

Official Languages Annual Report



2011–2012

Annual Report presented to
Canadian Heritage and Treasury Board.

REVIEW ON OFFICIAL LANGUAGES 2011-12

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Minister responsible

Name: Hon. Denis Lebel

Senior official(s) responsible for official languages (e.g. Official Languages Champion)

Name: Ms. Bonnie Boretsky

Name of the national coordinator(s) for section 41 of the *Official Languages Act (OLA)* and/or person responsible for official languages

Name: France Coulombe

Exact title: Manager, Compliance

Telephone number: 613-734-6398

Email: France.coulombe@canadapost.postescanada.ca

Regional coordinators:

Meredith Fillmore

Coordinator (Manager) – Atlantic provinces

6175 Almon Street

Halifax NS B3K 5N2

Phone: 902 494-4001 ext. 44290

Email: meredith.fillmore@canadapost.postescanada.ca

Natasha Nestman

Coordinator (Officer) – Atlantic provinces

6175 Almon Street

Halifax NS B3K 5N2

Phone: 902 494-4001 ext. 44183

Email: natasha.nestman@canadapost.postescanada.ca

Suzie Videira

Coordinator (Manager) – Quebec

555 McArthur Street Suite 1508

Saint-Laurent QC H4T 1T4

Phone: 514 345-7503 ext. 57454

Email: suzie.videira@canadapost.postescanada.ca

Philippe Bouquet

Coordinator (Officer) – Quebec

555 McArthur Street Suite 1508

Saint-Laurent QC H4T 1T4

Phone: 514 345-7503 ext. 57383

Email: philippe.bouquet@canadapost.postescanada.ca

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Barry Butcher
Coordinator (Manager) – Ontario, Nunavut & Outaouais
955 Highbury Ave
London ON N5Y 1A3
Phone: 519 457-5237
Email: barry.butcher@canadapost.postescanada.ca

Élaine Labadie
Coordinator (Officer) – Ontario, Nunavut & Outaouais
1424 Sanford Fleming Ave BOX 50
Ottawa ON K1A 0C1
Phone: 613 734-2908
Email: elaine.labadie@canadapost.postescanada.ca

Pamela Nihill
Coordinator (Manager) – Pacific
349 W. Georgia St. BOX 2110 STN TERMINAL
VANCOUVER BC V6B 4Z3
Phone: 604 662-1606 ext. 21641
Email: pam.nihill@canadapost.postescanada.ca

Soledad Altamirano
Coordinator (Officer) – Pacific
349 W. Georgia St. BOX 2110 STN TERMINAL
VANCOUVER BC V6B 4Z3
Phone: 604 662-1606 ext. 21491
Email: sole.altamirano@canadapost.postescanada.ca

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General Information

Context

In accordance with sections 44 and 48 of the *Official Languages Act (OLA)*, the Minister of Canadian Heritage and the President of the Treasury Board must each submit an annual report to Parliament on matters relating to official languages under their mandate.

The President of the Treasury Board must report on the status of Parts IV, V and VI of the *OLA* in federal institutions.

The Minister of Canadian Heritage must report on the implementation of Part VII (sections 41 and 42) of the *OLA* by federal institutions.

The information provided by your institution through this questionnaire will be used to analyze your performance and to produce both the President of the Treasury Board's and the Minister of Canadian Heritage's 2011-12 annual reports on official languages.

The first two blocks of questions (governance and monitoring) allow you to take stock of the overall management of the official languages file in your institution. In order to facilitate your work and to show consistency across the various parts of the *OLA*, these blocks cover Parts IV, V, VI and VII of the *OLA*.

As other blocks of questions are used to evaluate the application of the parts of the *OLA* specifically under the mandate of the President of the Treasury Board or the Minister of Canadian Heritage, these blocks consist of separate questions. The questions clarify the results that the Treasury Board Secretariat and Canadian Heritage could bring out in their respective annual reports on official languages for 2011-12.

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Instructions

Please return this duly completed document to us in both official languages **no later than May 31, 2012**, to: OLReview-BilanLO@tbs-sct.gc.ca; portail41-gateway41@pch.gc.ca.

