutions. For the 150th anniversary, the CMA suggests that the Government of Canada invest in existing institutions:

For 2017 we do not recommend large-scale capital projects of this magnitude. Given the economic climate, we believe it is just not appropriate to create new museums, however, many of the existing museum buildings do require upgrades or expansions. Some are housed in inappropriate facilities and do not properly house our national collections, nor do they welcome our visitors very well. These should be considered priorities for any capital funds available.<sup>67</sup>

The CMA indicated that this recommendation applied to regional and community institutions as well.<sup>68</sup>

## **2.2 Facilitate access to content and exhibits that reflect Canada's linguistic duality**

### **2.2.1 Travelling exhibits**

Travelling exhibits enable institutions to reach out to Canadians wherever they live. That is, in part, why national museums regularly use this type of offering. The Canadian Museum of Civilization Corporation reports that, “[d]uring the last fiscal year, we had 11 exhibitions on the road in Canada. They traveled to 17 venues in five provinces and were seen by more than 150,000 visitors. All were presented in both English and French.”<sup>69</sup> It is with this in mind that the Standing Committee on Canadian Heritage recommended that the Government of Canada (or any agency authorized to undertake the organization of celebrations) explore ways of supporting the development of travelling exhibits during Canada's 150th anniversary.<sup>70</sup>

If these projects are to be successful, it is important to ensure that the travelling exhibits launched by national institutions reach the smaller communities. To establish this contact, LAC capitalizes on the partnerships it has forged with community networks and institutions:

Capitalizing on our dynamic network of like-minded institutions, the goal is to launch several travelling exhibitions annually over the next four or five years, so that by 2017,

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67 LANG, *Evidence*, 1st Session, 41st Parliament, November 6, 2012, 1200 [Karen Bachmann, Director, Curator, Timmins Museum: National Exhibition Centre, Canadian Museums Association].

68 LANG, *Evidence*, 1st Session, 41st Parliament, November 6, 2012, 1255 [Audrey Vermette, Director of Programs and Public Affairs, Canadian Museums Association].

69 LANG, *Evidence*, 1st Session, 41st Parliament, November 27, 2012, 1115 [Chantal Schryer, Vice-President, Public Affairs and Publishing, Canadian Museum of Civilization Corporation].

70 House of Commons, Standing Committee on Canadian Heritage, *Canada's 150th Anniversary in 2017*, 4th report, 1st Session, 41st Parliament, September 2012, p.52.



the country is criss-crossed by a myriad of showcases that will portray Canada's heritage, linguistic duality and diversity.<sup>71</sup>

Therefore, it is essential that federal institutions, especially cultural agencies, forge ties with the networks of community museums and heritage organizations, including those of OLMCs. In addition to being rewarding, sharing content will help ensure that linguistic duality and the heritage of the OLMCs, among other things, are reflected in national exhibits.

### **2.2.2. Invest in the digitization of national and community collections**

The Committee notes that federal institutions and community organizations, especially cultural organizations, are capitalizing on digital technologies to reach out to Canadians. According to the NFB, the digital era “now affords us increased communication potential that makes it possible to be present and accessible throughout the country and enhance our ties with francophone and anglophone communities across Canada.”<sup>72</sup> In fact, in its report on the 150th anniversary of Canadian Confederation, the Standing Committee on Canadian Heritage recommends that the Government of Canada (or any agency authorized to undertake the organization of celebrations) explore “[...] projects to digitize Canada’s documentary heritage as part of Canada’s 150th anniversary celebrations.”<sup>73</sup>

For the 150th anniversary celebrations of Confederation, LAC wants to “present a rich and vibrant reflection of this linguistic duality to Canadians through the activities planned for the 150th anniversary.”<sup>74</sup> Among other things, LAC plans to focus on “[...] greater access for all Canadians to the body of their documentary heritage, no matter where they live or which official language they speak.”<sup>75</sup> LAC will be capitalizing on digital technologies to achieve this goal.

Community museums and heritage organizations are also looking to digitize their documentary heritage to make their treasures accessible and to engage Internet users in opportunities for sharing, exchange and dialogue. The QCGN told the Committee that Quebec’s anglophone minority is also interested in benefitting from the legacy projects

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71 LANG, *Evidence*, 1st Session, 41st Parliament, November 6, 2012, 1215 [Daniel J. Caron, Librarian and Archivist, Library and Archives Canada].

72 LANG, *Evidence*, 1st Session, 41st Parliament, November 22, 2012, 1100 [Claude Joli-Cœur, Assistant Commissioner, National Film Board of Canada].

73 House of Commons, Standing Committee on Canadian Heritage, *Canada’s 150th Anniversary in 2017*, 4th report, 1st Session, 41st Parliament, September 2012, p.52.

74 LANG, *Evidence*, 1st Session, 41st Parliament, November 6, 2012, 1210 [Daniel J. Caron, Librarian and Archivist, Library and Archives Canada].

75 Ibid.

component of the 150th anniversary celebrations to digitize its documentary heritage. It sees this as an excellent way to enhance the community's vitality.<sup>76</sup>

Digital technologies are also being used to promote artistic projects. For example, ELAN is currently working on an “online portal that collects news reports, interviews, and reviews about prominent anglo-Québécois artists, and it provides an introductory text in French to put the artists and the news in context. The portal will also present quarterly reports of highlights and trends in each discipline so that francophone audiences can keep abreast of the most interesting stories.”<sup>77</sup>

### **3. Other options to promote linguistic duality and encourage dialogue between Anglophones and Francophones**

#### **3.1 Using the new media to promote linguistic duality and encourage dialogue between the official language communities**

The Committee notes that many federal institutions see the Internet and new media as a key component of their strategies to promote linguistic duality in the context of 150th anniversary celebrations. For example, Parks Canada said the following:

Thanks to new technologies, we are now in a position to promote the linguistic duality of our country by reaching many individuals, including Canadians in official language minority communities, and by interacting with them not only in large centres or in places where we are present, but also directly in their homes. The opportunities offered by these new media have quickly taken a strategic importance for us and have become an indispensable tool to reach new audiences in both official languages.<sup>78</sup>

The NFB acknowledged the importance of new information technologies, especially mobile platforms, in providing unlimited access to its collection:

On its 70<sup>th</sup> anniversary in January 2009, the NFB launched its online screening room, in French and English, onf.ca and nfb.ca, and gives Canadians in all regions unlimited access 24 hours a day, seven days a week to a unique audiovisual heritage that celebrates the richness of Canada's cultural and linguistic diversity. The screening room's French and English content is equivalent but not identical as it reflects the breadth and diversity of the communities. Nearly 2,500 works can currently be viewed free of charge. Moreover, we have begun to produce versions of titles that are only available in one official language.

