



Canadian
Heritage

Patrimoine
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SPORT VALUES
ARTS CULTURE
DIVERSITY
HERITAGE
COOPERATION
PARTNERSHIP

SHARING CANADIAN STORIES

CULTURAL
DIVERSITY AT
HOME *and* IN
THE WORLD
2005 Edition

Canada 

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2005

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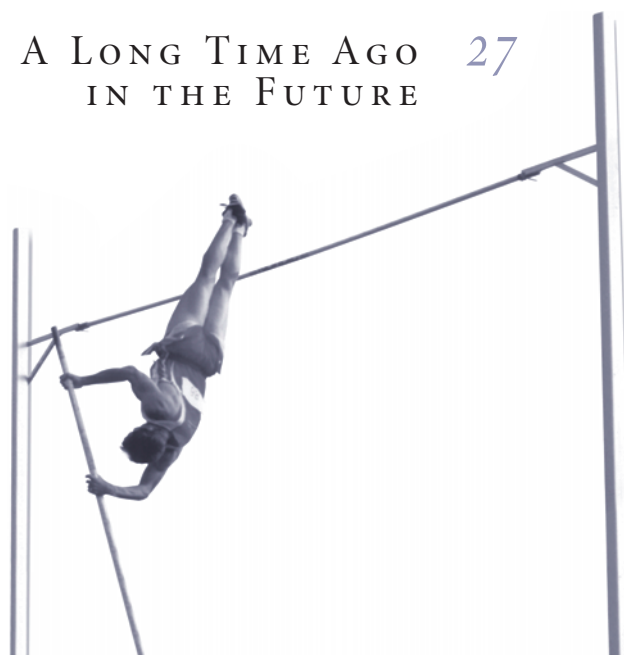
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INTRODUCTION



SHARING CANADIAN STORIES

Through the Canadian Heritage portfolio, the Government of Canada plays a vital role in the preservation and promotion of Canada's heritage and culture. This portfolio includes both the Department of Canadian Heritage and a number of independent partner agencies and corporations with a specific mandate. Collectively, they provide support for the literary, visual and performing arts, for sports, broadcasting, film, new media, museums and archives, and more. In the most fundamental sense, the Canadian Heritage portfolio shares Canadian stories and diversity, both among Canadians and with others around the world.

Canada's cultural policies and programs are designed to encourage artistic excellence in all its diversity, to foster access for the largest audience possible, and to strengthen the administrative foundations and governance of the cultural sector. In addition, these policies and programs enable us to promote Canadian interests and values externally, while keeping Canada open to the best the world has to offer. As the world becomes more interconnected, our writers, performers, artists, athletes and scholars become our ambassadors. They are reflections of who we are and what we stand for as a country.

*By 2017, visible minorities are expected to make up
20 percent of the Canadian population.*

(Source: Statistics Canada)



With nearly 10 million square kilometres of land, 10 provinces, three territories and six time zones, Canada is one of the largest countries on Earth. Most of the Canadian population lives within a thin strip along the southernmost border; the remainder lives in small towns and rural areas, some of which are remote from major population centres. Canada's two official languages are English and French; however, nearly 200 other languages are spoken in Canada on a daily basis, including 61 Native languages. In order of significance, Chinese, Italian, German and Spanish are the most widely spoken foreign languages in Canada.

THE CANADIAN HERITAGE PORTFOLIO

The **Department of Canadian Heritage** is responsible for policies and programs related to arts and heritage, broadcasting, cultural industries, new media, Canadian identity, multiculturalism, official languages and sport.

The **Canada Council for the Arts** encourages and promotes the study, enjoyment and production of artistic works through financial support to artists and art organizations in the performing, literary, visual, media and interdisciplinary arts.

The **Canada Science and Technology Museum Corporation**, which includes the **Canada Science and Technology Museum**, the **Canada Agriculture Museum** and the **Canada Aviation Museum**, collects and exhibits information that fosters scientific and technological literacy throughout Canada.

The **Canadian Broadcasting Corporation** provides national radio and television broadcasting services, predominantly Canadian in content and character, as well as multi-layered Internet services that include special interactive platforms for children and youth.

The **Canadian Museum of Civilization Corporation**, which includes the **Canadian Museum of Civilization** and the **Canadian War Museum**, collects, maintains, and exhibits Canada's national military and human history collections, thereby promoting a greater understanding and appreciation of human achievement both within Canada and around the world.

The **Canadian Museum of Nature** collects, maintains and exhibits Canada's natural history collection, conducts research, and shares its expertise in the natural sciences both within Canada and around the world.





“...Canada must now preserve its identity by having many identities.”

Northrop Frye,
Canadian literary critic

The **Canadian Race Relations Foundation** works to combat racism and all forms of racial discrimination in Canada by promoting intercultural understanding.

The **Canadian Radio-television and Telecommunications Commission** regulates and supervises Canadian broadcasting and telecommunications industries according to their respective legislation.

Library and Archives Canada, which includes the **Portrait Gallery of Canada** program, is an innovative knowledge institution responsible for acquiring and preserving Canada's documentary heritage in all its forms, and for providing all Canadians with easy, one-stop access to the texts, photographs and other documents that reflect their cultural, social and political development.

The **National Arts Centre** develops and promotes the performing arts in the National Capital Region and elsewhere in the country, and assists the Canada Council for the Arts with development of the performing arts throughout Canada.

The **National Battlefields Commission** is responsible for administering the National Battlefields Park in Quebec City, which includes the Plains of Abraham and Des Braves Park.

The **National Capital Commission** fosters pride and unity by making the National Capital Region a meeting place for all Canadians, and by safeguarding and preserving the national treasures of the Capital, including the official residences.

Statistics Canada indicates that, by 2017, the Aboriginal population should continue to grow at an average rate of 1.8 percent per year, more than double the rate of 0.7 percent for the general population.



“This harsh and beautiful land has never ceased to accommodate what can further enhance its beauty. And the Canadian cultural mosaic, symbolizing unity in diversity, has a charm of its own.”

Wali A. Shaheen, Canadian poet

The **National Film Board of Canada** produces and distributes films, videos and multimedia products that interpret Canada to Canadians and to the world. The NFB has received numerous awards, including 11 Oscars.

The **National Gallery of Canada**, which includes the **Canadian Museum of Contemporary Photography**, collects and exhibits outstanding works of visual art throughout Canada and internationally.

Status of Women Canada promotes gender equality and the full participation of women in the economic, social, cultural and political life of the country.

Telefilm Canada is devoted primarily to developing and promoting Canadian film, television and new media industries.

Each of these institutions maintains a Web site that provides more detailed information. Access to each of these Web sites is available from www.canadianheritage.gc.ca.



A woman with short, light-colored hair and glasses is smiling. She is wearing a white collared shirt under a dark vest. She is holding a book in front of her, which has the title 'Redden raterat' and 'Julie Lacroix' visible on its cover. The background is a soft, out-of-focus light blue.

