
The Greater Moncton International Airport Authority's (GMIAA) Official Language Action Plan



GREATER MONCTON INTERNATIONAL
AIRPORT AUTHORITY INC.
DIRECTION DE L'AÉROPORT INTERNATIONAL
DU GRAND MONCTON INC.





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1.0 GMIAA's Commitment

As part of our ongoing commitment to delivering services in both official languages, the Greater Moncton International Airport Authority (GMIAA) is dedicated to upholding the principles of the Official Languages Act of Canada. We recognize the importance of linguistic duality in delivering a welcoming, inclusive, and accessible airport experience for all. This Official Languages Action Plan outlines our strategic direction for strengthening bilingual service delivery across airport operations and communications. It reflects GMIAA's role as a connector in a bilingual region and our responsibility to meet the evolving needs of both official languages. As a working document, this plan will be reviewed and updated regularly to support continuous improvement in our official language's practices.

2.0 Official Languages Framework

The Official Languages Act is the foundation of Canada's policy on linguistic duality and applies to federally regulated institutions, including airports. At the Greater Moncton International Airport Authority (GMIAA), compliance with this Act is a key part of how we offer services and reflect the bilingual character of our region. Airport authorities must comply with select parts of the Official Languages Act (the "Act"), specifically Parts IV, VIII, IX, and X.

Oversight of the Act lies with the Office of the Commissioner of Official Languages (OCOL), which acts as an independent agent of Parliament. The President of the Treasury Board, supported by the Treasury Board Secretariat (TBS), coordinates the implementation of the Act across federal institutions. Each year, GMIAA submits statistical data to TBS related to its workforce and language environment.

Under the Act, GMIAA must provide services in both English and French at all public-facing points of contact. This includes signage, public announcements, menus, advertising, and other forms of communication. Both official languages must be treated equitably.

GMIAA's language obligations also extend to its tenants and service providers operating within the terminal. A failure by a tenant to provide service in the customer's official language of choice may constitute a violation of the Act and result in a complaint to OCOL. Notable exceptions include Air Canada (regulated independently), and federal agencies such as CBSA and CATSA.



3.0 GMIAA's Action Plan

The objectives of GMIAA's Official Languages Action Plan reflect our commitment to delivering services in both English and French. These goals guide our efforts to promote linguistic duality, ensure compliance with the Official Languages Act, and strengthen the quality of service across all points of contact.

3.1 Passenger Experience & Community

Signage and Wayfinding

- Ensure all airport signage, wayfinding signage, and emergency instructions are in both official languages.
- Work with airport partners to approve all bilingual signage before it is made public.
- Regularly audit and update signs to ensure compliance with both official languages.
- Ensure that all text on signs is displayed in equal prominence, legibility, and quality.

Digital & Print Media

- Digital
 - Menu boards throughout the terminal buildings are displayed in both English and French.
 - Televisions around the terminal alternate between French and English content.
 - Payment kiosks located inside the terminal and at the gate offer service in both official languages.
 - Information display screens (flights, gates, check-in, baggage) throughout the terminal are available in English and French.
 - YQM's website provides users with all information in both English and French.
 - YQM's website offers users the choice to select their preferred language as the first touchpoint for equal action in both English and French.
 - All visual and written content published on YQM's social media channels is published in both official languages.
- Print
 - All printed content (brochures, forms, maps) is available in both English and French.
 - All public-facing documents (i.e., reports, studies, strategic plans) are published and printed in both English and French.



3.2 Announcements

Customer service providers (regardless of whether they are employed/contracted by YQM or one of our business partners) are expected to use a bilingual greeting, "Hello/Bonjour", also known as an active offer, to demonstrate that service is available in English and French.

- Provide tools for all YQM partners such as airlines, security, volunteers, and tenants, to make public announcements in both official languages.
- Use scripts to ensure consistency when possible.

3.3 Contract Obligations

- Our agreements with concessionaires and airlines confirm that we require them to comply with the Official Languages Act.
- Our agreement with our contracted customer care provider addresses the need to provide services in both official languages and to make an "active offer" of bilingual service.
- Our agreement with our contracted customer care provider also directs the contractor to provide its staff with official languages training, as well as French language training.

