

arts, the government proportion has actually decreased from approximately 38 percent to 32 percent, while private support has increased from about 12 percent to 14 percent. Also significant, and somewhat sobering to note, is that in current recessionary circumstances all sources of funding for culture have been cut back and *are not keeping pace with inflation*.

At a time when the impact of culture on the spirit of our nation has never been more important, Canadian culture is facing seriously declining support from most directions. Clearly, therefore, the roles for governments are compelling ones, not only in terms of the need for direct promotion and support of culture and communications, but also in terms of the need to stimulate and motivate increased involvement and sponsorship from the private sector.

CHAPTER THREE: FULFILLING THE CONSTITUTIONAL PROMISE

In this final section of the report, we address future policy areas for culture and communications, particularly the role of the federal government in fulfilling the constitutional promise for Canada. We begin by emphasizing the cultural substance of our country's affairs, in balance with the high-technology demands of our communications systems, and we recommend a strengthened focus for *culture* in the mandate of the federal ministry involved, re-naming it the *Department of Culture and Communications*. We believe that such a change, while perhaps nominal, will extend recognition to the pre-eminent place of culture in our Canadian society and express in a symbolic way the role that the federal government has in promoting and supporting cultural development.

We propose a series of 16 recommendations, most of which are broad in nature, but which are intended to point in important directions for the future development of culture and communications policies and programs by the Government of Canada.

Throughout our hearings, there were strong calls from witnesses for policy development by the federal government in both culture and communications. Therefore, we have recommended *a comprehensive policy structure with two specific pillars — a Canadian Cultural Policy*, which would include components for the arts and artists, for cultural industries and for heritage preservation; and *a Canadian Communications Policy*, which would include broadcasting transmission and telecommunications. We believe that adoption of such a policy planning framework will help the federal government set its priorities and rationalize its decisions. Moreover, it would help to portray long term directions and to develop understanding about federal goals and objectives among provincial governments and non-governmental organizations.

We also recommend that policy development be guided by principles that recognize the creative role of the artist and the priority for standards of excellence in programming and production. We further recommend that broad goals be adopted for increased awareness and access, equitable participation in employment, policy integration with other federal departments, international outreach and the potential for partnership with other governments and the private sector.