CANADIANS *and* THE WORLD

SEEING OURSELVES
THROUGH THE EYES
OF OTHERS

The second half of the 20th century was marked by the introduction of television, satellite communications and the Internet. These technologies have changed our relationship to the world and the way in which we perceive the arts, culture, work and communications. International cultural and commercial exchanges have intensified and accelerated in recent years, so that the world has become a kind of “global village.” Canada believes that even with our many differences, the citizens of this global village share a lot of common ground. Each country’s unique heritage is enriched through its openness to that of other countries. In this context, respect for diversity is becoming a priority for more and more countries around the world, and Canada favours it within and beyond its own borders.

The Government of Canada has been actively pursuing the development of an international agreement that will recognize the unique character of cultural goods and services, and reaffirm the right of governments to enact policies in support of the diversity of cultural expression. In this regard, Canada is pleased that a draft Convention on the Protection and Promotion of the Diversity of Cultural Expression—negotiated multilaterally within UNESCO—meets these fundamental objectives.



Creation draws on the roots of cultural tradition, but flourishes in contact with other cultures. For this reason, heritage in all its forms must be preserved, enhanced, and handed on to future generations as a record of human experience and aspirations, so as to foster creativity in all its diversity and to inspire genuine dialogue among cultures.

(UNESCO Universal Declaration on Cultural Diversity, Article 7.)

This Convention will be an important tool, allowing each country to transmit its own stories and history to its citizens and the rest of the world.

As an officially bilingual country, Canada is also a very active member of both the Francophonie and the Commonwealth. In addition, Canada is a major player in the multilateral French-language channel TV5. This initiative for promoting cultural diversity provides an international showcase for the achievements of Canadian producers and artists, and offers the Canadian public an additional French-language channel where all parts of the French-speaking world are on view.

In the international arena, Canada has signed a large number of major international conventions, agreements and protocols in the areas of culture and sport. It also played a dynamic role in the development of the Universal Declaration on Cultural Diversity, which was adopted and proclaimed by UNESCO in November 2001.

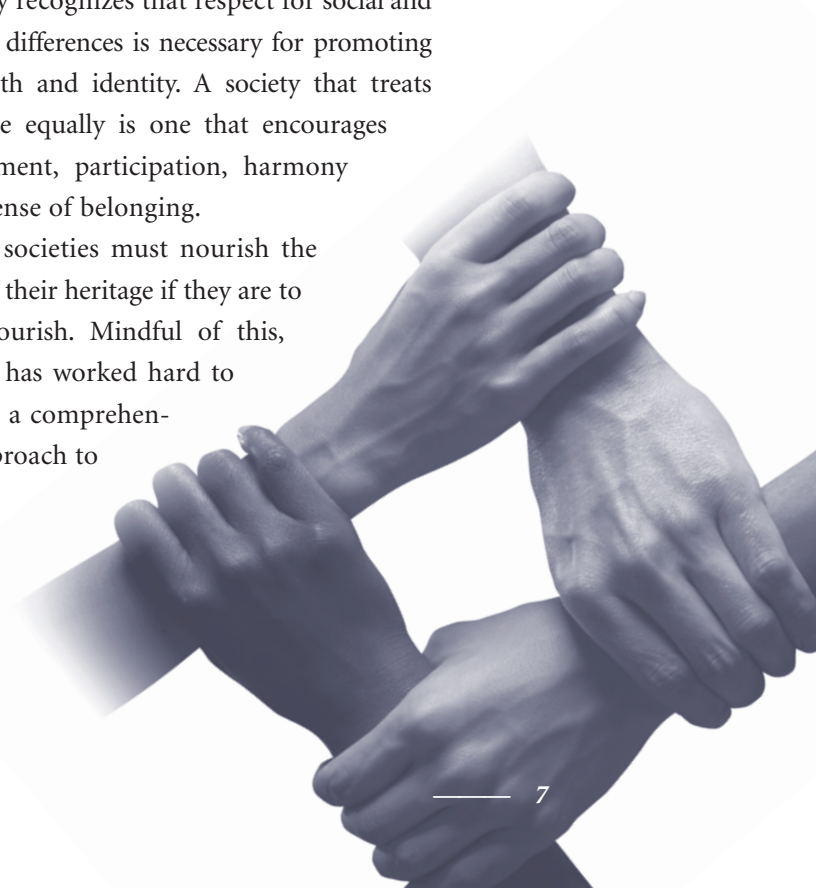
Diversity, human rights and democracy are values at the very core of Canadian identity. We believe that the Canadian experience and the lessons we can learn from it provide added value to current discussions on cultural diversity.

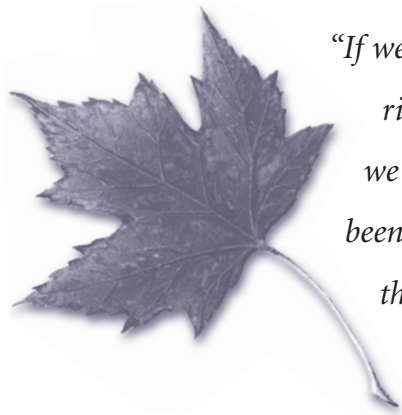
This experience is shared at international forums where the international community focuses on the concepts of shared citizenship and social cohesion.

Canadians have long been convinced that support for the arts and culture is essential to the expression of a country's identity, and that arts and culture directly influence social development.

Canada's approach to diversity is based on the belief that the common good is best served when everyone is accepted and respected for who they are. This faith in the value of diversity recognizes that respect for social and cultural differences is necessary for promoting self-worth and identity. A society that treats everyone equally is one that encourages achievement, participation, harmony and a sense of belonging.

All societies must nourish the roots of their heritage if they are to truly flourish. Mindful of this, Canada has worked hard to develop a comprehensive approach to





"If we do not now arrange to get to know one another better, to understand the rich variety of our differences and to rejoice in each other's triumphs... we will never have a country. Mutual understanding of this kind has always been best carried on through the creative arts and letters, whether 'live' or as the 'software' of modern communications. A country which does not read, hear or watch its own artists is bent on severing its own lifeline."

Mavor Moore, Canadian playwright,
actor and arts administrator

preserving and managing its cultural resources. From the Arctic Ocean to the Great Lakes, from the Atlantic Ocean to the Pacific, Canadians can visit museums, archives, libraries, and re-enactments of living history, giving them a strong sense of how Canada has evolved. All these activities are a reflection of Canada's mosaic. It is this binding together of all our peoples in a rich tapestry that enables us to create a place for our cultural products on the world stage. Canada takes advantage of the opportunities presented by international expositions

to showcase its cultural diversity to the rest of the world, such as during EXPO 2005 AICHI JAPAN, with the theme *Nature's Wisdom*.

