
CHAPTER III

GUIDING PRINCIPLES

Conclusions and Recommendations

The major objective of Information Canada is to improve the quality and efficiency of federal government information services. It should be guided by the following principles:

- a) While Information Canada's main function is to regulate and coordinate departmental information activities to produce a comprehensive information system, it cannot avoid initiating its own information programs. However, it should keep this activity to a minimum.
- b) Information Canada should continually evaluate departmental information programs to ensure that they are employing the most effective techniques to fill the information needs of the public.
- c) Information Canada should continually evaluate the cost effectiveness of all information programs and should act to prevent waste and duplication.
- d) Factual and useful information on federal policies, programs and services, should be made easily available to the public. It is not the function of information services to cram information down people's throats.
- e) While it may be desirable to tailor information to individual, regional and special group needs, the cost of doing this can be disproportionate to the benefit.