For more information, please contact the Official Languages Centre of Excellence at TBS (613-948-3575) or the Interdepartmental Coordination Directorate at Canadian Heritage (819-994-3509).

A hard copy of this document has to be sent to the Official Languages Secretariat of Canadian Heritage, the Office of the Commissioner of Official Languages and to both Parliamentary Standing Committees on Official Languages. You will find their addresses below:

Mr. Graham Fraser
Commissioner of Official Languages
Office of the Commissioner of Official Languages
Canada Building
344 Slater Street
Ottawa, Ontario K1A 0T8

Mr. Simon Larouche
Committee Clerk
House of Commons Standing Committee on Official Languages
House of Commons of Canada
131 Queen Street, 6th Floor
Ottawa, Ontario K1A 0A6

Mrs. Danielle Labonté
Clerk
Senate Standing Committee on Official Languages
Senate of Canada
Chambers Building, Room 1051
40 Elgin Street
Ottawa, Ontario K1A 0A4

Quantitative data for the Treasury Board Secretariat

If your institution is part of the core public administration, please note that the statistical data extracted from the Position and Classification Information System (PCIS) and from Burolis as of March 31, 2012 will be used.

If your institution is not part of the core public administration, please complete the statistical appendices in the Official Languages Information System (OLIS II) attached to your template and return them to us with your review. Please note that the statistical data extracted from the Regulations Management System as of March 31, 2012 will be used for this purpose.

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Scale of Measurement Elements

Nearly always	In 90% or more of cases
Very often	Between 70% and 89% of cases
Often	Between 50% and 69% of cases
Sometimes	Between 25% and 49% of cases
Almost never	In less than 25% of cases or in rare instances
N/A	Does not apply to your institution
Entirely agree	Completely agree with the statement
Some shortcomings	Shortcomings are sometimes noted
Many shortcomings	Shortcomings are often noted
Not really agree	Do not much agree with the statement
N/A	Does not apply to your institution
Yes	Completely agree with the statement
No	Completely disagree with the statement
N/A	Does not apply to your institution
Regularly	With some regularity
Sometimes	From time to time, but not on a regular basis
Almost never	Rarely, or in less than 25% of cases
N/A	Does not apply to your institution

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The following document aims to take stock of the status of official languages in your institution. It is divided in three sections:

- The first section consists of joint questions on Parts IV, V, VI, VII of the Act. The answers will therefore be used by the Treasury Board Secretariat and by Canadian Heritage. These questions are in regards to governance and monitoring of official languages.
- The second section consists of questions related to the responsibilities of the Treasury Board, such as Communications with and Services to the Public in both official languages, language of work and human resources management. This section also includes narrative questions on these themes.
- The third section consists of questions related to the responsibilities of Canadian Heritage. These essay questions relate to Part VII of the Act and, more specifically, to the implementation of the federal commitment towards enhancing the vitality and development of official language minority communities and the promotion of French and English in Canadian society (section 41 of the *OLA*).

1. Governance of the Official Languages

Indicator 1 – Effectiveness of measures in place to ensure strong leadership in the area of official languages throughout the institution

Note: Please refer to the scale included in the General Information section

	Measurement Criterion		Measure
1.	The institution has a distinct action plan or has integrated precise and complete objectives in another planning instrument in order to ensure respect of its obligations with regard to Parts IV, V, VI and VII (section 41) of the <i>OLA</i> .	x	Yes
			No (Explain)
Clarifications (optional):			
2.	Obligations arising from Parts IV, V, VI and VII (section 41) of the <i>OLA</i> , are on the Senior Management Committee's agenda.		Regularly
		x	Sometimes
			Almost never
			N/A (Explain)
Clarifications (optional):			

