



REFLECTING CANADA'S LINGUISTIC DUALITY AT THE 2010 OLYMPIC AND PARALYMPIC WINTER GAMES:

A GOLDEN OPPORTUNITY

Follow-up Report

Standing Senate Committee on Official Languages

The Honourable Maria Chaput
Chair

The Honourable Andrée Champagne, P.C.
Deputy Chair

September 2009

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MEMBERS

THE STANDING SENATE COMMITTEE ON OFFICIAL LANGUAGES 40th Parliament, 2nd Session

The Honourable Maria Chaput
Chair

The Honourable Andrée Champagne, P.C.
Vice-Chair

and

The Honourable Senators:

Gerald J. Comeau
*James Cowan (or Claudette Tardif)
Suzanne Fortin-Duplessis
Mobina S.B. Jaffer
*Marjory LeBreton, P.C. (or Gerald J. Comeau)
Rose-Marie Losier-Cool
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Other Senators who have participated from time to time in this study:

The Honourable Senators Dawson, Duffy, Goldstein (retired),
Martin, Nolin, Rivard and Robichaud, P.C.

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Research Service of the Library of Parliament:*

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Éric Jacques

Committee Assistant:

Louise Archambeault

ORDER OF REFERENCE

Extract from the *Journals of the Senate*, of Wednesday, 25 February 2009:

The Honourable Senator Chaput moved, seconded by the Honourable Senator Corbin:

That the Standing Senate Committee on Official Languages be authorized to study and to report from time to time on the application of the *Official Languages Act* and of the regulations and directives made under it, within those institutions subject to the Act;

That the Committee be authorized to study the reports and papers produced by the Minister of Official Languages, the President of the Treasury Board, the Minister of Canadian Heritage and the Commissioner of Official Languages as well as any other material concerning official languages;

That the papers and evidence received and taken and work accomplished by the Committee on this subject since the beginning of the First Session of the Thirty-ninth Parliament be referred to the committee;

That the Committee report from time to time to the Senate but no later than June 30, 2010, and that the committee retain all powers necessary to publicize its findings until December 31, 2010.

The question being put on the motion, it was adopted.

Paul C. Bélisle
Clerk of the Senate

**REFLECTING CANADA'S LINGUISTIC DUALITY
AT THE 2010 OLYMPIC AND PARALYMPIC WINTER GAMES:
A GOLDEN OPPORTUNITY**

FOLLOW-UP REPORT

INTRODUCTION

Since 2006, the Standing Senate Committee on Official Languages (hereinafter, the Senate Committee) has very closely monitored the way in which the official languages are included in the organization of the Olympic and Paralympic Winter Games to be held in Vancouver and Whistler in 2010. The Senate Committee tabled an initial report on this in February 2007;⁽¹⁾ that report contained 10 recommendations. The Government of Canada provided a written response to the initial report in August of that year.⁽²⁾ A follow-up report containing six recommendations was tabled in June 2008.⁽³⁾

As the Senate Committee observed in its two previous reports, the 2010 Olympic and Paralympic Winter Games provide an ideal opportunity for Canada to raise awareness of its linguistic duality, both at home and abroad. The Government of Canada prides itself on its leadership, because for the first time ever it signed an agreement clarifying the roles and responsibilities of the partners in the organization of the Games and committing the partners to meet certain official languages requirements.⁽⁴⁾ But the official opening of the Games is fast approaching, and it has become a matter of urgency for this commitment to be translated into concrete action. All of the partners must live up to their role in promoting Canada's linguistic duality among the athletes, coaches, visitors, media and spectators from around the world.

Although some progress has been made, the Senate Committee notes that work remains to be done to ensure that linguistic duality is seen as one of Canada's fundamental values. In light of the amendments to the *Official Languages Act* in 2005, it is essential that the federal institutions directly or indirectly involved in the organization of the Games make

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- (1) Standing Senate Committee on Official Languages, *Reflecting Canada's Linguistic Duality at the 2010 Olympic and Paralympic Winter Games: A Golden Opportunity*, 1st Session, 39th Parliament, Ottawa, February 2007.
 - (2) Government of Canada, *Government Response to the Fifth Report of the Standing Senate Committee on Official Languages*, Ottawa, 13 August 2007.
 - (3) Standing Senate Committee on Official Languages, *Reflecting Canada's Linguistic Duality at the 2010 Olympic and Paralympic Winter Games: A Golden Opportunity*, follow-up to the report, 2nd Session, 39th Parliament, Ottawa, June 2008.
 - (4) For further details see: *Multiparty Agreement for the 2010 Winter Olympic and Paralympic Games*, 14 November 2002 (<http://www.canada2010.gc.ca/role/gc/mpa/MPA-e.PDF>, accessed on 15 May 2009), in particular Annex A, "Canada's Official Languages Requirements".

a commitment to take positive measures to foster the full recognition and use of both English and French.

Between March and June 2009, the Senate Committee met once again with the main partners who are directly or indirectly involved in the organization of the Games: the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), the Canadian Foundation for Cross-Cultural Dialogue (CFCCD), the Fédération des francophones de la Colombie-Britannique (FFCB), the 2010 Olympic and Paralympic Winter Games Federal Secretariat (Federal Games Secretariat), the Minister of Canadian Heritage and Official Languages, the Commissioner of Official Languages, Canada's Olympic Broadcast Media Consortium (Consortium), the Fédération des communautés francophones et acadienne du Canada (FCFA), the Fédération culturelle canadienne-française (FCCF), the Canadian Radio-television and Telecommunications Commission (CRTC), and Treasury Board.

This is the Senate Committee's second follow-up report and it provides an in-depth account of the steps taken and the issues that have yet to be resolved to ensure that Canada's linguistic duality is reflected at the 2010 Olympic and Paralympic Winter Games. Some of the recommendations in the Senate Committee's first two reports have been taken into account and adopted as working tools. Other issues have not yet been addressed.⁽⁵⁾ The Senate Committee considers it has done a good job of heightening awareness among the partners involved in organizing the 2010 Games of how important it is to respect the two official languages. It is unfortunate that the Commissioner of Official Languages had to intervene in 2008 to get things moving at a faster pace.

The report contains recommendations designed to help the various partners involved in the organization of the Games achieve the objectives they have set for the promotion of English and French. Less than a year from opening day, efforts to make the 2010 Games a model of respect for linguistic duality must be intensified. The Senate Committee hopes that the recommendations in this report will be given careful consideration. As the Senate Committee heard from the witnesses, we all have to work together toward the same objectives.

(5) Please see appendices C and D for a follow-up report on the recommendations set out in the Committee's two previous reports, tabled in February 2007 and June 2008, respectively.

RECENT DEVELOPMENTS

Based on the evidence it heard from March to June 2009, the Senate Committee notes that progress has been made in including the official languages in the organization of the 2010 Games. The efforts made by all partners are encouraging. Some developments are especially noteworthy: the sustained commitment of the Commissioner of Official Languages; the establishment of an official languages advisory committee within VANOC; and the release of details about the 2010 Olympic Torch Relay.

A. COMMITMENT BY THE COMMISSIONER OF OFFICIAL LANGUAGES

The Senate Committee has learned about a study by the Commissioner of Official Languages, released in December 2008,⁽⁶⁾ which contained 18 recommendations and looked at whether the measures planned by VANOC were going to make the 2010 Games fully reflective of Canada's linguistic duality. More specifically, the study considered whether VANOC was able to meet the language requirements set out in the *Multiparty Agreement for the 2010 Winter Olympic and Paralympic Games* (hereinafter, the Multiparty Agreement). It also looked at whether the Department of Canadian Heritage, as the Government of Canada's representative on VANOC, was fully shouldering its responsibilities for directing, coordinating and following up on the application of language requirements.

According to the Commissioner of Official Languages, VANOC is on the right track, but it needs additional support from Canadian Heritage to meet the Multiparty Agreement language requirements. The Commissioner of Official Languages found that VANOC was making a significant effort to ensure respect for linguistic duality. That being said, the study noted that additional resources were needed to ensure that VANOC would be able to fulfill its official-languages role effectively. In the opinion of the Commissioner of Official Languages, VANOC's internal official-languages policy would need to be changed to bring it into line with the Multiparty Agreement. In its June 2008 follow-up report, the Senate Committee had also recommended that VANOC review parts of its internal policy. When it appeared before the Senate Committee on April 27, 2009, VANOC said that it had reviewed its official-languages policy.⁽⁷⁾

With the approach of the Games, the Commissioner of Official Languages has made a commitment to monitor closely the action of several federal institutions, including the

(6) Office of the Commissioner of Official Languages, *Raising Our Game for Vancouver 2010: Towards a Canadian Model of Linguistic Duality in International Sport*, Ottawa, December 2008.

(7) Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd Session, 40th Parliament, Issue No. 5, Ottawa, 27 April 2009, p. 45.

Royal Canadian Mounted Police, Citizenship and Immigration Canada, the Canada Border Services Agency, the Canadian Tourism Commission and Air Canada. Before the Senate Committee, the Commissioner of Official Languages said that an awareness campaign was being conducted involving some 20 federal institutions. As he remarked, “It is important that these institutions understand that people from Canada and abroad coming to the Games will expect to interact with Canadian officials in both English and French. The Canadian Olympic experience will begin as soon as visitors arrive in Canada.”⁽⁸⁾ In addition, the Commissioner of Official Languages said that he had a good relationship with the various players involved in broadcasting the Games.

The Commissioner of Official Languages intends to publish a follow-up report in the fall of 2009 so that last-minute adjustments can be made if necessary. The Senate Committee would like to congratulate the Commissioner of Official Languages on his proactive approach to this issue.

B. OFFICIAL LANGUAGES ADVISORY COMMITTEE

In March 2009, VANOC established an internal advisory committee on official languages. The advisory committee has close ties to VANOC’s Board of Directors. One of the Board members, Mr. Jacques Gauthier, was appointed to chair the advisory committee, which consists of representatives of VANOC, the federal government and Canada’s Francophone community. Mr. Jean-Pierre Raffarin, who participated in the 2008 Olympic Games as the “Grand Témoin de la Francophonie”, also sits on the advisory committee.

