

Best Practices: How to Include the FrancoFUN Communities Within your Festival

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Linguistic inclusion can be a sensitive and complex subject in New Brunswick and across Canada, but certainly deserves our attention. In a province like ours where we have the chance to work with two official languages, we have a unique opportunity to be leaders in inclusion and bilingualism.

One of the ways we can achieve this is by being more welcoming of the francophone communities within the New Brunswick music festivals, which would in turn promote diversity and celebrate the richness of our linguistic duality. As an important portion of the festival client base in New Brunswick is of francophone origin, it would be interesting for them to be validated and to recognize themselves in the festival line-up and products. This would also provide an opportunity to share with all participants, regardless of their origins, that bilingualism can be FUN and a harmonious asset for your festival, and for our province. It is possible to reach this goal through collaboration and by raising awareness among the festival community in general.

Here are some potential medium- to long-term positive outcomes:

- Increase your number of francophone festivalgoers, thus overall participation to the festival through an increase of this targeted market
 - o Opportunity to target festivalgoers and artists from new market such as Northern NB (Acadian Peninsula and Northwest NB) & the province of Quebec
- Increase the sense of belonging towards your festival among francophone participants
- Help develop stronger ties between the francophone and anglophone communities & their respective music industries
- Increase the potential partnerships and sponsorships with francophone associations & businesses
- Enhance francophone media coverage, and increase promotion towards this target market
- Access to funding to promote bilingualism through programs offered by the Government of Canada and Province of New Brunswick

Here are five best practices to get you on your way to an inclusion of both official languages in your festival! A resource guide has also been prepared which presents different resources that could help you along your way. Of course, these things can take time, but the execution of one recommendation at a time is a step towards a more inclusive event for the people of New Brunswick!

BEST PRACTICES

1. Translate key communications in French;
 - Web site
 - Media relations
 - Main social media posts
 - Brochures and posters
 - Signage (on site)

2. Include more francophone content in the program;
 - Musical program
 - Workshops
 - Presenters

3. Recruit a larger number of bilingual volunteers;

4. Consider adding francophone representatives on your team;

5. Familiarise yourself with the resources available for you.