

Official Languages Annual Report



2010–2011

Annual Report on Results

Implementation of Section 41 of the *Official Languages Act*

Preface

Canada Post Corporation was proud to be an official supplier of the Vancouver 2010 Olympic and Paralympic Winter Games. To promote the French and English character of Canada, the Corporation increased its bilingual capacity in its Vancouver retail network and distributed a personalized letter to hotel concierges to let them know where French-speaking visitors could obtain postal services in their official language of choice. The institution's increased efforts to provide more service in both official languages were recognized, and Canada Post Corporation is pleased to report that in March 2011, it won the Official Languages Excellence Award from the Pacific Federal Council Official Languages Committee. The Award was given for outstanding contribution to the advancement of official languages in British Columbia during the last calendar year. Our efforts raised the importance of linguistic duality among both Canadians and international travelers and were a testimony of our commitment to promoting the country's bilingual image.

Canada Post's representatives actively participated in meetings for the implementation of section 41 of the *Official Languages Act* organized by the Department of Canadian Heritage. We also participated in events organized by official language minority community (OLMC) representatives, such as the Interaction meeting organized by the Association canadienne-française de l'Alberta and Canadian Heritage, and the Symposium des langues officielles organized by the Assemblée de la francophonie de l'Ontario. Participation in these meetings allowed Canada Post Corporation to better understand community needs and develop partnerships that really made a difference.

In 2010-2011, Canada Post implemented programs and initiatives that had positive repercussions for OLMCs, mostly in the area of literacy. Canada Post showed its continued commitment to literacy by supporting the Canada Post Community Literacy Awards. Since the program was established in 1993, Canada Post has presented 393 awards, of which 22 per cent were awarded to OLMC members. In light of the size of the OLMC population within the Canadian population, this is a good indicator of the success of the program. Canada Post supported La Dictée P.G.L., a large-scale project across Canada that contributes to the education of thousands of students from kindergarten to grade 8. In 2010, nearly 1,200 schools and over 210,000 students from across Canada participated in this educational project, which played a great role in promoting French language throughout Canada.

Canada Post was also proactive in finding new ways to provide active offer of services in both official languages. At *Le Courrier de la Nouvelle-Écosse's* request, Canada Post launched a 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 the official language of their choice. Canada Post went the extra mile to accommodate the only French newspaper in the province of Nova Scotia. By getting involved, Canada Post encouraged members of the Acadian/French community to request services from the Corporation in their official language of choice. We also made donations and sponsorships that directly impacted OLMCs, such as our involvement with les Rendez-vous de la francophonie and other events.

Results-Based Action Plan

Implementation of Section 41 of the *Official Languages Act*

In April 2010, Canada Post issued a stamp on Prudence Heward, from the English-speaking community in Quebec. In an age that favoured landscape painting and gave little credibility to the female artist, Prudence Heward made a name for herself as a figure painter. Canada Post's Stamp Program is one of the federal institution's innovative means to promote OLMCs.

In accordance with its mandate, Canada Post will continue to adopt practices that contribute to the growth of OLMCs in Canada.

<p>ANNUAL REPORT ON RESULTS IMPLEMENTATION OF SECTION 41 OF THE <i>OFFICIAL LANGUAGES ACT</i> 2010-2011</p>	

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General Information

Federal institution: Website:	Canada Post Corporation www.canadapost-postescanada.ca
Minister responsible:	The Honourable Chuck Strahl, P.C., M.P. Minister of Transport, Infrastructure and Communities
Senior officials responsible for implementation of section 41 of OLA (official languages champion and co-champion):	Bonnie Boretsky Vice-President, General Counsel, Corporate Secretary and Compliance 2701 RIVERSIDE DRIVE SUITE N1200 OTTAWA ON K1A 0B1 Phone: 613 734-7508 Fax: 613 734-7427 Email: bonnie.boretsky@canadapost.postescanada.ca Susan McCluskey-Ilkmen Director, Compliance Policy 2701 RIVERSIDE DRIVE SUITE N1130H OTTAWA ON K1A 0B1 Phone: 613 734-3117 Fax: 613 734-7534 Email: susan.mccluskey-ilkmen@canadapost. postescanada.ca
General mandate of Canada Post Corporation:	Canada Post Corporation is a Crown corporation with a mission to serve all Canadians, 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:	France Coulombe Manager, Compliance 2701 RIVERSIDE DRIVE SUITE N1180 OTTAWA ON K1A 0B1 Phone: 613 734-6398 Fax: 613 734-7534 Email: france.coulombe@canadapost.postescanada.ca Jovane Drouin Officer, Compliance 2701 RIVERSIDE DRIVE SUITE N1180 Ottawa ON K1A 0B1 Phone: 613 734-8754 Fax: 613 734-7534 Email: jovane.drouin@canadapost.postescanada.ca

