

development and the quality of our cultural expression is gaining attention and international acclaim. Every means possible should be devoted to affirming and enhancing the development of our cultural enterprises for it forms a good part of the creative driving force in our country's economy.

The creative abundance of our writers, painters, musicians and performers are producing cultural works that have high standards of excellence and world appeal. As a society, we must continue to reward our artists and try to ensure that their material working conditions are improved for they are the creative people on which our culture is based. They also provide the creative talent upon which our cultural enterprises depend.

Cultural enterprises play a crucial role in Canadian development that is much broader and more diversified than other economic or commercial sectors. Through these enterprises we produce and disseminate cultural product, that embody our attitudes, beliefs and values, such as books, magazines, films, that in turn reflect and shape our society, and thereby affirm our own cultural identity and our existence as a distinct and sovereign nation.

Cultural enterprises are the principal instruments for the production, distribution and exchange of cultural goods and services. They usually base their commercial activities on ownership of cultural copyrights. They operate on a profit making basis, using capital generated from