

Over the course of 1988, the Department of External Affairs has been conducting an evaluation of Canada's Pavilion at Expo '88 in Brisbane, Australia.

The evaluation consisted of:-

- . Three waves of telephone interviewing, the first conducted prior to the opening of Expo '88, the second during Expo and the last after it had closed.
- . Four waves of interviewing at the Exhibition site, conducted over the course of Expo '88.

The objective of the evaluation has been to measure the effectiveness of the Canadian Pavilion in communicating its four messages:-

- . Canada is an industrialized country and technological leader;
- . Canada is a desirable tourist destination;
- . Canada is a source of quality leisure products;
- . Canada is a Pacific Rim country and not exclusively North American or European in its orientation

not only to those who actually visited the Pavilion but also, through the media or word of mouth, to the population at large.