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76 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1115 [Stephen Thompson, Director, Policy, Research and Public Affairs, Quebec Community Groups Network].

77 LANG, *Evidence*, 1st Session, 41st Parliament, November 22, 2012, 1115 [Guy Rodgers, Executive Director, English-Language Arts Network Quebec].

78 LANG, *Evidence*, 1st Session, 41st Parliament, January 31, 2013, 1635 [Larry Ostola, Vice-President, Heritage Conservation and Commemoration Directorate, Parks Canada].

Today the screening room has resulted in over 36 million views of our works, including views via our apps, which are available on various mobile platforms, such as iPhone, iPad, Android, and the BlackBerry PlayBook, as well as those on our partner sites, such as YouTube and Vimeo. There have been nearly 10 million views in Canada in French and English on onf.ca and nfb.ca, and that number is constantly growing.<sup>79</sup>

These new information technologies can also be used to create virtual meeting spaces where Canadians can connect with each other and with federal institutions. CBC/Radio-Canada is using new information technologies to communicate with Canadians:

The big difference today is social networking and the means we have to communicate directly with the public and involve them in our programming. None of that was possible 50 years ago. All we could do back then was offer programs to people. Today, we have the ability to know what interests them, solicit their help, and give them spaces where they can share their stories or connect with someone in another part of the country. That was the goal at the outset, the vision for the 150th anniversary that the conference series will focus on.<sup>80</sup>

Cultural communities, including OLMCs, also want to take advantage of the opportunities provided by information technologies to encourage participation in the 150th anniversary celebrations: “On participation: the English-speaking community of Quebec has established social media networks that could augment efforts to encourage participation in the 150th anniversary. We would also remind the committee of our network of community newspapers, many of which have online and Web 2.0 channels.”<sup>81</sup>

In its report on the 150th anniversary of Confederation, the Standing Committee on Canadian Heritage recommends exploring “using information technologies and social media to encourage participation in Canada’s 150th anniversary.”<sup>82</sup>

### **3.2 Support CBC/Radio-Canada**

As the national public broadcaster, CBC/Radio-Canada will have a pivotal role to play in activities to celebrate the 150th anniversary of Confederation. First, Canadians are counting on CBC/Radio-Canada to provide full coverage of the 150th anniversary celebrations in the language of their choice. Appearing before the Committee, Hubert T. Lacroix, President and Chief Executive Officer of CBC/Radio-Canada, stated that “the 150th anniversary will be the culmination of several years of important Canadian

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79 LANG, *Evidence*, 1st Session, 41st Parliament, November 22, 2012, 1100 [Claude Joli-Coeur, Assistant Commissioner, National Film Board of Canada].

80 LANG, *Evidence*, 1st Session, 41st Parliament, January 31, 2013, 1605 [Hubert T. Lacroix, President and Chief Executive Officer, CBC/Radio-Canada].

81 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1115 [Stephen Thompson, Director, Policy, Research and Public Affairs, Quebec Community Groups Network].

82 House of Commons, Standing Committee on Canadian Heritage, *Canada’s 150th Anniversary in 2017*, 4th report, 1st Session, 41st Parliament, September 2012, p. 52.

anniversaries” and that the Corporation plans to “play a significant role in sharing these events with Canadians and in building the momentum toward 2017.”<sup>83</sup>

Second, CBC/Radio-Canada said that it wants to contribute to the national dialogue by facilitating and contributing to discussions among Canadians about their country, this event and what it means.<sup>84</sup> To do this, CBC/Radio-Canada has announced *Canada 150/2017 starts now*:

[...] a plan for a series of conferences across the country to help generate excitement about the 150<sup>th</sup>. We want to ensure that there is a public space where communities can gather to share their stories about Canada, and begin planning activities to celebrate this important milestone. It will also help CBC/Radio-Canada gather ideas and content to share on all of our platforms.<sup>85</sup>

Third, the OLMCs would like to establish partnerships with the public broadcaster:

One ideal partner for the 2017 celebrations is CBC-SRC radio and television. It has the technology, infrastructure, and mandate to record some of these very interesting stories and share them with Canadians from coast to coast to coast. It would be very interesting to see Radio Canada create a series of profiles about anglo-Québécois artists.<sup>86</sup>

CBC/Radio-Canada says “there is no limit to the programming ideas we would like to pursue, but like all organizations, we need to manage what we have in a time of shrinking resources.”<sup>87</sup> In the past, the Canadian Radio-television and Telecommunications Commission’s Local Programming Improvement Fund (LPIF) allowed CBC/Radio-Canada to be present at many French-language minority community events, including the Canadian Francophone Games and National Acadian Day. When he appeared before the Committee, Mr. Lacroix said:

The phasing out of the LPIF makes finding the resources for these kinds of events a challenge. It is likely that we will no longer be able to cover these kinds of events in the manner that we have in the past. How much we can do will ultimately depend on the partnerships we can establish.<sup>88</sup>

For the 150th anniversary of Confederation and the anniversaries leading up to 2017, the Committee believes that the Government of Canada must support CBC/Radio-

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83 LANG, *Evidence*, 1st Session, 41st Parliament, January 31, 2013, 1530 [Hubert T. Lacroix, President and Chief Executive Officer, CBC/Radio-Canada].

84 Ibid.

85 Ibid., 1535.

86 LANG, *Evidence*, 1st Session, 41st Parliament, November 22, 2012, 1115 [Guy Rodgers, Executive Director, English-Language Arts Network Quebec].

87 LANG, *Evidence*, 1st Session, 41st Parliament, January 31, 2013, 1535 [Hubert T. Lacroix, President and Chief Executive Officer, CBC/Radio-Canada].

88 Ibid.

Canada in its efforts to promote linguistic duality and the vitality of communities, including OLMCs.

