

TRADUZIONE 16

Government of Canada Cultural Policies and Measures

Key objectives of the measure:

The objectives of the Government of Canada cultural policies and measures framework makes provisions for an umbrella objective, namely, ensuring a "Vibrant Canadian culture and heritage", to which the strategic objectives of departments and agencies are linked, contributing to making it a reality. A list of these objectives is available under the component "Institutions, Agencies or Networks" of the "Primary Sources and Links" Annex.

Main feature of the measure:

Several federal agencies implement cultural policies and measures. The Department of Canadian Heritage is responsible for two program directions (program activities) which comprise a whole range of measures that complement one another.

The "cultural industries" program direction supports the Canadian cultural sector to ensure that a range of Canadian cultural content is produced and accessible to Canadian and international audiences. It also contributes to creating conditions to promote the sustainability of Canadian cultural industries. The aim of this program direction is to allow Canadian cultural creators and entrepreneurs to produce, market and export Canadian cultural content. This is possible thanks to programs and services such as grants, contributions, tax credits, policies, and legislative regulations and measures. The basic concept is to encourage the creation of Canadian cultural content and its access, both within the country and abroad.

Among the various initiatives included in this program direction are the Canada Music Fund and the Canada Book Fund. The Canada Music Fund includes five components, each of which contributes in a unique manner to supporting the production of a diverse range of Canadian musical works produced by emerging and established artists.

The Canada Book Fund supports the activities of Canadian book publishers and other sectors of the book industry to ensure access to a wide variety of books by Canadian authors. This assistance is distributed within two components: 1) Support for publishers, the objective of which is the sustainable production and promotion of books by Canadian authors. 2) Support for organizations whose objective is to promote the development of the Canadian book industry and marketing by helping industry and its organizations to undertake collective projects that provide general benefit to the industry and, as a result to readers everywhere.

The goal of the "arts" program direction is to improve Canadians' access to artistic, cultural and heritage activities in diverse communities and contribute to the sustainability of the arts sector. This is achieved thanks to funding programs which support the staging of professional artist festivals and performance seasons; improving artistic and heritage infrastructure; improving the business and management practices of arts and heritage organizations; better integration of the arts and heritage in municipal planning; as well as institutions which offer high-calibre training in preparation for professional artistic careers.

The other federal agencies that implement cultural measures in addition to the Department of Canadian Heritage include, for example, Telefilm Canada, the Canadian Broadcasting Corporation and the National Film Board of Canada.

Telefilm Canada's mission is to foster and promote the development of the audiovisual industry in Canada, in particular the feature film, television and new media industries. Among other efforts, Telefilm administers the Canada Feature Film Fund which provides assistance for screenwriting, project development, production, marketing and dubbing and subtitling of quality Canadian feature films and official co-productions that have high box office potential in Canada. Telefilm seeks to



support feature films that are distinctly Canadian, which reflect Canadian society and its cultural diversity.