

Division should report to the same Assistant Under-Secretary. I fancy that the same line of thought would lead to placing the Cultural Affairs Division in the same grouping.

15. The discussion above is almost entirely related to ideas for making more effective and meaningful activities which have been carried with greater or lesser success for many years and which should be continued. There has perhaps never been sufficient personnel or sufficient encouragement to envisage new and different programmes which could make a significant contribution to public information in other countries. I suggest the time may have come to consider experimental activities on a small scale and to develop these if they seem to bear promise. I think that one or two pilot projects might be undertaken to determine whether a considerably larger (and more expensive) programme would give value for money. To strike an example, one might take Australia, a country of vast potential and whose relationships with Canada are bound to become very close and important. Australians and Canadians feel a vague sense of affinity and share a sort of ignorant reciprocal affection but know very little about each other. This lack of knowledge and understanding (although there are other important factors) has not infrequently led to vexations and faulty interpretations which cannot fail to be reflected to some degree in official attitudes. If this assessment is correct, there would be identifiable value in successfully informing Australians about Canadians, their life, their problems and their aspirations. A pilot project in relatively massive public information could, of course, be undertaken in quite a number of