

French-language Services Plan

2020–2021

Nova Scotia Liquor Corporation



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Nova Scotia Liquor Corporation
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Ce document est également disponible en français sous le titre : « Plan de services en français 2020-2021 »

Message from the deputy head or CEO

The Nova Scotia Liquor Corporation is committed to providing bilingual customer service at our four designated NSLC stores, located in the French-speaking communities of Arichat, Cheticamp, Meteghan and West Pubnico. Our employees are deeply invested in working and living in these Francophone communities and are proud to be able to offer this service to their neighbours and customers.

We are also committed to ensuring that our responsible consumption platform for post secondary institutions is available in French to any university in the Atlantic provinces that wishes to receive it. We are pleased to see our employees take advantage of the opportunity to take French language courses through Université Sainte-Anne and fully support our employees in their efforts. The NSLC believes that providing service in French when possible enhances our overall commitment to providing superior customer service.

President and CEO Greg Hughes

What we're doing to contribute to the growth of the Acadian and francophone community

We recognize the importance of French-language services and we endeavour to fulfill our responsibilities under the *French-language Services Act* and Regulations. We believe Nova Scotians should have access to quality government services in French, and this plan demonstrates our commitment to ensuring our policies and services address the priorities expressed by the Acadian and francophone community. To achieve this aim, we collaborate with other designated public institutions of our shareholder, including the Office of Acadian Affairs and Francophonie – through the French-language Services Coordinating Committee. We greatly value this partnership, which ensures a continued understanding of the unique needs of our province's Acadian and francophone community.

We support Nova Scotians in their requests to have services from the NSLC in French. As we continue to maintain and improve our French-language services, we welcome feedback on our progress, and we invite you to share with us your comments or questions by contacting our French-language services coordinator.

French-language services coordinator:

Beverley Ware Contact: Beverley.Ware@mynslc.com

Services we offer in French

- Keep It Social is our anti-binge drinking platform that is an Atlantic Canada partnership led by the NSLC and involves Alcool NB Liquor, PEI Liquor Control Commission and Newfoundland and Labrador Liquor Corporation as sponsor partners. In Nova Scotia, all major universities are involved Dalhousie, Saint Mary's, St Francis Xavier, Mount Saint Vincent, Acadia, Cape Breton University, and Sainte Anne. Other Atlantic Canadian participants include Mount Allison, University of New Brunswick, Holland College, University of PEI and Memorial University of Newfoundland,
- The platform "Restons Sociable" is available to any university within the Atlantic Provinces that wishes to receive the French version of Keep It Social.

- French customer service is offered at the four designated NSLC stores (Arichat, Cheticamp, Meteghan and West Pubnico)
- Inform NSLC employees about French Courses offered by the Université Sainte-Anne and support their attendance.
- Post privacy notices in French in our stores and Head Office notifying customers and employees of the use of closed-circuit surveillance television cameras.

How we communicate with the public in French

- The NSLC offers service in French in four of our stores through face to face interactions, conversations with customers over the phone and through letters and emails. These stores are in the largely Francophone communities of Arichat, Cheticamp, Meteghan and West Pubnico.
- MADD presentations are sponsored in French upon request.
- We ensure our responsible consumption platform Restons Sociable is available to any university in the Atlantic Provinces that wishes to receive it.
- We offer our Contact Us information on myNSLC.com in French.

What we did to maintain or improve our French-language services in 2019–20

- In 2019, we launched a revised and updated website to Keep It Social and also made the site available in French. When a visitor to the site arrives, they can now translate the entire site with the click of a button and receive the information in the French language.
- The NSLC was approached by the Université de Sherbrooke and Bishops University to license the Keep It Social platform for their community. We provided them with permission to use this NSLC platform and translate it appropriately. They have since launched “*Garde ça l’fun*” in partnership with Sherbrooke Ville en santé.
- We posted privacy notices in French in our stores and Head Office notifying customers and employees of the use of closed-circuit surveillance television cameras.

How we plan to maintain or improve our French-language services in 2020–21

Objective 1: Strengthen internal operational structures including policy, legislative and administrative frameworks

- Champion and support the planning, administration and policy development framework for the implementation of the French-language Services Act and its regulations.
 - Ensure customers and employees are aware of the French-language services available within the NSLC.
 - Preserve awareness of the French-language services available within the NSLC and identify opportunities, as they are identified by customers and stakeholders, to enhance our offering.

Objective 2: Develop and deliver quality French-language services and programmes to the public

- Maintain the prevalence and awareness of French-language services through active offer and communications.
 - Provide bilingual customer service in the four designated bilingual stores and at the NSLC’s Head Office and Distribution Centre.
 - Continue to inform NSLC employees about French Courses offered by the Université Sainte-Anne and support their attendance.
 - Translate NSLC news releases where appropriate and distribute them to francophone media in the province

Objective 3: Maintain ongoing dialogue and consultation with the Acadian and francophone community

- Encourage the participation of the Acadian and Francophone community in the development of programs and services with a view to improving the delivery of services in French.
 - Continue to offer the “Keep It Social/Restons Sociables” campaign in its bilingual form to reduce the potential for harms that can occur from high-risk drinking.
 - Raise awareness about the Cabbioke program and its availability for francophone community events and festivals.
 - Continue to work with the universities to further develop the Keep It Social program and its important message. As updates are made, these will be provided to Université Sainte-Anne.
 - Consider Francophone festivals and events within our annual plan for Cabbioke, promoting responsible choices and planning ahead to get home safely.
 - Continue to sponsor the MADD Canada public school education program and ensure francophone schools are included in planned engagements.
 - Maintain an Aide link that offers our Contact Us information on myNSLC.com in French and a link to our cannabis pages.
 - Maintain privacy notices in French in our stores and Head Office notifying customers and employees of the use of closed-circuit surveillance television cameras.