

# Official Languages Annual Report



2009–2010

<p><b>ANNUAL REPORT ON RESULTS</b></p> <p>IMPLEMENTATION OF SECTION 41 OF THE <i>OFFICIAL LANGUAGES ACT</i></p> <p>2009-2010</p>	



## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

#### Preface

Canada Post Corporation, Canada's Most Iconic Brand<sup>1</sup>, operates the country's largest transportation and retail networks. It also operates the largest bilingual network of all federal institutions, and services are generally provided in both official languages in 800 designated post offices.

Canada Post Group's 71,000 employees strive to provide Canadians with outstanding delivery, logistics and communications services in English and French, and play a key role in the Canadian economy.

Canada Post has the exclusive privilege of collecting, transmitting and delivering letters up to 500 grams within Canada. In 2009, we delivered approximately 11 billion pieces of mail to 15 million residential and business addresses. Our delivery network continues to grow by approximately 200,000 addresses a year.

We believe in community involvement. In 2009, we continued to support literacy which is a reflection of our willingness to contribute to the vitality of official language minority communities. We are also proud to have been an official supplier of the Vancouver 2010 Olympic and Paralympic Winter Games and providing services in English and French to our customers with an improved bilingual network for the occasion. In accordance with its mandate, Canada Post will continue to adopt practices that contribute to the growth of official language minority communities in Canada.

<sup>1</sup> Brand Finance Canada survey, 2009.



## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

#### General Information

Federal institution: Web site:	Canada Post <a href="http://www.canadapost-postescanada.ca">http://www.canadapost-postescanada.ca</a>
Minister responsible:	The Honourable John Baird, P.C., M.P. Minister of Transport, Infrastructure and Communities
Senior official responsible for implementation of section 41 of OLA (Official Languages Champion):	Bonnie Boretsky Vice-President, General Counsel, Corporate Secretary and Compliance Canada Post 2701 Riverside Drive, Suite N1200 Ottawa ON K1A 0B1 Phone: (613) 734-7508 Fax: (613) 734-7427 Email: <a href="mailto:bonnie.boretsky@canadapost.postescanada.ca">bonnie.boretsky@canadapost.postescanada.ca</a>
<b>General</b> mandate of Canada Post	Canada Post Corporation is a Crown corporation with a mission to serve all Canadian residents, businesses and organizations by providing protected conveyance of messages, information and parcels throughout Canada and by providing quality and value that earn customers' loyalty.
National coordinators responsible for implementation of section 41:	Robert A. Gauthier Manager, Official Languages Canada Post 2701 Riverside Drive, Suite N0170 (Mail N0165) Ottawa ON K1A 0B1 Phone: (613) 734-8596 Fax: (613) 734-7530 Email: <a href="mailto:roberta.gauthier@canadapost.postescanada.ca">roberta.gauthier@canadapost.postescanada.ca</a>  Jovane Drouin Officer, Official Languages Canada Post 2701 Riverside Drive, Suite N0170 (Mail N0165) Ottawa ON K1A 0B1 Phone: (613) 734-8754 Fax: (613) 734-7530 Email: <a href="mailto:jovane.drouin@canadapost.postescanada.ca">jovane.drouin@canadapost.postescanada.ca</a>

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### Implementation of Section 41 of the *Official Languages Act*

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Regional coordinators:

Natasha Nestman  
Coordinator – Atlantic provinces  
6175 Almon Street  
Halifax NS B3K 5N2  
Phone: (902) 494-4001 ext. 44183  
Fax: (902) 494-4720  
Email: natasha.nestman@canadapost.postescanada.ca

Suzie Videira  
Coordinator (Manager) – Québec  
555 McArthur Street, Suite 1508  
Saint-Laurent QC H4T 1T4  
Phone: (514) 345-7503 ext. 57454  
Fax: (514) 345-7259  
Email: suzie.videira@canadapost.postescanada.ca

Caroline Ghosn  
Coordinator (Officer) – Québec  
555 McArthur Street, Suite 1494  
Saint-Laurent QC H4T 1T4  
Phone: (514) 345-7503 ext. 57383  
Fax: (514) 345-7259  
Email: caroline.ghosn@canadapost.postescanada.ca

Jovane Drouin  
Coordinator – Huron/Rideau and Greater Toronto  
Area (Acting)  
Canada Post  
2701 Riverside Drive, Suite N0170 (Mail N0165)  
Ottawa ON K1A 0B1  
Phone: (613) 734-8754  
Fax: (613) 734-7530  
Email: jovane.drouin@canadapost.postescanada.ca

Nicole Lemoine  
Coordinator – Manitoba, Saskatchewan and  
Northwest Territories  
266 Graham Avenue  
Winnipeg MB R3C 0K0  
Phone: (204) 987-5536  
Fax: (204) 987-5330  
Email: nicole.lemoine@canadapost.postescanada.ca

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### Implementation of Section 41 of the *Official Languages Act*

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Regional coordinators (cont'd):

