

market in Canada and to evaluate the effectiveness of the current modes of delivery.

The Manpower Division is committed to the development of a modern all-embracing manpower policy. This was clear from the enthusiastic testimony from officials. The Committee commends both the spirit of the policy and the commitment evident in its pursuit. This general commendation underlies the Committee's review of the effectiveness of the ways in which the Manpower Division is putting its active manpower policy concept into effect.

Throughout the report the terms used by the Division itself as functional descriptions of activities have been used. Thus the activity of matching job seekers with job opportunities in a Canada Manpower Centre (CMC) is called 'placement'. The CMC provides a placement service. Canada Manpower follows the usage common in other countries. A 'placement' results when a job seeker referred by the CMC to a vacancy listed by an employer is given a firm offer of employment. In Canada that placement is deemed to have been completed and is counted for statistical purposes as a permanent placement if the employment lasts one full week. Other terms are clarified in context as the activities of the Manpower Division are reviewed.

The present report discusses in detail:

- a) the basic placement function, treating this as an essential element of manpower policy;
- b) training of the labour force, which became the major new thrust of the Division after the creation of the Department in 1966;
- c) the innovative programs of the Job Creation Branch;
- d) the techniques developed in the Department's Strategic Planning and Research Division for forward planning of programs and for evaluating old ones.

The in-depth examination of the activities of Canada Manpower undertaken by the Committee led it to question some of the methods adopted to give effect to manpower policy and the direction being taken by some programs. As a modern industrial state whose economy has to be responsive to rapidly changing international demands, Canada needs a contemporary and effective Manpower policy. Canada faces some manpower problems which take a more acute form than they do in most other developed countries. Its territory is large, its labour force dispersed, and growing at an exceptional rate and there exist substantial economic disparities between different regions of the country.

The activities of Canada Manpower—as distinct from other agencies of the federal or provincial governments—must always be directed in the first instance toward those who seek employment, who are job ready or can be made so through training and counselling. Canada Manpower's pursuit of an active manpower policy has however led it to devote an increasingly large proportion of its total annual expenditures to assisting those who are viewed as disadvantaged, who may lack minimum skills or who are prevented from seeking satisfactory employment because they suffer from physical or social handicaps.