### **3.3 Encourage the exploration of communities, including OLMCs, and their heritage through tourism**

In its report, the Standing Committee on Canadian Heritage made two recommendations regarding tourism as a way to encourage Canadians to take part in the 150th anniversary celebrations of Confederation. The first recommendation proposes “[...] tourism marketing focused on [...] celebrations,”<sup>89</sup> and the second proposes looking at “[...] incentives to encourage all Canadians to explore their country during 2017.”<sup>90</sup>

The OLMCs believe that tourism could promote their cultural and artistic heritage and foster economic growth. The QCGN said that tourism is an important economic activity in many English-speaking communities in Quebec and an:

[...] employer in many English-speaking communities outside of the Montreal CMA, the census metropolitan area. Regions such as the Lower North Shore, the Gaspé, central Quebec, the Eastern Townships, and western Quebec are not only historically important to the story of Confederation but could directly benefit from tourism marketing initiatives focused on the anniversary. On the same principle, incentives to encourage Canadians to explore their country during 2017 can certainly be designed to steer people to the heritage of their French and English linguistic minority communities.<sup>91</sup>

In the brief it submitted to the Committee, the Canadian Tourism Commission (CTC) said that it promotes all regions of Canada, including the French- and English-speaking minority communities, through campaigns and partnerships, such as the one with the Réseau de développement économique et d’employabilité (RDÉE) Canada. The CTC also shared with the Committee its *Your Canada* strategy, a tourism marketing campaign to encourage young people to discover Canada. This strategy has been presented to the Minister of State (Small Business and Tourism) and is currently awaiting approval. It was also presented to the Standing Committee on Canadian Heritage as part of its study on Canada’s 150th anniversary in 2017.<sup>92</sup>

*Your Canada* is an interesting strategy in that it ties in with the vision of sharing and exchange advanced by witnesses to promote linguistic duality during the 150th anniversary celebrations of Confederation. One of the objectives of this strategy is to foster pride and Canadian identity. However, there was no explanation as to how linguistic

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89 House of Commons, Standing Committee on Canadian Heritage of the House of Commons, *Canada’s 150th Anniversary in 2017*, 4th report, 1st Session, 41st Parliament, September 2012, p. 52.

90 Ibid.

91 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1115 [Stephen Thompson, Director, Policy, Research and Public Affairs, Quebec Community Groups Network].

92 Canadian Tourism Commission, brief, January 28, 2013.

duality and the OLMCs fit into this goal. If the *Your Canada* project obtains the government's support, it will be important for the CTC to address this matter, particularly as it relates to the 150th anniversary celebrations of Canadian Confederation.

The CTC strategy must also take into consideration the fact that several national historic sites managed by Parks Canada are located in OLMCs or reflect the contributions that these communities have made to Confederation. Riel House in Winnipeg, Laurier House in Ottawa and Grand-Pré in Nova Scotia come to mind. The Committee believes that the promotion of these sites should be included in any strategy to encourage Canadians to travel as part of the 150th anniversary celebrations. Responding to a question on historic sites in minority communities, Parks Canada agreed that it is important to promote these sites:

[...] we need to make sure that Canadians are aware of these places. Once we've made them aware of them, we have to make sure that when they visit them they can enjoy these powerful personal experiences that will both attach them to these places and hopefully encourage them to come back and tell their friends.<sup>93</sup>

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93 LANG, *Evidence*, 1st Session, 41st Parliament, January 31, 2013, 1720 [Larry Ostola, Vice-President, Heritage Conservation and Commemoration Directorate, Parks Canada].

## Part 4 — Promote Linguistic Duality Among Youth

Youth figured prominently in the evidence heard by the Committee. Generally speaking, witnesses hope that the 150th anniversary celebrations of Confederation will be for today's youth what the Centennial and Expo '67 were for the youth of yesteryear: the event of their generation.

The 150th anniversary celebrations of Confederation and the anniversaries leading up to 2017 provide numerous opportunities for the Government of Canada to promote linguistic duality and to encourage Canadian youth to learn the second official language.

### **1. Improve access to second official language learning and development programs**

#### **1.1 Rate of youth bilingualism according to the 2011 Census**

On 24 October 2012, Statistics Canada released the language data from the 2011 Census. Between 2006 and 2011, the number of persons who reported that they were able to conduct a conversation in both of Canada's official languages increased by 350,000 to 5.8 million. The English-French bilingualism rate within the overall population went from 17.4% to 17.5%. According to Statistics Canada, this 0.1% increase in English-French bilingualism in Canada is due to the increased number of Quebeckers who reported being able to conduct a conversation in English and French. In Quebec, the English-French bilingualism rate increased from 40.6% in 2006 to 42.6% in 2011. In the other provinces, bilingualism declined slightly. Statistics Canada reported that the largest decreases were in Ontario, Manitoba and British Columbia, where in each case the bilingualism rate decreased by half a percentage point.<sup>94</sup>

The statistics show that the acquisition of French as a second language remains a challenge in Canada outside Quebec. In Canada, the bilingualism rate reaches its peak in the 15 to 19 age group, when these young people are completing secondary school. However, Statistics Canada reported that, since 1996, bilingualism has been losing ground among youth in this age group whose first official language spoken is English. The proportion of young people able to conduct a conversation in both official languages was 15.2% in 1996 and decreased to 11.2% in 2011.<sup>95</sup>

Despite a rise in the number of enrolments in French-as-a-second-language immersion programs in the past 20 years outside Quebec, Statistics Canada says that the number of young people in primary and secondary school exposed to French instruction has decreased:

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94 LANG, *Evidence*, 1st Session, 41st Parliament, November 20, 2012, 1110 [Jean-Pierre Corbeil, Chief Specialist, Language Statistics Section, Statistics Canada].

95 Ibid.

Since the 1991-1992 school year, the number of children registered in immersion programs has increased from 267,000 to almost 329,000, a growth rate of 23%. In contrast, the number of youth registered in a regular French-as-a-second-language program has decreased from 1.8 million to 1.38 million, a negative rate of 23%. In short, despite a rise in immersion program registrations, the proportion of young people outside Quebec exposed to the instruction of French-as-a-second-language over the past 20 years has decreased from 53.3% to 44%.<sup>96</sup>

Given these figures, it is hardly surprising that several of the witnesses who appeared before the Committee suggested that the Government of Canada introduce initiatives to encourage young Canadians to learn the second official language. According to the organization French for the Future, the 150th anniversary celebrations of Confederation represent an opportunity to “reach out to our youth, to ignite a sense of national pride, and to revive students’ desire to learn and continue speaking both French and English in Canada.”<sup>97</sup>

In this regard, witnesses, including the Commissioner of Official Languages, made three recommendations aimed at creating a continuum of second-language learning and development opportunities: improved access to language exchange programs, improved access to post-secondary second-language programs and an increased number of spaces in immersion programs.

