

technological importance to the construction industry and a means of helping the construction industry become a modern, integrated industry with a high potential for competing in export markets.

It will recommend ways of increasing productivity and efficiency in the manufacture and assembly of building equipment, accessories and materials, on the development and implementation of the BEAM (Building Equipment Accessories and Materials) Program, on the best means of encouraging research and development and increasing the rate of innovation, and on the development and promotion of trade.

The new body succeeds the three industry advisory committees that assisted the Department with the implementation of the BEAM Program. Mr. Pepin stated that it was largely because of the efforts of these committees that a broad understanding of the industry's unique character had developed. The Council, he said, recognized the need for greater communication between industry and government, closer liaison between all sectors of the industry, and more effective implementation of the BEAM Program.

LABOR FORCE

Employment declined seasonally in Canada during December and January; the estimate for January was 7,499,000, down 213,000 from that of December. The unemployment estimate in January was 485,000, up 102,000 from December, a less-than-usual increase for this time of year. The labor force decreased by 11,000 to 7,984,000.

Following the tendency in the last half of 1969, the year-over-year increases in labor force and employment in January continued to slow down. Compared to that of a year earlier, the labor force was up by 93,000, or 1.2 per cent. Employment increased by 75,000, or 1.0 per cent. There were 18,000 more unemployed persons than there were a year earlier.

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whose primary objective will be to bring about maximum communication between the people and their Federal Government. Reinforced with better information, better channels for "input", and with the

help of another instrument known as social development, citizens will be able to express more effectively their concerns and their needs, which Parliament in turn will know better.

The Secretary of State Department has a Social Action Branch, whose program will be dynamic only to the extent that groups such as yours are active. Already, the French-Canadian Association of Ontario employs eight socio-cultural workers in the field. In addition to these eight group workers, 14 social-development officials from the Citizenship Branch are going to help initiate your socio-cultural activities. The group workers and development officials are at the service of the entire population. In establishing this extensive program, it is our hope that all citizens will be able to discuss and understand the great problems with which we are faced in Canada today. It is a form of permanent referendum on social awareness and development. You can thus extend your activities until, thanks to this sustained action, your organizations can count on a more active and more involved participation of the masses. We want all individuals and all groups, both private and public, to compare their ideas on a more and more just society, and thus meet the needs and aspirations of all.

These various resources represent a number of advantages, but we must not delude ourselves into thinking that their mere use will control and solve all our problems. Far from it. Over and above this, responsible people like yourselves must take things in hand, become completely involved in the mechanism of social evolution and, above all, be ever conscious of altruistic principles. Provincial governments have taken the first step in the area of education; we shall support them in the manner I have described. Your organizations are interested in working in a spirit of co-operation; we are ready to help them wherever our help proves necessary; and, finally, should you want more information, we are resolved to give it to you in the most efficacious way possible.

These are some of the objectives of the Government of Canada concerning the future and the social development of our country. I should like, in closing, to ask you to subscribe wholeheartedly to them. For government can offer you certain structures, certain tools to make them possible, but we shall never achieve our aims unless you as citizens are convinced of their worth and agree to work with all your strength for the realization of these objectives.