

BOOST FOR INDUSTRIAL DESIGNERS

New incentives to improve the design of Canadian products have been announced by Mr. Jean-Luc Pepin, Minister of Industry, Trade and Commerce. During 1970, his Department will launch an effort to increase the quantity and improving the quality of Canadian designs, and to achieve more immediate and measurable advancements in the design of Canadian products. The program is being undertaken on the recommendation of the National Design Council, an advisory body to the Minister.

The cornerstone of the new program will be the inauguration of IDAP (Industrial Design Assistance Program), which will help Canadian industry by contributing to the costs of industrial design development. This support will be in addition and complementary to that provided by other departmental assistance programs.

ELIGIBILITY

IDAP will support those industries that demonstrate their interest in improving their designs by the employment of qualified industrial design services. Assistance will be available to companies incorporated in Canada, to groups of companies organized as consortia and to trade associations that satisfy the requirements of the program.

Financial assistance under IDAP will be concentrated on relatively short-term projects of product or system innovation, and will be limited to 50 per cent of the industrial design operational and administrative costs. These will include the salary, wages and fees for industrial design and associated technical services, on a staff or consultant basis, which are directly related to a specific project. Both the technical and commercial feasibility of a project must be satisfied before government assistance is given.

In his statement, Mr. Pepin said that strong emphasis would be placed on improving management, knowledge and talent. Consultative services and funds will be available for design management courses and the development of products and systems for domestic and export markets. Scholarships and grants will continue to be offered for advanced training in industrial design and to assist in the establishment of study courses.

In order to implement the new program within current economic constraints on Federal Government expenditures, the operation of the two "Design

Canada' centers in Toronto and Montreal will be discontinued as of March 31, and their operating funds re-allocated to the new program.

POPULATION ESTIMATES

As of January 1, 1970, Canada's population was estimated at 21,260,000, an increase of 320,000, or 1.5 per cent since January 1, 1969. This compares with an increase of 310,000, also 1.5 per cent in 1968 and 331,000, or 1.6, in 1967. A decrease in the number of immigrants in 1969 was balanced by an increase in the number of births and a decrease in the number of persons emigrating from Canada.

In the calendar year 1969, Ontario had an increase of 175,000, or 2.4 per cent; British Columbia, 71,000 or 3.5 per cent; Quebec, 42,000, or 0.7 per cent, Alberta, 37,000, or 2.4 per cent; Newfoundland, 4,000, or 0.8 per cent, and Manitoba and Nova Scotia, 2,000 each. Prince Edward Island remained the same, while Saskatchewan lost 13,000, or 1.4 per cent and New Brunswick lost 3,000, or 0.5 per cent.

The starting-point for these estimates is the population count of the census of June 1, 1966. To these provincial counts are added births and immigrants; deaths and estimated emigrants are subtracted and an allowance is made for interprovincial migration. These estimates are subject to revision after the 1971 census of Canada.

On the basis of the elements of population growth during this quarterly period, the projected population on February 25 as registered on the Canada Population Clock was 21,308,710.

TEACHERS IN CANADA

The number of full-time teachers and principals in public elementary and secondary schools in Canada for the school-year 1968-69 was 236,467. This number represents an increase of 2.7 per cent from that of the previous year and an increase of nearly 189 per cent from the 81,889 recorded in the school-year 1948-49. The largest percentage increase over the previous 20-year period was in British Columbia (261 per cent), followed by Ontario (251 per cent), Alberta (229 per cent), Quebec (174 per cent), Newfoundland (160 per cent), New Brunswick (138 per cent), Manitoba (131 per cent), Nova Scotia (118 per cent), Prince Edward Island (109 per cent) and Saskatchewan (60 per cent).