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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 Official language minority community (OLMC); 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.

Activities carried out to achieve the expected result <small>What activities were carried out during the reporting year? What was done?</small>	Outputs <small>What products or services came from the activities carried out during the reporting year?</small>	Progress made in achieving the expected result <small>What has changed as a result of the activities carried out during the reporting year?</small>
Canada Post organized activities and made changes to the workplace in order to increase awareness on Part VII of the OLA.	<ul style="list-style-type: none"> • Canada Post Official Languages Policy was amended and included a section on Part VII of the <i>Official Languages Act</i>. • The amended policy was discussed with our official languages champion and approved following a presentation to senior executives at the Quarterly Executive Council held in August 2010. • A communication through our Intranet was published and conference calls to employees were organized about the change to the Official Languages Policy. 	<ul style="list-style-type: none"> • Canada Post employees considered the needs of the OLMCs and to this end no complaints were received involving Part VII of the <i>Act</i>.

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Activities were organized to promote the 2011 edition of the Rendez-vous de la Francophonie (RVF).

- Canada Post continued to require non-retail employees in bilingual positions to complete the mandatory eLearning course on official languages. Animation and interactive scenarios allowed users to test their knowledge of the *Official Languages Act* and Canada Post's Official Languages Policy in their daily work.
- Our annual report and action plans on Part VII were available to all employees on our Intranet.
- The Compliance Team (responsible for official languages) invited employees to participate to Test your Knowledge on La Francophonie!, a bilingual national contest on the Francophonie in Canada.
- Participants could find answers to the contest by visiting the RVF website.
- We held a draw among all participants and selected a winner among those who had the correct answers.
- An exciting questionnaire on Acadia was also sent to Canada Post employees working in the Atlantic Provinces.
- Since the launch of the eLearning course in 2009, over 2,500 employees have completed the training. Employees gained a better understanding of their responsibilities under Part VII the *Official Languages Act*.
- In the Atlantic Region, a contest winner was identified for each province and following the contest draw, each winner was provided a gift certificate supporting French culture.

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<p>Meetings with employees (including executives) took place to discuss the corporate Official Languages Program.</p>	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Canada Post employees (including senior executives) were in a better position to consider OLMC needs and Part VII in their daily activities.
<p>Regular conference calls with regional coordinators were held.</p>	<ul style="list-style-type: none"> • A new global training for official language regional coordinators was created. The training included an entire section on Part VII of the OLA. • All members of Canada Post Compliance Team (responsible for official languages) were trained in 2010 (including directors). As part of the training, official languages best practices were shared, and specific applications of our Official Languages Program were discussed and resolved. • OLMCs needs and perspectives were discussed, including specific areas of partnership. A scenario related to part VII was also presented and discussed. 	<ul style="list-style-type: none"> • Regional coordinators know more about the Corporation's Official Languages Program, including on Part VII of the OLA.

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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.

Activities carried out to achieve the expected result <i>What activities were carried out during the reporting year? What was done?</i>	Outputs <i>What products or services came from the activities carried out during the reporting year?</i>	Progress made in achieving the expected result <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"> • In December 2010, 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. • Also in December 2010, Canada Post consulted all OLMC provincial and territorial associations on our bilingual network. They were also invited to participate in the Canada Post Community Literacy Awards. • They were asked to provide their feedback. 	<ul style="list-style-type: none"> • 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. • OLMCs were more aware of Canada Post services and mandate.