Madeleine Jones  
Coordinator – Alberta  
304-9828 104<sup>th</sup> Avenue  
Edmonton AB T5J 0J8  
Phone: (780) 944-3164  
Fax: (780) 944-3167  
Email: [madelaine.jones@canadapost.postescanada.ca](mailto:madelaine.jones@canadapost.postescanada.ca)

Pamela Nihill  
Coordinator – British Columbia and Yukon  
349 West Georgia Street  
PO Box 2110 Terminal Station  
Vancouver BC V6B 4Z3  
Phone : (604) 662-1606 ext. 21641  
Fax: (604) 662-1663  
Email: [pam.nihill@canadapost.postescanada.ca](mailto:pam.nihill@canadapost.postescanada.ca)

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## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

#### Awareness

In 2009-2010, Canada Post organized activities and made changes to the workplace in order to increase awareness on Part VII of the *Official Languages Act* (OLA). Our Compliance Report for the Official Languages Policy was distributed to the Corporation's Board of Directors. This report described the responsibilities and achievements of the Corporation under all parts of the OLA including Part VII.

#### Consultations

There was an increase in the collaborations between official language minority communities (OLMC) representatives and the Corporation. At Canada Post's request, meetings took place with OLMC provincial associations. For example, with representatives of the Assemblée de la francophonie de l'Ontario and the Fédération acadienne de la Nouvelle-Écosse.

#### Communications

The Corporation provided information on its products and services to OLMCs in their official language of choice. Internet users across Canada were able to browse our Web site in their official language of their choice from anywhere, and anyone can access our annual report and action plan on Part VII at [www.canadapost-postescanada.ca/officiallanguages](http://www.canadapost-postescanada.ca/officiallanguages).

#### Coordination and liaison

In order to discuss measures for the effective implementation of Part VII of the OLA, Canada Post's Official Languages Champion and other representatives actively participated in interdepartmental meetings.

#### Funding and program delivery

In 2009-2010, Canada Post implemented programs and initiatives that had positive repercussions for OLMCs, mostly in the literacy area. Canada Post showed its continued commitment by again supporting the Rendez-vous de la Francophonie, the Canada Post Community Literacy Awards, La Dictée P.G.L., CanWest CanSpell and several sponsorship/donation programs that directly impacted OLMCs.

#### Accountability

Canada Post tabled a report on Social Responsibility, including a section on Part VII of the OLA. In its 2008-2009 report and for the fifth year in a row, the Commissioner of Official Languages gave Canada Post an "exemplary rating" in his report card in the category *Development of Official Language Minority Communities and Promotion of Linguistic Duality – Part VII of the Official Languages Act*.

# Annual Report on Results

## Implementation of Section 41 of the *Official Languages Act*

### Detailed report on results

#### A. AWARENESS (In-house activities)

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

#### Expected result:

Creation of lasting changes in federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the *Official Languages Act* and OLMCs.

<b>Activities carried out to achieve the expected result</b>  <small>What activities were carried out during the reporting year? What was done?</small>	<b>Outputs</b>  <small>What products or services came from the activities carried out during the reporting year?</small>	<b>Progress made in achieving the expected result</b>  <small>What products or services came from the activities carried out during the reporting year?</small>
<p>Canada Post organized activities and made changes to the workplace in order to increase awareness on Part VII of the OLA</p>	<ul style="list-style-type: none"> <li>• A message from our Official Languages Regional Coordinator for the Atlantic region was sent to Canada Post employees working in New Brunswick to encourage them to celebrate the fifth annual Official Languages Week in New Brunswick.</li> <li>• Canada Post adopted a new phone system in 2009.</li> <li>• Canada Post continued to ask non-retail employees in bilingual positions to take the e-learning course on Official Languages. The course includes a section on Part VII.</li> </ul>	<ul style="list-style-type: none"> <li>• It created greater awareness of linguistic duality among New Brunswick employees.</li> <li>• Improvements included a new entirely bilingual national phone directory. Outside callers now have the possibility to gain access to Canada Post employees in their official language of choice.</li> </ul>

## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

Activities were organized to promote the 2010 edition of the Rendez-vous de la Francophonie (RVF)

- Canada Post Official Languages Champion invited employees to participate in the Questionnaire on la Francophonie, a bilingual national contest on the Francophonie in Canada.
- Participants could find answer to the Questionnaire by visiting the RVF Web site.
- We held a draw among all participants and selected a winner among those who had the correct answers.
- An exciting questionnaire on Acadie was also sent to Canada Post employees working in the Atlantic provinces.

- Canada Post employees considered the needs of the OLMCs and to this end no complaints were received involving Part VII of the Act
- Employees gained a better understanding of francophone cultures in Canada.
- Our contest winners included one member of an OLMC

Activities were organized to promote literacy among Canada Post employees

- For the fourth year in a row, we held the Canada Post employee edition of the CanWest CanSpell 2008-2009 national spelling abilities on the intranet network. This activity contributed to increased employee awareness of and interest in Canada Post literacy initiatives.

- Canada Post employees (including senior executives) were in a better position to consider OLMC needs and Part VII in their daily activities.

## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

<p>Meetings with employees (including executives) took place to discuss the corporate Official Languages Program.</p>	<ul style="list-style-type: none"> <li>• Our Compliance Report for the Official Languages Policy was distributed to the Corporation's Board of Directors. This report described the responsibilities and achievements of the Corporation under all parts of the OLA including Part VII .</li> <li>• Canada Post's commitments to Part VII were integrated into our corporate plan.</li> <li>• Our annual report and action plans on Part VII were made available to our employees on our intranet site.</li> </ul>	
<p>Conference calls with regional coordinators were held.</p>	<ul style="list-style-type: none"> <li>• Official Languages best practices were shared, and specific applications of our Official Languages Program were discussed and resolved. For example, in November 2009, the Manager, Official Languages made a presentation to all regional official languages coordinators which included the Corporation's responsibilities under Part VII of the OLA.</li> </ul>	<ul style="list-style-type: none"> <li>• Regional coordinators know more about the Corporation's Official Languages Program.</li> </ul>

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### Implementation of Section 41 of the *Official Languages Act*

#### Detailed report on results

##### B. CONSULTATION (Sharing of ideas and information with OLMCs)

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

##### Expected result:

Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandates.

<b>Activities carried out to achieve the expected result</b>  <i>What activities were carried out during the reporting year? What was done?</i>	<b>Outputs</b>  <i>What products or services came from the activities carried out during the reporting year?</i>	<b>Progress made in achieving the expected result</b>  <i>What products or services came from the activities carried out during the reporting year?</i>
Consultations with OLMCs	OLMCs were given opportunities to share their needs and priorities with Canada Post: <ul style="list-style-type: none"> <li>• In December 2009, Canada Post consulted all provincial and territorial OLMC associations on our bilingual network.</li> <li>• Also in December 2009, our detailed report on results and our action plan on Part VII of the OLA were sent to OLMCs at the provincial and territorial levels. They were also invited to participate into the Canada Post Community Literacy Awards.</li> <li>• They were asked to provide their feedback.</li> </ul>	<ul style="list-style-type: none"> <li>• Canada Post gained a better understanding of the needs of OLMCs and will continue to keep them informed of our bilingual network and corporate literacy initiatives.</li> <li>• OLMCs were more aware of Canada Post services and mandate.</li> </ul>

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### Implementation of Section 41 of the *Official Languages Act*

<p>Consultations with OLMCs (cont'd)</p>	<ul style="list-style-type: none"> <li>• Canada Post Corporation annual report to Canadian Heritage on Part VII of the OLA was available to the public at <a href="http://www.canadapost-postescanada.ca/officiallanguages">www.canadapost-postescanada.ca/officiallanguages</a></li> <li>• Following our meeting with representatives of the Congrès mondial acadien (CMA) in May 2008, partnerships were developed.</li> <li>• Responding to a request from Le Centre d'accueil et d'intégration des immigrant.e.s du Moncton métropolitain (CAIIMM) Canada Post provided information to be integrated into a phone directory of French-speaking services in the Greater Moncton Area (NB). The CAIIMM's global approach is to bring the new French-speaking immigrants closer to their community of adoption, to facilitate their economic, social and professional integration and to increase the retention of new immigrants in the Greater Moncton Area.</li> </ul>	<ul style="list-style-type: none"> <li>• The CMA took place in August 2009. During the event, the CMA and Canada Post collaborated:             <ol style="list-style-type: none"> <li>1. Canada Post was a partner and was present for the official launch of the virtual library on Acadian authors.</li> <li>2. Canada Post participated with our other partners in the official launch of the Salon du livre de la Péninsule acadienne.</li> </ol> </li> </ul>
<p>Participation of Canada Post's official languages national and regional coordinators in meetings organized by the department of Canadian Heritage for OLMCs</p>	<ul style="list-style-type: none"> <li>• In May 2009, Canada Post (represented by our Official Languages Regional Coordinator) participated in the Government and Community Fair organized by the Support of Official languages communities Sub-committee, held in Regina, SK.</li> </ul>	<ul style="list-style-type: none"> <li>• The meeting in Regina gave Canada Post a better understanding of the Fransaskois community and its specific needs. We also seized the opportunity to discuss our bilingual network in Saskatchewan with community members.</li> </ul>

## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

Meetings were held between Canada Post and provincial and territorial OLMC representatives

- In June 2009, we asked to meet with representatives of l'Assemblée de la francophonie de l'Ontario to discuss potential partnerships and to better understand their community needs.

- Also in June 2009, a meeting was organized between Canada Post and the Fédération acadienne de la Nouvelle-Écosse (FANE). The Manager, Official Languages National Team and the Official Languages Regional Coordinator represented Canada Post at the meeting.

- The Assemblée de la francophonie de l'Ontario (AFO) was better informed of Canada Post literacy initiatives. They also had a better understanding of our processes for our sponsorship and donation programs. Communication between AFO and Canada Post has improved. The meeting was fruitful as we sponsored the AFO following the meeting.

- Canada Post took the opportunity of the meeting to discuss our bilingual network in Nova Scotia and our literacy initiatives.

