

Development of Film Industry

which is started well before we see it in Canada. Canadian films will lack that advantage and must therefore have bigger and more aggressive promotion by distributors and exhibitors here and abroad.

Canadian producers will have to give the closest attention to the problems of distribution abroad. In the questions I am asked today it seems to me that ones relating to distribution arise most frequently. In Canada there are already companies in this field which have valuable links with other markets in other countries. It is intended that the film development corporation should help facilitate trading arrangements. Canadian producers will need the good will and good offices of these established interests to ensure that film distribution becomes a two-way process in Canada.

The production and distribution of feature films is increasingly international in character, the product of agreements between collaborators in separate countries. This device of co-production can have marked advantages for the Canadian producer. The joint resources of the producing organizations provide a wider choice of talented performers, directors and technical participants and effectively strengthen distribution of the completed film. These should prove especially important considerations in the early stage of the industry, which we hope will soon begin to grow.

The goal of this resolution goes well beyond the immediate practical aim of giving financial support to the development of film production. Motion pictures are an important element in our cultural life. They should serve a national purpose and reinforce our Canadian identity. Over the years Canada has achieved an enviable reputation for the quality of documentary and short films but not for feature films. It is time the gap was closed and that audiences everywhere, within and outside the country, should come to know the range and the depth of our Canadian expression.

I suppose there is not a child in the country who cannot mention at least one screen luminary of the past 50 years who has come from Canada. Unhappily our artists have all had to go in the past to France, the United Kingdom or to the United States in order to find opportunity and gain recognition. A flourishing feature film industry will give Canadian film-makers, performing artists and technicians of all crafts associated with film-making a role to play in the cultural development of the country. It will be a stimulus for

authors and composers to direct their creative energies to a new field. The process of making motion pictures and the wide exhibition should serve to bring Canadians into a closer and more fruitful association and help us to gain fuller awareness of our immense spiritual resources.

It is not intended, Mr. Chairman, that the \$10 million fund to be set up should be used to make two or three men rich. It is not intended that we assist in the commercial development of an industry already well able to stand on its own feet. On the contrary, it has been demonstrated that in Canada the film industry has not been able to stand on its own feet by virtue of our small population and huge geographical expanse. Nor is it intended to hand this money out to individuals as a sort of charitable assistance. It is intended and hoped by the government to assist in this country, along the lines followed in other countries, in the bringing about of a viable industry. That industry will have to export. We think that Canadian artists, directors and technicians have something to say which the world wants to hear. We as the government are prepared, should the house agree, to assist them in saying what they have to say to the whole world.

Mr. McCleave: Mr. Chairman, may I set the hon. lady's mind at rest by indicating to her that we of the Conservative opposition support the resolution she has just presented. When I examine the resolution I think of the phrase, "excite the bold and encourage the daring", which was used some time ago. This resolution is the first manifestation of those words. What the minister had to say about legislating artistic and fiscal success in such a high cost industry as the motion picture industry is refreshing. It is also refreshing to hear that a fairly toughminded approach is going to be taken toward this problem, and for that the minister is to be commended. However, I must ask whether it is possible to legislate artistic and fiscal success. I shall have several other questions to ask in my brief contribution to this debate.

I should like to see this corporation placed on as firm a foundation as possible consistent with good business practice. This is good Conservative philosophy. We should like to break the four minute mile record but as Conservatives we want to see that the track is well laid before starting down it because we might break our necks.