



THE JOHN MCKAY REPORT

**Member of Parliament
Scarborough-Guildwood**

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A GLOBAL NETWORKS STRATEGY : BRANDING CANADA FOR SUCCESS

Making Canadian strengths more widely understood abroad will bolster all other aspects of the Global Networks Strategy, and all efforts to advance Canadian interests and values. The Branding Canada initiative must be fleshed out with market research and consultation, but some aspects of the contemporary Canadian brand are certain to be central.

HIGHER EDUCATION

Knowledge fuels global networks, and learning and higher education is becoming an increasingly international endeavour. Canada is in a unique position to build on our reputation for openness, multiculturalism and excellence. We have some of the best universities in the world, and have been a prime destination for students wishing to study abroad.



However, in recent years, Canada's share of foreign students has declined. A Liberal government will work with provinces and post-secondary institutions to attract the best and brightest students from major emerging economies to study in Canada and remain connected to Canada on an ongoing basis after completing studies.

CANADIAN GLOBAL SCHOLARSHIPS

Another key Liberal initiative will be Canada Global Scholarships, which will grant outstanding students from lower- and middle income countries full scholarships to study at Canadian universities. The program will also foster ongoing connection to Canada after graduation through alumni outreach by Canadian embassies and consulates, events with visiting Canadian dignitaries, and online communities and databases.

CANADIAN CULTURE IN THE WORLD

One of the more far-reaching errors of the Harper Government has been the abandonment of federal action to help bring Canadian culture to the world.

A Liberal government will return culture to a prominent place in Canada's international policies. There is far greater potential than we have seen, given the dynamism of Canadian creators, burgeoning digital technologies and new media that help reach global audiences. That reach will be extended through renewal of broad based programming that supported exports and cultural exchanges, but was cancelled or undermined by the Harper government, as well as emphasis of culture within new Global Network Agreements with key partners. Canadian culture will also be a major focus of the new Branding Canada initiative.

Canadian creators working in French, English and other languages of the world contribute to Canadian prosperity and identity, while deepening our world wide connections.

This is the ninth in a series of twelve articles on the Global Networks Strategy which is part of the Liberal platform. Other articles in the series are available on request from my Constituency Office.

- 1 - Why change is needed
- 2 - What and how to change
- 3 - Agreements with China and India
- 4 - Partnerships in North America
- 5 - The Arctic region
- 6 - Partnership with Africa
- 7 - Human development
- 8 - Canadian Multilateralism
- 9 - Branding Canada for success
- 10 - Energy, environment and economy
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A GLOBAL NETWORKS STRATEGY: OPENNESS TO THE WORLD

Canadians embrace the world with confidence, optimism and a blend of new-world idealism and old-fashioned practicality. Doing well in the world, and *with* the world is part of who we are. We want to contribute to progress, leave things better for our children, and right wrongs where we can. A modest population spread across a vast geography, Canadians understand those ambitions require working with others, beyond our borders. Blessed with the prosperity of a developed, Western economy, but unburdened by any history of conquest, we are welcomed by many, often envied, but seldom resented.

This is what we tell ourselves. We see ourselves this way because of our past. But in a rapidly changing world, it is now essential that Canadians re-examine our role, our manner of contributing, our way of pursuing our interests and applying our values.

WE NEED TO ADAPT TO CHANGE

The world has changed in ways to which we have not yet adapted, and at a pace that we have yet to confront. It is not that our history in international affairs, of which we are justifiably proud, is irrelevant. But it is the past, and its lessons must now be applied to the future with fresh thinking to move beyond old debates and answer the next decade's questions.

CANADA AND PEACEKEEPING

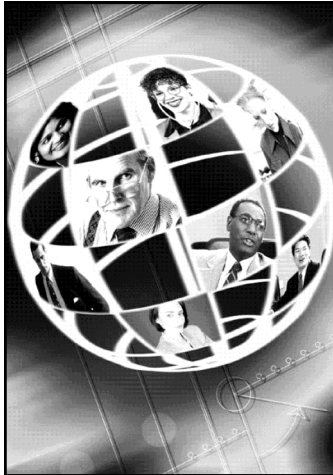
Lester B. Pearson invented United Nations peacekeeping. But we have gone from its leading practitioner to the world's 56th ranked contributor to peace operations today. During that shift, the practice has become vastly more complex – and dangerous - than in its earlier decades. Is Canada a peacemaker and conflict preventer of the future? If so, how should we go about it in the years ahead?

CANADA AND CHINA

Pierre Trudeau led the world's opening to China, with Canada crafting a careful diplomatic recognition in 1970 that was emulated by other countries in subsequent years. Since that time, China has gone from an isolated, backward economy to a global powerhouse, forecast to become the world's largest economy in the next two decades. Will Canada again be a leader in innovative engagement with China, or continue sliding off the radar screen of Asia's emerging giants?

CANADA AND APARTHEID

Brian Mulroney put Canadian values into practice when he played a leading role in the



Commonwealth to end Apartheid in South Africa. Those efforts contributed to the high regard many Africans have for Canada, and yet the current government has removed a number of African nations from among its priorities, reduced commitments to African development assistance, and shifted its limited attention elsewhere.

CANADA AND THE WORLD'S POOREST

Does Canada still care enough to stand with the world's poorest in the years ahead, and partner with a changing Africa? If so, should the debate be

about the right amount of money to devote to aid, or is it about finding innovative new ways to build capacity and eradicate poverty?

QUESTIONS TO BE ANSWERED

These are the kind of questions to be answered as Canada looks to the future, and rethinks its objectives, interests, values, challenges and advantages in an ever more complex world. Canada was once a credible player in the world's debates, a source of knowledge and fresh thinking. Canadians want to play such roles again, and we can.

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