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## Implementation of Section 41 of the *Official Languages Act*

### Detailed report on results

#### C. COMMUNICATIONS (Transmission of information to OLMCs)

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

#### Expected result:

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

<b>Activities carried out to achieve the expected result</b>  <i>What activities were carried out during the reporting year? What was done?</i>	<b>Outputs</b>  <i>What products or services came from the activities carried out during the reporting year?</i>	<b>Progress made in achieving the expected result</b>  <i>What products or services came from the activities carried out during the reporting year?</i>
<p>Information on the Corporation's products and services was provided to OLMCs in the official language of their choice</p>	<ul style="list-style-type: none"> <li>• Internet users across Canada were able to browse our Web site in the official language of their choice at <a href="http://www.canadapost-postescanada.ca">www.canadapost-postescanada.ca</a>.</li> <li>• Users of <a href="http://www.canadapost-postescanada.ca">www.canadapost-postescanada.ca</a> could access our annual report and action plan on Part VII at <a href="http://www.canadapost-postescanada.ca/officiallanguages">www.canadapost-postescanada.ca/officiallanguages</a></li> <li>• Via our Web site, Internet users could access all our literacy initiatives that are open to the public, for example, La Dictée P.G.L. and the CanWest CanSpell National Spelling Bee.</li> <li>• Press releases from Canada Post's Head Office were disseminated in both official languages. At the national level, press releases were distributed by wire service and posted on the Corporation's Web site.</li> </ul>	<ul style="list-style-type: none"> <li>• OLMCs were more aware of the Corporation's products, services and mandate.</li> <li>• Increased external awareness of the Corporation's Official Languages Program.</li> </ul>

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### Implementation of Section 41 of the *Official Languages Act*

Information on the Corporation's products and services was provided to OLMCs in the official language of their choice (cont'd)

- In December 2009 and again in March 2010, provincial and territorial OLMC associations were invited to encourage their members to participate to the Canada Post Community Literacy Awards.
- For the second year in a row and at Le Courrier de la Nouvelle-Écosse request, Canada Post launched the Santa Letter-Writing Program in Nova Scotia with an Acadian/French school in the Yarmouth area. Santa's helpers were present to help kids write their letter to Santa in their official language of choice.
- Approximately one quarter of the Canada Post Community Literacy Awards recipients were members of an OLMC. In light of the size of the OLMC population within the Canadian population, this was a good indicator of the success of our program.
- Canada Post went the extra mile to accommodate the only French newspaper in the province of Nova Scotia. We believe that it was greatly appreciated. By getting involved, Canada Post encouraged members of the French/Acadian community to request services from the Corporation in their official language of choice.

## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

Information on the Corporation's products and services was provided to OLMCs in the official language of their choice (cont'd)

- During the course of 2009, two articles regarding Canada Post were published in Canadian Heritage's *Bulletin 41-42*. The first article concerned Canada Post Community Literacy Awards and included information on how to submit an application. The second article was about Canada Post first ever e-learning official languages course intended for its employees. The e-learning contained a section on Part VII of the OLA.
- In February 2010, Canada Post initiated a new practice for external job postings. Our system was modified to ensure that all postings of bilingual positions would be sent to provincial and territorial representatives of OLMCs.
- Canada Post ensured that advertisements published in the newspapers were presented in the language of each respective newspaper; our advertising service ensured that announcements were published in the minority press whenever possible.
- The e-learning was a great tool to increase awareness of Part VII among employees.
- With the new job posting system, we expect to increase our chances of finding candidates who meet the language requirements of bilingual positions and providing more employment opportunities to OLMCs.
- In 2009-2010 and for another year, we received no complaints on our advertising practices as Canada Post continued to ensure that both linguistic groups were reached.

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### Implementation of Section 41 of the *Official Languages Act*

#### Detailed report on results

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

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

##### Expected result:

Cooperation with multiple partners to enhance OLMC development and vitality and to share best practices.

<b>Activities carried out to achieve the expected result</b>  <i>What activities were carried out during the reporting year? What was done?</i>	<b>Outputs</b>  <i>What products or services came from the activities carried out during the reporting year?</i>	<b>Progress made in achieving the expected result</b>  <i>What products or services came from the activities carried out during the reporting year?</i>
Canada Post's representatives actively participated in meetings for the implementation of section 41 of the OLA.	<ul style="list-style-type: none"> <li>In June 2009, Canada Post's Official Languages Champion, who sits on the Corporation's management committee, participated in the annual meeting of the champions in Kingston, ON.</li> <li>In June and October 2009 and in February, 2010, Canada Post representatives actively participated in Ottawa meetings organized by the department of Canadian Heritage.</li> <li>Canada Post representatives in the Atlantic Region attended Official Languages meetings held by Canadian Heritage in May 2009 and September 2009.</li> </ul>	<ul style="list-style-type: none"> <li>The corporation could better understand the needs and priorities of OLMCs and plan accordingly.</li> </ul>

## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

Canada Post's representatives actively participated in meetings for the implementation of section 41 of the OLA. (cont'd)

- Our regional coordinators were also present at the Tripartite Forum in Nova Scotia that took place in Halifax in November 2009.
- The Tripartite forum gave Canada Post the opportunity to improve cooperation with Nova Scotia's Acadian and Francophone community and with provincial institutions.
- In September 2009, our official languages national team also participated in the Symposium "40 Years of Official Languages in Canada: Our History and the Path Ahead", organized to celebrate the 40<sup>th</sup> anniversary of the adoption of the OLA.

## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

#### Detailed report on results

##### E. FUNDING AND PROGRAM DELIVERY

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

##### Expected result:

OLMCs are part of the federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (e.g. geographic dispersion and development opportunities) are taken into account.

<b>Activities carried out to achieve the expected result</b>  <i>What activities were carried out during the reporting year? What was done?</i>	<b>Outputs</b>  <i>What products or services came from the activities carried out during the reporting year?</i>	<b>Progress made in achieving the expected result</b>  <i>What products or services came from the activities carried out during the reporting year?</i>
Implementation of programs and initiatives that support OLMCs	Between April 2009 and March 2010, Canada Post contributed to the success of many OLMC initiatives:  <ul style="list-style-type: none"> <li>In April 2009 and for the fourth year, Canada Post sponsored the Festival Franco-Ontarien. The biggest French festival outside of Québec took place in Ottawa, ON. The Festival kicks off every spring with many activities for all ages, with entertainment provided by home-grown and overseas talents.</li> </ul>	<ul style="list-style-type: none"> <li>Our contributions raised awareness of the importance of linguistic duality in Canada and reinforced OLMCs</li> <li>Our contributions were a strong reminder of our commitment to support and enhance the vitality and development of OLMCs.</li> <li>Canada Post contributed to the success of the Festival Franco-Ontarien by helping cover promotional costs and administrative fees.</li> </ul>

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### Implementation of Section 41 of the *Official Languages Act*

Implementation of programs and initiatives that support OLMCs (cont'd)

- In May 2009, we made a donation to the Association francophone de Kamloops (AFK). The AFK aims to promote the francophone language and culture and help francophones and francophiles come together in the Kamloops (BC) region.
- In June 2009, Canada Post made a donation to the Centre for Literacy of Quebec (CLQ).
- In July 2009, we sponsored WordFest, an annual readers and writers event held in Calgary, AB. The festival WordFest™ enhances the quality of life and stimulates literacy by bringing readers of all ages together with writers of local, national and international stature. The event also has a French section entitled Festival des mots.
- In July 2009, we partnered with the Laurentian Literacy Council, an organization based in Lachute, QC that offers English literacy services.
- In July 2009, Canada Post issued a quartet of stamps to celebrate the efforts of four musicians who made remarkable contributions to the Canadian music scene, including the Acadian singing sensation Édith Butler.
- Canada Post sponsorship helped the Laurentian Literacy Council to buy books to respond to the increasing number of students.
- Our Stamp Program was one of Canada Post's means to promote OLMCs.

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### Implementation of Section 41 of the *Official Languages Act*

Implementation of programs and initiatives that support OLMCs (cont'd)

- In July 2009 and for another year, we supported the Francophonie jeunesse de l'Aberta (FJA), a not-for profit organization founded in 1972. FJA unites French-speaking youth from 14 to 25 years across Alberta.
- In July 2009, we partnered with the Fédération nationale des conseils scolaires francophones, an organisation that aims at representing francophone school board interests outside of Québec.
- In August 2009, Canada Post made a donation to the Bibliothèque publique Mgr Plourde. The library is located in the French-speaking community of St-François, NB.
- In August 2009, our Corporation sponsored Les Correspondances d'Eastman. The concept of Les Correspondances is to encourage an appreciation for the craft of writing by extending an open invitation to the general public to write letters in English and French in the town of Eastman, QC.
- In September 2009, we sponsored the Assemblée de la francophonie de l'Ontario, an organisation that represents the francophone community of Ontario.
- Canada Post provided support for the annual forum of the FJA. The organisation needs financial support to cover administrative fees (material, publicity). This annual day provided an opportunity for the youth to exchange and to do some networking.
- The sponsorship from Canada Post was used to support the Grand Rassemblement de l'Éducation en français (GREF) that took place in Halifax, NS.
- Canada Post was a major sponsor for Les Correspondances d'Eastman. The sponsorship was used to cover publicity and promotional costs.
- The sponsorship of the AFO contributed to cover charges incurred for the Forum communautaire de l'Ontario français and the fourth general assembly.

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### Implementation of Section 41 of the *Official Languages Act*

Implementation of programs and initiatives that support OLMCs (cont'd)

- In September 2009, Canada Post sponsored the Literary and Historical Society of Quebec. The Society is now the main promoter and driving force behind the Morrin Centre project. The Morrin Centre strives to foster English-speaking culture in Québec City.
  - In December 2009, Canada Post partnered with the Association des juristes d'expression française de la Saskatchewan (AJEFS). The AJEFS aims to put in place, develop, promote and defend French rights of members in the community and in judicial and governmental proceedings.
  - In December 2009, we made a donation to Literacy Unlimited, a Québec-based community resource dedicated to the advancement of literacy. The organisation provides services in English.
  - In December 2009, Canada Post made a donation to Le Cercle des Canadiens Français de Prince George. The mandate of the organization located in Prince George, BC is to unite French speaking individuals in order to promote the French language, culture and heritage. Another purpose is to provide visibility in the community, to counter assimilation, and to reach to the whole population in regards to various services in French.
- Canada Post sponsorship was used to help sustain the efforts of the Morrin Centre in promoting English culture and Heritage in Québec City.
  - Canada Post's contribution was used to cover some of the cost incurred with simultaneous translation in English and French for a conference and to offer a theatre play evoking the historical and socio-political background of the 19<sup>th</sup> century.

## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

Implementation of programs and initiatives that support OLMCs (cont'd)

- In February 2010, Canada Post issued a stamp of the former Governor General, the Right Honourable Roméo LeBlanc, whose lifelong pride in his country and steadfast belief in the potential of Canadians inspired a long and distinguished career in public service. LeBlanc became the first Acadian Governor General of Canada—and the first from Atlantic Canada—on February 8, 1995, serving in this role until October 8, 1999.
- In March 2010, Canada Post supported the Frontier College. The literacy organization is active all across the country in both English and French.
- Canada Post continued its partnership with CanWest for the CanWest CanSpell National Spelling Bee. This national English spelling contest was open to all students across the country including the OLMC in Québec.
- Canada Post renewed its commitment to La Dictée P.G.L. (Fondation Paul Gérin-Lajoie). This French dictation is a great educational project designed for all elementary school pupils in French and French immersion classes across Canada, from kindergarten to 8<sup>th</sup> grade.
- Canada Post sponsored the Frontier College's One-to-One Literacy tutoring programs for adults. The program is devoted to building the learners' reading, writing and numeracy skills at their own pace in a confidential environment.
- Canada Post gave its support to a large-scale project across Canada that contributed to the education of thousands of students from Kindergarten to Grade 8. This project played a great role in promoting the French language throughout Canada.

## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

Implementation of programs and initiatives that support OLMCs (cont'd)

- The Corporation supported the Rendez-vous de la Francophonie by inviting Canadians to participate in the *Écris-moi sans fautes!* Contest.
- Participants who identified the correctly spelled word in each of 10 word pairs had the chance to win \$1,000.
- Canada Post contributed to the Fédération canadienne pour l'alphabétisation en français (FCAF), a Canada wide organization that represents Francophone groups and associations that work toward French literacy in Canada.
- We promoted the 2009 Canada Post Community Literacy Awards, a national program established in 1993 .These awards recognize the tremendous efforts of dedicated individuals through their literacy journey.
- To date, Canada Post has presented 383 awards, of which 22 % were awarded to OLMC members.
- In the fall of 2009, Canada Post presented 13 awards and three were given to OLMC members.
- The panel that reviewed the applications for the 2009 Canada Post Literacy Awards was made up of members from both language groups and official language minority communities.

- The Dictée also provided support to families and teachers in their roles related to literacy and education.
- Canada Post's contribution was used to help French-speaking students buy promotional material for the contest.

## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

Implementation of programs and initiatives that support OLMCs (cont'd)

- The Corporation promoted the Santa Letter Writing Program. Santa's North Pole post office has answered more than 17.4 million letters since Canada Post's national annual letter-writing program was established in 1982. Since 2002, we have also replied to nearly 270,000 emails. More than 11,000 current or retired Canada Post employees (known affectionately as postal elves) volunteer their time to help Santa respond to truckloads of letters in the language in which they are received, 27 languages last year, including Braille.

- Canada Post made a major contribution to literacy through its Santa Letter Writing Program. Children from OLMCs from coast to coast were encouraged to write to Santa in their official language and received replies in this same language.

# Annual Report on Results

## Implementation of Section 41 of the *Official Languages Act*

### Detailed report on results

#### F. ACCOUNTABILITY

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

#### Expected result:

Full integration of the OLMC perspective and section 41 of the OLA into the federal institution's policies, programs and services; the reporting structure, internal evaluations and policy reviews determine how to better integrate OLMCs' perspectives.

<b>Activities carried out to achieve the expected result</b>  <i>What activities were carried out during the reporting year? What was done?</i>	<b>Outputs</b>  <i>What products or services came from the activities carried out during the reporting year?</i>	<b>Progress made in achieving the expected result</b>  <i>What products or services came from the activities carried out during the reporting year?</i>
All Canada Post's policies were reviewed to assess their impact on OLMCs.	<ul style="list-style-type: none"> <li>• In November 2008, a tool was created to review all policies.</li> <li>• Some corporate policies were reviewed again in 2009 and 2010 to determine their impact on OLMCs. When improvements were identified, recommendations were made to the policy owners.</li> </ul>	<ul style="list-style-type: none"> <li>• Canada Post ensured that linguistic duality was taken into consideration.</li> </ul>

## Annual Report on Results

### Implementation of Section 41 of the *Official Languages Act*

Meetings were held with internal stakeholders.