The Senate Committee finds it regrettable that so much time has gone by before VANOC set up a mechanism to represent the interests of the French-language community in Canada. As early as February 2007, the Senate Committee had recommended that a representative from the French-language community be appointed to VANOC’s Board of Directors. The government turned down the recommendation, saying that modifying the composition of VANOC’s Board of Directors “would be a highly complex undertaking that would likely prove detrimental to the work already done to ensure the harmonious organization of the Games.”⁽⁹⁾ In its follow-up report of June 2008, the Senate Committee recommended that an observer position be created on VANOC’s Board of Directors so that the Canadian Francophonie would be represented there.⁽¹⁰⁾ Speaking to the Senate Committee, the CFCCD said that, although the establishment of the advisory committee “does not correspond exactly to what [the Senate Committee] recommended, or to what [it] had originally asked for, it does bring the Francophone and Acadian [communities] closer to the board of directors. We will have to see whether, in practice,

(8) Commissioner of Official Languages, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd Session, 40th Parliament, Issue no. 1, Ottawa, 2 March 2009, p. 20.

(9) Government of Canada (13 August 2007), p. 10.

(10) Standing Senate Committee on Official Languages (June 2008).

the committee will be able to actually do something to ensure that VANOC respects its commitments in the area of linguistic duality.”⁽¹¹⁾

VANOC’s official languages advisory committee has set its sights on implementing all of the recommendations in the Commissioner of Official Languages’ study. At its initial meeting, the advisory committee reached three conclusions:

First, we must do a better job informing people like yourself about the progress which has been made over the past few months so that the information getting out to you is as fair and appropriate as possible. We also agreed to review major issues every month to ensure that they are addressed appropriately and brought to the attention of the right stakeholders, including the government. Lastly, we decided to impress upon the Board, and also upon all those involved, that the major issues must be addressed quickly, not next October or November, but by the end of the summer, to make sure that everything is done on time.⁽¹²⁾

The Senate Committee wants the commitments made by VANOC’s official languages advisory committee to be translated into concrete action. VANOC must take the recommendations in this report seriously. The Senate Committee would like to ask the advisory committee to keep it informed of progress made between now and the opening of the Games. Therefore, it recommends:

Recommendation 1:

That VANOC’s advisory committee on official languages prepare official languages follow-up reports, in order to better target sectors where intervention is required. That these reports be communicated to the 2010 Olympic and Paralympic Winter Games Secretariat and the standing committees on official languages of the Senate and the House of Commons within a reasonable time frame.

The Chair of the advisory committee said that he hoped all partners involved in official languages would pull together. In his opinion, the person who acts as “Grand Témoin de la Francophonie” for the Vancouver Games should accept the vision of and measures taken by the advisory committee: “The Grand Témoin will continue to be a witness for the Organisation internationale de la Francophonie, but he will share our objectives.”⁽¹³⁾ The Grand Témoin for the Vancouver Games was appointed by the Organisation internationale de la Francophonie in June: Mr. Pascal Couchepin, former President of the Swiss Confederation. The Commissioner of Official Languages stated before the Senate Committee:

(11) Canadian Foundation for Cross-Cultural Dialogue, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd Session, 40th Parliament, Issue No. 5, Ottawa, 27 April 2009, p. 28.

(12) Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (27 April 2009), p. 24.

(13) *Ibid.*, p. 35.

One thing I can say is that the Organisation internationale de la Francophonie has higher expectations for Canada than they did for Beijing. Beijing was nevertheless seen as a success, linguistically speaking. But if Canada, a member state of the [F]rancophonie, is unable to ensure respect for linguistic duality during the [G]ames, who can?⁽¹⁴⁾

The Senate Committee recognizes that the VANOC advisory committee on official languages has been set up. It encourages the advisory committee to remain proactive throughout the coming year, in order to ensure respect for both of Canada's official languages before, during and after the Games. In the Senate Committee's view, close collaboration between the advisory committee and the Grand Témoin for the Vancouver Games is essential. The 2010 Games must be nothing less than a model of respect for linguistic duality.

In the same vein, the Commissioner of Official Languages told the Senate Committee that VANOC and federal institutions must do more to ensure that respect for linguistic duality becomes a reflex in the planning of the Games. In his view, the partners must commit to going beyond the 18 recommendations contained in his study: "Going beyond means fully integrating official languages into all areas of activity and at all stages."⁽¹⁵⁾

C. OLYMPIC FLAME TORCH RELAY

The government recently unveiled the details of the Olympic Flame Torch Relay and promised that it would visit many communities, including some 40 official language minority communities. Before the Senate Committee, the Minister of Canadian Heritage and Official Languages said, "In my opinion, the Torch Relay is one of the best symbols of the pan-Canadian spirit of the Games. The relay will link 1,000 communities, both Anglophone and Francophone. And during the Games Canadians will be able to witness the feats of our athletes in the official language of their choice."⁽¹⁶⁾ The Minister noted that official language minority community involvement was "part of the conditions made for the money that Parliament approved for the Torch Relay."⁽¹⁷⁾

The Commissioner of Official Languages thinks highly of VANOC's approach to the Relay: "The Olympic organizing committee consulted closely with minority communities in designing the route for the torch so that the torch route goes through a lot of minority communities as it makes its way. They did not draw a straight line to take the torch from one part of the country to the next, and I think they deserve credit for using that torch

(14) Commissioner of Official Languages, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd Session, 40th Parliament, Issue No. 8, Ottawa, 1 June 2009, p. 43.

(15) Ibid.

(16) Minister of Canadian Heritage and Official Languages, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd Session, 40th Parliament, Issue no. 3, Ottawa, 23 March 2009, p. 9.

(17) Ibid., p. 10.

route to reach out to all kinds of communities, including minority Francophone communities.”⁽¹⁸⁾

The CFCCD, for its part, is working “to ensure that, in each community along the torch relay route, efforts are made to reflect our linguistic duality in the celebrations that are held to mark this event. We are encouraging each one of these towns and cities to include one or more Francophones representing the community on its planning committee, which is called ‘the community celebrations group’. So far, nearly all the towns and cities that we have contacted have welcomed our suggestion very positively. [To date], 41 of these communities outside Quebec, not including British Columbia, have one or more French-speaking representatives. We are also encouraging Francophones to sign up to be torchbearers.”⁽¹⁹⁾ The Senate Committee applauds the efforts made by each of the partners in this regard, and encourages them to keep up the momentum.

(18) Commissioner of Official Languages (2 March 2009), pp. 26-27.

(19) Canadian Foundation for Cross-Cultural Dialogue (27 April 2009), p. 29.

UNRESOLVED ISSUES: OBSERVATIONS AND RECOMMENDATIONS

Despite the progress noted, some issues remain unresolved. In the following sections, the Senate Committee summarizes the challenges and presents its observations, based on the evidence heard from March to June 2009. The major topics that held the Senate Committee's attention are: services in both official languages, the broadcasting of the Games, community newspapers and radio stations, cultural events, the role of other partners, and the federal government's leadership.

A. SERVICES IN BOTH OFFICIAL LANGUAGES

1. Translation and interpretation

As the Games draw nearer, translation and interpretation needs are increasing steadily. The Department of Canadian Heritage and other government departments will have to provide additional support to VANOC if its capacity is not to be compromised.

Appearing before the Senate Committee, the Commissioner of Official Languages said that “[s]pecial consideration should be given to communications with the general public, the media and athletes – three groups that have a key role in ensuring successful Games.”⁽²⁰⁾ The Commissioner of Official Languages went on to say that “translation and simultaneous interpretation is one aspect that poses significant problems. In fact, the budget appears totally inadequate given the work to be done, and I am afraid that VANOC is waiting too long to correct the situation.”⁽²¹⁾ He also pointed out that there were “considerable challenges in terms of bringing together enough interpreters and translators for the two weeks of February 2010.”⁽²²⁾ He believed there was a gap between goals and resources:

This gap is noted in the budget for translation and interpretation. It would be unfortunate, after all that work, that spectators or even those accompanying their sons and daughters to the Games not be able to benefit from interpretation of whatever event it is. All our athletes and their families as well as Francophones throughout Canada wanting to take part in the Games are entitled to interpretation for each event. Providing full translation and interpretation services is not an easy thing. I do not want to criticize the organization's intentions and will, but there are still some shortfalls.⁽²³⁾

(20) Commissioner of Official Languages (2 March 2009), p. 19.

(21) *Ibid.*, p. 20.

(22) *Ibid.*, p. 22.

(23) *Ibid.*, p. 23.

VANOC told the Senate Committee that its translation section had been transferred from the Communications Function to the Official Languages Function. “The move helps to ensure better coordination between official languages objectives and translation services, and it also enables us to better monitor this situation. We are more aware of translation needs now. We conducted an in-depth study with regard to VANOC’s various functions to make sure that we had clearly identified needs between now and the end of the Games, and to make sure we would have enough resources to deliver the goods.”⁽²⁴⁾

VANOC also told the Senate Committee that discussions are underway with the federal Translation Bureau, which comes under the Department of Public Works and Government Services, to make up shortfalls in translation and interpretation. The Chair of the official languages advisory committee stated: “I am sure that we will find a solution. We must find a solution. The solution is in the hands of the Translation Bureau.”⁽²⁵⁾

In a written response to the Senate Committee, the Department of Canadian Heritage said: “As per the Multiparty Agreement, the mechanism in place for requesting additional financial assistance from the Government of Canada is through a written request addressed to the Minister of Canadian Heritage with copy to the Minister of State (Sport). As of now, Canadian Heritage has not received a written request from VANOC for additional funds for translation.”⁽²⁶⁾ The Commissioner of Official Languages confirmed this information.⁽²⁷⁾

The Senate Committee acknowledges that VANOC has made an effort to have access to the Translation Bureau’s expertise. However, the Senate Committee is of the opinion that further efforts are needed to close the gap between goals and resources in translation and interpretation. It is urgent that VANOC send a written request to the Minister of Canadian Heritage and Official Languages for help in meeting these needs. On the basis of these observations, the Senate Committee recommends:

Recommendation 2:

That VANOC immediately send a written request to the Minister of Canadian Heritage and Official Languages, with a copy to the Minister of State (Sport), requesting additional financial assistance for its translation and interpretation requirements.

2. Recruiting volunteers

In its two previous reports, the Senate Committee emphasized how important it was that VANOC have sufficient bilingual capability among its staff and its volunteers to be able

(24) Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (27 April 2009), p. 24.

