

Supply

The Canadian Labour Congress will launch a \$500,000 television advertising blitz next week to encourage Canadians to fight the government's economic policies.

I was in the House some time ago when Mr. McDermott, the leader of the CLC, said that he was really the leader of the New Democratic Party. Perhaps they should get their acts together. Mr. Hill continues:

In place of the exhortations to remember past Canadian achievements, Canadians will see a tumbling house of cards and hear the message that "high interest rates threaten all you've worked for: your home, your job, your security."

Some hon. Members: Oh, oh!

Mr. Parent: He goes on:

The month-long advertising campaign, which the CLC says will rival campaigns to introduce new commercial products, is the latest effort to build on last November's big demonstration on Parliament Hill.

It will all end in a public relations crescendo later this month when the CLC convention in Winnipeg will provide a major focus for opposition to government economic policy.

It seems all right for these members of the New Democratic Party to go ahead and have all their advertising as they go along, but when it comes to the people of Canada, when it comes to the Government of Canada to advertise, to use the legitimate ways that we have of disseminating information, that does not seem to be right at all.

The Member of Parliament for Wellington-Dufferin-Simcoe (Mr. Beatty), in speaking about the Canadian Unity Information Office, questioned the use of evaluations and surveys. It is an ongoing activity for CUIO, through the advertising management group and other advertising agencies, to perform pre and post-evaluations of advertising campaigns in line with approved Treasury Board regulations. It also conducts surveys to evaluate its program's effectiveness, that is, federal government participation at major fairs, such as the CNE, in accordance with cabinet decisions. With regard to surveys, the member for Wellington-Dufferin-Simcoe has criticized CUIO for conducting and keeping public opinion polls secret from Parliament and the public. He has placed several questions on the Order Paper requesting the costs and full disclosure of information about all government public opinion research.

The fact is, as was said here a little while ago by the minister, that this is part of the government's ongoing monitoring of public attitudes on issues related to national unity. There is nothing new there. Opinion surveys are a long accepted method in the formulation of government policy, supplementary to other expressions of public opinion. Contrary to what the New Democratic Party member said, we on this side are not guided by polls as some parties are; we do listen to our backbenchers and the backbenchers in this party and will continue to do so in the months and years ahead.

The government's policy and practice with respect to release of such polls has been stated in this House by the Minister of Justice (Mr. Chrétien), who said: "Our policy is very clear: when we are through using these polls for policy development purposes, we shall make them public." Someone asked when that is going to be and there is the answer right there.

With regard to the constitutional information program, the member for Wellington-Dufferin-Simcoe through media interviews—and I guess that is a form of advertising—has said that the CUIO is not stating the exact cost for its recent information program on the Constitution. He believes that the full \$8.9 million supplementary budget approved by a committee of Parliament in December, 1981, is being spent, rather than the \$7 million recently quoted by the CUIO official. He also believes that this \$7 million figure is strictly for advertising.

I would like to point out two facts, Mr. Speaker. First, CUIO's estimate is that the cost of this special project will be less than the previously budgeted amount of \$8.9 million. Secondly, CUIO approximates that the total cost will be closer to \$7 million, which includes \$3.5 million devoted strictly to advertising in print, in radio, in television and in bus shelter posters. There is \$3.5 million for publications available free of charge, such as the December, 1981, resolution and its high-lights, "A Canadian's Guide to the Charter", and a household mailer. Others include copies of the charter, small and large format, as well as three travelling exhibits beginning in May.

With respect to the information campaign which the hon. member said is secret, all advertising was supported by a mail-in coupon or an address to which the public could write for further information. What is so secret about that, Mr. Speaker? The advertising campaign quoted earlier, as well as the return coupon, has had overwhelming response from all across Canada. We have had approximately 150,000 requests since the week of April 13. The average response is 10,000 to 15,000 requests per day. Numerous requests have also been received for special exhibition material to be used for Canada's birthday, displays in shopping malls, and so on.

The New Democratic Party member referred to Canada Day and said something to the effect that it was another circus.

[*Translation*]

And, Mr. Speaker, when it pleases an hon. member to call our national holiday a circus, I wonder what is going through his mind when we want to talk about Canadian unity across this country. I wonder what he can be thinking of when he says that all the members in this House are like performers in a circus, and that we, Canadians, do not have the right to celebrate our country's holiday and, this time, our Constitution. This is the first time in our entire history that we shall have had an opportunity to celebrate in this way, and the hon. member is telling us we should not celebrate that day. Mr. Speaker, is that what we want to hear hon. members say? Is that going to bring us closer to unity throughout Canada?

Mr. Tousignant: Shame!

Mr. Parent: Shame, indeed, as my colleague just said. I hope we are not going to hear anything like that again in this House, since we have only one holiday, Canada Day, and we shall all be together, not just the western provinces, or the