

6. Sponsored visits abroad of Canadian writers, poets and playwrights, incite better knowledge of Canadian writing among intellectual audiences and the media.

(d) Sports

1. Provides mechanisms for various national and provincial sports organizations to participate in international sports federations.
2. Ensures coordinated policy towards international sports events.
3. Facilitates holdings of international sports events in Canada.
4. International sports participation
 - a) enhances performance of Canadian athletes through competition;
 - b) strengthens national identity and national unity; and
 - c) reaches broad audiences.

(e) UNESCO

1. Provides federal leadership in coordinating provincial participation internationally in education, culture and technology.
2. Enables Canada to have a policy role in managing the world's cultural heritage, and in preparing for the future.

(f) Youth Exchanges

1. Increases knowledge of and sympathy for Canada and its concerns.

II Academic

1. Non-governmental Advisory Committee involves Canadian community of higher learning in academic exchange policy.
2. Canadian studies abroad are perceived as the most effective academic tool available to the Department as a means of achieving the principal objective of developing an informed, well disposed and sustained interest in Canada among members of foreign leadership