

2017-2018

French-language Services Plan
Tourism Nova Scotia

April 2017

**TOURISM
NOVA SCOTIA** 

Message from the CEO

I am pleased to present Tourism Nova Scotia's French-language services plan for 2017-2018. Established in 2015, Tourism Nova Scotia is a private-sector-led, provincial Crown Corporation with a mandate to grow Nova Scotia's tourism industry and maximize the value of tourism to the province's economy.

Tourism Nova Scotia is focused on attracting non-resident, high-value visitors, developing world-class experiences and building Nova Scotia's tourism confidence. Nova Scotia's Acadian and Francophone communities are an important contributor to our tourism economy and workforce. Acadian culture offers a range of genuine and engaging tourism experiences, and we look forward to sharing those experiences with the more than two million visitors who come to our area each year.

As always, I encourage Nova Scotians and tourism industry stakeholders to come forward with suggestions on how Tourism Nova Scotia can work together with the Acadian and Francophone communities of Nova Scotia to increase visitation to the province.

Sincerely,
Michele Saran

Responses to French Language Requests

- Tourism Nova Scotia recognizes the importance of responding to oral and written requests from the Acadian and Francophone communities in their language of choice. Tourism Nova Scotia has staff members who are fluently bilingual and can respond to requests, both written and oral.
- Tourism Nova Scotia has a policy on responding to written and oral communication in French. Letters or emails originally written in French are replied to in French with translation assistance from Communications Nova Scotia when needed. Oral requests from the public are handled by bilingual staff, where possible. Key documents of province-wide interest are published in both English and French.

French-language Services Inventory

Tourism Nova Scotia provides a bilingual visitor services experience to the approximately 2.2 million non-resident visitors who come to Nova Scotia. Our major print publications, including the Travel Guide and road map are available in French language, as is our French-language tourism website, nouvelle-ecosse.com.

French Language Services Coordinator

Tourism Nova Scotia is represented by a French-language services coordinator. A staff member is responsible, in addition to their other work for representing the Crown on the French-language Services Human Resources/ Training sub-committee; coordinating correspondence /document translation, assisting employees with French language training queries and, ensuring employees are aware of Francophone activities available in the province. Tourism Nova Scotia's coordinator for 2017-2018 will be established in early 2017.

Priorities of the Acadian and Francophone Community

The 2017-2018 French Language services plan aims to address priorities of the Acadian and francophone community through a continued offer of French-language services and support for tourism projects and initiatives.

Progress in Reaching Goals and Objectives for 2016-2017

Objectives	Department Goals and Objectives 2016-2017	Planned Measures	Progress in Reaching Goals and Objectives for 2016-2017
<p>1. Leadership and policy direction: Champion and support the planning, administration, and policy development frameworks for the implementation of the <i>French-language Services Act</i> and its regulations.</p>	<p>Tourism Nova Scotia will foster an environment where French language services are a priority and continue to be valued.</p> <p>Tourism Staff are aware of the French-Language Service Plan.</p> <p>Tourism Nova Scotia will fulfill required obligations in the French-language Services Regulations.</p> <p>A French-language service coordinator is assigned and participates regularly in the French Language Committee meetings and related events.</p>	<p>Staff will be made aware of the requirements of the French-language Services Plan with a link on TourismNS.ca.</p> <p>French-language services will be considered in the 2017-18 operational planning process.</p> <p>The French Language Coordinator will provide updates to the CEO, COO and Senior Management Teams after Committee meetings are held.</p>	<p>TourismNS.ca updated with a link to the FLSP.</p>

<p>2. Availability and accessibility of French-language services: Increase the prevalence and awareness of French-language services through active offer, communications, printed and electronic materials, and by increasing the capacity of the public service to offer services in French.</p>	<p>Tourism Nova Scotia will continue providing communications in French to the public.</p> <p>Tourism Nova Scotia will continue to post job information in both French and English where bilingualism is mandatory.</p> <p>Tourism Nova Scotia will continue to promote available courses on French language development to staff members.</p> <p>Remain open to all feedback from the Acadian and Francophone community</p> <p>Maintain a bilingual position.</p>	<p>Tourism Nova Scotia's six provincial visitor Information Centres and Call Centre will continue to offer bilingual service with a minimum of one staff per shift where possible.</p> <p>Marketing Communications will be provided in French.</p> <p>Communicate the availability of French-language training opportunities for staff through the Corporate Communications plan.</p> <p>Bilingual positions in Tourism Nova Scotia are posted in French and English.</p>	<p>All provincial VICs and Call Centre operated with bilingual services available at all times.</p> <p>Staff participated in French-language training where requested and appropriate.</p> <p>Continue to promote Nova Scotia's Acadian and Francophone communities through the annual tourism advertising campaign.</p> <p>Nova Scotia's travel guide and maps and website available to Nova Scotians and visitors.</p>
<p>3. Community engagement and outreach: Encourage the participation of the Acadian and Francophone community in the development of government policies with a view to improving the delivery of services in French.</p>	<p>Tourism Nova Scotia will continue to engage French-speaking Nova Scotians and respond in a timely fashion to incoming requests.</p> <p>Tourism Nova Scotia will provide French speaking Nova Scotians with an opportunity to participate in Tourism Nova Scotia consultations.</p>	<p>Analyze any requests and report any policy issues arising.</p> <p>Consideration for at least one bilingual staff is present at public consultations where possible.</p> <p>Continue building working relationships with members of Acadian and Francophone communities to build tourism capacity in communities.</p>	<p>Bilingual Development Officer assumed responsibility for translation services, interaction with French-speaking stakeholders.</p>

Objectives, Goals and Measures 2017 – 2018

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