

## SPORT FOR LIFE SOCIETY POLICY

POLICY TITLE: OFFICIAL LANGUAGES	
Date Created: August 26, 2014 Date Approved: February 2024	Number of Pages: 3

### POLICY STATEMENT

Sport for Life Society recognizes Canada's linguistic diversity and is committed to providing services and information in the two official languages of their preference and encouraging the participation of members of both linguistic communities.

#### 1. DEFINITIONS

- 1.1. "Official languages" – English and French, as identified by the *Official Languages Act* as Canada's official languages.
- 1.2. "Events" – All National events, including Summits and Workshops
- 1.3. "General Public"
- 1.4. "Members"
- 1.5. "Representative" – Any individual employed by, or engaged in activities on behalf of, Sport for Life Society including employees, contractors, volunteers, researchers, directors of the Board, members, committee members, and administrators.

#### 2. PURPOSE

- 2.1. To guide Sport for Life Society in its use of both official languages in its activities.
- 2.2. This policy applies to Sport for Life Society and its activities. It also applies to its partners when they are conducting business with the Sport for Life Society including but not limited to the National Sport Organizations, Multisport Service Organizations, Sponsors, Suppliers, Licensees, and all national sport agencies.

#### 3. PROCEDURES

##### 3.1. COMMUNICATIONS

##### 3.1.1. LETTERS

All letters and other forms of written communications received by Sport for Life Society should be replied to in the official language in which they were written.

**3.1.2. NEWS RELEASES**

News releases intended for the general public are to be issued simultaneously, and in equivalent quality, in both official languages.

**3.1.3. PUBLICATIONS**

Any publication intended for Sport for Life Society members or the general public is to be issued simultaneously, and in equivalent quality, in both official languages. Such publications include the Annual Report, Bylaws, Strategic Plans, and key resource documents. Other documents would be available upon request, such as, Board and AGM minutes, and Audited Financial Statements.

**3.1.4. WEBSITE**

Any information posted on the Sport for Life Society website is to be issued simultaneously, in equivalent quality, in both official languages.

**3.1.5. SOCIAL MEDIA**

Social media accounts will be maintained in both official languages. Static content, such as the account name, organization profile, and contact information, will be provided in both official languages. Content should be equivalent in both volume and quality and strive to be issued simultaneously in both official languages.

**3.1.6. SIGNAGE**

All signs in the Sport for Life Society offices are to be in both official languages. Signage at all Sport for Life Society events or other Sport for Life Society functions is to be in both official languages.

**3.1.7. PRODUCTS**

In instances where agents of Sport for Life Society are designing products for the exclusive use of Sport for Life Society, such product(s) is (are) to contain text in both official languages (i.e. Staff Clothing).

**3.1.8. VERBAL COMMUNICATION**

Any verbal communication initiated from the Sport for Life Office should be in respect to the official language of the person to whom the communication is directed, if possible.

**3.2. FORMS AND CONTRACTS**

**3.2.1. FORMS**

Forms created for Sport for Life Society members and/or the general public are to be in both official languages.

**3.2.2. CONTRACTS**

Contracts are to be prepared in the official language of preference of the person being issued the contract.

### 3.3. ADVERTISING

Any advertising initiated by Sport for Life Society (print, radio, video, television) is to be produced in the language appropriate for the type of media and, where possible, available for distribution in both official languages upon request.

### 3.4. EVENTS

3.4.1. All events and/or functions hosted or sponsored by Sport for Life Society, or its partners are to be presented and take place in both official languages.

3.4.2. Any information published in relation to the event or function on the organization's website and social media platforms will be provided in both official languages. This includes the event or function's invitation, registration method, and promotional materials.

3.4.3. Speakers and moderators for events and/or functions hosted or sponsored by Sport for Life Society should come from both official languages and be invited to speak in the language of their choice.

3.4.4. Event or function participants are invited to express themselves in the official language of their choice. A bilingual moderator, or moderators from both official language communities, will be made available to respond in the official language of the participant's choice when possible.

### 3.5. PROGRAMS AND SERVICES

3.5.1. Sport for Life Society programs and services, including but not limited to webinars, workshops, eLearning, presentations, and resources, are to be provided in both official languages.

3.5.2. The delivery of Sport for Life programs and services, including but not limited to training and education, professional development, and expert consultation, is to be provided in the predominant official language of the linguistic group or community to which it is being delivered.

3.5.3. A Sport for Life Representative will be available to respond to any written or verbal queries related to Sport for Life Society's programs and services in the official language of the person to whom the communication is directed.