Jurisdictional scan of bilingual communications practices in public administrations

Background:

Over the past several years, the Government of Yukon has significantly enhanced its capacity to communicate bilingually, expanding the availability of information across a growing range of channels, including traditional media, websites, social media platforms, and other digital tools.

As communications activities have grown in volume, pace, and complexity, departments have adapted their practices to meet evolving operational needs and public expectations. While this has strengthened the government's ability to respond and engage with the public effectively, it has also resulted in varying levels of capacity, coordination, and consistency across departments.

At the same time, expectations for timely, accessible, and reliable information continue to increase. This places greater importance on clear governance, defined roles and responsibilities, consistent standards, and effective coordination across government. These considerations become particularly critical during emergencies and rapidly evolving situations, when timely, accurate, and coordinated bilingual communications are essential to supporting public safety and maintaining public confidence.
To further strengthen its approach, the Government of Yukon is developing an evidence-based, government-wide strategic approach to bilingual communications, with particular attention to emergency preparedness and responsiveness.

A key component of this work is a jurisdictional scan examining how other Canadian public administrations organize, govern, resource, coordinate, and deliver bilingual communications. The findings will help identify leading practices, emerging trends, and opportunities to strengthen the Government of Yukon's approach and inform the development of a sustainable, coordinated, and effective approach for bilingual communications across government.

Purpose and outcomes

The purpose of this project is to identify, analyze and synthetize leading practices, governance models, policy frameworks, operational structures, and implementation approaches used by Canadian public administrations to support bilingual communications.

The jurisdictional scan will identify innovative practices and lessons learned to inform future decision-making and support the development of a coordinated, sustainable, government-wide approach to bilingual communications in the Yukon. It will also highlight practical tools, frameworks, and recommendations that can be adapted to the Yukon context, including considerations for routine, emergency and responsive communications.

The project will contribute to:

- an evidence-based understanding of effective bilingual communications models;
- improved understanding of governance, policy, and operational requirements;
- identification of practical tools, frameworks, and processes suitable for the Yukon;
- enhanced readiness to develop a coordinated government-wide approach to bilingual communications.