

as well as intimately connected with the many other objectives of Canadian development. These objectives are:

- (1) To foster the realization of Canada's short-term and long-term interests, particularly peace, security, order, sovereignty, identity, unity and good government;
- (2) To strengthen Canada's image abroad as a country with a dynamic cultural life as well as strong bilingual, multicultural and democratic traditions;
- (3) To expose people in all parts of the world to the diversity, originality and excellence of Canadian achievements in all sectors of cultural life;
- (4) To contribute to Canada's domestic development through the opening up of international markets for cultural products as well as through the provision of economic opportunities for the training and professional development of Canada's creative talents;
- (5) To share as many experiences and engage in as much cooperation as possible with other countries;
- (6) To promote the rights of freedom of expression, freedom of movement and freedom of program selection for Canada's creative talents abroad as well as for foreign talents in Canada;
- (7) To expose Canada's creative efforts to the highest possible standards of international assessment and informed criticism;
- (8) To make the experience of Canada's cultural community as well as the experience of the cultural communities of other countries as rich and productive as possible from an intellectual, social, aesthetic and humanistic point of view.

From time to time, there may be conflicts between these objectives. This is inevitable. It is impossible to state in advance which objectives should take precedence, as this will vary very much according to the circumstances prevailing at the time. In principle, however, what can be stated in unequivocal terms is that the cultural objectives should never be exploited or sacrificed to satisfy the political, economic or commercial objectives. This is not to say that there is no complementarity between these various objectives. It has already been established that there will be many occasions where expanded cultural activities will yield numerous political, economic, commercial and social advantages as well as many occasions where expanded political, economic, commercial and social activities will yield valuable cultural advantages. But at no time should the cultural objectives be deliberately manipulated or subordinated to other ends, since such a policy is destined to failure from the outset.

#### Administrative Structure

At the present time, no policy question arouses more heated controversy than the question of the most appropriate administrative structure for dealing with Canada's cultural contacts with the rest of the world. Opinions vary markedly from individual to individual as well as institution to institution, depending on how the different options are assessed. In general, four distinct options can be delineated - each with a different set of advantages and disadvantages depending on the particular point of view. These options are: