

APPENDIX "A"

HUMAN FACTORS IN RURAL DEVELOPMENT

by

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Mr. Chairman, Ladies and Gentlemen:

It is a privilege and an honor to have been asked to discuss this topic with this impressive audience. It is impressive from the standpoint of size, but I am more impressed by the calibre of the audience when I see so many people from all parts of the province, that I know and whose judgment I respect so highly. I hope I can make some contribution to your thinking on this matter.

Why the Interest in Rural Development?

Development of Rural Manitoba dates at least as far back as the first settlers. May I suggest that the current interest stems from the fact that in the rapidly changing society of today, it is extremely difficult for any of us to make the adjustments required to live under these changing conditions. Change, of course, is now new, but the rate of change is increasing, and I am confident will continue to increase. As a result there is a significant difference between the "development of the past" and "development of the future". In order to be able to adjust to these rapidly changing conditions it is paramount that this development shall be on a planned basis. Unless planning is done, I doubt whether we are psychologically prepared to cope with these changes.

There is no doubt that there are individual differences in our abilities to face new situations, but as the rate of change increases, there will be more and more of us who panic, and like the woman who gets in a traffic jam will simply freeze, whether her foot freezes on the gas pedal, or on the brake, is anybody's guess.

Who Does the Planning?

If you accept the proposition that the significant difference between the development of the past and the development of the future is planning, then the logical question is "Who does the planning?" Is it the banker, the lawyer, the professor, the clergy, the farmer, the civil servant or the politician? None of these people will do it alone, but all of them, and many more, will do it together. However, this will not just happen; someone has to initiate it. This initiation is coming and will continue to come from our citizens who have an above average social consciousness and people whose jobs bring them into almost daily contact with the problems associated with development.

What are the Stages of Planning?

In a totalitarian society, it is possible for the people in power to dictate the plans and policies to be followed. The results of policies, and certainly the types of policies, are dependent upon the whims of a few. However, in a democratic society such as our own, the success of any large scale public program is directly related to the degree of involvement of our citizens. But how does this come about? There are four stages:

1. The process is started when an interested citizen, your elected representative, or a public servant, recognizes a problem and attempts to do something about it. Very often, the original idea comes from the local residents. They may not always see the problem in its entirety, (they see it as the problem affects them) but they know something is