- Stakeholders responsible for Corporation's submissions to the Treasury Board of Canada Secretariat and briefs to Cabinet were reminded to continue to conduct official languages impact analysis.
- Meetings took place with stakeholders. The section pertaining to Official Languages in the document *A Guide to Preparing Treasury Board Submissions* was given during these meetings.
- The business plan submitted by the Canada Post Corporation to the Treasury Board of Canada Secretariat included a clear statement on the Corporation's commitment to Part VII.
- Canada Post tabled a report on Social Responsibility, including a section on Part VII of the OLA.

The Commissioner of Official Languages issued report cards on the linguistic performance of major federal institutions, including Canada Post:

- The Commissioner gave Canada Post an "exemplary" rating in the category for *Development of Official Language Minority Communities and Promotion of Linguistic Duality* in his 2008-2009 annual report, which was tabled on May 28, 2009.
- This is the fifth year in a row that Canada Post has received an "exemplary" rating.
- The section in the Social Responsibility Report serves to promote Canada Post's continued commitment and achievements under Part VII.

<p><b>RESULTS-BASED ACTION PLAN</b> IMPLEMENTING SECTION 41 OF THE <i>OFFICIAL LANGUAGES ACT</i> 2010-2011</p>	

## Results-Based Action Plan

### Implementation of Section 41 of the *Official Languages Act*

#### Summary of Progress Expected During the Period Covered by the Action Plan

##### Awareness

Our continued efforts to raise employee awareness of Canada Post's commitment to the OLA will continue in 2010-2011. New employees occupying bilingual positions will be required to complete our mandatory E-learning Official Languages Course.

##### Consultations

Canada Post will continue to be present at meetings organized by the Department of Canadian Heritage. Meetings will take place with provincial and territorial OLMC associations. Our annual status reports and action plans on Part VII of the OLA will be sent to OLMCs for their feedback.

##### Communications

Our annual status reports and action plans on Part VII of the OLA, as well as our initiatives, will be available to OLMCs at [www.canadapost-postescanada.ca](http://www.canadapost-postescanada.ca).

##### Coordination and liaison

Canada Post's national and regional official languages representatives will attend meetings organized by the Department of Canadian Heritage. Our Official Languages Champion will participate in the Joint Conference of Champions of Official Languages.

##### Funding and program delivery

In accordance with the Corporation's mandate, we will implement programs to support OLMCs. Our support will be mostly in literacy.

##### Accountability

In order to take linguistic duality into consideration, Cabinet memorandums and submissions to the Treasury Board of Canada Secretariat by the Corporation will continue to be reviewed. Follow-ups on change recommendations regarding internal policies will be made.

## Results-Based Action Plan

### Implementation of Section 41 of the *Official Languages Act*

#### Detailed action plan

##### A. AWARENESS (In-house activities)

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

##### Expected result:

Creation of lasting changes in federal institution organizational culture; employees and management are aware of and understand their responsibilities regarding section 41 of the *Official Languages Act* and OLMCs.

<b>Planned activities to achieve the expected result</b>  <i>What activities will be carried out during the period covered? What will be done?</i>	<b>Expected outputs</b>  <i>What products or services will flow from the activities carried out during the period covered?</i>	<b>Indicators to measure progress in achieving the expected result</b>  <i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i>
Organization of activities to increase employee awareness on Part VII of the OLA	<ul style="list-style-type: none"> <li>• Organization of activities to promote the 2011 edition of the Rendez-vous de la Francophonie (RVF)</li> <li>• Send the Official Languages E-learning Course to new employees in bilingual positions.</li> <li>• Promote activities as part of our Official Languages Strategic Communications Plan to raise employee awareness of Part VII of the OLA.</li> <li>• Development of a new training program for regional official languages coordinators to increase their awareness on their responsibilities related to Part VII of the OLA</li> </ul>	<ul style="list-style-type: none"> <li>• Level of participation in the activities.</li> <li>• Measures will be taken to better assess the impact of our initiatives.</li> <li>• Internal interventions to targeted groups by the Official Languages Team at Canada Post.</li> <li>• Number of external complaints from the OLMCs on Part VII.</li> <li>• Improved knowledge of regional official languages coordinators on their responsibilities related to Part VII of the OLA.</li> </ul>

## Results-Based Action Plan

### Implementation of Section 41 of the *Official Languages Act*

#### Detailed action plan

##### B. CONSULTATION (Sharing of ideas and information with OLMCs)

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

##### Expected result:

Creation of lasting relationships between the federal institution and OLMCs; federal institution and OLMCs understand each other's needs and mandates.

<b>Planned activities to achieve the expected result</b>  <i>What activities will be carried out during the period covered? What will be done?</i>	<b>Expected outputs</b>  <i>What products or services will flow from the activities carried out during the period covered?</i>	<b>Indicators to measure progress in achieving the expected result</b>  <i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i>
Provide opportunities to OLMCs to voice their needs.  Organize consultations with OLMCs.  Carry out marketing campaigns in both official languages.	<ul style="list-style-type: none"> <li>• Attend meetings organized by the Department of Canadian Heritage. Official language minority communities will also be present.</li> <li>• Meetings will take place with provincial/territorial OLMC associations.</li> <li>• Submit annual status reports and action plans on Part VII of the OLA to official language minority communities and ask for their comments.</li> </ul>	<ul style="list-style-type: none"> <li>• Comments by OLMCs.</li> <li>• Number of complaints related to advertising practices.</li> </ul>

