



## **Communications in French Directive**

Management Board of Cabinet

**Effective May 13, 2010**

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## INTRODUCTION

The Ontario government respects the long history and vibrant culture of the Francophone community in this province. To meet their unique cultural and language needs, the government is committed to proactively offering quality communication services to them.

### *Legislative Requirements*

- The French Language Services Act (FLSA) guarantees to French-speaking individuals, as well as Francophone organizations and municipalities, the right to receive communications services in French equivalent to those offered in English, at the same time, and of the same quality.

### *Customer Service*

- The Ontario Public Service (OPS) is a professional service organization committed to providing high-quality, cost-effective services that keep pace with rising public expectations.

### *Impact of Changing Technology*

- As new technologies transform the way we interact with Ontarians, communication from government must evolve and adjust to new formats to ensure that all Ontarians receive information in a timely and effective manner.

### *Communications in French Guidelines*

- In addition to this directive, the Ontario government has created a guideline document about communications in French. The purpose of this document is to help identify the best and most consistent practices for external communications with the Francophone population.

## PURPOSE

The purpose of this directive is to set out the principles, roles and responsibilities regarding communications in French for external customers of the Ontario Public Service.

## PRINCIPLES

- Ministries and classified agencies consider and incorporate the specific needs of the Francophone community during the communications planning process to effectively reach out to Francophones in the implementation process.

- Communications are effective, relevant and targeted to their audience appropriately.

## **APPLICATION AND SCOPE**

This directive applies to all Ontario ministries and classified agencies with respect to their communication plans and strategies for external customers of the Ontario Public Service.

## **MANDATORY REQUIREMENTS**

All ministries and classified agencies are required:

- To seek out improvements in how they communicate with Francophones.
- To adhere to all relevant processes and legislative requirements, notably the French Language Services Act, in the active offer and delivery of French-language services to Ontario's francophone community.
- To consider the Francophone community's specific needs when developing strategic communication plans, and incorporate appropriate approaches into the communications activities, to reach Francophone audiences effectively.

## **EXEMPTIONS**

Any exemptions to this directive must be approved by Treasury Board/Management Board of Cabinet.

## **GUIDELINES**

To help achieve compliance with the mandatory requirements, ministries and classified agencies should refer to the guideline document. It can be found at: [http://intra.cabinetoffice.gov.on.ca/intranet/docs/communications/guides/Communications\\_in\\_French\\_Guidelines.pdf](http://intra.cabinetoffice.gov.on.ca/intranet/docs/communications/guides/Communications_in_French_Guidelines.pdf)

## RESPONSIBILITIES

- Treasury Board/Management Board of Cabinet:

Approve any amendment, update or exemption to this directive.

- Cabinet Office Communications:
  - Work with the Office of Francophone Affairs to review and recommend to Treasury Board/Management Board of Cabinet any update, amendment or exemption to the directive.
  - Work with the Office of Francophone Affairs to develop support materials relating to this directive.
  - Provide information on any update, amendment to the directive, or supporting material to ministries, working with the Office of Francophone Affairs to distribute the above.
- The Office of Francophone Affairs:
  - Work with Cabinet Office to review and recommend to Treasury Board/Management Board of Cabinet any update, amendment or exemption to the directive.
  - Work with Cabinet Office Communications to develop support materials relating to this directive.
  - Provide advice and training to ministries and classified agencies as needed.
  - Work with Cabinet Office Communications to help distribute information, as appropriate on any update, amendment to the directive or supporting material.
  - Liaise with the Provincial Advisory Committee on Francophone Affairs, the network of French language service coordinators and communications directors in the Ontario Public Service.
- Deputy Ministers:
  - Ensure that this directive is implemented by their ministries.
  - Ensure that their staff are aware of and adhere to this directive.
- Classified Agency Chairs and Chief Executive Officers:
  - Ensure that this directive is implemented by their agencies.
  - Ensure that their staff are aware of and adhere to this directive.
- Ministry of Government Services:

- Provide advice and guidance for any update, amendment or exemption to this directive.
  - Provide advice and guidance with respect to the authority and mandate of Treasury Board/Management Board of Cabinet.
- Communications Directors:
  - Ensure that this directive is adhered to by their communications staff.