

CHAPTER IV

A DYNAMIC POLICY

The new international system requires cultural policies that affect the innermost notions of societies...their concepts of human rights, fundamental goals and values, notions of themselves and of the human community.....Every nation must state its goals in the cultural field, their place in the hierarchy of foreign goals, and the instruments through which cultural policy will be pursued.

Soedjatmoko and Thompson
World Politics

If Canada's international cultural relations are to flourish in the years ahead, a dynamic external cultural policy will be a necessity. Such a policy must not only be forceful enough to create a much stronger and more visible Canadian presence throughout the world, but also it must be flexible enough to respond to rapidly-changing domestic and world conditions.

External cultural policy is most easily defined as an explicit, coherent system for allocating scarce resources in accordance with a set of specific aims and objectives. It has already been established that it is the Department of External Affairs which is responsible for the articulation and application of such a policy in the Canadian case. Since this policy is intimately bound up with foreign relations on the one hand and domestic development on the other hand, it is essential that the Department of External Affairs work in close collaboration with many federal, provincial, municipal and private institutions and authorities in the effective realization of this policy.

The first step in the development of an external cultural policy is to identify the various aims and objectives of external cultural relations. Following this, it is possible to consider other essential policy elements, such as the most appropriate administrative structure; development of the necessary infrastructure; federal-provincial relations; federal-cultural community relations; marketing of cultural products; selection of program countries; selection, promotion and evaluation of program repertoire; and last, but by no means least, financial support.

Aims and Objectives

There are really only two ultimate aims of Canada's international cultural relations. These are:

- (1) To increase Canada's cultural presence in the rest of the world; and
- (2) To increase the cultural presence of the rest of the world in Canada.

Increasing Canada's cultural presence in the rest of the world is a very tall order. It has taken countries like France, Great Britain, the Federal Republic of Germany, Sweden, Italy and more recently United States and Japan a great deal of time and money to establish their presence in the world and they enjoy some considerable advantages, such as population size, political and economic status and well-established traditions. Nevertheless, they are still compelled to spend large sums each year to maintain this presence. As a relatively new country with a small