
Other Sources of Information

All participants could name other sources of information at their disposal that was more valuable than the GMOR. Some of this information came from the industry associations. Many participants recommended that the Department consider coordinating efforts with the associations in order to better service the industry.

2.5 Editorial Considerations

Given the very nature of this subject, it is difficult to come to any global finding. This is especially so because the GMORs differed from each other so much. As such detailed editorial analysis accompanies each sector analysis.

In general, future editions of the GMOR series should be edited by a person not familiar with the content and not necessarily familiar with the industry. Although users would tend to hunt and peck their way through the document instead of reading it from cover to cover, it should be noted that the material is laborious to read (please see design considerations).

2.6 Design Considerations

Owing to the wide variation in the design of the GMORs tested, it is difficult to generalize about the design of all of the GMORs. Each GMOR is evaluated for design considerations separately.

Participants rarely commented on design, preferring instead to concentrate on what they were more familiar with, that is, the content of the GMOR. However, the following observations are made:

- ❖ The GMORs have an inconsistent look in cover design and content across all sectors.
- ❖ Some GMORs do not have the Canada Wordmark and Departmental signature.
- ❖ No GMOR mentions the availability of the publication in the other official language.
- ❖ Type size and fonts vary across all GMORs.