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	<ul style="list-style-type: none"> • Canada Post Corporation annual report to Canadian Heritage on Part VII of the OLA was available to the public at www.canadapost-postescanada.ca/officiallanguages. 	
<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"> • In October 2010, Canada Post (represented by our regional coordinator) actively participated in the <i>InterAction 2010</i>, an annual interdepartmental networking meeting with the Francophone community of Alberta. The meeting was organized by the Association canadienne-française de l'Alberta (ACFA) and Canadian Heritage and was held in Edmonton, Alberta. Canada Post seized the opportunity to discuss its bilingual network and literacy initiatives. 	
<p>Meetings were held between Canada Post and OLMC provincial and territorial representatives.</p>	<ul style="list-style-type: none"> • In the spring of 2010, a teleconference took place between the CEO of the Société franco-manitobaine and our Manager, Official Languages, to discuss our bilingual retail network in Manitoba. • In October 2010, representatives of our national and regional teams participated in the Symposium sur les langues officielles de l'Ontario organized by the Assemblée de la francophonie de l'Ontario in Ottawa, Ontario. Potential partnerships with some participants were discussed. 	<ul style="list-style-type: none"> • The Société franco-manitobaine had a better understanding of Canada Post retail bilingual network in Manitoba and the Corporation better understood the need of the community. • Members of the French-community of Ontario were better informed of Canada Post's literacy initiatives. They also had a better understanding of how to apply for sponsorship and our donation programs. Canada Post was in a better position to understand community needs.
<p>April 2010 to March 2011</p>		<p>9</p>

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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).

Activities carried out to achieve the expected result <i>What activities were carried out during the reporting year? What was done?</i>	Outputs <i>What products or services came from the activities carried out during the reporting year?</i>	Progress made in achieving the expected result <i>What products or services came from the activities carried out during the reporting year?</i>
Information on the Corporation's products and services was provided to OLMCs in the official language of their choice.	<ul style="list-style-type: none"> • Users of www.canadapost-postescanada.ca could access our annual report and action plan on Part VII at www.canadapost-postescanada.ca/officiallanguages. • Via our website, Internet users could access all our literacy initiatives available to the public, including the Canada Post Community Literacy Awards and the Canada Post Aboriginal Education Incentive Awards. 	<ul style="list-style-type: none"> • OLMCs were more aware of the Corporation's products, services and mandate. • Increased external awareness of the Corporation's Official Languages Program.

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<p>Information on the Corporation's products and services was provided to OLMCs in the official language of their choice. (cont'd)</p>	<ul style="list-style-type: none"> • In December 2010 and in March 2011, provincial and territorial OLMC associations were invited to encourage their members to participate to the Canada Post Community Literacy Awards. • For the third year in a row and at the request of Le Courrier de la Nouvelle-Écosse, 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 the official language of their choice. 	<ul style="list-style-type: none"> • In 2010, 20 per cent 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.
	<ul style="list-style-type: none"> • Between April 2010 and March 2011, an article on Canada Post was published in Canadian Heritage's Bulletin 41-42. The article underlined the Corporation's efforts to increase its bilingual capacity in its retail network and the creation of a personalized letter for hotel concierge to let them know where French-speaking visitors could obtain postal services in their official language of choice. 	<ul style="list-style-type: none"> • Canada Post raised the importance of linguistic duality among Canadians and travelers well beyond its obligations under the <i>Official Languages Act</i>.

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

- In February 2010, Canada Post initiated a new practice to post external opportunities. Our eRecruitment tool 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 OLMC press whenever possible.
- For the period starting in April 2010 and ending in March 2011, over 71 external postings of bilingual positions available at Canada Post were sent to OLMC provincial and territorial associations.
- By informing OLMCs of bilingual employment opportunities, Canada Post and OLMC associations become partners in the promotion of bilingualism and we expect to increase our chances of finding candidates who meet language requirements for bilingual positions.
- Again in 2010-2011, there were no founded complaints on our advertising practices as Canada Post continued to outreach to both linguistic groups.

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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.

