

**LEGISLATIVE ASSEMBLY OF THE
NORTHWEST TERRITORIES
6TH COUNCIL, 38TH SESSION**

SESSIONAL PAPER NO. 1-38

TABLED ON JANUARY 13, 1969



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Tabled on January 13, 1969

SESSIONAL PAPER NO.1
(First Session, 1969)

INDEPENDENT CONSORTIUM - ARTS AND CRAFTS

DISPOSITION

Tabled	To Committee	Accepted as Read	Accepted as Amended	Deferred (to Session)	Rejected	Noted not Considered
	31-1-69	31-1-69				

INDEPENDENT CONSORTIUM - ARTS AND CRAFTS

At the 37th Session, Council adopted a motion that action be initiated before winter, to set up as an independent consortium, a national organization working in the arts and crafts area with northern people and southern galleries, dealers and markets. Council's views were forwarded to the Department for study and comment.

The Department of Indian Affairs and Northern Development agrees in principle with Council's concept of a "national" marketing organization. It believes that a strong central marketing agency is essential to the future of indigenous Canadian arts and crafts. Any attempt to operate a splintered marketing system through small individual wholesale agencies would cause a radical deterioration in quality and prices and create a disastrous situation for the producer.

Council's proposal falls very much in line with the Department's views on how best to ensure a single strongly-supported organization responsible for the marketing of indigenous arts and crafts. Canadian Arctic Producers was conceived out of the need to broaden the market base, increase returns to the producers and generally rationalize the marketing of northern arts and crafts. This firm meets the need for a competent marketing agency which is of prime importance in maximizing returns to producers, relating market opportunities to production capabilities, and maintaining long-term standards of production.

However, Canadian Arctic Producers is weak in two main areas: it receives goods on consignment from the producers, resulting in slow returns to the craftsmen; and until recently did not have adequate funds for travel in the north, making it very difficult to maintain a close working relationship with the producers. This lack of operating capital has placed an increasing strain on the resources and production of many arts and crafts groups. The Department is now examining ways of providing this basic capitalization, while at the same time ensuring that Canadian Arctic Producers has the necessary freedom to operate as a private firm.

The objectives of this firm relate very closely to those proposed by Council, namely:

- (a) to ensure a strong central marketing agency that can finance its own inventories and accounts receivable;
- (b) to maximize and speed up returns to producers;
- (c) to relate market opportunities to production capacity;
- (d) to maintain long-term quality standards; and
- (e) to ensure a two-way flow of information concerning market conditions, promotion work, production schedules and new development.

The Department shares Council's concern over the present delays in payment and lack of information flow between the marketing agency and the production centres. The Department was pleased to learn that a Senior Representative of the Northwest Territories Government had taken the opportunity, while in Ottawa, to visit Canadian Arctic Producers and see at first hand the work this organization is doing. The Department believes that most of the existing problems will disappear when the financial and administrative restructuring of the firm has been accomplished.