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	Measurement Criterion		Measure
3	The champion (and/or co-champion), the person or persons responsible for Parts IV, V, VI and VII (section 41) of the <i>OLA</i> meet to discuss the topic of official languages.	x	Regularly
			Sometimes
			Almost never
			N/A (Explain)
Clarifications (optional):			
4	The performance agreements of executives and managers include clear performance objectives related to Parts IV, V, VI and VII (section 41) of the <i>OLA</i> .		Yes
		x	No
			N/A (Explain)
Clarifications (optional):			
5	An official languages committee, network or working group made up of representatives from different sectors/regions of your institution holds meetings to deal horizontally with questions related to Parts IV, V, VI and VII (section 41) of the <i>OLA</i> .		Regularly
		x	Sometimes
			Almost never
			There is no such committee
			N/A (Explain)
Clarifications (optional):			

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2. Monitoring of Official Languages

Indicator 1 – Effectiveness of measures in place to regularly monitor the implementation of the *OLA*

Note: Please refer to the scale included in the General Information section

	Measurement Criterion		Measure
1.	Measures are regularly taken to ensure that employees are well aware of the federal government's obligations related to Parts IV, V, VI and VII (section 41) of the <i>OLA</i> .	x	Yes
			No
			N/A (Explain)
Clarifications (optional):			
2	Mechanisms are in place to regularly monitor the implementation of Parts IV, V, VI and VII (section 41) of the <i>OLA</i> and to inform the deputy head of the results.	x	Yes
			No
			N/A (Explain)
Clarifications (optional):			
3.	Activities are carried out to regularly measure the satisfaction of the public regarding the availability and quality of the services offered in both official languages.	x	Yes
			No
			N/A (Explain)
Clarifications (optional):			
4.	Activities are carried out to periodically measure whether employees (in regions designated as bilingual for language-of-work purposes) can use their language of choice in the workplace.		Yes
		x	No
			N/A (Explain)
Clarifications (optional):			

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	Measurement Criterion		Measure
5.	Mechanisms are in place to ensure that the institution remains systematically informed of official language minority communities' needs.	x	Yes
			No
			N/A (Explain)
Clarifications (optional):			
6.	Mechanisms are in place to determine and document the impact of the institution's decisions on the implementation of section 41 of the <i>OLA</i> (such as adopting or reviewing a policy, creating and abolishing a program, or establishing or eliminating a service point).	x	Yes
			No
			N/A (Explain)
Clarifications (optional):			
7.	Audit activities are undertaken, either by the internal audit unit or by other units, to evaluate to what extent official languages obligations are implemented.	x	Yes
			No
			N/A (Explain)
Clarifications (optional):			
8.	When the institution's monitoring activities or mechanisms show shortcomings or deficiencies, steps are taken and documented to improve/rectify the situation with due diligence.	x	Yes
			No
			N/A (Explain)
Clarifications (optional):			

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Questions from Treasury Board Secretariat

Note: Please refer to the scale included in the General Information section

3. Communications with and Services to the Public in Both Official Languages

In offices designated bilingual for Communications with and Services to the Public purposes

Indicator 1 – Effectiveness of measures in place to ensure the availability and quality of communications and services in both official languages to members of the public by offices and facilities designated bilingual

	Measurement Criterion		Measure
a)	All services are offered simultaneously in both official languages and are of equal quality.		Nearly always
		x	Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
b)	All oral and written communications are in the official language chosen by the public when the office is designated bilingual.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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	Measurement Criterion		Measure
c)	All material is produced in both official languages and is simultaneously issued in full in both official languages when the material comes from a designated bilingual office.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
d)	The English and French versions of websites are simultaneously posted in full and are of equal quality.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
e)	The English and French versions of electronic communications to the public are simultaneously sent in full and are of equal quality	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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	Measurement Criterion		Measure
f)	The institution has adapted its programs and services in light of the analysis grid provided by the Office of the Chief Human Resources Officer, following the Supreme Court of Canada’s decision on Caldech/DesRochers.	x	Yes
			No
			N/A (Explain)
Clarifications (optional):			

Indicator 2 – Effectiveness of measures in place to ensure the active offer of communications and services to the public in both official languages in offices and facilities designated bilingual