Activities carried out to achieve the expected result <i>What activities were carried out during the reporting year? What was done?</i>	Outputs <i>What products or services came from the activities carried out during the reporting year?</i>	Progress made in achieving the expected result <i>What products or services came from the activities carried out during the reporting year?</i>
<p>Canada Post's representatives actively participated in meetings for the implementation of section 41 of the OLA.</p>	<ul style="list-style-type: none"> In the spring of 2010, Canada Post participated in the International Symposium: Language Planning in Capitals and Urban Environments. The Symposium was organized by the Official Languages and Bilingualism Institute and the Governance Centre of the University of Ottawa, in partnership with the Office of the Commissioner of Official Languages and the City of Ottawa, with the sponsorship of Canadian Heritage. 	<ul style="list-style-type: none"> The Symposium gave Canada Post a better understanding of best practices in language urban planning that can be adapted within the federal institution.
	<ul style="list-style-type: none"> In February 2010, May 2010, September, November 2010 and February 2011, our regional coordinator in Atlantic actively participated in the meetings of the Nova Scotia Section 41 Network of Coordinators, in Halifax. In June and October 2010 and in February 2011, Canada Post's national representatives actively participated in meetings in Ottawa, organized by the Department of Canadian Heritage. 	<ul style="list-style-type: none"> The corporation could better understand the needs and priorities of OLMCs and plan accordingly.

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

- In September 2010 and on Linguistic Duality Day, our regional representative in Atlantic participated in a one-day meeting, Official Languages: Fresh Perspectives, Innovative Solutions - Making use of local expertise to come up with innovative solutions to official languages challenges.
- In October 2010 and in March 2011, Canada Post representatives participated in Ontario's Official Languages Regional Coordinators' Meeting, organized by the Department of Canadian Heritage.
- In December 2010, Canada Post held a kiosk and actively participated in the Forum on Official Languages Good Practices organized by the Treasury Board of Canada Secretariat. The Forum's theme was "Communities, at the heart of official languages".
- Also in December 2010, Canada Post participated in two meetings, the Manitoba Interdepartmental Network of Official Languages Coordinators meeting and the British Columbia Interdepartmental Network of Official Languages Coordinators meeting.
- In March 2011, a Canada Post representative participated in the Saskatchewan Interdepartmental Network of Official Languages Coordinators.

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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.

Activities carried out to achieve the expected result <i>What activities were carried out during the reporting year? What was done?</i>	Outputs <i>What products or services came from the activities carried out during the reporting year?</i>	Progress made in achieving the expected result <i>What products or services came from the activities carried out during the reporting year?</i>
<p>Implementation of programs and initiatives that support OLMCs.</p>	<p>Between April 2010 and March 2011, Canada Post contributed to the success of many OLMC initiatives:</p> <ul style="list-style-type: none"> In 2010, Canada Post sponsored the World Literacy of Canada (WLC). WLC is a modest, registered charitable organization that uses literacy to fight poverty and advance the cause of social justice, especially for women and children. They support and deliver a range of community-based programs in Canada and South Asia that emphasize literacy skills and education for women and children. 	<ul style="list-style-type: none"> Our contributions were a strong reminder of our commitment to support and enhance the vitality and development of OLMCs. Our contributions raised awareness of the importance of linguistic duality in Canada and reinforced OLMCs. Canada Post contributed to the success of the 2010 Write/Right to Read contest, a national bilingual writing contest aiming to create global citizens in grades four to six.

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<p>Implementation of programs and initiatives that support OLMCs (cont'd)</p>	<ul style="list-style-type: none"> • Also in 2010, Canada Post partnered with the Salon du livre d'Edmundston. The annual event was held in Edmundston, New Brunswick. Participants could find different activities for all tastes and ages. Over 60 authors and close to 300 publishers were present. 	<ul style="list-style-type: none"> • Canada Post contributed to the enhancement of the vitality of the French-speaking community of New Brunswick.
	<ul style="list-style-type: none"> • In April 2010, Canada Post made a donation to the Centre for Literacy of Quebec (CLQ). The CLQ is a Montréal-based centre of expertise that supports best practices and informed policy development in literacy and essential skills by creating bridges between research, policy and practice. The CLQ provides expertise to the English-speaking community in the province. • Also in April 2010, Canada Post issued a stamp on Prudence Heward, from the English-speaking community in Québec. In an age that favoured landscape painting and gave little credibility to the female artist, Prudence Heward made a name for herself as a figure painter. She was a member of Canada's renowned Beaver Hall Group, the Contemporary Arts Society, and the Canadian Group of Painters. • In July 2010, Canada Post was proud to renew its commitment to La Dictée P.G.L. (Fondation Paul Gérin-Lajoie). This French dictation is designed for all elementary school pupils in French and French immersion classes across Canada, from kindergarten to grade 8. 	<ul style="list-style-type: none"> • Our Stamp Program was one of Canada Post's means to promote OLMCs. • 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 French language throughout Canada.