## 1.2 Language exchange programs

In his 2011–2012 annual report, the Commissioner of Official Languages recommends that, in the run-up to Canada’s 150th birthday, “the Prime Minister take the necessary measures to double the number of young Canadians who participate each year in short- and long-term language exchanges at the high-school and post-secondary levels.”<sup>98</sup> The Commissioner elaborates on this recommendation by adding that “[g]iving young Canadians more opportunities to experience the other official language is an excellent way to help Canada celebrate its shared heritage.”<sup>99</sup>

The benefits of language exchange programs include encouraging students to travel and meet other young Canadians. Of course, information technologies can also support second-language learning by enabling young people to easily communicate with each other and forge partnerships that will allow them to improve their language skills while facilitating cultural exchanges.<sup>100</sup> However, in terms of the vision of sharing,

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96 Ibid.

97 LANG, *Evidence*, 1st Session, 41st Parliament, November 29, 2012, 1115 [Max Cooke, Vice-President, French for the Future].

98 Commissioner of Official Language, *Annual Report 2011–2012*, Ottawa, October 2012, p.12.

99 LANG, *Evidence*, 1st Session, 41st Parliament, December 4, 2012, 1105 [Graham Fraser, Commissioner, Office of the Commissioner of Official Languages].

100 LANG, *Evidence*, 1st Session, 41st Parliament, November 20, 2012, 1150 [Jack Jedwab, Executive Director, Association for Canadian Studies].



exchange and dialogue, witnesses believe that for the 150th anniversary celebrations of Confederation, the Government of Canada should focus on initiatives that encourage young people to travel so that they have an opportunity to discover their country, get to know other Canadians and gain a better understanding of the importance of linguistic duality.

French for the Future offers exchanges and interactions in its programming and, with regard to the recommendation made by the Commissioner of Official Languages, fully supports any initiative that would increase opportunities for cultural and linguistic exchanges. According to French for the Future, exchange programs provide students with a variety of opportunities:

One, we firmly believe that face-to-face exchange and personal interactions are most conducive to forging the idea of a collective we. In large part, our program is dedicated to offering an opportunity for students to further both their own experiences with bilingualism and their personal relationship with *la francophonie*. They are opportunities to celebrate regional differences and recognize common challenges. Perhaps most importantly, we strive to promote interaction in French beyond the classroom by underscoring the notion that learning French is not limited to grammar lessons and verb conjugations.<sup>101</sup>

Studies conducted by Statistics Canada corroborate the belief that there is a link between maintaining a second official language and the frequency of contacts and interaction with people who speak that language:

[...] even if you have learned a language, not having contact with groups who speak that language or opportunities to speak that language lessens the ability to maintain that language. [...] we have seen, in most of our studies, that when contact is frequent, language maintenance is much higher. Children who attended immersion programs are much more likely to be bilingual than other Canadians who had a standard French-as-a-second-language education, even six or seven years after leaving the immersion program.<sup>102</sup>

### **1.3 Improve access to post-secondary second-language programs**

In his 2011-2012 annual report, the Commissioner of Official Languages recommends:

[...] that the Minister of Canadian Heritage and Official Languages work together with provincial and territorial governments as well as post-secondary institutions to increase the number of programs in which students can take courses in their second official language.<sup>103</sup>

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101 LANG, *Evidence*, 1st Session, 41st Parliament, November 29, 2012, 1115 [Max Cooke, Vice-President, French for the Future].

102 LANG, *Evidence*, 1st Session, 41st Parliament, November 20, 2012, 1150 [Jean-Pierre Corbeil, Chief Specialist, Language Statistics Section, Statistics Canada].

103 Commissioner of Official Languages, *Annual Report 2011–2012*, Ottawa, October 2012, p. 14.

The Commissioner's recommendation illustrates the importance of creating a continuum of second-language learning opportunities up to the post-secondary level. In the following excerpt, French for the Future talks about the obstacles encountered by students wishing to pursue post-secondary education in their second official language:

[...] while opportunities for French language instruction are increasing at the secondary level, students wishing to pursue post-secondary education in French continue to face many obstacles. One of these is basic availability, but in our experience a larger issue is that students simply aren't well acquainted with the options that do exist. [...] We encourage developing more post-secondary French language opportunities so that young Canadians can realize linguistic duality is a lifelong gift and something they can carry with them into adulthood. Too often this isn't the case. This push should be tied in with the 150th anniversary of Confederation to cement the historical importance of our bilingual heritage. However, it would continue to impact students well beyond 2017.<sup>104</sup>

The FCFA supports the Commissioner's recommendation and hopes that the 150th anniversary celebrations of Confederation will include initiatives to encourage student mobility:

Initiatives that foster student mobility would be launched during the 2016–17 school year and continue in future years, becoming a tangible legacy of the 150th anniversary celebrations. Not only would these initiatives enable young people to learn about how other Canadians live, they would also support second language acquisition and an understanding of the value of Canada's linguistic duality.<sup>105</sup>

#### **1.4 Increase the number of spaces in immersion programs and schools**

Improved access to immersion programs was also identified as a priority for emphasizing the importance of linguistic duality among young people. Appearing before the Committee, the FCFA said that the Government of Canada should work with the provincial and territorial governments to increase the number of spaces in immersion programs. According to the FCFA, existing programs and schools are "struggling to meet ever-growing demand."<sup>106</sup>

Regarding linguistic duality, the 150th anniversary of Confederation is also an opportunity to acknowledge the contribution of bilingual Canadians to the building of our country. Canadian Parents for French recommends that the Government of Canada consider establishing a program to officially recognize people "who took time to learn *les deux langues officielles* to try to live, work and play in both languages and consider it so

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104 LANG, *Evidence*, 1st Session, 41st Parliament, November 29, 2012, 1115 [Max Cooke, Vice-President, French for the Future].

105 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1100 [Marie-France Kenny, President, Fédération des communautés francophones et acadienne du Canada].