By also promoting the values of fairness and ethics in sport, Canada was asked to play an active role in managing and funding the World Anti-Doping Agency, and Canada played a leading role in developing and negotiating the UNESCO Convention on Anti-Doping in Sport.

Canada is also a major promoter of the role that sport can play as an international development tool, and has supported international projects to encourage women, youth and persons with disabilities to get involved in sport. In recognition of our leadership in this area, Canada was one of three countries invited to join the International Working Group on Sport for Development and Peace, created to help countries include sport in their policies and programs. In 2010, Canada will host the XXI Olympic and Paralympic Winter Games in Vancouver, British Columbia.

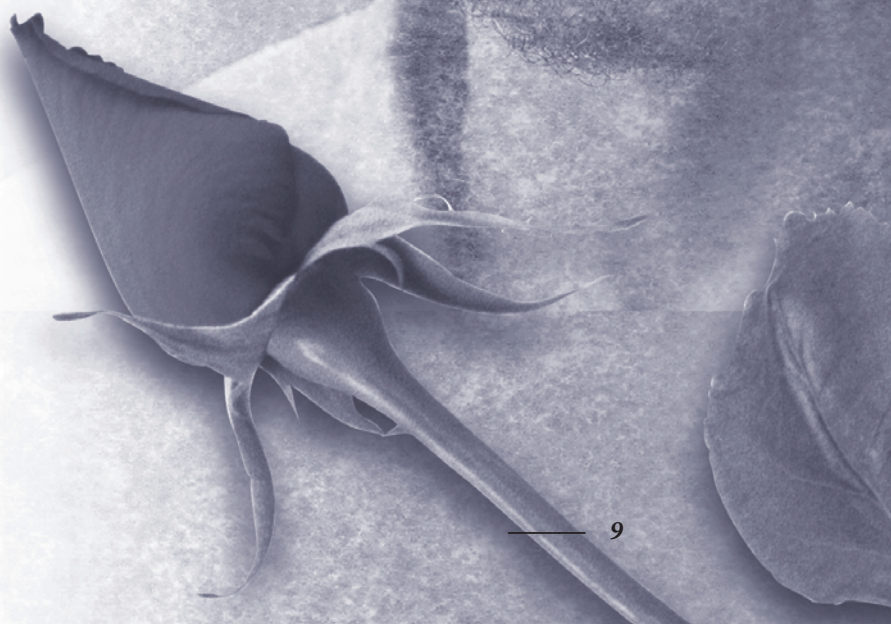


DIVERSITY *of* EXPRESSION IN CANADA

To encourage the creation of works that reflect Canada's cultural mosaic, Canadian Heritage has developed a number of strategic objectives. Chief among these is recognition of our cultural diversity.

Canada is officially bilingual. Government of Canada services are offered in both English and French across the country, and more than two million students are taking second-language courses—350,000 in immersion programs. In addition to Canada's two official languages and Aboriginal languages from Cree to Inuktitut, community centres and schools in many parts of the country offer courses in the languages of Canada's numerous cultural communities, including Arabic, Cantonese, German, Hebrew, Hindi, Ukrainian, Vietnamese and many others. Community centres and municipally funded continuing education programs support classes in traditional dance and music. The Canada Council for the Arts, provincial arts councils, and regional and municipal governments support artists from diverse cultural backgrounds and disciplines. Municipal, regional and national museums, archives and libraries showcase the cultural and scientific achievements of Canada's

A ROSE BY ANY
OTHER NAME





The Canadian Cable Television Association is a national organization representing 78 Canadian cable companies that provide a wide range of telecommunications, Internet, information and entertainment services. The cable industry currently provides television services to 7.6 million subscribers and high-speed Internet services to 2.3 million Canadians.

many peoples. Other Canadian institutions provide funding and support for artistic expression from diverse cultural traditions.

National Film Board (NFB) productions reflect the diversity of Canadian society. They often explore subjects related to immigration and the cultural mosaic. The NFB provides opportunities for ethnic communities in Canada to tell their stories. In 2003-2004, there were 147 original films and multimedia titles: 94 original NFB productions and 53 original co-productions. Of these, 79 were in English, 42 in French, and 26 in other languages. In addition, 25 percent of all productions were the work of artists from Aboriginal and ethnocultural communities. The NFB supports numerous festivals that screen films representing diverse cultures, such as the First Peoples Festival, the *Journées du cinéma africain et créole*, the Toronto Hispano Film Fest and the Toronto Reel Asian Film Festival.

Established in 1939, the NFB remains a major cultural institution. To date, it has received 4,724 awards in Canada and abroad, including 11 Oscars.

The wealth of Canadian diversity is also reflected in our broadcasting system. In addition to broadcasting

across the country in English and French, CBC/Radio-Canada broadcasts programs in eight Aboriginal languages in Canada's North. A wide range of private, community, and educational broadcasters deliver radio and television programming in both official languages and a number of other languages. There is also a network that broadcasts Aboriginal programs exclusively. Many local stations also allocate a portion of their daily schedules to a mix of programming from nations around the world. For its part, Radio Canada International (RCI), one of the most respected shortwave services in the world, broadcasts programs in eight languages worldwide. The CBC Newsworld in English and the Réseau de l'information (RDI) in French broadcast news and current events programs across the country 24 hours a day, 7 days a week.

Organizations such as Telefilm Canada and the Canadian Television Fund (CTF) also ensure that funding is available for projects that tell a diverse range of stories. Both have a dubbing and captioning assistance fund to increase the exchange of cultures, ideas and stories between Canada's French-, English- and Aboriginal-language communities, and the CTF has funding set aside specifically for Aboriginal-language projects.

