Gap analysis of Government of Yukon's bilingual communications capacity and practices

Background:

Over the past several years, the Government of Yukon has significantly expanded its communications capacity and channels to support a more open, transparent, and accessible government. This evolution has been driven by the digitalization of government services, growing public expectations for timely and accessible information and proactive public engagement, and the need to communicate effectively in a fast-paced and increasingly complex information environment, particularly during emergencies.

The COVID-19 pandemic further accelerated this transformation, requiring government to rapidly disseminate critical information through multiple channels, often outside regular business hours. Many of the practices and expectations established during this period have since become embedded in day-to-day communications operations.

As communications activities have grown in volume, pace, and complexity, bilingual communications have expanded to meet evolving operational needs and public expectations, helping improve access to government information and services in French. Over time, practices, capacities, and delivery models have developed in different operational contexts across departments.

Expectations for timely, accurate, and accessible bilingual communications also continue to increase, particularly during emergencies and rapidly evolving situations, when coordinated communications and clearly defined roles, processes, and responsibilities are essential to supporting public safety and maintaining public confidence.

In this context, the Government of Yukon is developing an evidence-based, government-wide strategic approach to bilingual communications, with particular attention to emergency preparedness and responsiveness. To inform this work, the government is undertaking an assessment of the current state of bilingual communications across departments, including governance, capacity, processes, and service delivery. The findings will help establish a baseline of current practices and identify opportunities to support a more coordinated, effective, and sustainable approach to bilingual communications across government.

Purpose and outcomes

The purpose of this project is to assess the current state of bilingual communications across the Government of Yukon, establish a baseline of existing practices, capacity, governance, and resources, and identify strengths, risks, gaps, and opportunities for improvement. The assessment will provide evidence-based findings and practical recommendations to support future planning, governance and policy development, capacity building, and the continuous improvement of bilingual communications across government, including both routine operations and emergency situations. The findings will help inform a more coordinated, effective, and sustainable government-wide approach to bilingual communications.

The project will provide:

- a comprehensive baseline of current bilingual communications practices across government;
- a clear understanding of existing strengths, risks, gaps, and opportunities for improvement;
- identification of organizational, operational, and capacity needs to support effective bilingual communications;
- evidence to inform future governance, policy, and service delivery decisions;
- strategic priorities and recommendations to guide the development and implementation of a government-wide bilingual communications approach; and
- improved readiness to support bilingual emergency communications and public information delivery in the Yukon.