...There are certain positive steps which we can begin taking — those of us who seek to build the bridge between the Canadian institutions and the Canadian poor. First, we have to recognize that effective contact is not being made with this segment of the people. Secondly, we must recognize that contact is essential before useful development can occur. Thirdly, we must recognize that, until the low-income groups are assisted in arriving at some consensus, and of more or less formalizing their demands, we can do little.

A fourth point is that governments, both federal and provincial, should seriously consider taking a bold step in actually committing substantial resources to this new community development approach. Community development is admittedly new and it is admittedly relatively untried in Canada — and the community development approach is certainly not an easy one for the government administrator to build his action programmes around. Yet the community development approach may prove to be the only way to develop successful anti-poverty programmes, and, for this reason, I feel it is urgent that it be given the understanding and support of governments....

ARDA PROGRAMME

...Now I should like to return briefly to the programme which is a particular responsibility of mine — the Agricultural Rehabilitation and Development Act. ...The ARDA legislation was passed in 1961 to expand the area of opportunity available to the very considerable segment of the rural population who have been unable to benefit from the general growth of the economy, and who have, in hundreds of thousands of instances, sunk lower in the economic and social scale of this country. The ARDA legislation implied the assumption of federal responsibility for rural income levels — but it did not imply that this responsibility carried with it the prerogative of federal intrusion into provincial planning and implementation in the management of natural resources or in the social and economic development of rural areas. ARDA is a federal-provincial programme, in which the provinces initiate, implement and administer projects and programmes. The role of the Federal Government is to share costs, provide some forms of technical assistance when required, and do some research. An important but not clearly defined role of the Federal Government is to function as a clearing house for information and to work toward improving co-ordination among the scores of participating agencies — federal, provincial and non-governmental.

...The point I do wish to make about ARDA is this: that the ARDA concept and programme is unique in Canada in that it seeks, by practical programmes and other measures, to overcome the weaknesses inherent in our institutional setup — to which I have alluded at some length earlier. The approach of the ARDA programme might be described as "wholistic". ARDA is a programme whereby the fragmentation of government agency effort can, to some degree, be compensated for by positive measures for improved co-ordination. It is a programme which,

unlike most others, can be geared to the problem of the whole human being in his rural environment — not to merely one facet of the individual's life or one limited sector of his environment.

A THRIVING EXAMPLE

A number of examples could be mentioned, of various areas in Canada where ARDA programmes are developing according to this broad, "global" concept of socio-economic development. May I briefly refer to the programme in one region — the Lower St. Lawrence and Magdelen Islands. The Gaspé Peninsula makes up most of this area, and the Gaspé has depended on mainly forestry, fisheries and agriculture for its economy. Incomes are now extremely low.

...Under the ARDA programme, the Eastern Quebec Planning Bureau — *le Bureau d'Aménagement de l'Est du Québec* — was incorporated in 1963 as a non-profit organization. It is financed in equal proportions by the Federal and Provincial Governments under the ARDA programme. This organization, which we refer to as the BAEQ, is concerned with research and planning of development programmes. The research programme is very comprehensive and it is intended that the programmes and projects will be equally comprehensive.

But the most original part of this major experiment in regional development is seen in the way in which the BAEQ and the people of the region are making contact, are communicating with each other. This process could be called community development within the definition I gave earlier. Locally, in the Lower St. Lawrence region, it is called *l'animation sociale*. During 1965 about 225 local committees were formed so that participants might express their views about the problems of their localities and the solutions to these problems. "L'animation sociale" in this region can be given credit already for worthwhile work. To name only one accomplishment there has been outstanding success in getting adults interested in further schooling. Five thousand adults have registered for instruction in 235 adult education classes, and some local groups are continuing their study. One must recognize that there are many difficulties yet to be solved, in research, planning and developing worth-while programmes for this region. However, the successes to date, here and in several other regions of Canada, indicate that the community development process can indeed produce results....

* * * *

SKIING STUDY PLANNED

Mr. Arthur Laing, Minister of Northern Affairs and National Resources, announced recently that a firm of Toronto engineering consultants would study for the Federal Government, the skiing potential of the Marmot Basin area of Jasper National Park, Alberta.

The results of the study will help in planning the long-range development of the Marmot Basin area, which may become one of Canada's leading skiing resorts.

(Over)