

The program is being implemented and is subject to further development through the Construction Industry Development Council and in co-operation with industry through the major associations. The Council, which is responsible to the Minister of Industry, Trade and Commerce, is national in scope, comprising 35 representatives of the manufacturing, design and contracting sectors of the industry as well as labour unions, universities and government. Co-operating directly in the BEAM program are the Canadian Construction Association, the Royal Architectural Institute of Canada, the Association of Consulting Engineers of Canada, the Specification Writers Association, the National Home Builders Association, and the Housing and Urban Development Association of Canada.

Having established the needs and priorities for construction information in Canada, ways in which a comprehensive and flexible information system can be developed were identified. A thesaurus of Canadian construction industry terms has been compiled in both English and French to assist in providing a means of indexing the system and to resolve the ambiguity in construction terminology. A glossary equating French and English construction industry terms has also been prepared.

The design and performance specifications for a National Construction Information System have been completed and work has started on the acquisition of data suitable to the system. To provide a commercial operations channel, a non-profit corporation known as the Canadian Construction Information Corporation has been established and is in the process of implementing the system.

The Department has continued to encourage the increased use of dimensional standardization and co-ordination of building components and buildings. Initially, conferences were held throughout Canada to acquaint policy-makers within the industry with the technological and economic advantages of modular standardization. These conferences continue to be followed up by a program of clinics. In addition, a directory of modular building components is published annually.

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 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 attempting 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.