106 Ibid., 1105.

essential to our identity.”<sup>107</sup> CPF is currently working on implementing a French-language studies diploma (DELF) “so that bilingualism is officially recognized across this country as a skill and an asset.”<sup>108</sup> Lastly, CPF hopes that the right to French-language education will one day be recognized across the country.<sup>109</sup>

## **2. Youth participation in the 150th anniversary celebrations of Confederation**

### **2.1 Embrace youth leadership**

According to the FJCF, young leaders are willing and able to participate in every aspect of the planning and organization of the 150th anniversary celebrations of Confederation:

We believe that it is important to give youth a place by allowing youth representatives, such as young leaders who were elected or appointed by their peers, to contribute to all of the planning stages for the 2017 celebrations. These young people have to be involved in the process to ensure that the youth-related events are a true reflection of today’s youth.<sup>110</sup>

It is important to embrace youth leadership. The FJCF suggests creating opportunities for young people to take a leadership role in promoting the 150th anniversary celebrations of Confederation:

[...] by training young people across the country and assigning them the task of promoting the 150th anniversary among their peers in various ways, for example, by running events, organizing discussions or by meeting young people in the communities. The impact of the event will be unequivocal and this mission will give young people across the country the most rewarding, unforgettable and valuable experience.<sup>111</sup>

### **2.2 Create opportunities for youth dialogue and exchange**

The FJCF stressed the importance of providing young people with opportunities to take part in community activities outside the classroom. Such activities encourage them to be active and engaged and to develop a sense of belonging to their community:

Dialogue and exchange initiatives that target youth have a particularly significant impact. Our communities know something about this: we need only look at the success stories of the Acadian Games, Jeux de la francophonie canadienne or youth parliaments organized

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107 LANG, *Evidence*, 1st Session, 41st Parliament, November 29, 2012, 1155 [Lisa Marie Perkins, President, National Office, Canadian Parents for French].

108 Ibid.

109 Ibid., 1235.

110 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1120 [Alexis Couture, President, Fédération de la jeunesse canadienne-française].

111 Ibid.

by the Fédération de la jeunesse canadienne-française. We recommended to the Standing Committee on Canadian Heritage that these initiatives be used as models for establishing large-scale events that would enable youth from francophone, anglophone, aboriginal and ethnocultural communities to meet and experience Canada's defining values together. Today, we are reiterating that recommendation.<sup>112</sup>

Moreover, the FCFA believes the government should provide opportunities for youth dialogue and exchange so that young people have an opportunity to get involved in enhancing linguistic duality. The FJCF believes that youth leaders "play a key role in promoting Canada's core values."<sup>113</sup> Likewise, the QCGN believes that youth from OLMCs can make a significant contribution to the national dialogue: "francophone youth outside Quebec and anglophone youth inside Quebec are the most bilingual youth cohort in the country. Putting those two groups together to develop projects together is by definition an exercise in linguistic duality. The product you will get out of it will reflect linguistic duality."<sup>114</sup>

### **2.2.1 Create virtual meeting places**

The FJCF told the Committee that information technologies have a role to play in creating opportunities for young people to meet and talk:

[...] young people are very active and engaged on the web. We have to use this reality to our advantage and provide them with a platform for virtual gatherings. This is an opportunity to open dialogues between the different Canadian communities. This platform could be used in conjunction with the various activities that are organized for the celebration. This web space must bring young people together in order to make Canada's 150th anniversary resonate with them. To support this web world, it will be essential to use it together with the other communications tools 2.0 that young people are already accustomed to using and which they use all the time.<sup>115</sup>

### **2.2.2 Encourage intergenerational dialogue**

As part of the community projects component, the FAAFC suggests implementing projects that encourage the intergenerational sharing of ideas and experiences between members of Canada's three founding peoples:<sup>116</sup>

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- 112 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1100 [Marie-France Kenny, President, Fédération des communautés francophones et acadienne du Canada].
- 113 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1120 [Alexis Couture, President, Fédération de la jeunesse canadienne-française].
- 114 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1200 [Stephen Thompson, Director, Policy, Research and Public Affairs, Quebec Community Groups Network].
- 115 LANG, *Evidence*, 1st Session, 41st Parliament, November 1, 2012, 1125 [Alexis Couture, President, Fédération de la jeunesse canadienne-française].
- 116 LANG, *Evidence*, 1st Session, 41st Parliament, December 4, 2012, 1220 [Jean-Luc Racine, Director General, Fédération des aînées et aînés francophones du Canada].

We are working on intergenerational projects between French-speaking seniors and young people in immersion programs. We see the 150th anniversary of Confederation as an opportunity to build on this idea. We could set up initiatives bringing together francophone seniors and immersion students, or young French speakers and first nations seniors. The 150th anniversary of Confederation should connect people of different generations from our country's three founding peoples.<sup>117</sup>

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117    *ibid.*

## Part 5 — Build the Bilingual Capacity of Partners

### 1. Assess the impact of the Government of Canada’s Strategic and Operational Review on linguistic duality in planning and holding the 150th anniversary celebrations of Confederation

The Department of Canadian Heritage has not yet released its funding strategy for the 150th anniversary celebrations of Confederation. In light of the Government of Canada’s Strategic and Operational Review, the absence of a strategy raises questions, particularly with regard to the impact of budget cuts on the ability of federal institutions to go beyond their linguistic obligations and their ability to support community partners in organizing and planning celebrations to mark the 150th anniversary of Confederation.

The federal institutions that have appeared before the Committee over the course of this study have told us that they are able to find innovative ways to provide bilingual services of equal quality and offer programming that showcases the linguistic duality and heritage of OLMCs. They are aware that they must fulfill their obligations under the *Official Languages Act*, regardless of budget cuts. This said, few of the institutions have assessed the impact the budget cuts will have on their ability to promote linguistic duality.

### 2. Improve the bilingual capacity of community partners

In the context of the 150th anniversary of Confederation and the anniversaries leading up to 2017, some witnesses mentioned that they require financial resources and tools in order to implement projects that reflect Canada’s linguistic duality.

In this regard, the CMA recommends that the Government of Canada’s funding strategy for the 150th anniversary of Confederation include a “funding program to be put in place that would, among other things, help create the celebrations, the artistic performances, the exhibitions, and the radio programs, as well as service in both languages.”<sup>118</sup>

Prince Edward Island’s Confederation Centre of the Arts, for example, is seeking support in order to provide language training to its staff: “[t]hese services are a priority as our institution has a national mandate. The continued expansion of our bilingual services will be a priority for the centre as we prepare for the 2017 anniversary.”<sup>119</sup> The Centre told the Committee “[we] need more bilingualism classes offered in our institution. [...] if we could have more resources internally to train our people in French,

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118 LANG, *Evidence*, 1st Session, 41st Parliament, November 6, 2012, 1240 [John McAvity, Executive Director, Canadian Museums Association].

119 LANG, *Evidence*, 1st Session, 41st Parliament, November 6, 2012, 1145 [Jessie Inman, Chief Executive Officer, Confederation Centre of the Arts].