(25) Ibid., p. 35.

(26) Response to Senator Jaffer’s question during Minister Moore’s appearance before the Senate Committee on Official Languages, Monday, 23 March 2009.

(27) Commissioner of Official Languages (1 June 2009), p. 44.

to provide services in both official languages during the Games. The recruitment of volunteers who are able to speak both official languages is a key element in the organization of the Games if they are to showcase Canada's linguistic duality. In fact, many of the volunteers will be in direct contact with the athletes, coaches, visitors and media taking part in the Games.

VANOC estimates that it will need 25,000 volunteers for the Games. In recent months, a recruiting drive has been carried out in a number of Canadian cities. So far, about 11,000 applicants indicated to VANOC that they knew enough French to carry on a conversation. VANOC and the Federal Games Secretariat have held regular discussions on ensuring the recruitment of bilingual volunteers from all across the country. A spokesperson for the Department of Canadian Heritage promised that "VANOC will ensure that all volunteers who are in contact with the public can express themselves in both official languages."⁽²⁸⁾ Another spokesperson for the Department said that volunteers "will be identified with a badge, so you will know, if you speak French, that you can go to that person."⁽²⁹⁾ According to VANOC, "It is not just a matter of [finding] enough bilingual volunteers, but also [of giving them duties where they will be able to use their French]."⁽³⁰⁾

VANOC has also told the Senate Committee that it will be signing an agreement with British Columbia's Collège Éducacentre on language training for staff and volunteers.⁽³¹⁾

All these efforts are a step in the right direction, but they must go a little further. The visual active offer, for instance, through the use of badges, is certainly praiseworthy. However, the Senate Committee is of the view that this initiative does not go far enough in light of the fact that the Games are international in their scope and that VANOC is required to provide English and French services on an equal basis. The athletes, coaches, visitors and media attending the Games should be able to receive services in the official language of their choice in all circumstances and at all official sites.

The Senate Committee is of the opinion that the active offer of services in both official languages is essential to showcase Canada's linguistic duality during the Games. In other words, members of the public must be invited to use the official language of their choice when they come into contact with a volunteer. In order to achieve this goal, VANOC must encourage all its volunteers to use a bilingual greeting (such as "Hello / Bonjour") and clearly tell unilingual volunteers about what to do to direct members of the public to someone who is capable of serving them quickly and effectively in the official language of their choice. Therefore, the Senate Committee recommends:

(28) Department of Canadian Heritage, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd Session, 40th Parliament, Issue No. 5, Ottawa, 27 April 2009, p. 7.

(29) *Ibid.*, pp. 17-18.

(30) Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (27 April 2009), p. 25.

(31) *Ibid.*

Recommendation 3:

That VANOC and the 2010 Olympic and Paralympic Winter Games Federal Secretariat develop tools for volunteers to provide for the active offer of services in both official languages during the Games.

3. Web sites

The Senate Committee observed that some Games-related Web sites include little or no French content. The Tourism BC site, which is one of the main resources for athletes and tourists who want information before their stay at the 2010 Games,⁽³²⁾ and the Tourism Media Site for the 2010 Winter Games⁽³³⁾ provide no French content. In the spring of 2009, the Commissioner of Official Languages reminded the Canadian Tourism Commission, which is one of the partners in the destination2010.ca portal, of its official languages obligations. The site's welcome page will from now on direct users to the French-language portion of the Commission's Media Centre.⁽³⁴⁾

On this issue, a Canadian Heritage spokesperson said:

Tourism BC is a provincial agency, funded by the province of British Columbia, and therefore is not subject to any of the obligations arising from the *Official Languages Act*. That being said, we certainly believe that Tourism BC should do everything it possibly can to make information available in French, so that the same information is made available to Francophone Canadians and to visitors from French-speaking countries who are involved in the Olympic Games. This issue falls within the mandate of the Department of Industry, and I know that colleagues at the Industry Department are fully aware of the situation. Your information is accurate, and the site still contains references to exclusively Anglophone sites.⁽³⁵⁾

The Senate Committee maintains that, as the Games come closer, constant vigilance is required as to the reflection of Canada's linguistic duality on Web sites that will be used by tourists and the media to plan their stays in Vancouver and Whistler in the winter of 2010. The Minister of Canadian Heritage and Official Languages must be a leader for other federal departments, in particular the Department of Industry. In collaboration with the Minister of Intergovernmental Affairs, he must encourage his provincial counterparts to make sure that Canada's linguistic duality is reflected on official Games Web sites. The Senate Committee therefore recommends:

(32) <http://www.tourismbc.com> (accessed on 15 May 2009).

(33) <http://www.destination2010.ca> (accessed on 15 May 2009).

(34) <http://centresmedias.canada.travel> (accessed on 15 May 2009).

(35) Department of Canadian Heritage (27 April 2009), pp. 8-9.

Recommendation 4:

That the Minister of Canadian Heritage and Official Languages and the Minister of Intergovernmental Affairs coordinate the efforts of the responsible federal departments, including the Department of Industry, and of the Government of British Columbia, to ensure that Canada's linguistic duality is reflected on official Games Web sites.

The 2010 Games do not solely involve Vancouver, Whistler and British Columbia. Tourists from all parts of Canada will be attending events at the Games. It is important that, in preparing their trip, tourists have access to information in their own language. There is no doubt that the Web sites of the British Columbia government and the host municipalities will be among those that are the most frequently consulted before the winter of 2010. The Federal Secretariat, VANOC, the CFCCD and the FFCB must urge their partners to show model behaviour in making tourist information about the 2010 Games available in both official languages. The Senate Committee recommends:

Recommendation 5:

That the 2010 Olympic and Paralympic Winter Games Federal Secretariat, VANOC's official languages advisory committee, the Fédération des francophones de la Colombie-Britannique and the Canadian Foundation for Cross-Cultural Dialogue continue their efforts to ensure that the Government of British Columbia and the host municipalities publish information for tourists about the 2010 Games in both official languages.

4. Airports

The athletes, coaches and visitors taking part in the 2010 Games will be able to form an opinion of the extent to which Canada is bilingual as soon as they enter the country. Last March, the Commissioner of Official Languages told the Senate Committee that he was targeting airport facilities in Vancouver, as well as in Toronto. "We have been in regular contact with the airport's administrators for the past several months and I realize the immensity of the challenge in offering bilingual services during an exceptionally busy period ... Air Canada will have to take up a similar challenge."⁽³⁶⁾ The Commissioner of Official Languages then promised to evaluate the performance of the major international airports in Canada in terms of their success in promoting linguistic duality. The Commissioner's most recent annual report to Parliament showed that a great deal of work remains to be done to properly welcome, in both official languages, the many athletes, coaches and tourists who will be attending the 2010 Winter Olympic Games.⁽³⁷⁾

With only a few months left to go before the official opening of the Games, many posters for the 2010 Games are only in English at the Vancouver International Airport Authority.

(36) Commissioner of Official Languages (2 March 2009), p. 20.

(37) Office of the Commissioner of Official Languages, *Annual Report 2008-2009*, Ottawa, 2009, p. 30.

The Senate Committee is very concerned about this. It is essential that travellers have access to services in either of the two official languages from the moment they land in Canada. Given the urgency and importance of the situation, the Senate Committee considers that the Privy Council Office is the only administrative body capable of coordinating the action of all federal institutions involved in the Games to guarantee the provision of services in both official languages to the travelling public. Leadership must come from the top. The Senate Committee therefore recommends:

Recommendation 6:

That the Privy Council Office coordinate the action of federal institutions, including the Vancouver International Airport Authority, the Greater Toronto Airport Authority, Air Canada, the Canadian Air Transport Security Authority and the Canada Border Services Agency, in order to guarantee the availability of services in both official languages for members of the travelling public during the 2010 Games.

B. BROADCASTING THE GAMES

1. The Olympics

The International Olympic Committee (IOC) awarded the broadcast contract for the 2010 Winter Games to Canada's Olympic Broadcast Media Consortium, which will be broadcasting the Games on television (CTV, TSN, RDS, RIS Info-Sports, Rogers Sportsnet, OMNI, OLN, TQS, APTN, ATN, MuchMusic), on radio (Rogers stations across the country) and on the Web (CTVOlympics.ca, RDSolympiques.ca).

In response to criticisms regarding access to French-language television coverage of the Games, the Consortium promised to make the signal from French-language networks (i.e., RDS, TQS and RIS) available at no cost to cable and satellite service providers outside Quebec for the entire month of February 2010. The main cable and satellite service providers (e.g. Shaw, Rogers, Cogeco, Bell TV and Star Choice) agreed to descramble the RDS signal (and that of TQS where available) and to provide it free of charge to their subscribers. Discussions are ongoing with the smaller distribution companies on descrambling the signal in the communities they serve. Before the Senate Committee, the CFCCD said that it was collaborating closely with the members of the Consortium on this.⁽³⁸⁾ The Consortium has also said that the events will be both broadcast live and available on-demand on its two Web portals.

The Consortium told the Senate Committee that coverage currently reaches about 96% of the Francophones in Canada, and could go as high as 98% if all distributors accept its offer to descramble the signal of the French-language networks.⁽³⁹⁾ But despite the

(38) Canadian Foundation for Cross-Cultural Dialogue (27 April 2009), p. 28.

(39) Canada's Olympic Broadcast Media Consortium, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd Session, 40th Parliament, Issue No. 6, Ottawa, 11 May 2009, p. 20.

efforts being made, a number of Francophone households outside Quebec that rely on over-the-air reception would still have no access to the signal. Equally, households that do not subscribe to any distribution undertaking or that have no access to the Web, will have difficulty accessing Games coverage.