3.4 Active Offer

- GMIAA works collaboratively with YQM partners to ensure all services are offered in both English and French.
- GMIAA provides a cue card to all partners that indicates greetings and short messages in both English and French.

3.5 Measuring our Performance

- GMIAA conducts regular audits to ensure our contracted partners are providing customers with bilingual greetings, upholding their signage agreements, and meeting official language standards.
- GMIAA monitors online reviews, complaints, and social media for language service issues.



- GMIAA proactively addresses language-related complaints or concerns to improve service quality.
- GMIAA annually measures the percentage of bilingual employees.
- Works collaboratively with the Commissioner of Official Languages as requested.

3.6 Continuous Improvement

YQM has made great strides in incorporating French and English into its operations through our Official Language Policy. But we know there is more we can do. In 2024, we formed an Official Languages Working Group comprised of employees and leaders from across the organization and asked this group to review our existing Official Languages Action Plan, Policy, and our Official Language Audit to identify opportunities to improve our approach. In this review, the Working Group considered customer feedback relating to official languages, recommendations and guidance documents issued by the Treasury Board and the Office of the Commissioner of Official Languages, and case law relating to language rights and the requirements of the Official Languages Act.

Through that work, we identified four priority areas that will help us to enhance our current mandate and work with our many airport partners to continue delivering an outstanding customer experience in both official languages. Priority areas include:

- **GMIAA Leadership**

- Ensure that executives and senior management are leading by example.
- Develop guidelines and directives to ensure a clear and consistent approach.

- **In-Terminal Service Delivery**

- Improve the consistency of bilingual greetings and the availability of bilingual services in the terminal
- Support service providers and concessionaires in building their bilingual capacity.
- Enhance official languages provisions in contracts with service providers, concessionaries, and airport partners.
- Develop and implement systems for increased monitoring of bilingual greetings and bilingual service delivery in the terminal.



- **Communications with the travelling public**

- Ensure that new YQM signage and publications are bilingual by updating existing standards and guidelines.
- Enhance bilingualism of online communications, in-terminal events, and announcements with YQM partners.

- **People Management**

- Improve the bilingual capacity of Airport Authority employees.
- Provide language opportunities and training to Airport Authority employees.
- Evaluate and develop necessary action plans to address concerns identified through regular audit reviews or complaints, aiming to reduce recurrence.
- Publish the Official Language Action Plan for public access on our website.
- Update the Official Language Action Plan as necessary to reflect new regulations.

4.0 Contact Information

For any questions, concerns, or feedback related to official languages compliance at YQM, please contact:

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Sr. Corporate Communications Specialist
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Official Languages Policy

Services in English and French

1. The Greater Moncton International Airport Authority (GMIAA) has the legal obligation under the [Official Languages Act](#) (OLA) to provide services in both of Canada's official languages. Accordingly, Airport Tenants and Air Carriers are required to comply with the OLA and must:
 - 1.1 Communicate with Passengers in both English and French.
 - 1.2 Ensure that Passengers receive services in both English and French.
 - 1.3 Ensure that all signage is presented in equal size and prominence in both official languages.
 - 1.4 Ensure that all communication materials are sent to GMIAA for review approval before being public facing.
2. Airport Tenants and Air Carriers must collaborate with GMIAA to achieve the above objectives, and as otherwise determined by GMIAA in support of its OLA obligations at the Airport.
3. If Airport Tenants or Air Carriers fail to comply with the provisions of the OLA, they shall indemnify GMIAA for any costs incurred as a result of such failure to comply.
4. The Tenants and Air Carriers will ensure that adequate staff are scheduled for each shift to meet language obligations. This includes maintaining a sufficient number of employees proficient in both English and French to effectively serve the public and comply with all applicable requirements.
5. To ensure compliance, the Airport will monitor adherence to language obligations through periodic audits, customer feedback mechanisms, and on-site inspections. Any non-compliance identified through these measures will be addressed through corrective action plans, which may include mandatory training, operational adjustments, or other remedial steps as deemed necessary by GMIAA. Repeated or significant violations may result in further enforcement measures, including potential penalties or lease review.