

Unless special efforts are made to establish strong links between the two areas, there is an inevitable tendency for the two areas to drift farther and farther apart.

Over the last few years, concerted attempts have been made to rectify this deficiency by the Department of External Affairs and Canada's growing cultural community. In the past year in particular, the number of representations coming from the private sector - letters, briefs, deputations and presentations by special interest groups - has increased substantially, thereby providing the Department with more and more information about the types of improvements the cultural community would like to see in Canada's cultural relations abroad. In addition, the Department has recently established an Academic Advisory Committee and an Arts Advisory Committee - composed of outstanding representatives from the academic and artistic sectors respectively and sitting as private individuals rather than as representatives of organizations - in order to strengthen communication, consultation and coordination between the public and private sector. The functions of these committees are broadly defined to include provision of information about domestic developments, program possibilities and advice on long-term policy and planning. This is an essential development, and should be followed in the future by the establishment of advisory committees in the other sectors of culture as well as by many more meetings, seminars and conferences on various aspects of Canada's international program in this field. In addition, the Department should make much more extensive use of the numerous professional associations, service organizations and individual creative talents in the planning and development of this program. Such initiatives should help to ensure that the Department of External Affairs and Canada's cultural community are working in full partnership to give Canada the strength up the middle it needs to evolve a forceful and dynamic cultural life abroad.

Marketing Canadian Cultural Products

During the last few decades, there has been an incredible proliferation of cultural activity everywhere in Canada. The Atlantic region, Ontario, Quebec, the Prairies, British Columbia and the North West Territories have been alive with all sorts of ambitious undertakings. As a result, a large and rapidly-expanding supply of high quality products - paintings, books, films, radio and television programs, records, compositions, cassettes, pieces of sculpture and craft objects - is available for marketing in other countries of the world.

There are two reinforcing reasons why a vigorous campaign should be mounted to market Canadian cultural products abroad. The first reason is economic. Countries with well-developed machinery for marketing such products have discovered that the financial returns can be very considerable. Some of these products - like paintings and many craft objects - are high in value and low in bulk, thereby making it a viable economic proposition to transport and sell them abroad. Others - like films, records and books - can be reproduced in large quantities for little additional cost. In either case, the returns per unit of product are very substantial. Moreover, it is through the development of these markets for products that markets are created for the individuals and organizations who created them - markets which are essential to the long-term development of income and employment opportunities for Canada's creative talents. If for no other reason, the marketing of Canadian products - as well as the individuals and organizations who produce these products - represents a sound investment and makes good business sense. But, there is a second