

lack of response from the public is due to the fact that over the years the Canada Council has not sold the importance of its programs in terms of the cultural development of Canada, or could it be that the programs and projects that come into the limelight of publicity are those that we struck out on this morning—the so-called oddballs or eccentrics. I know in this Parliament up to the present time the only comment on the Canada Council has been the *avant-garde* operations of the Council and these situations are hardly likely to encourage Parliamentary enthusiasm, or public enthusiasm for your functions. I was disturbed, Mr. Chairman, when Mr. Boucher said he compared the functions of government fiscal policy with respect to Canada Council to those of the family allowance. I do not think there is any comparison at all. You are dealing in the social sciences, the arts and the humanities, which involve social policy, and this is a very delicate area for government.

Now, out of that, the first question, why do you think there has not been the response that had been anticipated from the private sector in financing?

Mr. Martineau: We have had that question, Mr. Dinsdale, many times and I can answer only for myself. I think it is because generally we are known to be a government organism, and giving to us is just like giving to the government. A few have realized that it is not so and have given, but I think the general public does not know how independently we operate. That would be my view. Now it may not be the view of Mr. Boucher but this is my view.

Mr. Boucher: I would like to add something to that. I think it is quite correct to say that in 1957, when the Canada Council was created, the government obviously did not think that the Council would need a great deal more money than what was provided. If you look for bearing in those days you would have to recall that for the National Research Council, which included in those days the Medical Research Council, all that was provided to subsidize research on the other side, the physical, was probably just a few million dollars. I do not think I am wrong in saying it probably was less than \$5 million. So the disproportion was not that great.

If you look now at the proportion of our endowments and private gifts to what we are now soliciting from the House, of course, it becomes less and less important. This has

been created very largely by the fact that the Government of Canada, with the endorsement of Parliament, has decided to provide a great deal more support for such things as research as a national operation. Now, as soon as it did that, it also realized that it could not support developments in the physical and medical sciences without supporting, at the same time, free research undertaken on Canadian campuses in the social sciences and the humanities. It has tried, over recent years, not to enlarge the gap too much between the funds provided for the two.

With regard to support from private endowments, in the light of that, I think private bequests in the early days could have been significant. If they are given in the form of a bequest to be invested and only the interest to be used, it takes pretty wealthy Canadians to leave money to the Council, the interest of which would make a significant difference in our present budget. We are getting \$17 million from the Killam Estate and \$17 million will yield \$1 million, and that \$1 million is now \$1 million to \$28 million. So there are not many Canadians who could leave \$17 million to the Canada Council.

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Mr. Dinsdale: Sir James Aikins.

Mr. Boucher: Then it is very important to realize that the Council did get a number of private donations. They were generally of the order of a half a million or something like that and again there is not that much money lying around in Canada. However, the Council was always faced with the question of whether it should stage an active campaign of solicitation. Every time that issue was debated in the Council, the Council ran into the problem of whether its constituents would resent such an operation because the Symphony Orchestra in Winnipeg, the National Ballet, Queen's University, the University of Alberta, all our clients, are seeking funds from these private bequests. The question is: if the Canada Council sought the same kind of money would it be regarded by our constituents as taking money away from them, when actually they are receiving a great deal of private support. So we have intended to look at the over-all financial situation, with our budget being part of the total arts budget of this country, with private donations flowing in, not necessarily in the coffers of the Canada Council but flowing into the coffers of