Measurement Criterion		Measure	
a)	All signs identifying the institution's offices or facilities are in both official languages at all locations.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
b)	Appropriate measures are taken to greet the public in person in both official languages.		Nearly always
		x	Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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Measurement Criterion		Measure	
c)	Appropriate measures are taken to greet the public by telephone in both official languages.		Nearly always
		x	Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
d)	Appropriate measures are taken to greet the public in both official languages using recorded messages.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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Indicator 3 – Effectiveness of measures in place to ensure that official languages obligations for signage that includes words, written notices and standardized public announcements inside or outside the institution's offices or facilities regarding the health, safety and security of members of the public are respected

Measurement Criterion		Measure	
a)	All the institution's signage regarding the health, safety and security of members of the public is in both official languages.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
b)	All announcements regarding the health, safety and security of members of the public are in both official languages.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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Indicator 4 – Effectiveness of measures in place to ensure that third parties acting on behalf of offices or facilities designated bilingual respect the linguistic obligations of those offices or facilities

Measurement Criterion		Measure	
a)	Contracts or agreements with third parties include clauses setting out the office or facility's linguistic obligations with which the third party must comply.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
b)	Measures are taken to verify if these clauses are respected.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
c)	The institution has taken into consideration the analysis grid for the implementation of the Caldech/ DesRochers decision in its service contracts and agreements with third parties.		Nearly always
			Very often
			Often
		x	Sometimes
			Almost never
			N/A
Clarifications (optional):			

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Indicator 5 – Effectiveness of measures in place to ensure that offices or facilities designated bilingual use media effectively and efficiently to communicate with members of the public in the official language of their choice

Measurement Criterion	Measure	
Your institution selects and uses media that reach the targeted public in the most efficient way possible in the official language of their choice.	x	Nearly always
		Very often
		Often
		Sometimes
		Almost never
		N/A
Clarifications (optional):		

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4. Language of Work

In regions designated bilingual for language-of-work purposes

Indicator 1 – Effectiveness of measures in place to encourage the use of both official languages in the workplace as a means of creating and maintaining a work environment conducive to the effective use of both official languages

Measurement Criterion		Measure	
a)	Senior management communicates effectively in both official languages with employees.		Nearly always
			Very often
		x	Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
b)	Senior management encourages employees to use their preferred official language in the workplace.		Nearly always
			Very often
		x	Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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Measurement Criterion		Measure	
c)	Incumbents of bilingual or either/or positions are supervised in their preferred official language, regardless of whether the supervisors are located in bilingual or unilingual regions.		Nearly always
			Very often
		x	Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
d)	Employees obtain personal and central services in their preferred official language even when these services are provided by unilingual regions.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
e)	Employees obtain training and professional development in their preferred official language.		Nearly always
		x	Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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Measurement Criterion		Measure	
f)	Meetings are conducted in both official languages and employees may use their preferred official language during meetings.		Nearly always
			Very often
			Often
		x	Sometimes
			Almost never
			N/A
Clarifications (optional):			
g)	Documentation and regularly- and widely-used work instruments and electronic systems are available in the preferred official language of employees.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
h)	It is possible for employees to write documents in their official language of choice.		Nearly always
			Very often
		x	Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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In regions designated bilingual for language-of-work purposes

Indicator 2 – Effectiveness of measures in place to ensure that websites intended for employees are available simultaneously in both official languages

Measurement Criterion		Measure	
a)	The English and French versions of the websites intended for employees are simultaneously posted in full and are of equal quality.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
b)	The English and French versions of electronic communications sent to employees are of equal quality and are available simultaneously in full.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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In unilingual regions

Indicator 3 – Effectiveness of measures in place concerning language of work in unilingual regions

Measurement Criterion		Measure	
a)	The language of work is the one that predominates in the province or territory where the work unit is located.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
b)	Employees who are responsible for providing bilingual services to the public or to employees in bilingual regions have regularly and widely used work instruments in both official languages.		Nearly always
		x	Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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Anywhere in Canada

Indicator 4 – Effectiveness of measures in place to ensure the right to file grievances in the preferred official language anywhere in Canada

Measurement Criterion		Measure	
a)	Employees have the right to file grievances in their preferred official language anywhere in Canada.	x	Nearly always
			Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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5. Human Resources Management