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<p>Implementation of programs and initiatives that support OLMCs (cont'd)</p>	<ul style="list-style-type: none"> Nearly 1,200 schools and over 210,000 students from across Canada participated in the educational project. Again in 2010, our Corporation was a major sponsor for 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 April 2010 and for the fifth year, Canada Post sponsored the Festival franco-ontarien. The biggest French festival outside of Québec took place in Ottawa, Ontario. The Festival kicks off every spring with many activities for all ages, with entertainment provided by home-grown and overseas talents 	<ul style="list-style-type: none"> Canada Post's sponsorship for Les Correspondances d'Eastman was used to cover publicity and promotional costs.
	<ul style="list-style-type: none"> In May 2010, we sponsored the Assemblée de la francophonie de l'Ontario (AFO), an organization that aims at representing the Francophone community of Ontario. 	<ul style="list-style-type: none"> The sponsorship of the AFO contributed to cover some of the charges incurred for the gala celebrating the 100th anniversary of the organization's foundation.
	<ul style="list-style-type: none"> Again in August 2010, Canada Post supported the Francophonie jeunesse de l'Aberta (FJA), a not-for-profit organization founded in 1972. FJA unites French-speaking youth age 14 to 25 across Alberta. 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 12 word pairs had the chance to win \$1,000. 	<ul style="list-style-type: none"> Canada Post provided support for Rassemblement jeunesse, a gathering of French-speaking youth in Alberta. Our sponsorship contributed to the enhancement of the French-speaking community in the province.

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

- We promoted to the OLMC representatives the 2010 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 393 awards, of which 22 per cent were awarded to OLMC members.
- In the fall of 2010, Canada Post presented 10 awards, and two were given to OLMC members.
- The panel that reviewed the applications for the 2010 Canada Post Literacy Awards was made up of members from both language groups and official language minority communities.
- The Corporation promoted the Santa Letter-writing Program. Santa's North Pole post office has answered more than 18.5 million letters since Canada Post's national annual letter-writing program was established in 1982. Since 2002, we have also replied to nearly 300,000 emails. More than 9,000 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—30 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 to coast were encouraged to write to Santa in their official language and received replies in this same language.

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

- As part of the Vancouver 2010 Olympic and Paralympic Winter Games, we were proud to provide services in English and French to our customers with a bigger and improved bilingual network.
 - Our increased efforts to provide more service in both official languages during the Vancouver 2010 Olympic and Paralympic Winter Games were recognized in March 2011. We won the Official Languages Excellence Award from the Pacific Federal Council Official Languages Committee.
 - The Award was given to recognize the outstanding contribution of individuals or groups who have contributed to the advancement of Official Languages in British Columbia during the last calendar year.
- Canada Post raised the importance of linguistic duality among both Canadians and international travellers.
 - As the federal institution that operates the biggest bilingual network in Canada, our increased efforts were a testimony of our commitment to promote the country's bilingual image.

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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.

Activities carried out to achieve the expected result

What activities were carried out during the reporting year? What was done?

Meetings were held with internal stakeholders.

Outputs

What products or services came from the activities carried out during the reporting year?

- Canada Post tabled its 2009 Social Responsibility Report. The report included a section on Part VII of the OLA.
- The corporate plan submitted by the Canada Post Corporation to the Treasury Board of Canada Secretariat included a statement on the Corporation's commitment to the OLA.
- 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.

Progress made in achieving the expected result

What products or services came from the activities carried out during the reporting year?

- The section in the Social Responsibility Report serves to promote Canada Post's continued commitment and achievements under Part VII.

