

development as a function of manpower policy. Canadian officials have always taken an active part in the OECD Manpower and Social Affairs Committee, where the adoption of new manpower goals and policies has been promoted by member countries and comparative progress monitored from year to year.

The policy review of the Department in 1972 took all of these opinions into consideration. As a result a program of reorganization and renewal to give effect to the emphasis on social as well as economic objectives was started. It prepared the way for participation by the Department of Manpower and Immigration in the comprehensive review of social security in Canada forecast in the Working Paper on Social Security. Presented by the Minister of National Health and Welfare in April 1973 the Working Paper stated that "the first objective of governments...should be to invest in human development."⁸ An important contribution from the Manpower Division was envisaged, particularly through the placement services and training programs available to those seeking employment in Canada Manpower Centres.

The equity goal is no longer a secondary objective in the planning of manpower policies. It has become a dominant objective, but it has been transformed to embrace broad human resource development.

The effect of the change in emphasis can be seen by contrasting the opening statements of the *Annual Review* of the Department for 1973-74 with that of the *Annual Review* for 1974-75. The earlier *Review* affirmed: "Placing people in jobs is the main objective of the Manpower Division. When an unemployed man or woman secures gainful employment, the benefits spread outward...." The 1974-75 *Annual Review* states that during the last year "The major thrust of the Manpower Division...was to focus attention on those Canadian workers who encounter particular and continuing difficulty getting and keeping jobs, and to establish Canada Manpower Centres as an integral part of the communities they serve."

Assistance to the Disadvantaged

The Manpower Division received guidance from the Economic Council on the form of assistance it could provide to the disadvantaged or marginal groups in Canadian society.

What is required for such groups is a combination of specialized and diversified programs adapted to their particular needs. These might involve special counselling; new motivational techniques; training through work experience; improved community participation; as well as educational upgrading.⁹

The availability of the combination of specialized and diversified services thus developed to assist the disadvantaged distinguishes Canada Manpower Centres from the private placement agencies. The Minister drew this to the attention of the Committee:

⁸ *Working Paper on Social Security in Canada*; page 24.

⁹ Economic Council of Canada; *Eighth Annual Review*, 1971; page 109.