Indicator 1 – Effectiveness of measures in place concerning human resources management

Measurement Criterion		Measure	
a)	Overall, the institution has the necessary resources to fulfill its linguistic obligations related to services to the public and language of work.		Entirely agree
		x	Some shortcomings
			Many shortcomings
			Not really agree
			N/A
Clarifications (optional):			
b)	Administrative measures are put in place to always ensure that the bilingual requirements of a function are met in order to offer services to the public and to employees in the official language of their choice when required by Treasury Board policies.		Nearly always
			Very often
		x	Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
c)	The language requirements of bilingual positions are established objectively. The linguistic profiles reflect the duties of employees or their work units as well as the obligations with respect to service to the public and language of work.		Nearly always
		x	Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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Measurement Criterion		Measure	
d)	Bilingual positions are staffed by candidates who are bilingual upon appointment.		Nearly always
		x	Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
e)	Employees who take language training to meet the language requirements of their position do so before assuming their duties or as soon as possible thereafter.		Nearly always
			Very often
		x	Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
f)	Language training is granted for career advancement.		Nearly always
			Very often
		x	Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			

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Measurement Criterion		Measure	
g)	The institution provides working conditions conducive to the use and development of second-language skills of employees returning from language training and, to that end, gives employees all reasonable assistance, particularly by ensuring that they have access to the tools necessary for learning retention.		Nearly always
		x	Very often
			Often
			Sometimes
			Almost never
			N/A
Clarifications (optional):			
h)	Total cost of language training	\$497,782.00	
	<ul style="list-style-type: none">Number of employees targeted by these costs	138	
Clarifications (optional):			

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6. Other questions related to Parts IV, V, and VI of the OLA

Note: Please respond to the following questions in both official languages

Q1. As a follow-up to the review of your services and programs in light of the Caldech/DesRochers decision, how many of them must be adapted to reflect the principle of substantive equality as stated in the decision? Have the necessary changes been made, if warranted?

A1. In 2011, the impact of the Caldech/DesRochers decision was reviewed with the members of the corporate team responsible for the management of Canada Post's Official Languages Program, and with various functional managers responsible for the development of new programs and products, to ensure a clear understanding of substantive equality which requires that the needs of the official languages minority communities be taken into consideration.

The analytical grid created by the Treasury Board of Canada Secretariat was used to assess national and regional programs. For instance, the principle of substantive equality was taken into consideration in the distribution of local job postings, during the advertising campaign of the Aboriginal Education Incentive Awards and the development of new digital products such as small business e-commerce tools. The grid allowed Canada Post to verify if these services needed to be adapted to take the needs of the community into account.

Q2. In line with our role as enabler, which would give deputy heads the responsibility of applying the OLA, what type of support would your institution expect from the Official Languages Centre of Excellence? What tools would be useful to you to support you in this new role and in implementing the new Treasury Board official languages policy suite, expected to be approved by Treasury Board in 2012?

A2. Canada Post expects the Official Languages Centre for Excellence to provide support in implementing Part IV, V, and VI of the *Official Languages Act* by:

- facilitating the sharing of best practices;
- providing guidance on the reporting process;
- facilitating the review of programs (in light of the Caldech/DesRochers decision) by sharing concrete examples of its application in other federally-regulated institutions and Crown Corporations;
- providing tools (how to conduct bilingual meetings, how to increase compliance regarding active offer, etc.);
- providing on-site presentations on new processes and directives;
- following up on major issues related to official languages;
- providing notification regarding court decisions;
- providing a list of associations working in the area of employment to help staff bilingual positions in remote areas.

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Q3. As a result of changes to the role of the Treasury Board Secretariat, whereby greater responsibility is given to institutions, and considering emerging issues of increasing complexity in terms of official languages (Caldech/DesRochers decision), have you examined your organization's official languages function to ensure it adequately meets requirements in terms of level of authority, resources and expertise? If a review was undertaken, what were the results?