I would be so grateful.”<sup>120</sup> In addition to language training, witnesses have also requested support for translation services.

### 3. Ensure bilingual service in the national capital

In his 2011–2012 annual report, the Commissioner of Official Languages looked at the availability of bilingual services in Ottawa. Following an investigation, the Commissioner concluded that the Government of Canada must take immediate action to ensure that Ottawa will reflect Canada’s linguistic duality in 2017:

As the federal government prepares for the celebrations of Canada’s 150th anniversary in 2017, it is important to keep in mind the need to ensure that all Canadians can feel that Ottawa is their capital, and that both official languages are public languages: visible and audible in public spaces, not just in federal government buildings.<sup>121</sup>

Without question, the City of Ottawa will have an important role to play in the 150th anniversary celebrations of Confederation: “the capital by its very role will be a venue in which we recount our country’s history and highlight Canadian achievements, a place to facilitate exchanges among Canadians from across the country.”<sup>122</sup> Appearing before the Committee, representatives of the National Capital Commission (NCC) said that linguistic duality would be at the heart of the programming and celebrations organized by the NCC and that “the 2017 celebrations present the ideal opportunity for the capital to play the role that Canadians expect of it; that is, to proudly showcase Canada’s values, diversity and linguistic duality.”<sup>123</sup>

Although the NCC expects demand for services in French to increase during the 150th anniversary celebrations, it is confident that it will be able to offer services of equal quality in both official languages. Federal institutions have very clear linguistic obligations under Part IV of the *Official Languages Act*; however, the Committee is concerned that private-sector companies in the hospitality industry may not have the capacity to serve members of the public in the official language of their choice since these companies are not subject to the Act.

The Commissioner of Official Languages addressed this issue in his annual report. He suggested that the Government of Canada and local economic stakeholders work together to “develop a bilingualism reflex”:<sup>124</sup>

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120 Ibid., 1235.

121 Commissioner of Official Languages, *Annual Report 2011-2012*, Ottawa, October 2012, p. III.

122 LANG, *Evidence*, 1st Session, 41st Parliament, November 27, 2012, 1110 [Guy Laflamme, Senior Vice-President, Capital Experience and Official Residences, National Capital Commission].

123 Ibid.

124 Commissioner of Official Languages, *Annual Report 2011-2012*, Ottawa, October 2012, p. 48.

Besides being in the city's economic interest, creating a visually bilingual environment and automatically greeting Canadians and visitors in English and French and serving them in the official language of their choice will also showcase Ottawa's already bilingual personality. In the next five years, it will be less a matter of radically transforming the national capital than of revealing a well-kept secret: that Canada's capital city can meet visitors' needs in the official language of their choice more often than people think.

By using both English and French with their clients and by operating internally in both languages when necessary, thousands of Canadian and foreign companies that do business in Canada will serve both their own and the country's interests. Some companies are well aware of this, and some are less aware. The companies that have succeeded in this regard should be an example and an inspiration for others in both the near and more distant future.<sup>125</sup>

To encourage the development of this bilingualism reflex, the Commissioner recommends "that the Minister of Industry create a support mechanism to encourage Canadian businesses to develop their capacity to operate and provide services in both official languages."<sup>126</sup>

The NCC encourages private-sector companies in the National Capital Region to build their bilingual service capacity. To this end, the NCC has committed, "[i]n concert with the cities of Gatineau and Ottawa, [...] to working together to ensure that 2017 will be a resounding success."<sup>127</sup> It also plans "to work closely with the tourism industry in order that linguistic duality is part of their action plan."<sup>128</sup> The NCC will also help to ensure that services in Ottawa are available in both official languages by making certain that the language clauses in its tenants' leases are respected and by informing its tenants of the resources available to them:

We continue to inform our tenants of the importance of delivering bilingual services. We especially encourage our tenants to enlist the services of Regroupement des gens d'affaires. The RGA provides entrepreneurs with a tool kit to help them deliver bilingual services. We also require the use of both official languages for partners in cultural events. All of those partners will play a key role in hosting Canadians in 2017.<sup>129</sup>

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125 Ibid.

126 Ibid. p. 32.

127 LANG, *Evidence*, 1st Session, 41st Parliament, November 27, 2012, 1110 [Guy Laflamme, Senior Vice-President, Capital Experience and Official Residences, National Capital Commission].

128 Ibid.

129 Ibid., 1105.



## **Part 6 — Committee Recommendations**

The Committee adopted the following recommendations:

- 1. That Canadian Heritage ensure that linguistic duality is incorporated into planning for the 150th anniversary celebrations of Canadian Confederation in 2017.**
- 2. That Canadian Heritage undertake consultations with official language minority communities to ensure proper input for linguistic duality during the 150th anniversary celebrations of Canadian Confederation in 2017.**
- 3. That Canadian Heritage encourage all departments and groups involved in the next version of the Roadmap for Linguistic Duality to refocus their projects and planning toward preparations for celebrating the 150th anniversary of Canadian Confederation in 2017.**
- 4. That the Minister of Canadian Heritage and Official Languages update the House of Commons Standing Committee on Official Languages once a formal plan is in place for the 150th anniversary celebrations of Canadian Confederation in 2017.**



## **LIST OF RECOMMENDATIONS**

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- 1. That Canadian Heritage ensure that linguistic duality is incorporated into planning for the 150th anniversary celebrations of Canadian Confederation in 2017..... 37**
  
- 2. That Canadian Heritage undertake consultations with official language minority communities to ensure proper input for linguistic duality during the 150th anniversary celebrations of Canadian Confederation in 2017..... 37**
  
- 3. That Canadian Heritage encourage all departments and groups involved in the next version of the Roadmap for Linguistic Duality to refocus their projects and planning toward preparations for celebrating the 150th anniversary of Canadian Confederation in 2017..... 37**
  
- 4. That the Minister of Canadian Heritage and Official Languages update the House of Commons Standing Committee on Official Languages once a formal plan is in place for the 150th anniversary celebrations of Canadian Confederation in 2017..... 37**