Results-Based Action Plan

Implementation of Section 41 of the *Official Languages Act*

RESULTS-BASED ACTION PLAN

IMPLEMENTING SECTION 41 OF THE *OFFICIAL LANGUAGES ACT*

2011-2012

Results-Based Action Plan

Implementation of Section 41 of the *Official Languages Act*

Summary of the Main 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 2011 and 2012. New employees occupying bilingual positions will be required to complete our mandatory eLearning Official Languages Course and our Code of Conduct will be modified to add a section on Part VII of the OLA.

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/officiallanguages.

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 and/or co-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, 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.

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.

Planned activities to achieve the expected result <i>What activities will be carried out during the period covered? What will be done?</i>	Expected outputs <i>What products or services will flow from the activities carried out during the period covered?</i>	Indicators to measure progress in achieving the expected result <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"> • Organization of activities to promote the 2012 edition of the Rendez-vous de la Francophonie (RVF). • Send the Official Languages eLearning Course to new employees in bilingual positions. • Promote activities as part of our Official Languages Strategic Communications Plan to raise employee awareness of Part VII of the OLA. • Continue providing a training program for regional official languages coordinators to increase their awareness on their responsibilities related to Part VII of the OLA. • Canada Post Code of Conduct will be modified to contain a section on Part VII of the OLA. 	<ul style="list-style-type: none"> • Level of participation in the activities. • Measures will be taken to assess the impact of our initiatives. • Internal interventions to targeted groups by the Compliance Team at Canada Post. • Number of external complaints from the OLMCs on Part VII. • Improved knowledge of regional official languages coordinators on their responsibilities related to Part VII of the OLA.

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.

Planned activities to achieve the expected result <i>What activities will be carried out during the period covered? What will be done?</i>	Expected outputs <i>What products or services will flow from the activities carried out during the period covered?</i>	Indicators to measure progress in achieving the expected result <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"> • Attend meetings organized by the Department of Canadian Heritage. Official language minority communities will also be present. • Meetings will take place with provincial/territorial OLMC associations. • Submit annual status reports and action plans on Part VII of the OLA to official language minority communities and ask for their comments. 	<ul style="list-style-type: none"> • Comments by OLMCs. • Number of complaints related to advertising practices.

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 website 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).

Planned activities to achieve the expected result <i>What activities will be carried out during the period covered? What will be done?</i>	Expected outputs <i>What products or services will flow from the activities carried out during the period covered?</i>	Indicators to measure progress in achieving the expected result <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"> • Send OLMCs documents concerning the Canada Post Community Literacy Awards. • Promote the 2011 Canada Post Community Literacy Awards and the Canada Post Aboriginal Education Incentive Awards. • Provide information to OLMCs through Canada Post's website. 	<ul style="list-style-type: none"> • Members of OLMCs participate in the Canada Post Literacy Awards and the Canada Post Aboriginal Education Incentive Awards.

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.

Planned activities to achieve the expected result

What activities will be carried out during the period covered? What will be done?

Coordinate implementation of Part VII of the OLA with regional coordinators.

Expected outputs

What products or services will flow from the activities carried out during the period covered?

- 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.
- Attend regional and national coordinators meetings organized by the Department of Canadian Heritage.
- Canada Post's official languages champion and/or co-champion will participate in the Joint Conference of Champions of Official Languages.

Indicators to measure progress in achieving the expected result

What information will you use to show progress in achieving the above result? How can you demonstrate and measure this change?

- Attend meetings organized by the Department of Canadian Heritage.

Results-Based Action Plan

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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.

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

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.

Planned activities to achieve the expected result	Expected outputs	Indicators to measure progress in achieving the expected result
<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 program.	<ul style="list-style-type: none"> Ensure that Cabinet memorandums prepared by CPC and submissions to Treasury Board are reviewed to consider linguistic duality. 	<ul style="list-style-type: none"> Assessment of the Corporation's progress in implementing Part VII of the OLA.

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 Clerk of the House of Commons Standing Committee on Official Languages
- the Clerk of the Senate Standing Committee on Official Languages
- the Commissioner of Official Languages,
- Canada Post coordinators responsible for the initiative, members of senior management and bargaining agents.

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

Web address of the annual report: <http://www.canadapost-postescanada.ca/officiallanguages>



Deepak Chopra
President & CEO

Date: 24 May 2011