A3. The Official Languages Program is the primary responsibility of the national and regional Compliance team led by the Vice-President, General Counsel, Corporate Secretary and Compliance, who is also Canada Post's Official Languages Champion.

The Compliance team ensures national awareness of the Official Languages Program and encourages the use of both official languages in the workplace by working proactively with internal key stakeholders, such as Human Resources, Communications, Customer Service, Marketing, Sales, Retail and Operations.

Through improved, regular reporting and cross-functional working groups, the Compliance team also engages key internal stakeholders and executives in discussions regarding ongoing challenges and achievements. An annual review with the Disclosure Committee and the Board of Directors also ensures executive visibility.

Based on the above, Canada Post's official languages function adequately meets requirements in terms of level of authority, resources and expertise.

Q4. How does your organization ensure that the availability of services to the public and linguistic capacity in both official languages is taken into consideration in any strategic or operational review of your current programs? (e.g. Administrative Services Review, Strategic and Operating Review, Deficit Reduction Action Plan)

A4. Canada Post has a solid Official Languages Program and information regarding the policy, processes, tools, training, etc. is readily available on the Official Languages website. Through ongoing communications, initiatives and participation on multiple working groups, the Compliance team ensures that the availability of services to the public and linguistic capacity in both official languages is taken into consideration when decisions are being made.

In addition, as subject matter experts, the Compliance team is contacted on a regular basis by a variety of key internal stakeholders to undertake a review of new, and existing, programs and initiatives to ensure that the requirements of the *Official Languages Act* are met.

The President & CEO, the Chief of Staff and Canada Post's executives are provided with regular reports and are briefed on an ongoing basis. In addition, Quarterly Business Review meetings are held to discuss strategic issues and complaints, the *Official Languages Annual Report* is tabled with the Disclosure Committee, and the *Official Languages Policy Compliance Report* is tabled with the Board of Directors which ensures executive visibility.

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Q5. What are your institution's main challenges currently with regards to official languages and what measures are you taking to meet them?

A5. In operating one of the largest national retail networks in Canada, with both corporate outlets and third-party dealerships, Canada Post is faced with two main challenges:

- a) Staffing bilingual positions
 - limited availability of bilingual candidates, particularly in the remote northern regions of Quebec and Ontario;
 - seniority limitations in collective agreements;
- b) Ensuring compliance of the in-person active offer, particularly in the dealerships.

Regarding the staffing of positions in remote areas, Canada Post established contacts with associations in an effort to identify candidates, but very few are able to provide support. Internal recruitment officers have taken measures such as distributing job posters door to door, and advertising vacancies using local community radio, with limited success. Canada Post plans to seek support from the Treasury Board of Canada Secretariat regarding alternate solutions.

Since 1996, Canada Post has endeavoured to institute bilingual imperative staffing for designated bilingual positions within the bargaining unit represented by the Canadian Union of Postal Workers, however, the collective agreement only allows for staffing based on seniority. As a result, these employees have up to two years to meet the language requirements of their positions.

Ensuring consistent in-person active offer and bilingual services remain a challenge in dealerships. An action plan was implemented in 2011 to improve compliance through increased monitoring and communication of the requirements of the Act. It is important to note that Canada Post is not involved in the day-to-day management of the Official Languages Program in dealerships, but works closely with dealers found to be in non-compliance to seek solutions in order to ensure compliance.

A multi-year plan to improve compliance within the corporate retail network was also implemented. Some initiatives include the development of e-learning, assessing and updating tools and processes, and updating the Official Languages website.

Q6. What is your institution's most important accomplishment this year, whether it be in terms of services to the public, language of work or equitable participation?

A6. In 2011, a national, comprehensive language of work assessment was undertaken in collaboration with Operations and Human Resources to reassess employees listed as not having met the language requirements of their position. As a result of this initiative, an action plan to test employees and provide targeted training was established and compliance improved from 77% to 79%.

For the first time, Canada Post organized a national celebration of Linguistic Duality Day and introduced employees to the Language Portal of Canada.

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Q7. Does your institution use social media to communicate and/or offer services to the public? If so, what Web 2.0 tools are used and what measures are in place to ensure that communications and services are available in both official languages and are of equal quality?