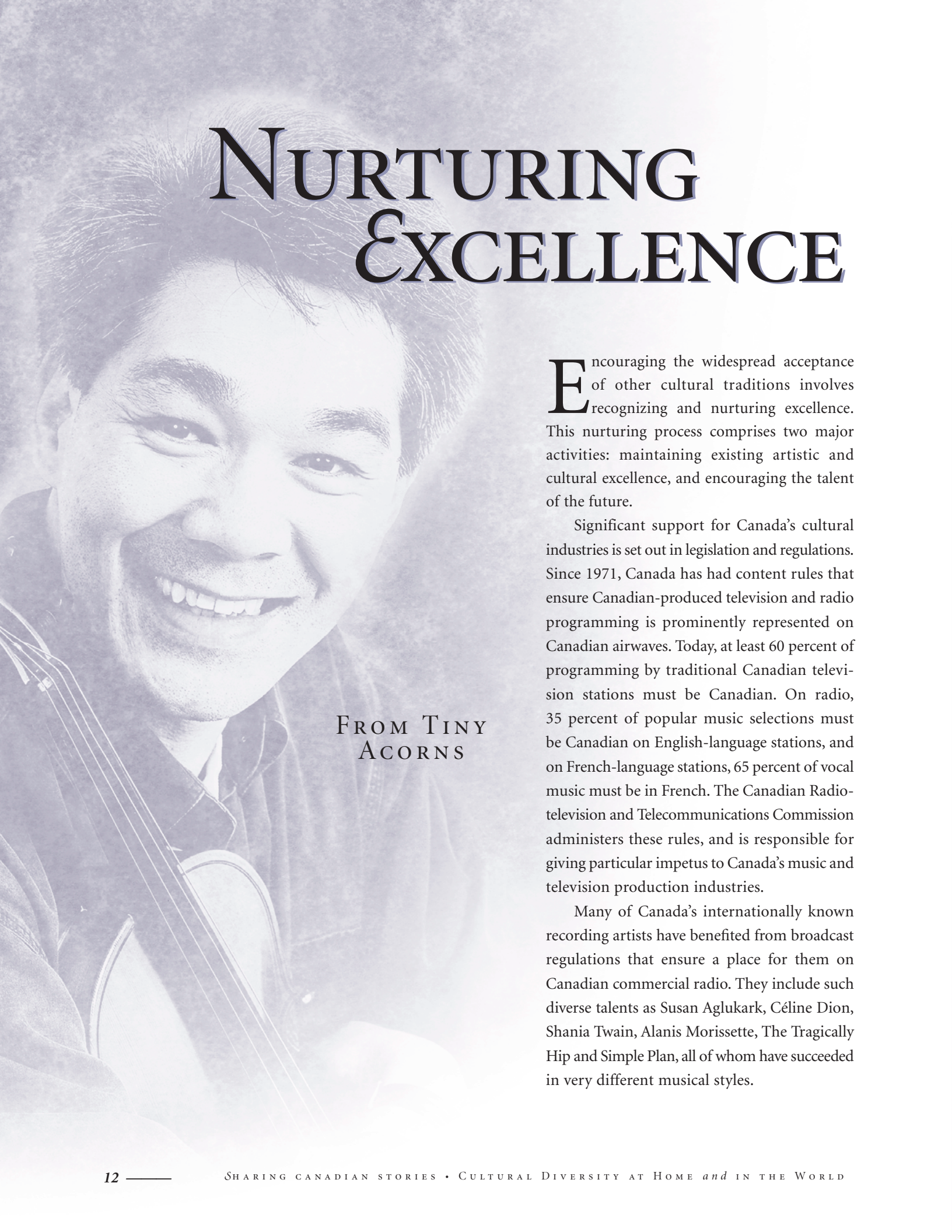


In turn, Canada's grassroots cultural vibrancy has led to an arts scene that embraces new forms of expression. This means that beyond the established audiences for Canada's renowned dance, theatre and opera companies and orchestras, you will also find many Canadian artists experimenting with innovative ways of bringing disparate cultural traditions together. Musicians combining the sounds of a Newfoundland jig with a Pakistani *qawwal*, for example, or an author using her traditional upbringing in China as a lens through which to view small-town life in Alberta. A visual artist interpreting his ancestral Aboriginal roots using multimedia computer technology, or a filmmaker charting the experience of Japanese immigrants in Canada through the eyes of her century-old ancestor. The excitement of Canadian culture today lies in fusion, based on freedom of expression, and an inherent acceptance of, and interest in, the cultural traditions of others.

"In the morning, I go to the Korean corner store to buy Le Devoir and The Gazette. Then I get my fresh challah at the European Kosher Bakery and say bonjour to my Greek neighbour. This may or may not be your Canada, but it's my neighbourhood. And my neighbourhood is my Canada."

Marie-Louise Gay,
Canadian author and illustrator





NURTURING EXCELLENCE

FROM TINY ACORNS

Encouraging the widespread acceptance of other cultural traditions involves recognizing and nurturing excellence. This nurturing process comprises two major activities: maintaining existing artistic and cultural excellence, and encouraging the talent of the future.

Significant support for Canada's cultural industries is set out in legislation and regulations. Since 1971, Canada has had content rules that ensure Canadian-produced television and radio programming is prominently represented on Canadian airwaves. Today, at least 60 percent of programming by traditional Canadian television stations must be Canadian. On radio, 35 percent of popular music selections must be Canadian on English-language stations, and on French-language stations, 65 percent of vocal music must be in French. The Canadian Radio-television and Telecommunications Commission administers these rules, and is responsible for giving particular impetus to Canada's music and television production industries.

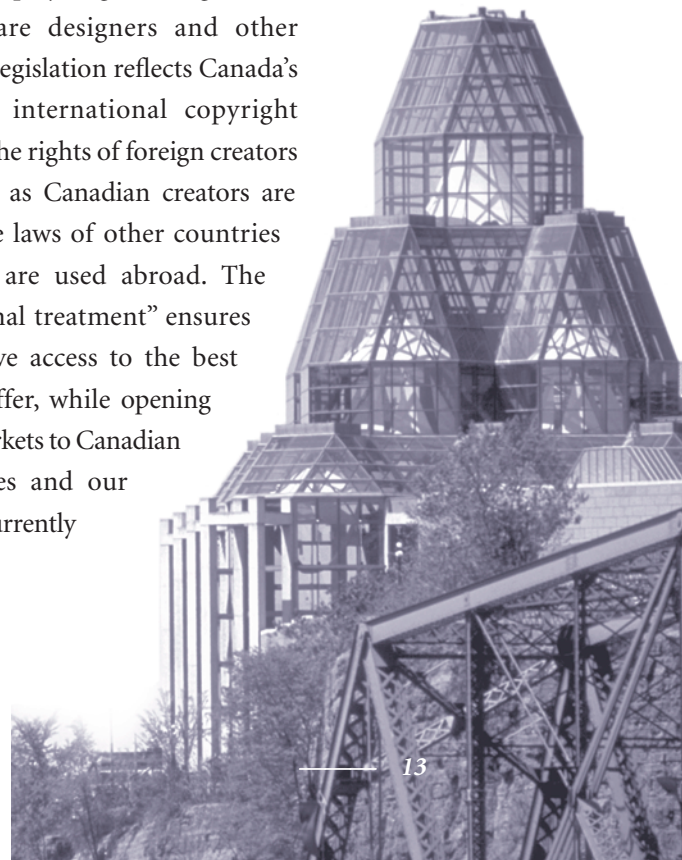
Many of Canada's internationally known recording artists have benefited from broadcast regulations that ensure a place for them on Canadian commercial radio. They include such diverse talents as Susan Aglukark, Céline Dion, Shania Twain, Alanis Morissette, The Tragically Hip and Simple Plan, all of whom have succeeded in very different musical styles.

