

# Three years later...

## The Auditor General tables follow-up report on Canada's export promotion activities

In the 1996 audit of Canada's Export Promotion Activities, the Auditor General (AG) recommended a number of measures to make our programs and services more responsive to the needs of the business community, to improve program and service delivery, and to better measure their costs and results achieved. The audit covered the programs and services of DFAIT and Industry Canada. Earlier this year, the AG conducted a review of the initiatives taken by both departments to respond to the recommendations.

The AG Follow-up Report on Canada's Export Promotion Activities, which was tabled in Parliament on November 30, presents a mixed review of the departments' efforts to respond to the recommendations.

It notes that the advent of Team Canada Inc and, in particular, the Performance Measurement Initiative (PMI) have already led to improvements in the delivery of our programs and services.

The report states that "the Performance Measurement Initiative is an especially effective support system for trade officers

abroad." The report outlines the following significant features of PMI:

- the definition of our core services and the identification of parties to whom they are provided;
- the establishment of a system to refer non-export-ready clients to services in Canada;
- the training of officers on the new approach to serving clients;
- the dissemination of best practices among officers abroad; and
- the creation of the Post Support Unit.

On the other hand, the report states that the departments have not made enough progress in areas pertaining to the measurement of costs and the results of programs and services. The AG is particularly critical of the departments' decision not to implement a charging system for services.

For more details, the follow-up report is available on the Office of the Auditor General's Web site ([www.oag-bvg.gc.ca](http://www.oag-bvg.gc.ca)).

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