A7. The Canada Post's Communications team has dedicated resources to ensure that information communicated on the web and using the social media is available in both official languages and is of equal quality.

Canada Post:

- uses social media to communicate and offer services to the public in both official languages;
- has a page on Facebook in both official languages; and
- has a Twitter account where messages are posted in English and French simultaneously.

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Questions from Canadian Heritage

7. Development of official language minority communities and promotion of English and French in the Canadian society (part VII)

Note: Please respond to the following questions in both official languages

Tangible results

1. What key initiatives does your institution want to highlight in relation to the development of official language minority communities (Francophones outside Quebec and Anglophones in Quebec)? What are the tangible impacts of this initiative on/in the communities? What do you think is the determining success factor for these initiatives?

Canada Post communicates directly with official languages minority communities (OLMCs) and offers a wide range of programs and services in support of the development of OLMCs through the official Canada Post website, as outlined below:

- Canada Post Community Literacy Awards
 - Canada Post Aboriginal Education Incentive Awards
 - Santa Letter-Writing Program
 - Canada Post Foundation for Mental Health
 - Dictée P.G.L.
 - Festival Franco-Ontarien (FFO)
 - Annual Reports
-
- The **Canada Post Community Literacy Awards program** begun in 1993 recognizes the achievement of individual learners and the community-based organizations that support them. Since the establishment of the program, Canada Post has presented over 393 awards, of which 22 per cent were awarded to OLMC members. In 2011, one Community Literacy Award recipient was a member of a French community in Yukon.
 - The **Canada Post Aboriginal Education Incentive Awards program** begun in 2004 provides financial support to Aboriginal students who resumed studies after a minimum of 12 months out of school. In 2011, OLMCs were targeted as part of the advertising campaign and, as a result, an award was granted to a member of an English-speaking community of Quebec.
 - The **Canada Post Santa Letter-Writing Program**, now in its 30th year of operation, encourages children from across the country, including from OLMCs, to write letters. This initiative promotes reading and writing in all languages and thousands of letters are received each year.
 - The **Canada Post Foundation for Mental Health**, established in June 2008, supports community-based mental health groups from across the country. In 2011, The Harbour Enrichment Program from the English community of Montréal's South Shore received funding.
 - Canada Post continued to support la **Dictée P.G.L.**, a large-scale project that contributes to the

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promotion of the French language across the country. This initiative encourages the participation of thousands of students from kindergarten to grade 8.

- Canada Post supported the **Festival Franco-Ontarien (FFO)** which showcases a host of French-speaking artists. Many English-speaking Canadians also attend the festival each year, which increases awareness of French music and culture.
- Our commitment to **social responsibility** is anchored in the belief that our long-term economic sustainability is directly linked to the health and well-being of our employees, the communities we serve and the environment. In 2011, Canada Post tabled its 2010 Corporate Social Responsibility (CSR) Report which includes a section that highlights Canada Post's continued commitment to Part VII of the *Official Languages Act* and achievements in 2010. This report is available to the public on Canada Post's website at canadapost.ca/socialresponsibility.
- Canada Post also highlights its achievements and action plans regarding Part VII of the *OLA* in the *Official Languages Annual Status Report*, which is also available to the public on Canada Post's website at canadapost.ca/officiallanguages.

In addition to the above initiatives, the national and regional Compliance members attended a conference, focusing on "Enabling Success". Key speakers at the event included Marc Tremblay, Executive Director of the Official Languages Centre of Excellence within the Office of the Chief Human Resources Officer at the Treasury Board Secretariat, and France Caissy, Director of the Interdepartmental Coordination within the Official Languages Support Programs Branch at Canadian Heritage. The team gained a greater understanding of the requirements under Part VII of the *OLA* and of the needs of OLMCs.

2. What key initiatives does your institution want to highlight in relation to the promotion of English and French in Canadian society (do not confuse with obligations related to service to the public or language of work, e.g. bilingual website, language training for staff)? What are the tangible results of this initiative in Canadian society? What do you think is the determining success factor for these initiatives?