In January 2009, the CRTC raised the issue of television coverage of the 2010 Games at public hearings on broadcasting services in the language of the minority. The CRTC tabled a report on 30 March 2009⁽⁴⁰⁾ that called on the Canadian Broadcasting Corporation (CBC) to resume talks with the Consortium on ensuring full coverage of the Games in both official languages. The report said that the CRTC “encourages the Consortium and the CBC to continue discussions as soon as possible, while reminding the CBC of its mandate as a national public broadcaster and reminding the Consortium that the licences it holds allowing it to use the public airwaves are issued by the government. The Commission hopes that the new negotiations will allow both parties to find a practical basis for agreement so that the issue can be resolved once and for all and that the members of French linguistic minority communities that receive only French-language CBC television can have access to some of the Olympic events in their own language.”⁽⁴¹⁾

In May 2009, the Consortium submitted a new offer to the Société Radio-Canada (SRC) with a view to finding a solution that would ensure full coverage of the Games in both official languages. Before the Standing House of Commons Committee on Official Languages on 12 May, the Consortium said that it would allow the SRC access to the French-language signal outside Quebec and would allow it to produce its own programming using images provided by the Consortium; the Consortium would however retain full control over all advertising.⁽⁴²⁾ On 14 May, it was the SRC’s turn to testify before the House of Commons Committee. The SRC spokesperson said that the Consortium’s offer was not, in the current economic context, an especially attractive one, including as it did a number of conditions:

- The SRC must give up its advertising space and carry the Consortium’s advertising as is.
- The SRC must shut off this broadcast to Francophones in Quebec.
- No SRC personnel will be allowed on Olympic premises.
- The SRC cannot shoot any of its own material.
- The SRC must pay for all costs associated with the broadcast.⁽⁴³⁾

(40) Canadian Radio-television and Telecommunications Commission, *Report to the Governor in Council on English- and French-language broadcasting services in English and French linguistic minority communities in Canada*, Ottawa, 30 March 2009.

(41) *Ibid.*, p. 11.

(42) Canada’s Olympic Broadcast Media Consortium, *Evidence of the Standing House of Commons Committee on Official Languages*, 2nd Session, 40th Parliament, Ottawa, 12 May 2009, 1035.

(43) Société Radio-Canada, *Evidence of the Standing House of Commons Committee on Official Languages*, 2nd Session, 40th Parliament, Ottawa, 14 May 2009, 0910.

Appearing before the Senate Committee, the CRTC indicated that the only real issue was financial: “This conflict is about money, compensation, on each side, for CBC/Radio-Canada’s costs or a better allocation of revenue and expenditures on CTV’s side.”⁽⁴⁴⁾ The Senate Committee realizes that, in the current economic context, it would be difficult for the SRC to accept the Consortium’s offer without adequate financial compensation, whether in the form of direct payment or of access to some of the advertising revenue. Before the Senate Committee, the CRTC reiterated the importance of the Consortium and the SRC reaching an agreement on ensuring the most complete French-language coverage possible. It said that at the very least the two parties should reach a compromise on the broadcasting of the opening and closing ceremonies.⁽⁴⁵⁾ Without wishing to interfere in what are essentially business negotiations, the Senate Committee urges the two broadcasters to meet as soon as possible and conclude an agreement acceptable to both. The Senate Committee believes strongly that access to Games coverage must be made available to as many Canadians as possible, and in the language of their choice.

In its two previous reports, the Senate Committee recommended that a solution be found guaranteeing all Canadians equitable access to Games broadcasting of equal quality. The Senate Committee realizes that, as matters stand, universal coverage cannot be guaranteed. Based on the evidence it has heard, the Senate Committee considers that the Consortium has since 2006 been working extremely hard to extend French-language coverage of the Games to as many Francophones as possible all across the country. Work remains to be done, but the Senate Committee is confident that the Consortium’s efforts will bear fruit. In a letter to the Senate Committee, the Commissioner of Official Languages pointed out that the Consortium’s actions will not result in Canada-wide coverage. In his view, “The Consortium will have to continue to seek a solution that will allow all English– and French–speaking Canadians across the country to have equal access to the Games.”⁽⁴⁶⁾

The Senate Committee would like to remind the Consortium that it is important to highlight the achievements of all sectors of Canada’s Francophone community through the Games. French-language broadcasting of the Games must reflect not only Quebec but also the Francophone communities in a minority setting. The program entitled *Vers Vancouver 2010*, carried on RDS, constitutes a good opportunity for reflecting the realities of all the country’s diverse Francophone communities. The RDSolympiques.ca portal is another opportunity to showcase what these communities can do.

The Consortium told the Senate Committee that it had set up a French-language office in Vancouver to help it ensure coverage of the Games in French. The Consortium is committed to covering the Cultural Olympiad, which will be taking place alongside the

(44) Canadian Radio-television and Telecommunications Commission, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd Session, 40th Parliament, Issue No. 7, Ottawa, 25 May 2009, p. 11.

(45) Ibid.

(46) Letter sent by the Commissioner of Official Languages to the Chair of the Standing Senate Committee on Official Languages, 20 May 2009.

Games.⁽⁴⁷⁾ It also said that it was prepared to consider any proposals made to it for improving its programming's French-language content.⁽⁴⁸⁾ As the Senate Committee sees it, the Consortium has a unique opportunity to highlight the achievements of the country's Francophone athletes and to showcase the Francophone communities outside Quebec. The Senate Committee urges the partners involved in the Games to tell the Consortium what they expect in the way of broadcast programming in French that reflects these realities. The Senate Committee therefore recommends:

Recommendation 7:

That Canada's Olympic Broadcast Media Consortium, in consultation with VANOC's advisory committee on official languages, the 2010 Olympic and Paralympic Winter Games Federal Secretariat, the Fédération des francophones de la Colombie-Britannique and the Canadian Foundation for Cross-Cultural Dialogue, make every effort to ensure that Canada's Francophone communities are reflected in all their diversity in the French-language Games programming.

2. The Paralympics

The Senate Committee examined the issue of the broadcasting of the 2010 Paralympic Games in both official languages in the spring of 2009. It is VANOC, in collaboration with the Consortium, that is responsible for broadcasting the Paralympic Games. The contract between the IOC and VANOC does not guarantee equitable broadcast access for the 2010 Paralympics. Appearing before the Senate Committee, the Minister of Canadian Heritage and Official Languages said that he was aware of the issues involved.⁽⁴⁹⁾ A Canadian Heritage spokesperson echoed the Minister's comments: "Indeed, we are concerned about the coverage of the Paralympic Games. [...] We know that the Consortium is negotiating with VANOC. There are no results yet, but the Consortium's reaction [...] was very enthusiastic when it spoke of unprecedented coverage for the Paralympic Games. [...] We are monitoring the situation closely because it is also important for the Department."⁽⁵⁰⁾ The Consortium confirmed that an agreement was on the point of being concluded under which it would offer a minimum of 25 hours of coverage in each of the two official languages.⁽⁵¹⁾

On numerous occasions, the Senate Committee has emphasized the need for the Consortium to guarantee proper coverage of the Paralympic Games in both official languages. Its efforts seem to have been worthwhile as the Consortium announced on 17 June 2009 that it will offer a total of 50 hours of coverage in English and French. In its release, the Consortium stated: "Each day throughout the Paralympic Games, the Consortium will produce a 90-minute highlights show of all the day's activities, results

(47) Canada's Olympic Broadcast Media Consortium (11 May 2009), p. 8.

(48) Canada's Olympic Broadcast Media Consortium (11 May 2009), p. 23.

(49) Minister of Canadian Heritage and Official Languages (23 March 2009), p. 23.

(50) Department of Canadian Heritage (27 April 2009), p. 16.

(51) Canada's Olympic Broadcast Media Consortium (11 May 2009), p. 10.

and updated medal standings, airing in English on CTV, TSN or Rogers Sportsnet and in French on RDS or RIS Info Sports. In addition, the Consortium will televise all Team Canada sledge hockey games in English (CTV, TSN, Rogers Sportsnet) and French (RDS, RIS Info Sports), with the gold medal game airing live on CTV and RDS.”⁽⁵²⁾ Coverage of the Paralympic Winter Games will also be accessible on the CTVOlympics.ca and the RDSolympiques.ca portals. The Senate Committee hopes that there will be abundant sponsorship opportunities to support the efforts and outstanding achievements of our Paralympic athletes.

3. Hotels

Twice since 2006, the Senate Committee has recommended “[t]hat the federal government, in cooperation with VANOC and the municipal governments, urge hotels in Vancouver and Whistler to offer their clients access to the signal from at least one of the three French private networks (TQS, RDS or RIS) during the Games.”⁽⁵³⁾

The issue of the accessibility of the French-language networks’ signal in hotels in Vancouver and Whistler during the Games was again raised before the Senate Committee. The Consortium said that it has reached an agreement with the Vancouver Hotel Association to ensure universal access to French-language signals in its member establishments.⁽⁵⁴⁾ A CFCCD representative said that coverage would be provided in all but two of Vancouver’s hotels, and promised to follow the issue closely: “I am sure that, once those two hotels in Vancouver realize they are the only ones not taking part, once they realize that Shaw is providing free broadcasting, I think their attitudes will change. [...] Right now, we know of two hotels that are not on board. But we will still go ahead. Those two hotels do not want to participate. But our job is still to go ahead. Therefore, instead of always giving people a hard time, perhaps it’s time to use a little persuasion.”⁽⁵⁵⁾ The Consortium noted that talks were under way with those two hotels in Vancouver, as well as with the hotels in Whistler.⁽⁵⁶⁾

The Senate Committee encourages all the partners to pursue their efforts so that guests in these hotels have access to Olympic coverage in both official languages. The Senate Committee recommends:

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- (52) Canada’s Olympic Broadcast Media Consortium, Canada’s Olympic Broadcast Media Consortium Delivers Record Hours of Coverage of Vancouver 2010 Paralympic Winter Games, press release, 17 June 2009.
 - (53) Standing Senate Committee on Official Languages (February 2007) and Standing Senate Committee on Official Languages (June 2008).
 - (54) Canada’s Olympic Broadcast Media Consortium (11 May 2009), p. 10.
 - (55) Canadian Foundation for Cross-Cultural Dialogue (27 April 2009), pp. 38-39.
 - (56) Canada’s Olympic Broadcast Media Consortium (11 May 2009), p. 15.

Recommendation 8:

That the Canada’s Olympic Broadcast Media Consortium, the 2010 Olympic and Paralympic Winter Games Federal Secretariat, VANOC’s advisory committee on official languages, the Fédération des francophones de la Colombie-Britannique and the Canadian Foundation for Cross-Cultural Dialogue pursue their discussions with the hotels in Vancouver and Whistler to ensure that visitors staying in those hotels have access to broadcasts of the Games in both official languages.

