

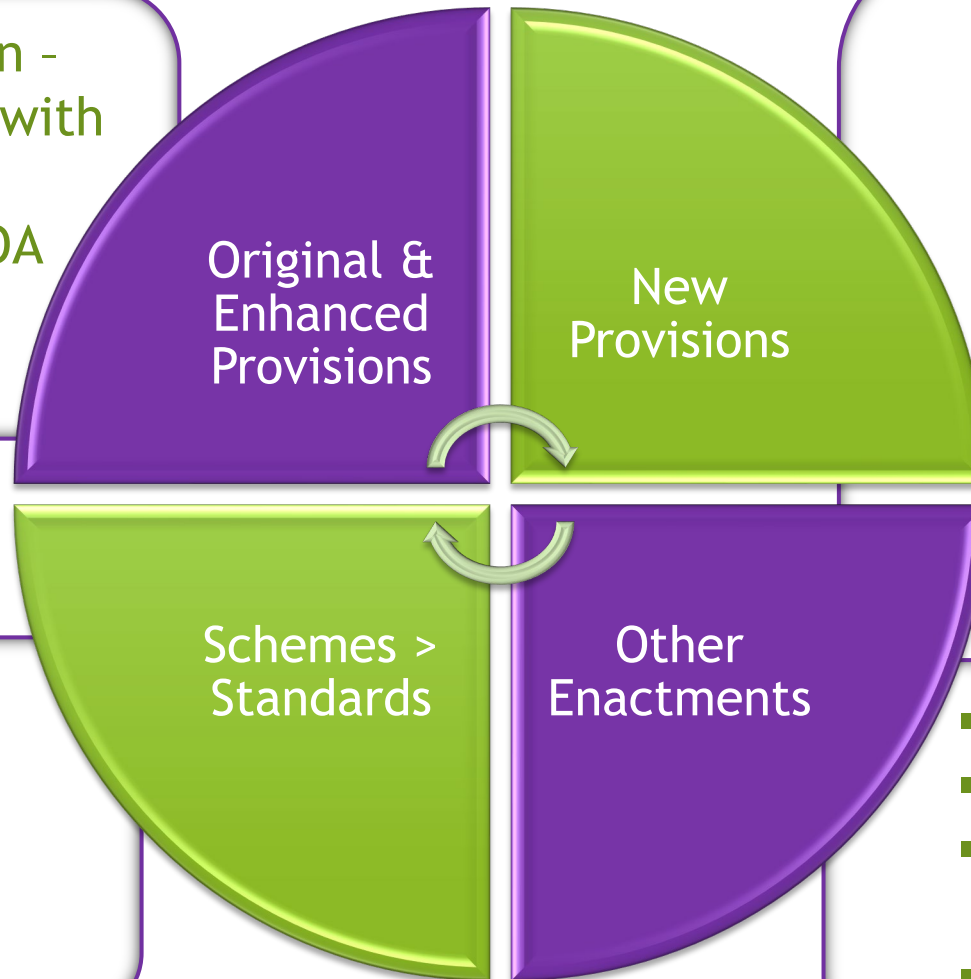


Achtanna na dTeangacha Oifigiúla

Official Languages Acts

Legislative Framework & Obligations

- Written communication - email, social media & with the public in general
- Regulations - S, S & ROA
- Publications
- Placenames



- Online services
- Counter Services
- Telephone services
- Websites
- Gaeltacht LPAs

- Names, addresses, titles
- Síneadh fada & ICT
- Official Forms
- Logos
- Recruitment & language competence
- Advertising
- Performance & Accountability
- Public Facing Services

- Education Act 1998
- Garda Síochána Act 2005
- Planning and Development Act 2000
- Broadcasting Act 2009

Written Communications

2003 Act

- ▶ E-mails, letters - response required in the same official language
- ▶ Communication in writing with the public in general -
 - ▶ in Irish or in Irish and English

2021 Act

- ▶ Inclusion of social media - response required in the same official language
- ▶ Public information (including general/specific public marketing) -
 - ▶ in Irish or in Irish and English

Regulations

Stationery and Signage

Text in the Irish Language

- ▶ Shall appear first
- ▶ Shall not be less prominent, visible or legible
- ▶ Lettering shall not be smaller in size
- ▶ Shall communicate the same information
- ▶ Shall not be abbreviated unless a word in English is abbreviated

Recorded oral announcements, stationery and signage

- ▶ Will be in Irish or in Irish and English

Publications

Existing Obligations:

- ▶ Public policy proposals
- ▶ Annual Reports
- ▶ Audited Accounts/Financial Statements
- ▶ Statements of Strategy (under Public Service Management Act 1997)
- ▶ Other documents prescribed by Minister

Advertising included in this section under amended Act.

