

(c) Management

- i - Headquarters
 1. Reordering of activities in response to resource reductions in 1978 and in 1979
 2. Reallocation of priorities
 3. Review of Publications Program.
- ii - Abroad
 1. 7000 letters to posts largely of an operational nature but also giving direction and advice.

2.8 Perceived Effects or Results

The identification of the true effects of a program of this nature, operating in a foreign environment, is clearly a study in itself. However, many of the effects which are perceived to arise from it are identified below.

I Culture

(a) Performing Arts

1. Audiences and critics abroad are made aware of Canadian ability to perform international works at an internationally acceptable level.
2. Audiences and critics abroad are made aware of Canadian creativity and Canadian artistic works of an internationally acceptable standard.
3. Critical reviews reach a wider audience than those present at a performance and provide feedback to performers.
4. Impresarios book performances that are known and reviewed; assisting Canadian performers abroad accordingly leads to other engagements and to economic benefits.
5. Direct contacts between Canadian performers and their peers in other centres of cultural excellence has beneficial effects.
6. Foreign audiences are directly presented with performances in French or English demonstrating the bilingual basis of Canadian society.
7. Federal support for both linguistic groups is a