



STATEMENT

94/12

CHECK AGAINST DELIVERY

AN ADDRESS BY

THE HONOURABLE ANDRÉ OUELLET,

MINISTER OF FOREIGN AFFAIRS,

ON THE OCCASION OF THE PRESENTATION OF GRANTS

TO THE MONTREAL SYMPHONY ORCHESTRA

AND TO THE GRANDS BALLETS CANADIENS.

MONTREAL, Quebec
March 25, 1994

Ladies and Gentlemen:

It is my pleasure to announce today the presentation of two grants, one to the Montréal Symphony Orchestra for \$300 000, and the other to the Grands Ballets Canadiens for \$275 000.

The investment being made by my department in your planned tours abroad is a tribute both to your artistic prowess and to your international renown.

It also expresses the appreciation of the Government of Canada toward you as special partners in the affirmation of Canada's distinctive cultural presence amidst the tremendous changes taking place in the world.

By this gesture of confidence, I invite the various private-sector partners to get involved in this remarkable expression of creativity and thereby shine forth with you on the international markets.

Please allow me to cite two relevant passages from the Red Book policy statement that clearly reflect our attachment to the promotion of Canadian culture abroad:

Culture is the very essence of national identity, the bedrock of national sovereignty and national pride. At a time when globalization and the information and communications revolution are erasing national borders, Canada needs more than ever to commit itself to cultural development.

The same Red Book that has inspired our action states the following:

Finding jobs, protecting the environment, enhancing national unity, providing political security, and enriching the cultural identity of Canadians are all goals inextricably linked to how Canada acts in the global arena.

I intend to apply this policy statement in the framework of my ministerial responsibilities; it is the focal point of my attention in the foreign policy review that we have just gotten under way.

I also intend to weave into the fabric of this review the various threads of the cultural sector, because of its specific contribution to our country's future.

International cultural affairs encompass my department's activities and those of its partners who support this sector of our national life, a sector that is unique in every way. The

performers, creators and entrepreneurs who work in cultural affairs are in the main individualists. However, they lend depth, colour and diversity to our identity as it evolves.

When people attend your performances, they are both inspired and brought face-to-face with what they are. More than simply celebrating beauty, you are challenging us to escape the daily routine and take a look at what we are and where we are going.

Your unique contribution, expressed on the stages of the world's major cities, exemplifies the objectives of Canada's international cultural involvement.

In general, through international cultural affairs we seek to achieve the following:

- make Canada a leader in the new world economy by projecting the image of a country that is unique, creative, innovative and hence competitive;
- protect our cultural sovereignty;
- undergird the Canadian identity by exhibiting its most creative aspects on the international scene; and
- promote the growth and vitality of the culture and education sectors, and thereby help create jobs.

The cultural sector contributes significantly to job creation in Canada.

It accounts for nearly 3 percent of the gross domestic product and more than 425 000 jobs; the number of people working in it has increased by 122 percent over the past 10 years, a growth rate twice that of Canada's labour force as a whole.

Canada's domestic cultural market is small and regionally based. Your presence on the main international markets not only helps you to develop artistically, but it also has become essential to maintaining employment in Canada.

Thank you.