C. COMMUNITY NEWSPAPERS AND RADIO STATIONS

In the spring of 2009, VANOC signed partnership agreements with some major French-language newspapers to inform their readership about the Games, and *La Presse* became the exclusive Official French Language Newspaper Supplier for the 2010 Winter Games. The agreement covers seven other publications: *Le Soleil*, *Le Nouvelliste*, *Le Droit*, *La Tribune*, *Le Progrès Dimanche*, *Le Quotidien* and *La Voix de l’Est*.

Apart from *Le Droit*, no other paper in the French-language minority communities is subject to this agreement. Before the Senate Committee, VANOC said it recognized the important role that community newspapers could play in covering the Olympics: “What we plan to do with the small newspapers [...] is provide them with information they can use to write articles. They could really send a message about the Games, and they could really promote linguistic duality. What we would like to do is to approach national press agencies and small newspapers, and provide them with information they could use to write articles over the next few months.”⁽⁵⁷⁾ The Senate Committee strongly encourages VANOC to continue with its initiatives in this direction, and also to approach community radio stations, which play an important role as well in official language minority communities. The Senate Committee recommends:

Recommendation 9:

That VANOC pursue its efforts with community newspapers and radio stations, in order to ensure that Canada’s Francophones are well informed about the Games.

D. CULTURAL EVENTS

In the winter of 2007, the Senate Committee pointed out the importance of ensuring that the full diversity of French-speaking communities in Canada are represented in the cultural celebrations surrounding the Vancouver Olympics.⁽⁵⁸⁾ Under a protocol for collaboration signed with VANOC in June 2006, the CFCCD and the FFCB made a

(57) Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (27 April 2009), p. 40.

(58) Standing Senate Committee on Official Languages (February 2007).

commitment to support VANOC as to its official languages obligations in relation to the cultural programming for the Games.⁽⁵⁹⁾

In the spring of 2009, several Francophone organizations complained that the programming for one of the cultural events held last winter – the One-Year Countdown Concert – was not representative of Francophone culture. Despite pressure by the FFCB, it was only at the last minute that VANOC agreed to include some French in the programming. Before the Senate Committee, a representative of the Department of Canadian Heritage admitted that the government’s commitment to the equitable participation of Francophone performers and artists needed strengthening: “Canadian Heritage will take appropriate steps to see that VANOC meets the objectives stated in the contribution agreements.”⁽⁶⁰⁾

All the witnesses said that they had learned a lesson from the lack of representation of Francophone artists in the One-Year Countdown Concert. Nevertheless, spokespeople for the Francophone communities insisted that including these artists in cultural events held in conjunction with the Games, particularly the Cultural Olympiad, must be made a priority. The FCFA told the Senate Committee that it was monitoring the issue very closely, in collaboration with the CFCCD and the FCCF.⁽⁶¹⁾ The FFCB said it wanted to encourage artists from Canada’s Francophone communities to register with VANOC: “The reason is that everyone who will be organizing cultural activities as part of the Games or in conjunction with the Games will be using this registry to prepare their programming. So it is important to let all the independent artists know that someone will be keeping track of their participation and that they will be considered when the programming is drawn up. So we are sending out that message in British Columbia and everywhere else in Canada.”⁽⁶²⁾

There can be no doubt that the opening and closing ceremonies will be prime opportunities for showcasing Canadian cultural and artistic talents in both official languages. The Minister of Canadian Heritage and Official Languages said he was confident about this. In his words, “Three-point-two billion people [will] be watching the Opening Ceremonies of the 2010 Olympic and Paralympic Games. We will have artists [from] across this country: youth, Aboriginal artists and French and English artists will be telling the Canadian story in both official languages in BC Place Stadium. [...] The 2010 Olympic Games will be a good moment for Canada. Official language minority communities will be involved in that way.”⁽⁶³⁾

(59) *A Protocol for Collaboration among: the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games and La Fondation canadienne pour le dialogue des cultures and La Fédération des francophones de la Colombie-Britannique*, 10 June 2006.

(60) Department of Canadian Heritage (27 April 2009), p. 8.

(61) Fédération des communautés francophones et acadienne du Canada, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd Session, 40th Parliament, Issue no. 4, Ottawa, 30 March 2009, p. 11.

(62) Fédération des francophones de la Colombie-Britannique, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd Session, 40th Parliament, Issue No. 5, Ottawa, 27 April 2009, p. 30.

(63) Minister of Canadian Heritage and Official Languages (23 March 2009), p. 11.

The Senate Committee was told that a representative of the Department of Canadian Heritage sits on the organizing committee for the opening and closing ceremonies. The Senate Committee would therefore like to take this opportunity to remind the Department that Canada's Francophones in all their diversity must be represented in the ceremonies.

The Senate Committee considers that VANOC's official languages advisory committee and the Federal Games Secretariat must look very closely at the issue of the representation of Francophone artists in the Games' cultural programming. It is important that they be open to the viewpoints and needs expressed by the FFCB and the CFCCD. The realities of all of Canada's various Francophone communities must be reflected in the cultural celebrations that take place before, during and after the Games. The Senate Committee therefore recommends:

Recommendation 10:

That VANOC's advisory committee on official languages and the 2010 Olympic and Paralympic Winter Games Federal Secretariat, in collaboration with the Fédération des francophones de la Colombie-Britannique and the Canadian Foundation for Cross-Cultural Dialogue, make a commitment to ensuring that Canada's Francophone communities are reflected in all their diversity in the cultural celebrations that take place before, during and after the Games.

E. THE ROLE OF OTHER PARTNERS

1. Signage in both official languages

In its report of February 2007, the Senate Committee called upon the federal government and VANOC to take steps to ensure there is signage in both official languages on the main roads linking Vancouver International Airport and the Vancouver railway station with the host municipalities.⁽⁶⁴⁾ A spokesperson for the Department of Canadian Heritage told the Senate Committee that VANOC would be providing a manual to all the partners involved in the Games, which will include information on the use of the two official languages in road signs.⁽⁶⁵⁾ VANOC confirmed this.⁽⁶⁶⁾

Before the Senate Committee, the Commissioner of Official Languages commented on the provision of bilingual signage and services by other levels of government, saying:

Problems will also emerge in terms of offsite signage. It is not the direct responsibility of the Organizing Committee, but for visitors to the Games there should be signage in both languages along the highway to Whistler,

(64) Standing Senate Committee on Official Languages (February 2007).

(65) Department of Canadian Heritage (27 April 2009), p. 17.

(66) Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (27 April 2009), p. 34.

for example. Following up on our recommendations in the report, we have established a sensitivity campaign with federal departments to convey the message to various federal departments that the Olympic experience should start the moment people arrive in Canada, whether they are crossing a border or arriving at an airport. We have been talking to the Pearson International Airport authorities and various airport authorities across the country, and to Border Services. I am scheduled to meet with deputy ministers from all the various departments that will deal with the public in the context of the Olympic Games.⁽⁶⁷⁾

The FFCB also voiced some anxiety:

What concerns us in particular, less than 10 months from the start of the Games, and this might be difficult to fix, is the role of external partners during this great event, especially in the area of signage [...]. How can we convince provincial and municipal governments, sponsors and the organizers of all the public events which will be held during the Games, that the commitment made by Canada also affects them, and that they are fully involved? To convince these other partners, we will need to employ even more persuasive arguments. The Federal Secretariat of the Games and VANOC in fact have the necessary powers to make their partners aware of the situation, and to convince them not only of the importance of French everywhere during the Games, but also that the presence of French must be maintained once the Games are over.⁽⁶⁸⁾

During its public hearings, the Senate Committee asked VANOC to show greater vigilance about signage for which other levels of government are responsible. It cited the unilingual wording on the Olympic Oval in Richmond as a case in point of the kind of problem to avoid. The Senate Committee considers that VANOC and the Federal Games Secretariat have not been sufficiently proactive on this particular issue. Before the Senate Committee, VANOC provided the following explanation:

VANOC would most likely be responsible for dealing with municipalities. I will have to find this out. I was told about the issue, and I called to speak with the person in charge. I wanted to share my concerns. I do not know if anyone was involved before that ... The city wanted to do something a little different, so it dealt directly with the International Olympic Committee to have the world “Olympic” and the Olympic rings on their sign. They did not really go through VANOC.⁽⁶⁹⁾

In a letter to VANOC, the President of the FFCB admitted he “was surprised when told by Mayor Brodie [Mayor of the City of Richmond] that bilingual signage had not been

(67) Commissioner of Official Languages (2 March 2009), p. 22.

(68) Fédération des francophones de la Colombie-Britannique (27 April 2009), pp. 26-27.

(69) Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (27 April 2009), p. 42.

required by VANOC as a condition in the final agreement between the City of Richmond and VANOC regarding the building of the Richmond Olympic Oval. [The FFCB feels] it would have been preferable if the question of signage in both of Canada's two official languages had been addressed with the importance it merits from the start."⁽⁷⁰⁾

The Senate Committee is disturbed to see that, only a few months before the Games open, a municipality like Richmond can use the appellation "Olympic" in just one of the two official languages. VANOC should have intervened at the outset to prevent this type of problem. The Senate Committee understands that the temporary signage put up by VANOC while the Games are on will be in both English and French. However, the Senate Committee would have liked the presence of French on signs at the Olympic Oval in Richmond to be considered a long-term legacy for future generations. It is not too late. The approval of the Richmond municipal council will be needed and additional costs will have to be incurred if the situation is to be remedied.

The Senate Committee considers that this is a perfect opportunity for the Department of Canadian Heritage to demonstrate strong leadership. The Federal Games Secretariat and VANOC must make every effort to deal more forcefully with the other partners. The two bodies are required to closely monitor the actions of the British Columbia government and the host municipalities (particularly Vancouver, Whistler and Richmond) to ensure Games-related signage is in both official languages. This is especially important "given," as the Commissioner of Official Languages put it in his report, "that Canadians and visitors will not distinguish between VANOC signs and those of all levels of government."⁽⁷¹⁾ The Senate Committee therefore recommends:

Recommendation 11:

That the 2010 Olympic and Paralympic Winter Games Federal Secretariat and VANOC's advisory committee on official languages work with the government of British Columbia and the host municipalities to ensure that Games-related signage (both permanent and temporary) is available in both official languages.

