

for External Affairs with the advice of a board drawing its membership from the public and private sectors; and that appropriate programs be serviced by a division of Information Canada”.

The government was not slow to act on these recommendations. The Prime Minister stated in the House on February 10, 1970 that:

“Information Canada will promote co-operation among federal information offices now operating in mutual isolation. The object will be to increase effectiveness as well as to save money by reducing duplication in the use of staff and equipment and by better joint use of the government’s information resources. A similar approach was recommended by the Glassco Royal Commission on Government Organization. We expect that co-ordination will result in more coherent information, clearer and more understandable to Canadians than it has been in the past”.

After mentioning the lack of machinery for dealing with governmental information of an interdepartmental nature, and the need for Information Canada to fill this gap, the Prime Minister outlined a third reason for the establishment of Information Canada:

“to be able to learn better the views of the Canadian people. The unit is therefore designed not merely as a vehicle for dissemination of information but to provide better systems for Canadians to make known their viewpoints to their governments”.

In his statement to the House, Mr. Trudeau indicated acceptance in principle of the bulk of the Task Force’s seventeen major recommendations.

Information Canada was formed on April 1, 1970, a date which was not without significance in the eyes of its critics. Its main functions were:

“to initiate information programs on broad subjects such as federalism, which affect the nation as a whole and go beyond the responsibilities of departmental information divisions: to promote co-operation among departmental and agency information offices in major information programs and, consequently, increase effectiveness and efficiency; to advise and service, on request, departments and agencies; and to help Canadians get across their viewpoints to Parliament and government”.

Specifically, these functions were to be discharged by:

- (a) The design, provision and administration of exhibits and displays on behalf of Federal Government departments and agencies.
- (b) The provision of publishing services for departments except:
  - (i) such publishing services as are already assigned by statute to the Queen’s Printer, and
  - (ii) the publication of the *Canada Gazette*, the official documents and instruments required to be published therein, and the reports, transcripts, bills and other documents sent to the Queen’s Printer for printing by the staff of the Senate and House of Commons of Canada,
- (c) The retail distribution system and bookstores associated, and to be associated therewith as formerly operated by the Queen’s Printer.
- (d) The supervision and control of the rights and obligations in respect of the Crown Copyright in any document or other work of any kind in which it subsists.
- (e) The organization, management and direction of the staff and other resources acquired and to be acquired in respect of the administration of the consolidated information service.