# APPENDIX A LIST OF WITNESSES

Organizations and Individuals	Date	Meeting
<p><b>Department of Canadian Heritage</b></p> <p>Nicole Bourget, Assistant Deputy Minister, Sport, Major Events and Regions</p> <p>Denis Racine, Executive Director, Major Events and Celebrations</p>	2012/10/30	57
<p><b>Fédération de la jeunesse canadienne-française</b></p> <p>Alexis Couture, President</p> <p>Sylvain Groulx, Director General</p> <p><b>Fédération des communautés francophones et acadienne du Canada</b></p> <p>Marie-France Kenny, President</p> <p>Diane Côté, Director, Community and Government Liaison</p> <p><b>Quebec Community Groups Network</b></p> <p>Lorraine O'Donnell, Coordinator, Quebec English-Speaking Communities Research Network (QUESCREN)</p> <p>Stephen D. Thompson, Director, Policy, Research and Public Affairs</p>	2012/11/01	58
<p><b>Canadian Museums Association</b></p> <p>Karen Bachmann, Director, Curator, Timmins Museum: National Exhibition Centre</p> <p>John McAvity, Executive Director</p> <p>Audrey Vermette, Director of Programs and Public Affairs</p> <p><b>Confederation Centre of the Arts</b></p> <p>Jessie Inman, Chief Executive Officer</p> <p><b>Library and Archives Canada</b></p> <p>Daniel J. Caron, Librarian and Archivist</p>	2012/11/06	59
<p><b>Association for Canadian Studies</b></p> <p>Jack Jedwab, Executive Director</p> <p>Julie Perrone, Assistant Director</p> <p><b>Canada Games Council</b></p> <p>Sue Hylland, President and Chief Executive Officer</p> <p>Patrick Kenny, Director, Marketing and Communications</p>	2012/11/20	60

<b>Organizations and Individuals</b>	<b>Date</b>	<b>Meeting</b>
<p><b>Historica-Dominion Institute</b> Anthony Wilson-Smith, President</p> <p><b>Statistics Canada</b> Jean-Pierre Corbeil, Chief Specialist, Language Statistics Section François Nault, Director, Social and Aboriginal Statistics Division</p>	2012/11/20	60
<p><b>English Language Arts Network Quebec</b> Peter MacGibbon, President Guy Rodgers, Executive Director</p> <p><b>National Film Board of Canada</b> Michèle Bélanger, Project Manager, Francophonie, Office of the Assistant Commissioner and Corporate Services Claude Joli-Coeur, Assistant Commissioner</p>	2012/11/22	61
<p><b>Canadian Museum of Civilization Corporation</b> Elizabeth Goger, Vice-President, Human Resources Chantal Schryer, Vice-President, Public Affairs and Publishing</p> <p><b>Canadian Youth for French</b> Justin Morrow, Founder and Executive Director Alexandre Turcotte, Director of Development</p> <p><b>National Capital Commission</b> Diane Dupuis, Senior Vice-President, Public Affairs, Communications and Marketing Guy Laflamme, Senior Vice-President, Capital Experience and Official Residences</p> <p><b>Société nationale de l'Acadie</b> Éric Mathieu Doucet, Executive Director Amély Friolet-O'Neil, Vice-President René Légère, President</p>	2012/11/27	62
<p><b>Canadian Parents for French</b> Lisa Marie Perkins, President, National Office Robert Rotheron, Executive Director, National Office</p>	2012/11/29	63

<b>Organizations and Individuals</b>	<b>Date</b>	<b>Meeting</b>
<p><b>French for the Future</b>  Max Cooke, Vice-President  Myriam Lafrance, Executive Director</p>	2012/11/29	63
<p><b>Métis National Council</b>  Clément Chartier, President  Norman Fleury, Elder</p>		
<p><b>Fédération culturelle canadienne-française</b>  Éric Dubeau, Executive Director  Simone Saint-Pierre, Chief of Communications</p>	2012/12/04	64
<p><b>Fédération des aînées et aînés francophones du Canada</b>  Jean-Luc Racine, Director General</p>		
<p><b>Office of the Commissioner of Official Languages</b>  Graham Fraser, Commissioner of Official Languages  Ghislaine Charlebois, Assistant Commissioner,  Compliance Assurance Branch  Sylvain Giguère, Assistant Commissioner,  Policy and Communications Branch  Johane Tremblay, General Counsel,  Legal Affairs Branch</p>		
<p><b>Canadian Broadcasting Corporation</b>  Hubert T. Lacroix, President and Chief Executive Officer</p>	2013/01/31	66
<p><b>Parks Canada</b>  Larry Ostola, Vice-President ,  Heritage Conservation and Commemoration Directorate</p>		





# **APPENDIX B LIST OF BRIEFS**

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## **Organizations and Individuals**

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**Société nationale de l'Acadie**

**Canadian Parents for French**

**Canadian Tourism Commission**



# REQUEST FOR GOVERNMENT RESPONSE

Pursuant to Standing Order 109, the Committee requests that the government table a comprehensive response to this Report.

A copy of the relevant *Minutes of Proceedings* ([Meetings Nos. 57, 58, 59, 60, 61, 62, 63, 64, 66, 67 and 70](#)) is tabled.

Respectfully submitted,

Hon. Michael Chong

Chair



## Supplementary Opinion of the New Democratic Party of Canada

We extend our sincere thanks to each and every witness who appeared before our Committee during its study on Linguistic Duality during the 150<sup>th</sup> Anniversary Celebrations of Canadian Confederation in 2017. Their contributions to our understanding of the challenges and opportunities of these celebrations were invaluable.

We regret the fact that most of the Committee's recommendations do not reflect the testimony given by witnesses and that the Committee has not retained many of their key recommendations.

We particularly object to the third recommendation – “That Canadian Heritage encourage all departments and groups involved in the next version of the Roadmap for Linguistic Duality to refocus their projects and planning toward preparations for celebrating the 150<sup>th</sup> anniversary of Canadian Confederation in 2017” – as this recommendation would be extremely detrimental to those organizations and communities that benefit from the Roadmap. The 150<sup>th</sup> anniversary is not the *raison d'être* of the departments and groups that receive funding from the Roadmap. In the context of budget cuts, such a reorientation could affect their ability to fulfill their primary official languages commitments if they must draw on their already limited resources. This is why we believe that funding for the 150<sup>th</sup> anniversary celebrations must be separate from and additional to other ongoing or one-time official languages funding.

Based on witness testimony, we encourage the Government or any authorized group to organize the 150<sup>th</sup> anniversary celebrations by engaging in real and constructive dialogue with linguistic duality stakeholders to establish a strategic plan. A mechanism is required for the full consultation and participation of stakeholders, particularly official language minority communities, in the preparation of the celebrations. Furthermore, we urge the Minister or the group authorized to organize the celebrations to update the Standing Committee on Official Languages as soon as they start working on an official languages plan, in order to ensure transparency. This plan should include clear guidance with respect to language clauses so that the federal government and all other parties understand their responsibilities and obligations.

