

CULTURAL ACTIVITIES AND LEISURE

15.1 Changes in cultural growth

In recent years, government agencies and the general public have devoted increasing attention to the cultural dimension of Canadian life. Canadian content regulations for television and radio and a capital cost allowance for investors in Canadian feature films are two examples of government action designed to stimulate Canadian creative expression.

Total federal government expenditures on culture in recent years increased to nearly \$1.3 billion in the fiscal year ending March 31, 1982 from \$1.1 billion in 1980-81 (Table 15.1).

As an example of growth over a 10-year period, Table 15.2 summarizes levels of support to the arts from 1973 to 1983 by the Canada Council. From this one funding agency, annual support for the arts rose from \$19 million in 1973-74 to \$60 million in 1982-83, and for theatre from \$4.8 million to \$13.4 million.

15.1.1 Federal policies for the arts

The arts and culture sector in the federal department of communications (DOC) has had overall responsibility for developing federal policies designed to stimulate the creation, production, dissemination and conservation of Canadian cultural products and forms of expression.

One aspect of sector activities is liaison with eight of the federal cultural agencies to promote co-operation in meeting common cultural objectives. The agencies are: the National Film Board, Telefilm Canada (formerly the Canadian Film Development Corp.), the National Library of Canada, the Public Archives of Canada, the National Museums of Canada, the National Arts Centre Corp., the Canada Council, and the Social Sciences and Humanities Research Council.

The sector advises the responsible minister on national policies involving direct and indirect subsidies to the arts, conservation of the Canadian heritage and strategies to support Canadian cultural industries. For example, in the areas of film, videotape production, sound recording and book and periodical publishing, the sector develops policies and programs to increase Canadians' access to Canadian cultural products, by assuring the growth of Canadian-owned and controlled cultural industries.

To assist Canadian film and videotape production, the sector administered a 100% capital cost allowance, a tax deferral scheme, with about \$60 million invested in 1982 in Canadian film and videotape production. In January 1982, regulations for this program were tightened to ensure greater Canadian control. The sector was also responsible for a publishing development program which planned to disburse \$8.2 million to the Canadian book publishing industry in fiscal year 1983-84.

15.2 Cultural statistics program

Many aspects of culture cannot be quantitatively measured, such as the quality of a painting, the talent of a performer, the subjective enjoyment of an audience member, or even a particular need of the economy the contribution of cultural activities to the gross national product can be measured. 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.

With the arrival of the 1980s, there were clear signs that culture was subject to changing forces. Pay-TV, video discs, video tapes and other new technologies are only a few examples. The merging of culture and communications that is part of the communications revolution seemed likely to reshape many aspects of Canada's cultural life.

Need for cultural statistics. Governments have acknowledged the place of indigenous culture in the well-being of a nation. Over the past 20 years, government expenditures have been channeled into the promotion, development and support of Canadian culture in increasing amounts. Legislation and policy statements have backed the objective of enhancing the quantity and quality of Canadian creative work in all branches of cultural endeavour. A need emerged for precise information that could be useful to policy makers, administrators, researchers and the public at large. Such a need was identified as long ago as 1958 in the Massey report and again in 1969 in the report of the task force on government information, *To know and be known*. The federal cabinet, in July