Names, addresses & titles

- ▶ Prescribed bodies must ensure the correct recording and use of a person's name.
- ▶ Public body services may be specified by Ministerial order.
- ▶ ICT systems must permit correct recording and use of a person's name, address or title in the Irish language.
 - Síneadh fada/length accent, upper & lower case: Mícheál Ó Dúill, Gráinne Ní Mháille
 - Title (including 'none'): An tUasal Marcas Ruiséal, Éilís Uí Chróinín
 - Patronymic or matronymic forms included: Séamas Mhicil Tom, Bríd Róise Rua
- ▶ Guidelines to be published by Minister.

Official Forms

Official forms

- Contents and layout of official forms -
 - in Irish or both Irish and English
- Different provisions may be made in relation to different public bodies or official forms
- Order of language & text - prominence, visibility, legibility, size, font, overall appearance and style
- Equivalence of message
- Titles - prior to and after names, acknowledging formal differences in each language
- Abbreviations

Logos

Logos include stationery, livery, signage, schemes, programmes, policy initiatives, websites administered by the public body or for which the body is responsible.

New statutory bodies

Name and logo texts in Irish language or both Irish and English.

Logo renewal and/or alteration in existing public bodies

Logo text in Irish or in both Irish and English.

In bilingual texts –

- (a) Irish language text comes before English language text
- (b) parity of prominence, legibility, font
- (c) consistency of abbreviations in both texts

Advertising

Advertising includes commercial communications, service/product promotions, recruitment notices, policy initiatives, asset sales, public consultations, service provision.

Public bodies must ensure:

- ▶ At least **20%** of all yearly advertising shall be in the Irish language.
- ▶ At least **5%** of yearly advertising spend shall be in the Irish language and published on Irish language media.

Irish language media = **50%** or more media content through Irish.

Public Body Accountability

Performance and Reporting

The head of a public body shall —

- ▶ appoint, from senior management, another member of staff to oversee the performance and reporting of obligations under the Acts.
- ▶ ensure that a summary of performance & reporting is included in the annual report of the body concerned.

Public Facing Services

Public facing services

- ▶ Services provided, whether or not for remuneration, on behalf of a public body by a person other than a public body to the general public/class of the general public.
- ▶ Public body shall take all appropriate steps to ensure in respect of the provision of that service that person shall comply with
 - ▶ Regulations under Section 9
 - ▶ Subsections 2 and 3 of Section 9
 - ▶ Such of the relevant language standards which apply to the public body concerned

Questions raised (1)

Obligations on Public Bodies

- *If a public body fails to comply with its various obligations under this legislation, what happens next?*

There is no change - the steps which are set out already in the legislation under the Official Languages Act 2003 will be followed:

- complaint investigation/monitoring
- statutory investigation (if required)
- findings/recommendations
- report to the Houses of the Oireachtas

Questions raised (2)

Advertising - Section 10A. Advertisement by Public Bodies

- ▶ *‘How do we fulfil the 20% requirement?’*
- The obligation will mean that 1 out of every 5 advertisements must be in Irish
- ▶ *‘Are the quotas (20%/5%) on advertising for the overall organisation or for individual centres/campaigns?’*
- They concern the organisation (public body) as a whole
- ▶ *Is the 5% on top of the 20% or a part of it?*
- They will be monitored as two separate compliance indicators. But advertisements that are included in the 5% expenditure can be included as part of the 20% of advertising.

Questions raised (3)

Advertising

- ▶ *‘Can you clarify if the rules in relation to Social Media only refer to paid advertisements on Social media and not all posts on Social media in relation to Jobs etc.?’*
- All advertising posts (paid or unpaid) will be included under the 20% provision. They will not be included in the provision in respect of the 5%, however, as there are currently none of the social media platforms which would comply with the definition of ‘Irish language media’ in the legislation.
- ▶ *‘How is (advertising) activity tracked?’*
- A Reporting Template in respect of the 5% and 20% provisions will have to be completed by public bodies. The Template will be encompassed in the advice which will be circulated in respect of section 10A.

Questions raised (4)

Advertising

- ▶ *‘What is “Irish language media”? Will a list of Irish language media be made available to public bodies?’*

“Irish language media” means any media where 50 per cent or more of the content of that media is through the Irish language. It is recognised that there are currently certain opportunities to purchase and place advertisements on Irish language media that comply with the legal definition.

It is also understood that the number of qualifying media could increase in time.

There will be further information on this in the advice which will be issued shortly.

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