The same is true of Canadian television. Canada's cultural policies have led to the production of many popular programs and series, such as *DaVinci's Inquest*, *This Hour Has 22 Minutes*, *Annie et ses hommes*, *Corner Gas* and *Les Bougon*. The availability of excellent training opportunities has benefited Canadian talent for many years. Government of Canada support to centres such as the National Theatre School, the National Ballet School and the Banff Centre for the Arts ensures that Canadians do not have to leave their own country to receive professional training of the highest calibre. This training enables them to create new, original, and exciting works that speak to our identity as Canadians and to our role in the world.

Canada shares its vision with the world in various ways: by signing international agreements, by attracting foreign expertise and investment in its cultural industries, and by participating in a growing international network on cultural diversity. Canada also encourages its artists to form alliances with artists from other nations. The Government of Canada currently manages audio-visual co-production treaties with 53 countries. In 2004, 63 co-productions generated economic activity valued at more than \$371 million, representing roughly 20 percent of all Canadian productions. Some of the largest

co-productions in recent years include: *Les Invasions barbares* (*The Barbarian Invasions*), a Canada/France co-production that won an Oscar for best foreign language film in 2004 and a César in France for best film; *Les Triplettes de Belleville* (*The Triplets of Belleville*), a Canada/France co-production that was selected for the Cannes Film Festival and nominated for an Oscar in the best animated film category in 2004; and *Spider*, a Canada/UK co-production that was nominated for a Palme d'or at Cannes and awarded "Best Canadian Film" at the Toronto International Film Festival.

Canada also protects the rights of creators internationally. The *Copyright Act* protects the work of authors, playwrights, songwriters, performers, software designers and other creators. Canadian legislation reflects Canada's obligations under international copyright treaties, protecting the rights of foreign creators to the same extent as Canadian creators are protected under the laws of other countries when their works are used abroad. The principle of "national treatment" ensures that Canadians have access to the best the world has to offer, while opening up international markets to Canadian creators, our stories and our culture. The Act is currently





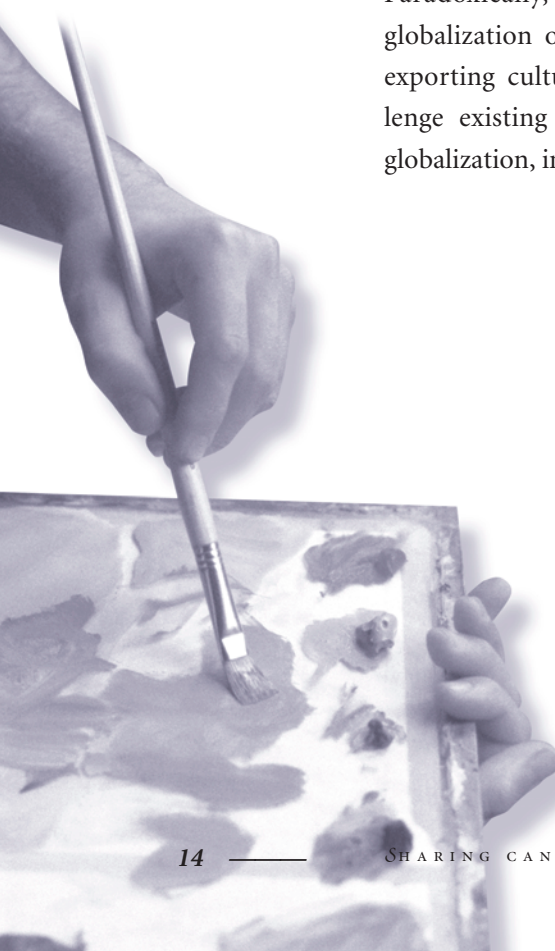
“The societies which have succeeded best in winning and maintaining the most tolerable existences for their members have been those that have given very free scope to their poets, artists, philosophers, scholars, inventors . . . critics and innovators.”

J. Bartlett Brebner, Canadian author and scholar

under review to ensure that it reflects the latest in technology and remains at the forefront of international copyright measures.

Policies that help encourage and support cultural industries often come under fire during negotiations with those trading partners seeking access to our market in cultural services. Paradoxically, while increased trade and globalization offer greater opportunities for exporting cultural products, they also challenge existing cultural policies. As part of globalization, increased trade promotes export

of our cultural products. The government promotes cultural expression in a Canadian market that is among the most open in the world to foreign content. Canada plays a critical role in various multilateral, cultural and economic forums—including the G-8, La Francophonie, the Commonwealth, the Organization of American States, UNESCO and the International Network on Cultural Policy—in order to promote the importance of cultural diversity internationally.





PROMOTING CULTURAL EXPRESSION

TAKING OUR SHOW ON THE ROAD

Providing legislative and policy support is not enough. We must also look to the future, identifying the means by which new artistic voices can make themselves heard. To accomplish this, the Government of Canada has developed a number of organizations and programs designed to encourage outstanding artistic and cultural achievement. In May 2001, the Government of Canada announced the most significant long-term investment in arts and culture since the creation of the Canada Council for the Arts in 1957. This investment was renewed in 2005.

The Canada Council for the Arts remains the pre-eminent Canadian organization in support of the arts. Increased funding has enabled it to award even more grants to established Canadian creators in all fields of artistic endeavour. The Canada Council for the Arts also provides ongoing support to cultural treasures such as the Montreal Symphony Orchestra, the Stratford Shakespearean Festival, the Charlottetown Festival, the Royal

Winnipeg Ballet, the Canadian Opera Company, and major travelling exhibitions of works by Canada's visual artists. Other Canada Council programs support individual artists in various disciplines, Aboriginal artists and arts organizations, as well as artists seeking new markets for their work at home and abroad.

The National Arts Centre shares a mandate with the Canada Council for the Arts to stimulate the performing arts in Canada. From the national and international tours of its resident orchestra to its role as one of the country's largest co-producers of dance and English and French theatre, the NAC is the country's national stage—a catalyst for Canada's artists and audiences.

When it comes to film, television and radio, Telefilm Canada, the National Film Board of Canada, the Canadian Television Fund and the Canadian Broadcasting Corporation have long-standing traditions of supporting and encouraging unique Canadian productions. As the pre-eminent public broadcaster in

Canada, the Canadian Broadcasting Corporation has been the cornerstone of Canada's broadcasting

system since 1936, providing an electronic stage for our performing artists, musicians and writers. Many productions broadcast on the CBC/Radio-Canada, such as the popular *Road to Avonlea* television series, have gone on to garner international acclaim. Financial assistance for film production is also available through a number of federal programs, including Telefilm Canada's Canada Feature Film Fund, the Canadian Film or Video Production Tax Credit Program, Canada Council for the Arts grants, and the Cultural Industries Development Fund. The Canadian Television Fund, a public/private partnership, is also an important supporter of the Canadian television and film industry.

Canada is a leader in new media, with government programs providing a springboard to success. The work of Daniel Langlois is a good example. Building on his background as a filmmaker with the National Film Board of Canada, he founded the Montreal-based Softimage. This company designed animation tools that were essential to such blockbuster feature films as *Jurassic Park* and *Star Wars: The Phantom Menace*. Daniel Langlois received a Scientific and Engineering Award from the Academy of Motion Picture Arts and Sciences in 1998. CBC/Radio-Canada also produces new media programs that have received many awards in Canada and abroad.





At present, more than 500,000 Canadians make their living in Canada's cultural industries, which inject more than \$40 billion a year into the country's economy. In recent years Canada's cultural sector has grown faster than other key sectors such as agriculture and the automotive industry. (Source: Statistics Canada)

The Canada Music Fund (CMF) aims to strengthen the entire Canadian music industry, from creators to audiences. It supports the production, distribution and marketing of Canadian music. The CMF's various funding programs support creators, artists, entrepreneurs, industry associations and joint initiatives. They also help preserve Canadian music for future generations.

In publishing, the Book Publishing Industry Development Program ensures the viability of the Canadian industry through its support to Canadian publishers. It provides the industry with tools to promote Canadian authors, to support projects that promote books in Canada, and to help Canadian publishers gain access to foreign markets and boost exports. The Canada Magazine Fund supports Canadian magazines that specialize in Canadian arts and literature, and projects designed to enhance the periodical industry. The Publications Assistance Program, together with the Canada Post Corporation, assures reduced postal rates for Canadian periodicals, such as community, ethnic and agricultural magazines and newspapers.

Trade Routes, the only trade development program established specifically to meet the international development needs of Canadian arts and culture entrepreneurs, helps arts and cultural businesses and not-for-profit organizations maximize international development opportunities. A financial support program and expert assistance for new and existing cultural exporters are offered from Trade Routes' head office, from the regional offices of International Trade Canada, and from key missions abroad. Other departments and programs support various international initiatives, ranging from cultural exchanges to exhibitions and international sporting events.

Canada also celebrates athletic excellence. Some of the most acclaimed athletes of our times, such as Alexandre Despatie, Beckie Scott and Chantal Petitclerc, are Canadian. Canadians participate in sport competitions at all levels, from local tournaments to major international games such as the Olympics, Paralympics, Special Olympics, the Games of La Francophonie, the Commonwealth Games and the Pan American Games, all of which have been

Some of the world's most popular sports were either invented or first played in Canada. Sports such as lacrosse and hockey are widely accepted as Canadian inventions; however, few people are aware that basketball was invented in 1891 by a Canadian professor, and that "American football" was invented as a combination of soccer and rugby by Canadian soldiers and university students in 1874. Even the modern game of baseball was actually first played in Canada in 1838.



hosted by Canada. The Department of Canadian Heritage actively promotes sporting excellence from the development of top coaches to the support of gifted athletes at the national and international levels. The 2010 Olympic and Paralympic Winter Games to be held in Vancouver and Whistler, British Columbia, provide a unique opportunity to promote sport and physical activity. Canadian Heritage encourages all Canadians to engage in sport. For example, the Sport Participation Development Program helps women, youth, children, Aboriginal people and persons with disabilities to participate in community sports programs.

To ensure the vitality of Canada's cultural future, government policies must assist young Canadians to develop their creative skills. Today's youth are already more global in focus than their parents, and it is vital to recognize the valuable role they already play in a world that is increasingly interconnected. Youth today have been exposed to new technologies and myriad peoples and cultures from an early age. They are the future of any comprehensive cultural strategy. The Government of Canada is committed to assisting youth through internships, cultural exchanges, training programs, sports initiatives, Aboriginal youth centres and other programs, many of which are already administered within the Canadian Heritage portfolio.

The results of Canada's cultural policies and programs speak for themselves. The \$3-billion-a-year Canadian film and television industry includes innovative filmmakers such as Léa Pool, Denis Villeneuve, Denys Arcand, David Cronenberg, Patricia Rozema, Atom





“In Canada, a world-class performance is a world-class performance, regardless of whether it was achieved on foot, on a bicycle, in a kayak or in a wheelchair.”

Chantal Petitclerc, Olympic and Paralympic Champion



Egoyan, François Girard and Deepa Mehta. Canadians have created an estimated 60 percent of the software used within the American motion picture industry. And Canadian films such as *La grande séduction*, *Being Julia*, *The Blue Butterfly*, *Atanarjuat: The Fast Runner* and *Les invasions barbares* have gone on to worldwide acclaim.

Musical artists Céline Dion, Diana Krall, Bryan Adams, Garou, Daniel Lavoie, Anne Murray, Oscar Peterson, Sarah McLachlan and Shania Twain have also achieved international stardom. Canadian authors Margaret Atwood, Daniel Poliquin, Yann Martel, Gaétan Soucy, Rohinton Mistry, Michael Ondaatje, Alice Munro and Evelyn Lau are read around the world. The works of visual artists such as Jean-Paul Riopelle, Alex Colville, Paul-Émile Borduas and Betty Goodwin are exhibited from Paris to Rio de

Janeiro. Performing troupes Le Cirque du Soleil, the National Ballet of Canada, and the Canadian Opera Company and playwrights Michel Tremblay, Robert Lepage, Brad Fraser and Tomson Highway attract audiences from Australia to Alaska.

The Government of Canada, together with all the organizations that make up the Canadian Heritage family, supports this quest for excellence. By ensuring Canadian content in broadcast, digital and print media, by harnessing the power of the Internet and the Virtual Museum of Canada to showcase Canada's heritage, by supporting film, television and new media, and by awarding grants to individual artists and Canada's performing arts giants, organizations within the Canadian Heritage portfolio are helping Canadians of all cultural backgrounds to find their own voices, express themselves and flourish.



INSTITUTIONS *and* INFRASTRUCTURE

BUILDING A SOLID FOUNDATION

Building a cultural infrastructure that encourages growth while maintaining established cultural treasures is an ongoing challenge for any country. Diversity sometimes makes it difficult to find and establish common cultural ground, and it is here that the Government of Canada and partners within the Canadian Heritage portfolio play a key role—maintaining national institutions that serve as benchmarks for other organizations across the country.

The Government of Canada supports heritage institutions, including national museums, Library and Archives Canada, and the Canadian Conservation Institute (CCI). These institutions provide wider public access to heritage objects and archival material and ensure this material is preserved for future generations. The CCI is a centre of excellence in the conservation of Canada's cultural heritage. As such, it has three key roles: scientific research, service delivery and training, and publishing activities.

In 1977, Canada enacted the *Cultural Property Export and Import Act* to implement the UNESCO convention to prohibit and prevent the illegal import, export and transfer of cultural property. In addition to measures that allow Canada to take part in recovering and returning cultural property imported illegally, the Act governs the export of cultural property

“Canada is a country of unlimited possibilities, a country that has allowed me the freedom to be whatever I wanted to be. In Canada, anyone can set goals and fulfill dreams. And that is, indeed, its true beauty.”

