

Encouragement of greater industrialization of the building process through an understanding and application of a systems approach to building is being carried out through publications and through conferences and seminars held across Canada.

To encourage building design excellence, awards for the creative use of materials in architecture and structural engineering have been presented under the Design Awards Program. This program is sponsored by the National Design Council and the Department of Industry, Trade and Commerce in co-operation with the appropriate industry association within the framework of the BEAM program.

The promotion of universal use of the National Building Code is continuing. Manitoba has made it mandatory for all larger cities and towns. Ontario, New Brunswick, Nova Scotia and British Columbia have taken or are planning to take similar action and Quebec is studying its feasibility. A *Building standards index* lists all codes, standards and specifications used in the Canadian construction industry.

Export opportunities for the goods and services of the construction industry continue to be identified through the Department's trade posts abroad and in co-operation with industry.

Industrial design. The design program, authorized by the National Design Council Act 1961 and administered by the Department's Office of Design is aimed at promoting and expediting improvement in the products of Canadian secondary industry. The Office of Design is also responsible for developing and carrying out programs and projects pertaining to more widespread use of improved industrial design.

Design programs include: financial and technical assistance to educational institutions to introduce design training at the technical and university levels; seminars on various facets of design for the benefit of professionals, educators, business executives and the general public; awards programs for achievements over a broad field of design endeavour; scholarships for advanced training in industrial design in Canada and abroad; grants for design research and promotion by Canadians; and technical and financial assistance to committees and groups dedicated to the implementation of programs to foster effective design on a national, regional or industrial level.

Under the Industrial Design Assistance Program (IDAP) introduced in 1970, manufacturers are given financial support to develop new and improved designs by employing qualified industrial designers. The assistance is available to companies incorporated in Canada and is concentrated on relatively short-term projects of product innovation; it is limited to 50% of the projected design cost, subject to technical and commercial feasibility.

A National Design Council Chairman's Award for Design Management was introduced in 1970, to be presented to the management group which, in the Council's opinion, does the most to integrate and efficiently apply good design policy.

Defence Industry Productivity Program (combining the former Industry Modernization for Defence Exports Program and the Defence Development Sharing Program) is designed to enhance the technological competence of the Canadian defence industry in its export activities by providing financial assistance to industrial firms for selected projects. Emphasis is placed on those areas of defence technology having civil export sales potential. Assistance may cover the development of products for export purposes; the acquisition of modern machine tools and other advanced manufacturing equipment to meet exacting military standards; and assistance with preproduction expenses to establish manufacturing sources in Canada for export markets. Manufacturing equipment projects are selected for assistance on the basis that the machinery acquired will make a significant contribution to increased productivity. More details of this program may be found in Chapter 9, Section 9.2.6.

The Automotive Adjustment Assistance Program, which remains in force until June 30, 1973, offers opportunities to Canadian automotive parts manufacturers for expanded production, rationalization of output and reduced costs. In order to take advantage of these opportunities, Canadian parts makers must engage in substantial re-equipment and plant expansion programs. Term loans are made available for the financing of the acquisition, construction, installation and modernization of facilities or machinery and for use as working capital. Responsibility for the tariff remission aspects of the program was transferred to the Machinery and Equipment Advisory Board, effective June 1, 1971.