



## HIGHLIGHTS

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With the arrival of the 1980s, pay-TV, video discs, videotapes and other new technologies signalled the merging of culture and communications.

In recent years several government initiatives have stimulated the growth of a distinctive Canadian culture. Examples are: regulations for the amount of Canadian content required for TV and radio broadcasting, capital cost allowances to encourage investment in feature films and videotapes, and financing for Canadian book publishing.

The cultural sector is labour-intensive and generates thousands of jobs for Canadians. Thus it can be viewed in economic as well as social and artistic terms. A cultural statistics program begun during the 1970s has surveyed visual artists, writers, actors and directors, musicians and composers.

In 1981-82, about 1.8% of federal spending went to cultural activities while the provinces, on average, spent about 1.2% of their budgets on culture.

Ownership of recreational equipment is increasing. Government programs encourage fitness and amateur sport.