Julie Payette, Canadian astronaut

and contains mechanisms that encourage the retention and repatriation of artifacts considered to be important heritage symbols.

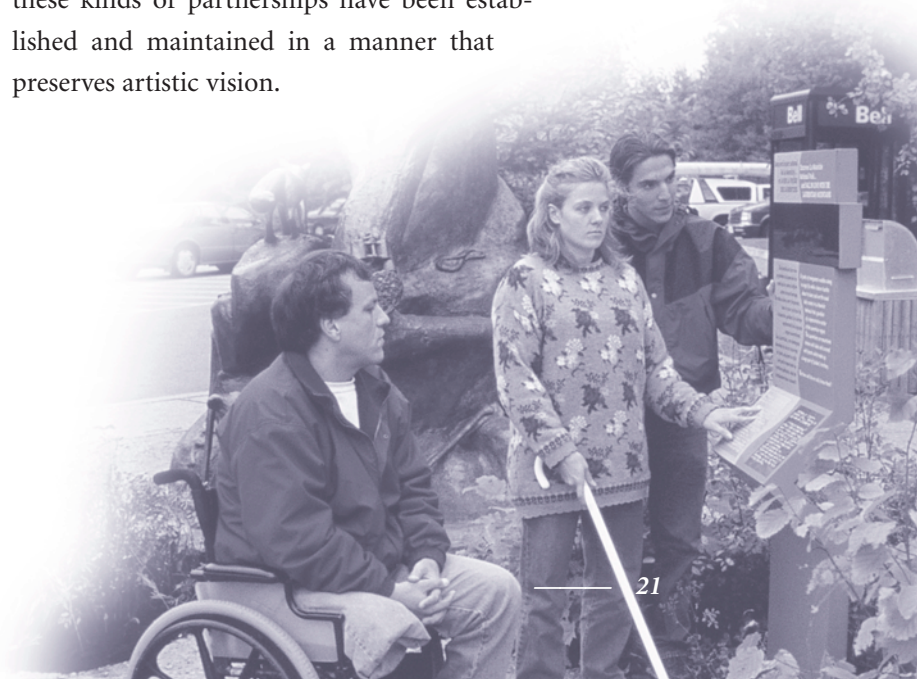
Canada is also strengthening its commitment to protect cultural heritage in times of war. The Government is about to take the final steps toward Canada's accession to two UNESCO Convention protocols for the protection of cultural property in the event of armed conflict, also known as the Hague Convention.

When it comes to infrastructure, a fair number of art centres, museums and galleries that were built in the late sixties are now in need of renovation. To respond to the vitality and creativity of our artists and art promoters, new cultural space is also needed. In response, the Government of Canada created Cultural Spaces Canada, a program that supports the construction, renovation, and conversion of cultural spaces across Canada. The new Canadian War Museum in Ottawa and the establishment of Library and Archives Canada, an innovative knowledge institution responsible for acquiring and preserving Canada's documentary heritage in all its forms, are examples of work being done to adapt our institutions to the needs of the 21st century.

In addition to the many specific programs that support Canadian cultural producers, the Government of Canada pursues cooperative initiatives and partnerships with provincial and municipal governments, the private sector and individual Canadians. It also helps in the

formation of meaningful partnerships between cultural producers themselves, and between cultural producers and the private sector. Tours by professional theatre and dance companies, orchestras, and other arts groups are supported by Canadian corporations and foundations. Museums enjoy ongoing partnerships with telecommunications companies, multimedia and software developers and philanthropic foundations. Canadian businesses sponsor arts centres, sports teams, artistic collectives, art exhibitions and special events. A network of national sport centres is made possible through partnerships involving all levels of government and other organizations.

These partnerships are encouraged by legislation, which provides tax credits to Canadians who donate money to non-commercial heritage, artistic and cultural endeavours. As a result, private-sector support of Canadian arts and culture is on its way to becoming the norm, rather than the exception. It is a matter of some pride to Canadians that these kinds of partnerships have been established and maintained in a manner that preserves artistic vision.





A SHARED CANADIAN HERITAGE

Because as Canadians we often feel we must struggle to be heard over the roar of a history that includes powerful nations such as the United States, Great Britain and France, strong emphasis is placed on preserving our own national symbols. This effort to maintain a unique identity extends to everything from Canadian performing arts companies and television programming to Canada's museums, national historic sites and parks. Strengthening national symbols, our nation-wide sense of history, and our multicultural heritage are important objectives for the Canadian Heritage portfolio. Ensuring the vitality of both official languages is a matter of national priority. The vitality of official language communities, through their creations and diverse forms of artistic expression, contribute to Canada's cultural wealth.

UP CLOSE AND
PERSONAL




Canada's heritage institutions—including museums, galleries, archives, libraries, zoos and botanical gardens—are an important part of our country's culture. There are roughly 2,500 such institutions in Canada. Together, these institutions welcome more than 58 million visitors per year. (Source: Statistics Canada)

Canada's archives, libraries and museums are the custodians of Canadians' collective memory as well as their natural and cultural heritage. These heritage institutions enable the Canadian public and visitors to learn more about Canada, its history, its achievements, and the rich traditions of its Aboriginal people. Heritage institutions are true windows to the events and the people who have shaped, and who are shaping, Canada. From them we can learn about our social history, take an interest in Canada's involvement in international peacekeeping missions, or learn about unusual land mammals now vanished from

our land. We can also discover Canada's successes in the area of science and technology, and appreciate the music, folk dances and other cultural expression that are a reflection of our country's diversity. The Department of Canadian Heritage supports these institutions through various programs to ensure that Canadians now and in the future enjoy increased access to their rich heritage. The Government of Canada is reviewing its museum policy to keep pace with our cultural diversity and to remain at the forefront in terms of protection and access to Canadian cultural heritage.



A woman with dark hair, smiling, holding a pair of glasses. She is wearing a dark jacket over a patterned shirt. The background is a soft, out-of-focus grey.

EMBRACING NEW TECHNOLOGY

In a nation as large and as diverse as Canada, the evolution of electronic media—radio, television and the Internet—has greatly advanced our ability to connect with one another and the world.

Since the first radio broadcast in 1906, broadcasting has come to play a critical role in our understanding of what it means to be Canadian. As early as 1936, Canada's public broadcaster was reaching into even the remotest corners of our country. Today, Canada's broadcasting system offers more than 600 private radio and television stations, a strong public broadcaster in CBC/Radio-Canada, educational channels, Aboriginal services, services for official-language minorities, multicultural and third-language channels, community services, and a wide range of foreign offerings. We have built a uniquely Canadian broadcast system that informs, enlightens and entertains Canadians of all ages, one that enriches our cultural, political, social and economic fabric and enhances our sense of national identity. As communications and broadcasting technology continue to evolve rapidly and to change the very notions of "content" and "choice," the Government of Canada remains committed to ensuring that Canadians have access to the best the world has to offer, while providing a space for uniquely Canadian voices, talent and ideas.

