

*Development of Film Industry*

other country in the particular line in which they are skilled. However, these directors in Canada are forced, under our unique sense of nationalism, to hire actors and actresses from the Canadian pool who may not be the type of actors or actresses required to fit into a particular role.

I am not going to develop this theme, because I am talking about a field of which I know very little, other than what I learned from my own investigations some years ago. Therefore I simply suggest that one of the criteria which should be applied in the choosing of people to receive awards under this particular bill should be that of making sure that the wrong type of nationalism, will not be a limiting factor.

I am a nationalist, Mr. Chairman, and I want to see a Canadian film industry developed. I know that individuals and companies in Canada have made tremendous efforts and sometimes lost a great deal of money trying to develop a commercial type of film. Over and over again they have been trapped by the fact that the Canadian market is insufficient to carry their product. But the minute they try to come into the field and produce a film for the C.B.C., for example, they are caught by the type of attitude which dictates that you can only hire people who are Canadian citizens.

Ultimately we want to see more and more people reaching technical excellence as directors, as lighting and stage technicians and in all phases of good film making, as well as in the field of acting. We know we have these people because they have been a success in other countries. But if the chief criterion in setting up a Canadian film industry is that the Canadian Film Development Corporation can hire only Simon-pure Canadians, then we would be limiting ourselves and would not be able to produce the best scenario, the best actors and actresses or the best technical standards.

I do not think we should try to put restrictions of this sort on our film producers. If these people need a certain type of director or require technical people with certain qualifications for a certain job, then they should be allowed to hire the people they want. We know that the production of Disney films in Canada has involved the use of Canadian technical personnel by the Disney Corporation almost exclusively, and we have had tremendously fine results. This industry could be a two-way street, but what we are after is something which we can sell.

[Mr. Hamilton.]

The final point I wish to make is in the form of a question. The minister indicated the difficulty involved in distribution, what I would call the marketing. The fundamental weakness is that today's market for films requires to be composed of a good many more millions of people than we have in Canada. The market must be sufficiently broad to carry the cost of production of a film.

Marketing films would involve a lot of tie-ups with international distribution agencies, but the minister has said that this is a costly arrangement. One reason above all others that I support this legislation is that I have seen Canadian enterprises in this field fail before. I hope that the money supplied, even though it comes from the state, as it does in other countries, will help these people break through the barriers that now exist against ordinary Canadian companies becoming big enough financially to cope with the tremendous production costs and distributive costs in other countries. What we need is a market for Canadian films which will be sufficient to ensure that it is a pay-off operation, which in time will enable it to accumulate enough capital of its own.

With those few remarks and with the warning I issued earlier, Mr. Chairman, I should like to ask the minister whether there is any intention of making this corporation subject to the sort of restrictive and narrow nationalism about which I warned her at the beginning of my remarks.

**Miss LaMarsh:** Mr. Chairman, the very fact that films must be commercially viable is an indication that individually talented people either before or behind the camera would be part of any package. It may be that the film will be 100 per cent Canadian in content, but we have not put a percentage into the bill, as will be seen by a reference to clause 10(2). I understand that in the United Kingdom they use a percentage in the neighbourhood of 80 to 85 per cent, but we have made this bill more flexible. However, looking at the whole thing, the film must have Canadian content.

**Mr. Hamilton:** Do I understand that even though we have a lower percentage there must be a large Canadian content to warrant support?

**Miss LaMarsh:** One of the matters mentioned in the resolution, Mr. Chairman, was that we did not want pirate companies to come in and just use Canadian tax moneys to make a profit. That is why the films are