

R&D is a major part of our educational facilities. Canadian academic researchers have had success at least since the 1930s, when Banting and Best discovered insulin. Pablum was also first cooked up in Canada. More recently, researchers have developed a rapeseed hybrid, christened canola, into Canada's third-largest crop. They have identified the gene that causes cystic fibrosis, invented life-saving devices such as the electronic pacemaker, and provided the means for entertaining millions with the IMAX large-screen cinema technology.

The Canadian government supports access to post-secondary education for thousands of students through Millennium Scholarships. Over the next 10 years, the federal government is committing \$2.5 billion to this fund. Many large corporations are also generously providing funding for specialized studies, and a number of universities offer "automatic rewards programs" to recognize academic success.

**The imagination and originality of our artists working in literature, music, film, theatre, dance and the visual arts enhances Canada's artistic excellence world-wide.** With education nurturing the seeds planted by our diverse ethnic communities, a hybrid Canadian culture has taken root and become a rich source of world-leading musicians, writers and artists.

Impressive statistics show how Canada's culture has flourished. Canadian governments spend \$5.8 billion each year in support of culture. In return, the cultural industry, which employs over 640 000 Canadians, directly contributes \$16 billion per year to the economy, while spin-off effects generate \$8 billion more. In addition, the world has developed an appetite for the fruits of our creative labours. Exports of Canadian cultural goods and services totalled \$3.8 billion in 1998.

Government regulations requiring broadcasters to devote 30 percent of airtime to Canadian content. This has helped create the Canadian recording and television production industries. These industries have now matured and give a start to promising newcomers, such as singer-songwriter Hawksley Workman, whom the *Times of London* recently labelled "one of the hundred coolest people on earth."

At present, the world sings along with our popular music stars, such as Leonard Cohen, Bryan Adams, Shania Twain and Céline Dion (the best-selling Canadian recording artist of all time). The world also has taken to reading Canadians, turning the pages of books by authors such as Margaret Atwood, Carol Shields, William Gibson and Michael Ondaatje. Hollywood is also bright with Canadian stars, such as Dan Aykroyd, Jim Carrey, Mike Myers, Michael J. Fox and Keanu Reeves.