

### CHAPTER III

#### A PROLIFERATING PROGRAM

Now that the overall framework for Canada's international cultural relations has been outlined, it is possible to focus specifically on the Cultural Program of the Department of External Affairs. During the last five years, this Program has grown rapidly in response to accumulating demands at home and abroad for more contact between Canada and the rest of the world.

Regardless of which institutions are responsible for their design and development, programs represent one of the most essential keys to a dynamic presence abroad, since they provide tangible contact points between Canada and other nations. As important as policy, coordination, promotion and administration are in the total scheme of things, if programs are poorly-conceived or ineffectually-executed, no amount of activity in these other areas will provide sufficient compensation. This helps to explain why the Department of External Affairs is constantly concerned with ensuring that Canada is represented abroad with programs of the highest possible calibre.

In its present form, the Cultural Program of the Department of External Affairs neatly subdivides into artistic, academic, athletic, scientific, youth and special components - each of which is described in some detail in the pages to follow. Due to historical and constitutional factors, there are large variations in the size of these program components. For example, the programs of artistic and academic relations are quite large, due to the fundamental role that the Department has been expected to assume in these fields. In contrast, the programs of scientific, athletic and youth affairs are smaller, owing to the fact noted in the last chapter that many other institutions carry onerous responsibilities in these fields. Moreover, prior to the establishment of the Bureau of International Cultural Relations, all these programs were housed in the Department's Bureau of Public Affairs. Given the strong bonds which must exist between cultural relations and public affairs, the chapter concludes with a brief consideration of those public affairs activities which have most relevance to Canada's international cultural relations.

#### Artistic Relations

Over the last decade, the Department of External Affairs has developed a multiplicity of programs in the performing, visual, film and literary arts to enhance Canada's artistic image abroad. These programs are of two basic types. First, there are programs which are destined to facilitate international relations involving institutions and organizations, such as tours by performing arts companies, exhibitions of Canadian art, book donations, participation in film festivals and special events. Second, there are programs involving individuals, such as reciprocal visits by professional experts in the various art forms, tours by Canadian artists, and similar types of programs involving individuals. Three criteria tend to govern the selection of programs in these two inter-related areas: namely, quality and excellence; balance among the different art forms; and geographical representation.