

<u>Categories of Instruments</u>	<u>List of Activities and Events</u>	<u>Prime Responsibility Centre</u>	<u>Timing</u>
VII. PROMOTION AND PUBLICITY	46. Major supplement on Canada in Australian newspapers.	EXT/Bureau/Post	Ongoing and in conjunction with major events
	47. Selected publicity on Canada for use in Australian trade journals and business publications.	Post/IFS	Ongoing and in conjunction with major events
	48. Stories on new developments in Canada to be submitted to Australian newspapers.	Post/IFS	Ongoing and in conjunction with major events
	49. Press release for use in Canadian newspapers re: Canadian success in Australia.	Bureau/ISB/IFS	Ongoing and in conjunction with major events
	50. Australian opportunity articles in Canadian newspapers and business publications.	Bureau/IFS	Ongoing and in conjunction with major events
	51. Canada Commerce articles on Australian opportunities.	Bureau/IFS	Ongoing and in conjunction with major events
VIII. ENCOURAGEMENT AND INTERACTION WITH BUSINESS COMMUNITY	52. Formation of ties between Australian and Canadian industry associations in priority sectors.	ISB/Bureau/Post	1981