

# Shooting Federation of Canada

## POLICY ON OFFICIAL LANGUAGES

CATEGORY: Policy	NUMBER:
SUBJECT: Official Languages	PAGE: 1 of 2
APPROVED: January 23, 2010	REVISED: September 29, 2007

### **PURPOSE**

The Shooting Federation of Canada (SFC) is committed to respecting both of Canada's official languages in all of its programs, activities and services.

The SFC recognizes both French and English as its languages of communication and services.

Communicating with the public, our members, athletes and other individuals in the "shooting sports family" in both of Canada's official languages is beneficial to our organization as we encourage:

- Greater understanding and learning on the part of athletes;
- Stronger appreciation of our products and services by all Canadians;
- Stronger market penetration of our products;
- Establishment of mutual respect between those who use each of Canada's official languages;
- A more diversified and credible international presence; SFC members are proud of Canada and our dual language heritage;
- Ability to communicate with a wider international population.

The Shooting Federation of Canada is the recognized national sport governing body for target shooting in Canada, and it is important for our organization to govern our sport in every corner of the country.

### **ANALYSIS**

Efforts have been made to provide SFC services in both official languages, the website is bilingual and many of our publications are available in both French and English.

All documentation and information provided to the athletes of the SFC National Team program is translated and circulated simultaneously in both official languages.

The SFC offers the following publications and services in both official languages:

- Aim Magazine (Official magazine of the SFC)
- Coaching Manuals
- Coaching Course Materials
- Officials Manuals
- Association By-Laws
- "Introductory package" sent to new national team members
- Official Rules

## **BILINGUAL STAFF**

The SFC has provided bilingual administrative and response services to its membership and will make every attempt to continue to do so. Of two current in-house staff, the Technical Director is functionally bilingual and the Office Manager is unilingual. Bilingualism will be considered a major asset in all future staff hiring processes.

## **COACHING**

By securing appropriate personnel and resources for the National Team program, the SFC will at all times make every effort to provide athletes with coaching, training camps, sport medicine and sport science support in the language of their choice.

## **PUBLICATIONS**

With the revision and update of many of the SFC's operating policies and publications, a comprehensive review will be undertaken and an inventory of unilingual and bilingual publications produced. An effort will be made to translate all important documentation that is currently unilingual.

## **BUDGETS**

A budget category has been established for "Official Languages" to ensure that resources are allocated to respect the SFC policy in this matter.

## **"BRANDING"**

The SFC will position itself as a bilingual organization through all of its produced materials. SFC events will be promoted and operated with signage, announcements and materials provided in both official languages.

## **CONCLUSION**

The Shooting Federation of Canada believes in the right of its public and members to have access to programs and services in the official language of their choice and reiterates our commitment as a national sport organization to doing so.