



DEPARTMENT OF EXTERNAL AFFAIRS
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INTERNATIONAL CULTURAL RELATIONS

The Secretary of State for External Affairs announced today that the current funding level for international cultural relations (ICR) programs will be doubled over the next four years.

The Minister pointed out that international cultural programs express a broad range of Canadian accomplishments, covering the arts -- performing arts, visual arts, literature, film and video; academic relations -- Canadian studies, scholarships, academic exchanges; sport; and exchanges of persons.

The Department of External Affairs attaches great importance to raising the awareness and understanding of Canada, particularly by key partners such as the United States, Japan, other Asian nations and European countries. The Secretary of State for External Affairs explained: "Just as individuals deal more openly and regularly with those they know, so countries cooperate more willingly with those countries they know and respect". An innovative cultural presence abroad reinforces an image of Canada as a sophisticated, multifaceted industrial society.

Canada's performing arts companies and artists are particularly effective cultural ambassadors. As Mr. Clark pointed out: "An enriched program of international cultural relations reflects our confidence as a nation. It affirms this government's belief that Canadians can compete with the world's best. An expanded program will offer more opportunities for our artists, scholars and teams to promote their achievements -- and through them, to draw attention to Canada."

The Department of External Affairs will manage the program, on advice from specialists in government departments and cultural agencies and in consultation with arts, academic and sport organizations.

BACKGROUND
INTERNATIONAL CULTURAL RELATIONS

Canadian government support for international cultural relations (ICR) is a relatively recent phenomenon. Compared to most major nations, Canada is a latecomer to the field, incorporating ICR programs in its foreign policy only for the last 20 years. Current program funding to arts, academic and sports activities worldwide stands at \$10 million annually.

The increase announced today by the Secretary of State for External Affairs represents a vote of confidence in Canada's arts, academic and sports communities. It also reaffirms the importance of international cultural relations in contributing to foreign policy objectives by making Canadian excellence better known outside of our borders.

Through its arts programming, External Affairs aims to showcase Canadian artistic achievement, increase visibility and access to commercial markets for artists. The department provides advice and financial support for tours by artists and companies in music, dance and theatre. The Toronto Symphony's recent tour of Europe illustrates the collaboration between governments, private backers and arts companies that allows major tours to occur and excite attention among critics and audiences. Increased funds will expand the opportunities for artists, groups and promoters to build audiences, primarily in the US, Japan, other key markets in Asia and to maintain their presence in Europe. External Affairs funding will help to make Canada better known in the popular recording field.

In the visual arts, External Affairs will work to ensure that exhibitions of Canadian art and artefacts take place regularly in major museums and galleries. Commercial galleries will be encouraged to exhibit Canadian contemporary art to their clients. Canada is the centrepiece at the Cologne art fair in November, and the additional resources just announced will assure our presence at other major fairs, festivals and showcases.

New directions in literature programs will stress the translation and publishing of works in third languages, such as Japanese and Spanish, where the promotion of Canadian literature and scholarly publications depends on a greater supply in the language of new key markets.

Additional funding for academic relations will be directed towards increasing the number and value of Government of Canada Awards. The department can now pay greater attention to reinforcing the science and technology aspects of research and

exchange programs for graduate and post-graduate students. Canadian Studies efforts will expand to include increased research on Canada, outreach programs to generate interest in Canada among primary and secondary students and programs of matching endowments from the private sector.

"Canadian Studies" is the teaching, research and publication about Canada. In the US alone, courses on Canada are taught in about 25% of universities, in some 23 disciplines or professional schools, to about 20,000 students annually. Centres or programs of Canadian Studies exist in over 40 American campuses. The network of Canadian Studies extends also to 13 other countries in Europe and the Asia/Pacific region. Scholars in these nations advise government, business and the press. They write about Canada and educate future generations of leaders. In this way, knowledge and understanding of Canada is built over time.

Canada ranks among the top 15 countries in world standings in many major sports. Events such as the Olympics present opportunities to promote our athletes to the world, as sport reaches audiences which artists and scholars often do not, and in greater numbers. External Affairs will be more active in encouraging tours of our top national teams and athletes and in helping to provide sport technical assistance at coaching clinics or sports resources centres in priority countries where other ICR activities would be difficult or less effective to mount.

To build on Canada's strengths and reputation and to tailor our programs to precise markets constitute the challenge ahead for international cultural relations. With greater resources, External Affairs can intensify existing programs and forge new directions that will increase our presence in the eyes of decision-makers and opinion-leaders of key partners.

For further information, contact Cecil Rabinovitch
(613) 992-0969.