In a letter to the Senate Committee, the Commissioner of Official Languages pointed out the municipality of Whistler's leadership in various sectors. "The municipality decided, of its own accord, that it would see to providing services in both English and French, and that it would offer cultural events that reflect linguistic duality. Other municipalities could learn from Whistler's example."⁽⁷²⁾

(70) Letter sent by Réal Roy, President, Fédération des francophones de la Colombie-Britannique to John Furlong, Chief Executive Officer, VANOC, 15 June 2009.

(71) Ibid., p. 27.

(72) Letter sent by the Commissioner of Official Languages to the Chair of the Standing Senate Committee on Official Languages, 20 May 2009.

2. Sponsors

Twice since 2006, the Senate Committee has pointed out how important it is for VANOC to encourage sponsors to provide their services in both official languages. The Senate Committee recommended to VANOC that it make public the strategies it plans to use to do this.⁽⁷³⁾ In response to this recommendation, the government pointed out that VANOC had made a commitment to “provide sponsors with a directory of bilingual resources (masters of ceremonies, translation firms, etc.), which they can use in order to offer bilingual services.”⁽⁷⁴⁾ In its June 2008 report, the Senate Committee pointed out that there were still deficiencies regarding the delivery of services in both official languages in many areas where VANOC works with third parties.

In his December 2008 study, the Commissioner of Official Languages pointed out that “[t]he Multiparty Agreement does not contain requirements with respect to sponsors, an issue that has already created challenges.”⁽⁷⁵⁾ He recommended to VANOC and the Federal Games Secretariat that they add language clauses to agreements with future sponsors and strongly encourage existing sponsors to use both official languages in their advertising activities.⁽⁷⁶⁾

In a written response sent to the Senate Committee, the Department of Canadian Heritage recalled that: “Many sponsorship agreements are between the International Olympic Committee and the sponsor. However, Canadian Heritage will continue to facilitate VANOC’s awareness efforts to ensure bilingual advertising at the Games.”⁽⁷⁷⁾ Constant vigilance by the 2010 Federal Secretariat and VANOC is needed in this regard. The Senate Committee therefore recommends:

Recommendation 12:

That the 2010 Olympic and Paralympic Winter Games Federal Secretariat and VANOC’s advisory committee on official languages approach the sponsors to ensure that they provide services at the Games in both official languages.

F. THE FEDERAL GOVERNMENT’S LEADERSHIP

1. Follow-up

The Minister of Canadian Heritage and Official Languages told the Senate Committee that his government “expects nothing less than model games with respect to official

(73) Standing Senate Committee on Official Languages (February 2007) and Standing Senate Committee on Official Languages (June 2008).

(74) Government of Canada (13 August 2007), p. 17.

(75) Office of the Commissioner of Official Languages (December 2008), p. 31.

(76) Ibid.

(77) Written response: “Update on the implementation of the recommendations to Canadian Heritage”, April 2009.

language matters in 2010. I can assure you that our government and all our partners are working diligently to ensure that the 2010 Winter Games are games for all Canadians.”⁽⁷⁸⁾ But the evidence put before the Senate Committee shows that the federal government should display stronger leadership in certain aspects of the promotion of linguistic duality at the 2010 Games. In his most recent annual report, the Commissioner of Official Languages said, “Canada will only be able to welcome athletes and visitors in the country’s and the International Olympic Committee’s two official languages if the federal government demonstrates exemplary leadership and commitment on this issue.”⁽⁷⁹⁾

Before the Senate Committee, a spokesperson for Canadian Heritage said that the Department does monitor VANOC’s progress via the latter’s business plan. The plan sets out VANOC’s revenues and expenditures, including those incurred for official languages. According to a departmental spokesperson, “VANOC’s commitments on official languages are articulated in the contract they signed with us, called the Multiparty Agreement. That Agreement stipulates in clear detail what VANOC is obligated to do. We are reviewing their obligations under the Multiparty Agreement and ensuring that they have provided sufficient resources. We will soon be reporting to the Minister on our findings.”⁽⁸⁰⁾

The Federal Games Secretariat’s role was explained to the Senate Committee as follows:

We support VANOC in its work. In my organization, I have a small group that is dedicated to providing advice to VANOC on questions of official languages. We work closely with the Commissioner of Official Languages. It is iterative. It is a collaboration. We have an ability to be more muscular if we need to be, but because we are working with friends, essentially, we will work on this project together and ensure that we flag issues and bring things to VANOC’s attention when we feel they need to pay attention. That is true whether at the working level with the people who are in the VANOC official-languages office, or their Executive Vice-President, their President or their Board of Directors, if necessary. We have that ability.⁽⁸¹⁾

Another representative of the Department supported this perspective: “Our role is to advise and to guide but we really do not have the capability to compel anyone, apart from what is in the Multiparty Agreement.”⁽⁸²⁾

In a written reply to the Senate Committee, Canadian Heritage acknowledged the importance of monitoring VANOC’s progress in implementing the language requirements set out in the Multiparty Agreement. With this in mind, the Department

(78) Minister of Canadian Heritage and Official Languages (23 March 2009), p. 9.

(79) Commissioner of Official Languages (2009), p. 81.

(80) Department of Canadian Heritage, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd Session, 40th Parliament, Issue no. 3, Ottawa, 23 March 2009, p. 12.

(81) Department of Canadian Heritage (27 April 2009), p. 13.

(82) *Ibid.*, p. 17.

developed a framework on measures, compliance standards and indicators for official languages “to define the Government’s expectations concerning the official languages provisions in the Multiparty Agreement.”⁽⁸³⁾ In addition, the Department has set up two internal committees: the first, made up of Directors General, deals with Games-related issues; the second looks exclusively at official-languages issues and is made up of representatives from all sectors of the Department.

Treasury Board supports the work being done by Canadian Heritage to encourage the delivery of services in both official languages by federal institutions during the Games. A representative of Treasury Board told the Senate Committee:

We are also working under the aegis of Canadian Heritage, which is responsible for coordinating the Olympic and Paralympic Games. With them, we are working with federal departments and organizations that will be more directly involved in providing services in both official languages, during or around the games. Those departments and organizations are aware of their obligation to provide services in both languages during the games. We are working with those organizations through a committee established by Canadian Heritage, although at the same time the organizations are responsible for discharging their obligations under the *Official Languages Act*.⁽⁸⁴⁾

In a letter to the Senate Committee, the Commissioner of Official Languages said, “[M]y staff has met many highly motivated people who are eager to provide visitors and athletes with a positive experience. To do this, they must have not only the resources but also the knowledge that linguistic duality is a priority for senior management. Willingness on the front lines will not translate into coherent action unless it is supported by strong leadership at the top of every institution.”⁽⁸⁵⁾

The Senate Committee considers that the federal government must exercise stronger leadership on promoting linguistic duality at the 2010 Games. All federal institutions and partners involved in the organization of the Games must understand the importance of respect for both official languages at this major international event. Because action is needed urgently, the Senate Committee considers that direction must come from above. Only the Privy Council Office can succeed in obtaining a commitment from all federal institutions on this matter. The evidence heard showed that confusion persists as to how responsibilities for official languages are defined. The Senate Committee is of the opinion that the responsibilities of the Federal Games Secretariat and of VANOC in this regard need to be clarified. In light of these observations, the Senate Committee recommends:

(83) Written response: “Update on the implementation of the recommendations to Canadian Heritage”, April 2009.

(84) Treasury Board, *Proceedings of the Standing Senate Committee on Official Languages*, 2nd session, 40th Parliament, Issue No. 9, Ottawa, 15 June 2009, p. 22.

(85) Letter sent by the Commissioner of Official Languages to the Chair of the Standing Senate Committee on Official Languages, 20 May 2009.

Recommendation 13:

That the Privy Council Office:

- a) **provide stronger leadership to all federal institutions and partners involved in the organization of the Games;**
- b) **clearly define the respective responsibilities of the 2010 Olympic and Paralympic Winter Games Federal Secretariat and VANOC as regards respect for linguistic duality at the 2010 Games.**

The Senate Committee also considers that formal and more systematic reporting would assist the Federal Games Secretariat to better target the sectors where intervention is required. Such reports would enable the federal government to be more proactive. The Secretariat should distribute these reports to the federal institutions concerned, to VANOC's official languages advisory committee and to the relevant parliamentary committees. The Senate Committee recommends:

Recommendation 14:

That the 2010 Olympic and Paralympic Winter Games Federal Secretariat prepare official languages follow-up reports, in order to better target sectors where intervention is required. That these reports be communicated to VANOC's advisory committee on official languages, the standing committees on official languages of the Senate and the House of Commons, and the federal institutions concerned within a reasonable time frame.

2. The Place de la francophonie

The FFCB and the CFCCD have been working for several years now on setting up the Place de la francophonie, to be located on Vancouver's Granville Island. This project will enable Canada's Francophone community to reach out to the broader national and international community not only during the 2010 Olympics but also in the years to follow. The evidence given before the Senate Committee stressed the importance of securing support for the project. According to the FFCB,

We have to understand that, in British Columbia, such an important project, which involves the Canadian and international Francophonie and which is happening in British Columbia, is an opportunity to bring the Francophonie from around the world here and this puts a considerable amount of pressure on us. You will understand that local stakeholders are also preparing special events for the Olympics and expect, naturally, to build ties with the Place de la francophonie project.⁽⁸⁶⁾

(86) Fédération des francophones de la Colombie-Britannique (27 April 2009), p. 38.

The CFCCD said that several member nations of the Organisation internationale de la Francophonie and a number of Canadian provinces have already indicated their interest in being participants in the Place de la francophonie.⁽⁸⁷⁾ The programming at the Place during the Games will be pan-Canadian, and the artists who perform there will have an opportunity to appear at other venues for which VANOC is responsible.⁽⁸⁸⁾

There is a special budget envelope to allow the FFCB and the CFCCD to carry out their commitments for the 2010 Olympics. However, the federal government's financial commitment to the setting up of the Place de la francophonie has not been fully confirmed for fiscal year 2009-2010. As the FFCB pointed out to the Senate Committee, "We are still waiting for this wonderful project, which will bring people together, to materialize. We urgently need confirmation of the support of the Canadian government so stakeholders can go ahead with this project."⁽⁸⁹⁾ The CFCCD added, "If the federal government is willing to release the last small chunk of funding, we will have some assurance that this exceptional forum offering cultural activities will go ahead as planned, thereby showing the entire world that Canada's Francophone and Acadian communities are dynamic and vital. That would make us very happy."⁽⁹⁰⁾ In light of the evidence presented to it, the Senate Committee recommends:

Recommendation 15:

That the Minister of Canadian Heritage and Official Languages confirm, as soon as possible, the Government of Canada's financial support for the Place de la francophonie.