As indicated in the Canadian Heritage Committee's report on the 150<sup>th</sup> anniversary celebrations of Confederation, the witnesses who appeared before us further stressed the importance of what the 150<sup>th</sup> anniversary of Confederation represents and the vital opportunity it offers arts and culture groups to contribute to the celebrations. From CBC/Radio-Canada and the NFB/ONF to cultural groups within the official language minority communities, it is essential that arts groups and key federal cultural institutions receive appropriate funding to contribute their expertise to these celebrations.

Finally, we also support the view held by witnesses that the participation of federal institutions and certain sectors—in particular, Parks Canada, the Canadian Tourism Commission and groups that promote youth and language exchanges—is key to ensuring that linguistic duality is recognized, supported and promoted during the 150<sup>th</sup> anniversary celebrations. We strongly recommend integrating these institutions and groups in order to promote linguistic duality leading up to and during the 150<sup>th</sup> anniversary celebrations.

We invite everyone involved to be a leader with respect to official languages so as to make the celebrations of the 150<sup>th</sup> anniversary of Canadian Confederation a real success.

**Yvon Godin** (Acadie–Bathurst), Official Languages Critic  
**Tyrone Benskin** (Jeanne-Le Ber), Deputy Official Languages Critic  
**Pierre Dionne Labelle** (Rivière-du-Nord), La Francophonie Critic  
**Élaine Michaud** (Portneuf–Jacques-Cartier)

**The Liberal Party of Canada's Dissenting Report, Denouncing as an Intellectual Fraud the Majority Report, "Linguistic Duality During the 150th Anniversary Celebrations of Canadian Confederation in 2017"**

**Stéphane Dion**

**Liberal Critic for Official Languages**

**March 2013**

The majority report is an intellectual fraud, an affront to parliamentary democracy and a slap in the face for all the organizations, individuals and public servants who, in good faith, took part in this sham of a consultation and shameless waste of taxpayer dollars.

The truth of the matter is that the four recommendations ending the report have nothing to do with what was heard during the consultations or the report itself.

Three of these recommendations are laughable and nothing but smoke and mirrors:

1. *That Canadian Heritage ensure that linguistic duality is incorporated into planning for the 150th anniversary celebrations of Canadian Confederation in 2017.*

It is precisely Canadian Heritage's mandate to oversee linguistic duality. Does the Minister really need a consultation to be reminded of that?

2. *That Canadian Heritage undertake consultations with official language minority communities to ensure proper input for linguistic duality during the 150th anniversary celebrations of Canadian Confederation in 2017.*

So, the Committee held a consultation to tell Canadian Heritage to ... hold a consultation!

4. *That the Minister of Canadian Heritage and Official Languages update the House of Commons Standing Committee on Official Languages once a formal plan is in place for the 150th anniversary celebrations of Canadian Confederation in 2017.*

Now this is a good one: if Canadian Heritage puts an official plan in place, the Committee, like everyone else, will be necessarily notified since the plan will be, well, official!

However, the following recommendation, recommendation 3, is no laughing matter; it is, in fact, downright dangerous. It invites departments to go ahead and dip into the Roadmap's budget to fund linguistic duality for the 150th anniversary:

3. *That Canadian Heritage encourage all departments and groups involved in the next version of the Roadmap for Linguistic Duality to refocus their projects and planning toward preparations for celebrating the 150th anniversary of Canadian Confederation in 2017.*

This recommendation flies in the face of what the Committee members, including the Conservatives, heard throughout the consultations, not only the ones on the 150th anniversary, but also on renewing the Roadmap. The Committee's report on the Roadmap clearly set out the Roadmap objectives, stressing that it is not to be used to fund other objectives. Many organizations and communities have expressed their fear of seeing the Roadmap simply become an envelope into which the government dips when it needs money to fund programs it would have had to set up anyways. Recommendation 3 confirms that this fear is well-founded. It would be absolutely false to claim that this recommendation stems from the consultation: it goes against it.

So there we have it: three recommendations that are bad jokes, and another that is completely contrary to what the Committee heard. No fewer than 28 organizations took part in the consultations; they travelled to Ottawa, submitted briefs and answered the Committee members' questions. The Committee dedicated 11 sessions, two hours each, over six months, from October 2012 to March 2013, to this topic, all of it a complete waste of time. The joke was on everybody, including taxpayers.

The Clerk of the Committee, Suzie Cadieux, and her conscientious team had taken these consultations and prepared an excellent document, which the Committee was supposed to work on. This document included a dozen of recommendations that admirably reflected what was heard during the consultations. These recommendations focussed on issues such as preparing and holding the 150th anniversary celebrations in both languages, meaningfully including official language communities in preparing and holding events, making linguistic duality an integral part of celebration themes, enhancing exchange programs between anglophones and francophones, and providing the necessary support, well in advance, to artists, cultural organizations, and venues and celebration sites to allow them to prepare for the 150th anniversary celebrations in both languages.

These recommendations, as well as the reasoning behind them, should have been the foundation from which the Committee could craft a useful and significant report.

What we have instead is four fake recommendations, four concoctions, tacked onto the report like some canker, tumour or foreign body. Because of this bizarre, unnatural stitch-up job, we have ended up with a report with two completely disconnected parts: the conscientious document that reported on the consultations, and the four flawed recommendations that came out of nowhere — or more likely the Prime Minister's Office.

The irony of this sad story is that it was actually the Conservative members of the Committee who since spring 2012 had been insisting that the Committee undertake these consultations on the 150th anniversary celebrations of Confederation. The opposition members objected to this because the Official Languages Committee had a lot of other more pressing issues to investigate, the Canadian Heritage Committee had already held consultations on this topic, and the government had not yet said what it wanted to do to celebrate the 150th anniversary. To no avail: the Conservative members were adamant that the Committee waste hours and hours on the 150th anniversary at the expense of other relevant issues.



All this to end up with four weak, ridiculous recommendations that are useless, if not detrimental – a pathetic joke and spectacular blunder. The Committee was prevented from producing meaningful recommendations. Once again, the government has demonstrated that it could not care less about the Official Languages Committee or all those who contribute their time, energy and expertise. And once again, it makes a mockery of parliamentary democracy.

But the ones truly being played for fools are the poor Conservative members of the Committee. Their government leader treats them like pawns and machines. How can they let themselves be treated with such contempt?

