



Official Languages Policy

1. Principles and Purposes:

The Official Languages Policy of Canoe Kayak Canada (CKC) has two primary objectives:

- a) to state CKC's commitment to the promotion and use of the two official languages of Canada in its activities; and
- b) to guide CKC decision-making process by providing clear direction on our communications and services in both official languages.

These communications and services may be for members of the English-speaking and French-speaking communities in Canada or for CKC staff, membership and associates.

2. Application

This policy applies to all representatives of CKC. Representatives include athletes, coaches, officials, volunteers and administrators engaged in the management, activities, programs or events of CKC or any of its sport disciplines, including in the case of the Sprint Racing Discipline, its divisions. It also applies to its partners when they are doing business with CKC. These partners include but are not limited to National Centres, sponsors, suppliers, licensees and event organizing committees.

3. Implementation of Official Languages Measures

3.1 Active Offer

Reception Area:

CKC will display to members of both linguistic groups that this service point can serve them effectively in the official language of their choice. Publications will be made available in both English and French and will be displayed so as to reflect the equal status of both official languages.

Signage:

Exterior and interior signs at national and international events and at CKC functions shall be in English and French.

Telephone and In-person Reception:

The public will be greeted in a way that makes it evident that services are available in either official language, particularly when the employee initiates the in-person or telephone conversation.

CKC shall:

- Make it clear to all members of the public that they can communicate with and be served in the official language of their choice.
- Provide services of comparable quality in either language.
- Advise the linguistic minority periodically of available CKC bilingual services.
- Ensure that voice mail with which the public is expected to communicate, such as the main number at the CKC National Office, has a bilingual message.
- Have arrangements made so that all calls can be transferred to an employee who speaks the relevant official language and can serve the clients effectively and promptly in the official language of their choice. The referred-to employee shall provide the information in the relevant language or make arrangements to have it provided to the caller later, within a reasonable timeframe.

3.2 Media

Any advertising or media release initiated by CKC, or in which CKC participates (print, radio, video, television, online) is to be produced and made available for distribution in English and French.

3.3. Documentation and Products

Where CKC agents design products (such as team clothing) for the exclusive use of CKC, such products shall contain both English and French text.

Contracts must be drafted in the preferred language of the contracted person. All agreements and policies dealing with athletes are to be made available in English and in French.

CKC forms intended for representatives or for the general public shall be in English and in French.

All letters and other forms of written communications received by CKC should be replied to in the language of the originator of the correspondence.

3.4 Events and Their Target Clienteles

All announcements to the public concerning CKC national and international activities, projects and programs are to be in both official languages. This should also apply to CKC sanctioned activities that are conducted regionally, if these activities take place in a typically bilingual region of Canada.

CKC must ensure an “active offer of services” to members of the public in both official languages.

CKC must make available in both official languages any documents for the general public relating to its activities, project or programs.

CKC, and its individual disciplines, must make available in both official languages all approved policies. All coaching education materials must be made available in both official languages.

Language of Work:

- Because it values its employees and respects their linguistic rights, CKC shall encourage employees to work in the official language of their choice.
- Personnel and administrative services, for example, should be made in an employee's language whenever possible.
- The choice of language of work at CKC remains subject to our responsibility to provide service to the public in both official languages.
- The CKC national office will use the appropriate official language(s) in the provision of services to and its communications with clubs, divisions and provincial associations.
- It is preferred that those employees who communicate with or provide services to the public have the linguistic capacity to fulfill these duties in both official languages.
- Supervision must be conducive to the use of both languages and optimally, in the preferred official language of the employee. When this is not feasible, alternate arrangements can be offered to the employee. Performance appraisals shall be in the preferred language of the employee.

Employment and Career Impacts:

CKC recognizes the significant and continuing contribution that is made by its qualified and experienced employees. Therefore, no CKC employee's current employment level will be adversely affected because of a lack of official language capacity.

With the exception of the delivery of services where linguistic capacity requirements require a capability in both official languages, no CKC employee shall have his or her opportunities for advancement adversely affected.

Any linguistic designation of positions must be justified on the basis of need.

ANNEX I Definitions

- 1) Public also referred to as the general public, be they in Canada or abroad

Includes: any persons, group of persons, association (or representative thereof)

Examples of such associations are professional associations, for-profit organizations, not-for-profit organizations, municipal organizations, and companies (other than a Crown corporation)

Members of federal institutions in the exercise of their duties are not considered members of the public. Contractors employed by the federal government and their staff, and employees of provincial territorial and municipal governments are considered members of the public.

- 2) Obligation to provide bilingual service:

An obligation exists for federally funded not-for-profit organizations when a member of the Canadian public is communicating with or receiving a service from our organization.

3) Service to the public:

- public information
- active offer of services
- signage
- announcements and notices
- services in person or by telephone
- services to travelers
- health and safety services

When grants or contributions are made to non-governmental voluntary agencies that serve the public of both official language communities, the grant or contribution agreement provides that communications with the public and delivery of services shall be in both official languages, in accordance with the spirit of the Official Languages Act.