(87) Canadian Foundation for Cross-Cultural Dialogue (27 April 2009), pp. 29 and 37.

(88) Ibid., p. 44.

(89) Fédération des francophones de la Colombie-Britannique (27 April 2009), p. 27.

(90) Canadian Foundation for Cross-Cultural Dialogue (27 April 2009), p. 29.

CONSIDERATIONS FOR THE FUTURE

A. CLARIFICATION OF ROLES AND RESPONSIBILITIES

Further to its public hearings, the Senate Committee considers that there are shortcomings in the way the roles and responsibilities of the various partners involved in the organization of the Games are defined. The federal government and VANOC have difficulty exercising strong leadership with the provincial government, the municipalities and the sponsors with respect to the two official languages. Problems are too often dealt with after the fact instead of at the very beginning of the process.

Under the *Official Languages Act*, all federal institutions have an obligation to take positive measures to foster the full recognition and use of both English and French in Canadian society. The Government of Canada must be able to make the other partners involved in the organization of the Games understand this fundamental value. The unilingual sign on the Richmond Olympic Oval is a good example of a problem that could have been avoided if stronger leadership had been exercised from the start.

B. EVALUATION OF RESULTS

English and French are the official languages both of Canada and of the IOC. As the host country for the Games, Canada has an obligation to set an example in this regard. Once the 2010 Winter Games are over, the Department of Canadian Heritage must evaluate the results achieved in meeting linguistic requirements. It must adopt the means necessary to identify successes and failures and do everything possible to play an exemplary role the next time Canada is chosen as the host country for the Games. The Government of Canada must make every effort to ensure compliance with the *Official Languages Act* and to promote linguistic duality at international sports events that take place on its territory. The Senate Committee therefore recommends:

Recommendation 16:

That the Department of Canadian Heritage conduct an evaluation of the extent to which the language requirements of the 2010 Games were met. That the findings of this evaluation be communicated to the standing committees on official languages of the Senate and House of Commons within a reasonable time frame.

C. BROADCASTING RIGHTS FOR THE GAMES

In the Senate Committee's opinion, it is important that measures be taken to ensure that in the future the coverage of the Games in both official languages is as equitable as possible. The Senate Committee recognizes that the awarding of broadcasting rights rests with the IOC, but it deplores the fact that showcasing Canada's linguistic duality is not a consideration in the decision-making process. Canada has a dual responsibility when it is our country that is hosting the Olympics: it must ensure that both English and French are respected in Canada and in the international Olympic movement. When the Games are taking place in Canada, there should be no question that equitable coverage of equal quality in both official languages is indeed essential. All Canadians should have access to Games coverage in the official language they choose. It is important to intervene at the very beginning of the process, rather than after the fact.

CONCLUSION

The Senate Committee wants to thank all the witnesses for making themselves available so generously. It also wishes to highlight the dedication and commitment to the common goal of reflecting Canada's linguistic duality at the 2010 Olympic and Paralympic Winter Games on the part of every one of the partners it met with. The collaboration among all the partners in Canada's Francophone communities will likely be strengthened by the work of VANOC's advisory committee on official languages.

The Senate Committee is proud of its own accomplishments so far. The pressure it has placed on the various partners since 2007 has yielded significant progress, such as the unprecedented coverage of the Paralympic Games in both official languages. The Senate Committee maintains that constant vigilance is required until February 2010, when the Games officially open. With the Games about to start, Canada must meet the challenges related to official languages at the Games in an exemplary manner. The Grand Témoin for the Vancouver Games must hold up the 2010 Games as a model for all other hosting countries. There is not much time left before opening day. Under the circumstances, the Senate Committee will continue to closely monitor progress in ensuring that this major international event fully reflects Canada's linguistic duality.

**APPENDIX A:
LIST OF RECOMMENDATIONS**

Recommendation 1

That VANOC’s advisory committee on official languages prepare official languages follow-up reports, in order to better target sectors where intervention is required. That these reports be communicated to the 2010 Olympic and Paralympic Winter Games Secretariat and the standing committees on official languages of the Senate and the House of Commons within a reasonable time frame.

Recommendation 2

That VANOC immediately send a written request to the Minister of Canadian Heritage and Official Languages, with a copy to the Minister of State (Sport), requesting additional financial assistance for its translation and interpretation requirements.

Recommendation 3

That VANOC and the 2010 Olympic and Paralympic Winter Games Federal Secretariat develop tools for volunteers to provide for the active offer of services in the two official languages during the Games.

Recommendation 4

That the Minister of Canadian Heritage and Official Languages and the Minister of Intergovernmental Affairs coordinate the efforts of the responsible federal departments, including the Department of Industry, and of the Government of British Columbia, to ensure that Canada’s linguistic duality is reflected on official Games Web sites.

Recommendation 5

That the 2010 Olympic and Paralympic Winter Games Federal Secretariat, VANOC’s official languages advisory committee, the Fédération des francophones de la Colombie-Britannique and the Canadian Foundation for Cross-Cultural Dialogue continue their efforts to ensure that the Government of British Columbia and the host municipalities publish information for tourists about the 2010 Games in both official languages.

Recommendation 6

That the Privy Council Office coordinate the action of federal institutions, including the Vancouver International Airport Authority, the Greater Toronto Airport Authority, Air Canada, the Canadian Air Transport Security Authority and the Canada Border Services Agency, in order to guarantee the availability of services in both official languages for members of the travelling public during the 2010 Games.

Recommendation 7

That Canada's Olympic Broadcast Media Consortium, in consultation with VANOC's advisory committee on official languages, the 2010 Olympic and Paralympic Winter Games Federal Secretariat, the Fédération des francophones de la Colombie-Britannique and the Canadian Foundation for Cross-Cultural Dialogue, make every effort to ensure that Canada's Francophone communities are reflected in all their diversity in the French-language Games programming.

Recommendation 8

That the Canada's Olympic Broadcast Media Consortium, the 2010 Olympic and Paralympic Winter Games Federal Secretariat, VANOC's advisory committee on official languages, the Fédération des francophones de la Colombie-Britannique and the Canadian Foundation for Cross-Cultural Dialogue pursue their discussions with the hotels in Vancouver and Whistler to ensure that visitors staying in those hotels have access to broadcasts of the Games in both official languages.

Recommendation 9

That VANOC pursue its efforts with community newspapers and radio stations, in order to ensure that Canada's Francophones are well informed about the Games.

Recommendation 10

That VANOC's advisory committee on official languages and the 2010 Olympic and Paralympic Winter Games Federal Secretariat, in collaboration with the Fédération des francophones de la Colombie-Britannique and the Canadian Foundation for Cross-Cultural Dialogue, make a commitment to ensuring that Canada's Francophone communities are reflected in all their diversity in the cultural celebrations that take place before, during and after the Games.

Recommendation 11

That the 2010 Olympic and Paralympic Winter Games Federal Secretariat and VANOC's advisory committee on official languages work with the government of British Columbia and the host municipalities to ensure that Games-related signage (both permanent and temporary) is available in both official languages.

Recommendation 12

That the 2010 Olympic and Paralympic Winter Games Federal Secretariat and VANOC's advisory committee on official languages approach the sponsors to ensure that they provide services at the Games in both official languages.

Recommendation 13

That the Privy Council Office:

- a) provide stronger leadership to all federal institutions and partners involved in the organization of the Games;**
- b) clearly define the respective responsibilities of the 2010 Olympic and Paralympic Winter Games Federal Secretariat and VANOC as regards respect for linguistic duality at the 2010 Games.**

Recommendation 14

That the 2010 Olympic and Paralympic Winter Games Federal Secretariat prepare official languages follow-up reports, in order to better target sectors where intervention is required. That these reports be communicated to VANOC's advisory committee on official languages, the standing committees on official languages of the Senate and the House of Commons, and the federal institutions concerned within a reasonable time frame.

Recommendation 15

That the Minister of Canadian Heritage and Official Languages confirm, as soon as possible, the Government of Canada's financial support for the Place de la francophonie.

Recommendation 16

That the Department of Canadian Heritage conduct an evaluation of the extent to which the language requirements of the 2010 Games were met. That the findings of this evaluation be communicated to the standing committees on official languages of the Senate and House of Commons within a reasonable time frame.

