

2. POLICY OBJECTIVES:

Once a general statement is made regarding the overall goal of management, DFAIT must then define how this goal will be met. [Annex B provides the image objectives of El Al Airlines and CN Railways as examples].

- [A] First of all DFAIT must **clearly define the areas** of the Chancery and Official Residences that are required to "project a positive visual image".

AN EXAMPLE:

Canadian Chanceries are composed of a number of rooms that are accessible to the general public. These rooms include reception rooms (chancery, consular, immigration), waiting rooms, multipurpose representational rooms, conference rooms, libraries, and galleries. Canada's Official Residences, while not open to the general public, are used to entertain numerous invited guests. These guests are generally welcomed into the representational areas of the house - the living room, dining room, foyer, powder room, coat room, drawing room, Study, Lounge, and Library.

- [B] Second DFAIT must **determine what image to project.**

Looking back at the Management Aim, one will note that the interior design of Chanceries and Official Residences has two objectives:

- a. present a positive visual image to our guests.
- b. present an image of Canada that all Canadians will be proud of.

With regards to the first objective, DFAIT must remember that visitors to Chanceries and Official Residences comes from varied backgrounds, cultures, socio-economic situations, and political orientations. They also visit Canadian Missions for a number of different reasons. It is important that the image projected by the interior design of its Chanceries and Official Residences takes these differences into consideration. What is positive for Canadian designers may not be positive for our visitors.

With regards to the second objective, DFAIT must remember that the Chanceries and Official Residences act as representations of Canada