## Results-Based Action Plan

### Implementation of Section 41 of the *Official Languages Act*

#### Detailed action plan

##### C. COMMUNICATIONS (Transmission of information to OLMCs)

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

##### Expected result:

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

<b>Planned activities to achieve the expected result</b>  <i>What activities will be carried out during the period covered? What will be done?</i>	<b>Expected outputs</b>  <i>What products or services will flow from the activities carried out during the period covered?</i>	<b>Indicators to measure progress in achieving the expected result</b>  <i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i>
Inform OLMCs of the existence of the Corporation's literacy initiatives.	<ul style="list-style-type: none"> <li>• Send OLMCs documents concerning the Canada Post Community Literacy Awards.</li> <li>• Promote the 2010 Canada Post Community Literacy Awards.</li> <li>• Provide information to OLMCs through Canada Post's Web site.</li> </ul>	<ul style="list-style-type: none"> <li>• Members of OLMCs participate in the Canada Post Literacy Awards.</li> </ul>

## Results-Based Action Plan

### Implementation of Section 41 of the *Official Languages Act*

#### Detailed action plan

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

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

#### **Expected result:**

Co-operation with multiple partners to enhance OLMC development and vitality and to share best practices.

<b>Planned activities to achieve the expected result</b>  <i>What activities will be carried out during the period covered? What will be done?</i>	<b>Expected outputs</b>  <i>What products or services will flow from the activities carried out during the period covered?</i>	<b>Indicators to measure progress in achieving the expected result</b>  <i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i>
Coordinate implementation of Part VII of the OLA with regional coordinators.	<ul style="list-style-type: none"> <li>• Hold ad hoc conference calls and/or meetings with regional official languages coordinators to share best practices and ensure a better understanding of corporate requirements under Part VII of the OLA.</li> <li>• Attend regional and national coordinators' meetings organized by the Department of Canadian Heritage.</li> <li>• Canada Post's Official Languages Champion will participate in the Joint Conference of Champions of Official Languages</li> </ul>	<ul style="list-style-type: none"> <li>• Attend meetings organized by the Department of Canadian Heritage.</li> </ul>

## Results-Based Action Plan

### Implementation of Section 41 of the *Official Languages Act*

#### Detailed action plan

##### E. FUNDING AND PROGRAM DELIVERY

(Implementation of the federal institution's programs and delivery of its services; funding, alone or in cooperation with other federal institutions, of OLMC projects; inclusion of OLMC needs in the delivery of the federal institution's programs and services.)

##### Expected result:

OLMCs are part of the federal institution's regular clientele and have adequate access to its programs and services; OLMC needs (e.g. geographic dispersion and development opportunities) are taken into account.

<b>Planned activities to achieve the expected result</b>  <i>What activities will be carried out during the period covered? What will be done?</i>	<b>Expected outputs</b>  <i>What products or services will flow from the activities carried out during the period covered?</i>	<b>Indicators to measure progress in achieving the expected result</b>  <i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i>
In accordance with the Corporation's mandate, implement programs to support OLMCs.	<ul style="list-style-type: none"> <li>• Continue to support literacy organizations.</li> <li>• Continue to develop and sponsor initiatives that support OLMCs.</li> </ul>	<ul style="list-style-type: none"> <li>• OLMCs benefit from the Corporation's participation in literacy programs.</li> <li>• OLMC activities that can be organized, due in part to Canada Post support.</li> </ul>

## Results-Based Action Plan

### Implementation of Section 41 of the *Official Languages Act*

#### Detailed action plan

##### F. ACCOUNTABILITY

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

##### Expected result:

Full integration of the OLMC perspective and section 41 of the OLA into the federal institution's policies, programs and services; the reporting structure, internal evaluations and policy reviews determine how to better integrate OLMCs' perspective.

<b>Planned activities to achieve the expected result</b>	<b>Expected outputs</b>	<b>Indicators to measure progress in achieving the expected result</b>
<i>What activities will be carried out during the period covered? What will be done?</i>	<i>What products or services will flow from the activities carried out during the period covered?</i>	<i>What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?</i>
Integration of Part VII of the OLA into Corporate policies and programs	<ul style="list-style-type: none"> <li>Ensure that Cabinet memorandums prepared by CPC and submissions to Treasury Board are reviewed to consider linguistic duality.</li> </ul>	<ul style="list-style-type: none"> <li>Assessment of the Corporation's progress in implementing Part VII of the OLA.</li> </ul>

## Results-Based Action Plan

### Implementation of Section 41 of the *Official Languages Act*

#### Distribution List

Canada Post's action plan for implementing Part VII of the *Official Languages Act* will be submitted to the Department of Canadian Heritage, the Commissioner of Official Languages, Canada Post coordinators responsible for the initiative and members of senior management.

Copies of the plan will be made available to official language minority communities throughout Canada.

Web address of the annual report:

<http://www.canadapost-postescanada.ca/officiallanguages>



Moya Greene  
President & CEO

Date: June 7, 2010