**APPENDIX B:
LIST OF WITNESSES**

Agency and Spokesperson	Date
<p>Office of the Commissioner of Official Languages</p> <p>Graham Fraser, Commissioner of Official Languages</p> <p>Lise Cloutier, Assistant Commissioner, Corporate Services Branch Johane Tremblay, A/Assistant Commissioner, Policy and Communications Branch Pierre Coulombe, A/Assistant Commissioner, Compliance Assurance Branch Pascale Giguère, A/Director and General Counsel, Legal Affairs Branch</p> <p>Ghislaine Charlebois, Assistant Commissioner, Compliance Assurance Branch</p>	<p>02.03.2009</p> <p>01.06.2009</p>
<p>Canadian Heritage</p> <p>The Honourable James Moore, P.C., M.P., Minister of Canadian Heritage and Official Languages</p> <p>Judith A. LaRocque, Deputy Minister Hubert Lussier, Director General, Official Languages Support Programs Jérôme Moisan, Senior Director, Official Languages Secretariat David M. Robinson, Director General, 2010 Olympic and Paralympic Winter Games Federal Secretariat</p> <p>Marie-Geneviève Mounier, Assistant Deputy Minister, International and Intergovernmental and Sports David M. Robinson, Director General, 2010 Olympic and Paralympic Winter Games Federal Secretariat Claude Doucet, Director, Legislative, Industry and Citizen Engagement Policy</p>	<p>23.03.2009</p> <p>27.04.2009</p>
<p>Fédération des communautés francophones et acadienne du Canada</p> <p>Suzanne Bossé, Director General Diane Côté, Director, Community and Government Relations</p>	<p>30.03.2009</p>

Agency and Spokesperson	Date
<p>Fédération culturelle canadienne-française</p> <p>Raymonde Boulay-Leblanc, President Annick Schulz, Director, Communications and Public Relations</p>	30.03.2009
<p>Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC)</p> <p>Jacques Gauthier, Chair, advisory committee on official languages Francine Bolduc, Director, Workforce and Official Languages</p>	
<p>Fédération des francophones de la Colombie-Britannique</p> <p>Dr. Réal Roy, President Yves Trudel, Executive Director</p>	27.04.2009
<p>Canadian Foundation for Cross-Cultural Dialogue</p> <p>Guy Matte, Executive Director</p>	
<p>Canada's Olympic Broadcast Media Consortium</p> <p>Gerry Frappier, French Chef de mission, President and General Manager, RDS and RIS Rick Brace, President, Revenue, Business Planning and Sports, CTVglobemedia Inc. David Goldstein, Senior Vice-President, Regulatory Affairs, CTVglobemedia Inc.</p>	11.05.2009
<p>Canadian Radio-television and Telecommunications Commission</p> <p>Scott Hutton, Executive Director, Broadcasting Annie Laflamme, Director, French Language TV Policy and Applications</p>	25.05.2009
<p>Treasury Board</p> <p>The Honourable Vic Toews, P.C., M.P., President of the Treasury Board</p> <p>Michelle D'Auray, Chief Human Resources Officer Marc O'Sullivan, Acting Senior Vice President, Workforce and Workplace Renewal Sector</p>	15.06.2009

**APPENDIX C:
FOLLOW-UP ON RECOMMENDATIONS IN THE FEBRUARY 2007
REPORT**

Recommendations	Implementation Status (June 2009)
<p>1. That the federal government ensure that the COC, in selecting Canadian cities to bid on hosting the Games, require an official commitment from applicant cities to meet official languages requirements.</p>	<p>This recommendation has been partially implemented.</p> <p><i>In its response of August 2007, the Government of Canada agreed to inform the COC of the need to notify applicant cities of their obligations regarding official languages without, however, requiring any formal commitment from them.</i></p>
<p>2. That the federal government clarify the roles that VANOC, the Foundation, the FFCB and the Government of Quebec are to play in connection with the Games in order to promote linguistic duality and the representation of the various components of the Canadian Francophonie.</p>	<p>This recommendation has been partially implemented.</p> <p><i>In its response of August 2007, the Government of Canada clarified the roles of partners from the Canadian Francophonie. Their relationship with VANOC has improved and will likely be strengthened by the establishment of the advisory committee on official languages. However, it should be noted that the provincial governments have not been asked to participate in the advisory committee's work. In this report, the Senate Committee observed that confusion persists as to how roles and responsibilities for official languages are defined among the partners.</i></p>
<p>3. That the Department of Canadian Heritage recognize that there are Francophone organizations in British Columbia and ensure that there is sufficient funding for their legitimate projects for the 2010 Games.</p>	<p>This recommendation has been partially implemented.</p> <p><i>The CFCCD and FFCB have a special budget envelope for the 2010 Games. Funding delays for certain projects (such as the Place de la francophonie) have deepened the sense of uncertainty and precariousness among Francophone communities. These organizations must sometimes use their own funds to carry out activities planned as part of the Games.</i></p>
<p>4. That the federal government provide information about the strategies VANOC plans to implement in order to ensure the representation of Francophone communities within the organization, by June 2007.</p>	<p>The Senate Committee lacks sufficient information to determine whether this recommendation has been implemented.</p> <p><i>In its hiring procedures, VANOC agreed to pay special attention to candidates' bilingual capacity. In June 2008, the Senate Committee noted that some key positions involving service to the public, media and athletes did not require knowledge of both official languages. The study by the Commissioner of Official Languages released in December 2008 noted that Francophones remain under-represented on VANOC's senior management team.</i></p>

Recommendations	Implementation Status (June 2009)
<p>5. That the federal government, in cooperation with the other partners, immediately begin to work toward the appointment of a representative from the French-language communities to the VANOC Board of Directors.</p>	<p>This recommendation has been implemented.</p> <p><i>VANOC has not changed the size of its Board of Directors to accommodate a representative from the French-language community. However, it established an advisory committee on official languages in the winter of 2009 that includes representatives from VANOC, the Government of Canada and the Canadian Francophonie as well as Jean-Pierre Raffarin, Grand Témoin of the 2008 Games.</i></p>
<p>6. That the federal government urge VANOC to ensure that all facets of Canada's French-language community are represented in the programs for cultural celebrations that are held before, during and after the Games.</p>	<p>This recommendation has been partially implemented.</p> <p><i>Some of the cultural events held as part of the Games (such as the countdown) have not ensured that Canada's French-language community is adequately represented. The Government of Canada made a commitment to ensuring that the objectives in the contribution agreements would be respected. Careful follow-up is needed for cultural programming. There is no mechanism to guarantee representation of Canada's French-language community in all its diversity during the Games' opening and closing ceremonies.</i></p>
<p>7. That the federal government and VANOC work together with the Bell Globemedia/Rogers Media consortium to find, before 31 December 2007, a solution that guarantees equitable access that is of equal quality to 2010 Olympic Games programming for all Canadians.</p>	<p>This recommendation is being implemented.</p> <p><i>The Consortium is striving to ensure the most equitable coverage in French possible. Coverage currently reaches about 96% and could go as high as 98% if all distributors accept its offer to descramble the signal of the French-language networks free of charge during the Games. The Consortium must make every effort to achieve the stated objective.</i></p>
<p>8. That the federal government, in cooperation with VANOC and the municipal governments, urge hotels in Vancouver and Whistler to offer their clients access to the signal from at least one of the three French private networks (TQS, RDS or RIS) during the Games.</p>	<p>This recommendation is being implemented.</p> <p><i>All but two Vancouver hotels have agreed to descramble the signal of the French-language networks during the Games. The Consortium has agreed to negotiate a similar agreement with hotels in Whistler. Careful follow-up with the hotels is required.</i></p>

Recommendations	Implementation Status (June 2009)
<p>9. That the federal government urge VANOC to install bilingual signs on the major roads linking the Vancouver International Airport, the Vancouver train station and the host cities.</p>	<p>This recommendation has been partially implemented.</p> <p><i>VANOC agreed to provide all partners involved in the Games with a manual that includes information on the use of the two official languages on road signs. This recommendation requires careful follow-up with the Government of British Columbia and the host municipalities.</i></p>
<p>10. That the federal government urge VANOC to make public the strategies it plans to use to encourage sponsors and private firms to provide services in both official languages, by June 2007.</p>	<p>This recommendation has been partially implemented.</p> <p><i>VANOC has agreed to provide sponsors with a directory of bilingual resources that they can use in order to offer bilingual services. In June 2008, the Senate Committee noted that there were still deficiencies regarding the offer of service in both official languages in many areas where VANOC works with third parties. In the spring of 2009, VANOC stated that it was taking action with regard to sponsors, but representatives of Canada's French-language community have indicated they are concerned about external partners respecting linguistic duality.</i></p>

APPENDIX D:

FOLLOW-UP ON RECOMMENDATIONS IN THE JUNE 2008 REPORT

Recommendations	Implementation Status (June 2009)
<p>1. That VANOC review its internal policies to ensure that it better identifies positions which require knowledge of both official languages and that those positions be filled with bilingual staff.</p>	<p>The Senate Committee lacks sufficient information to determine whether this recommendation has been implemented.</p> <p><i>VANOC regularly reviews its internal policy on official languages. A copy of the policy sent to the Senate Committee in June 2009 does not contain any provisions regarding the hiring of employees who have knowledge of both official languages.</i></p>
<p>2. That an observer position be created on the Board of Directors in order to ensure representation of the Francophone community and provide Francophones with a way to monitor VANOC activities.</p>	<p>This recommendation has been implemented.</p> <p><i>VANOC has not created an observer position on its Board of Directors. However, it established an advisory committee on official languages in the winter of 2009 that includes representatives from VANOC, the Government of Canada and the Canadian Francophonie, as well as Jean-Pierre Raffarin, Grand Témoin of the 2008 Games</i></p>
<p>3. That the federal government and VANOC work together with the Bell Globemedia/Rogers Media consortium to find, before 31 December 2007, a solution that guarantees equitable access that is of equal quality to 2010 Olympic Games programming for all Canadians.</p>	<p>This recommendation is being implemented.</p> <p><i>The Consortium is striving to ensure the most equitable coverage in French possible. Coverage currently reaches about 96% and could go as high as 98% if all distributors accept its offer to descramble the signal of the French-language networks free of charge during the Games. The Consortium must make every effort to achieve the stated objective.</i></p>
<p>4. That the federal government, in cooperation with VANOC and the municipal governments, urge hotels in Vancouver and Whistler to offer their clients access to the signal from at least one of the three French private networks (TQS, RDS or RIS) during the Games.</p>	<p>This recommendation is being implemented.</p> <p><i>All but two Vancouver hotels have agreed to descramble the signal of the French-language networks during the Games. The Consortium has agreed to negotiate a similar agreement with hotels in Whistler. Careful follow-up with the hotels is required.</i></p>

Recommendations	Implementation Status (June 2009)
<p>5. That hotels and restaurants which are able to provide services in French be clearly identified as such.</p>	<p>The Senate Committee lacks sufficient information to determine whether this recommendation has been implemented.</p> <p><i>None of the witnesses appearing before the Senate Committee made a formal commitment in this regard.</i></p>
<p>6. That the federal government urge VANOC to make public the strategies it plans to use to encourage sponsors and private firms to provide services in both official languages, by June 2007.</p>	<p>This recommendation has been partially implemented.</p> <p><i>VANOC has agreed to provide sponsors with a directory of bilingual resources that they can use in order to offer bilingual services. In June 2008, the Senate Committee noted that there were still deficiencies regarding the offer of service in both official languages in many areas where VANOC works with third parties. In the spring of 2009, VANOC stated that it was taking action with regard to sponsors, but representatives of Canada's French-language community have indicated they are concerned about external partners respecting linguistic duality.</i></p>