SHAKING HANDS
ONLINE



“During the mechanical ages we had extended our bodies in space. Today, after more than a century of electric technology, we have extended our central nervous system itself in a global embrace, abolishing both space and time as far as our planet is concerned.”

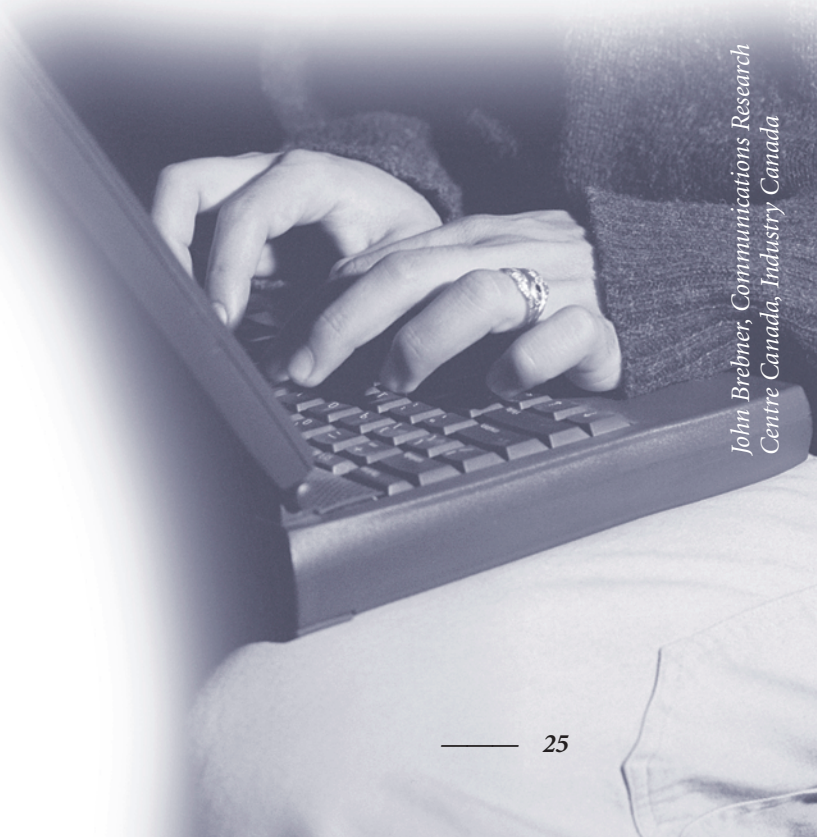
Marshall McLuhan, Canadian professor,
author and communications theorist

Canadians are also now among the world’s forerunners in the use of the Internet. Indeed, more than two-thirds of Canadians report using the Internet every day, and over a quarter say they have more than one computer in their home. The Government of Canada is committed to cultivating a strong Canadian cultural presence in cyberspace. Through the Canadian Culture Online Strategy, the Canadian Heritage portfolio is actively stimulating the development and accessibility of quality Canadian digital content in both official languages. It is helping Canada’s cultural industries, institutions, creators, and communities produce and showcase their creative works to Canadians and to the rest of the world. The Canada New Media Fund, for example, supports production of new cultural works, devoting one-third of its resources to French-language projects. As well, Canadian cultural collections and treasures are being digitized for online presentation with the help of programs such as the Canadian Memory Fund and the Partnership Fund. The New Media Research Networks Fund and Applied Research in Interactive Media further support Canadian innovation in new media.

The results of these efforts have been nothing short of astounding.

Canadian creators are benefiting from the proliferation of exciting new platforms for their works. Many are taking risks, pushing artistic and technological boundaries, and being recognized internationally for their achievements.

The Internet is also being used to bring Canadian history and culture to life in the form of exciting new learning products, virtual tours, information and entertainment products. Today, Canadian youth can discover the history of



John Brebner, Communications Research
Centre Canada, Industry Canada



Launched in March 2001, the Virtual Museum of Canada (www.virtualmuseum.ca) is a one-of-a-kind portal featuring countless stories and treasures from 1,200 museums across Canada. It receives more than eight million visitors per year.

music, theatre and dance in Canada through the National Arts Centre's *ArtsAlive.ca*. They can learn about Canada's colourful history through Library and Archives Canada's Confederation for Kids Web site. Canadians of all ages can relive their shared history with Canadian radio and television over the past 70 years through the online CBC Archives. They can look in on Canadian museum sites, projects and exhibitions through the Virtual Museum of Canada portal. They can learn about the history of Aboriginal peoples in Canada through the Aboriginal Canada Portal. They can also gain a new appreciation for Canada's ethnic and cultural diversity through a broad range of new online sources, such as the Caribbean Tales Site and the Acadian Historical Village. Canadians can also discover


more about culture and make their views known on this topic by visiting *Culture.ca*, which features more than 13,000 links to quality Web sites on Canadian culture.

In these and many other ways, the Canadian Heritage portfolio is helping to:

- promote greater understanding of Canada and its rich diversity;
- facilitate communication among the communities that make us so diverse;
- strengthen Canada as a learning society; and
- broaden and deepen the capacity of our cultural industries, institutions and creators.

As the pace of change and progress in the world marches on, Canadians can confidently rely on their nation's television, radio and Internet services to keep them connected to one another and the rest of the world.





A LONG TIME AGO *in* THE FUTURE

Inuit storytellers from Canada's North traditionally began their tales with the words, "a long time ago in the future," implying that what has happened in the past can help us to understand the world to come.

The world over, people look to their histories for clues to their future. By listening to the voices of our nation's many peoples, by putting in place policies, programs and legislation that encourage artistic and cultural expression, and by working with all levels of government and the private sector, the Canadian Heritage portfolio ensures that Canadians have more opportunities to celebrate their rich histories, current achievements and promising futures.

"Science and technology are themselves neither good nor evil. They are the product of human curiosity—the mind's relentless urge to explore, to know, to change. And that is a quality we must always nourish."

David Suzuki,
Canadian scientist and broadcaster



"If we do not tell ourselves funny or satirical or tragic or ironic stories about ourselves, if the teller of tales in the corner does not sing our songs, speak our sorrows, narrate our wars, then we will not exist as a nation."

Mary Jane Miller, Canadian academic

In a world where communication is vital and information is the coin of the realm, our cultural touchstones are more important than ever. We must constantly remind ourselves where we come from and what we want to become. We can best do that by communicating our stories, by creating lasting monuments to who we are, and by reaching out to each other

so that the mosaic we form presents a clear and cohesive image to the wider world. It is by being rooted in a sense of place, history, and cultural identity that we will thrive and prosper as a nation. And it is our artists and athletes, archivists and museologists, conservationists, creators, innovators and broadcasters who will lead the way.