Canada Post promotes English and French in Canadian society through a number of initiatives, including the Canada Post Stamp Program and the celebration of Linguistic Duality Day.

Each year, **Canada Post's Stamp Program** consists of approximately 20 broad subjects or themes covering some 40 to 50 individual stamps. All Canadians are invited to submit proposals for stamps which are reviewed by the Stamp Advisory Committee made up of French- and English-speaking members, historic, design or philatelic experts from across the country. Each selection is based on the celebration or promotion of Canada—our heroes, our leading personalities, our heritage, our traditions and our achievements, as well as their potential to appeal to Canadians.

As part of the 2012 celebration of the **year of the Fransaskois** on February 23rd, Canada Post issued a stamp featuring three works by Joe Fafard, a Canadian sculptor born and raised in the French-speaking community of Ste-Marthe-Rocanville, Saskatchewan.

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Canada Post also celebrated **Linguistic Duality Day** across the country, in both unilingual and bilingual regions. In addition to the events in the Halifax, Montréal, Ottawa and Vancouver offices; where official languages coordinators set up kiosks, broadcasted the *Osez! Dare!* video, discussed the importance of linguistic duality in Canada with employees, and handed out a variety of language tools and material; a banner was featured on Canada Post's intranet, promoting a link to the Language Portal of Canada.

Canada Post continues to highlight the importance of linguistic duality, both internally and externally, and is committed to adopting practices that will enhance the vitality of the English and French linguistic minority communities in Canada, as well as fostering the full recognition and use of both English and French in Canadian society.

3. What key achievements with a regional impact (success stories or results on/in the community or on the promotion of English and French in Canadian society) does your institution want to highlight?

In addition to the initiatives outlined previously which also have a regional impact, including the Aboriginal Education Incentive Award Program, the Stamp Program, the Festival Franco-Ontarien, and the celebration of Linguistic Duality Day, Canada Post has also deployed official languages representatives who are responsible for the application of the requirements of the *Official Languages Act*, including Part VII across the country. Each region explores opportunities with the OLMCs to support their development.

In 2011-2012, regional representatives actively participated in the following events organized by the Department of Canadian Heritage and the OLMCs in order to build relationships and explore opportunities to work together on initiatives:

- Attended the Assemblée Générale annuelle of the Fédération des communautés francophones et acadiennes.
- Participated at a meeting with the Quebec Community Group Network (QCGN) members.
- Participated at a conference with leaders of the French Acadian communities (Fédération culturelle acadienne de la Nouvelle-Écosse and Fédération acadienne de la Nouvelle-Écosse).
- Participated at a meeting with the Fédération des aînés et des retraités francophones de l'Ontario (FAFO).

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2012-2013 Canada Post Action Plan

Implementation of Part IV, V, VI and VII of the Official Languages Act

- Develop e-learning for retail.
- Distribute aids/tools to corporate retail outlets and dealerships to reinforce official languages obligations.
- Complete review of language requirements for the Sales workforce to ensure that customers have access to services in their language of choice.
- Human Resources to continue testing employees in bilingual positions dealing with the public every five years.
- Review guidelines on the staffing of bilingual positions and language requirements of positions.
- Provide General Managers with a report outlining areas of non-compliance.
- New employees occupying bilingual positions will be required to complete a mandatory official languages e-learning course.
- Raise awareness of the language of work best practices in bilingual regions i.e. bilingual meetings, performance evaluations etc.
- Encourage Human Resources to include a language of work question in the national employee survey.
- CPC OL champion and/or co-champion will participate in the Joint Conference of Champions of Official Languages.
- National and regional OL representatives will attend meetings organized by the Department of Canadian Heritage.
- Provide CPC OL annual reports and action plans on Part VII to Official Languages Minority Communities for their input.
- OL annual reports and action plans on Part VII of the OLA will be available to OLMCs at www.canadapost.ca/officiallanguages
- Continue to support OLMCs by exploring opportunities to work jointly with OLMC representatives on mental health initiatives and building ties with the Quebec English Literacy Alliance.

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Notes

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