

two Departments will cooperate in the management of the generic program. Approximately 25% of the funds will be spent in Canada under F&O management, while the remaining 75% will be spent for international promotion under External Affairs management. Interdepartmental and government/private sector committees have been established in Ottawa and Boston to examine possible means of promotion and recommend optimum use of government funds. There is an urgent need, however, to establish a management system in order to ensure effective decision-making regarding project selection and allocation of funds and to monitor and evaluate the program so that appropriate adjustments can be made to improve its effectiveness throughout its life. Program delivery will be through the private sector, e.g. trade associations, consultants, advertising agencies, etc.

This project, together with the \$20.5 million PEMD funds earmarked for fish, should develop an annual increase of 25% (\$225 million) in exports of fishery products by year 5 of the program. Success of the project should be evaluated against the build-up to this increase in exports.

IMPLEMENTATION CONSIDERATIONS:

The generic fish promotion will be related to the new PEMD Fish section which will be supporting corporate market development. It should also be tied in with the Fairs and Missions Program, particularly as regards the United States. The approval of projects within the program will, based on the advice of the Industry Advisory Committee, be taken by the Interdepartmental Committee (DFO/EA). The Posts in the United States will have inputs to the decision-making process through the Boston based Industry Advisory Committee. Assistance will be sought from the Program Evaluation division.

MAJOR STEPS AND TIMING:

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| 1. Completion of the analysis of the data base. | March 1984. |
| 2. Development of plans and priorities, processes, procedures, expenditure schedules and controls for the management of the project. | March 84. |
| 3. Development of the evaluation indicators for assessment of the project. | March 84. |
| 4. Selection of advertising agencies | April 1984. |
| 5. Approval of the promotion program for the initial year. | July 1984. |
| 6. Launch of program - Sept./Oct. 1984. | Sept/Oct.84. |
| 7. Evaluation of the effectiveness of the program for the initial year and each subsequent year. | July/Aug.85 to 1989. |
| 8. Revise & adjust program based on evaluation of results. | Each September. |
| 9. Final Assessment of the program. | Sept/Oct.1989. |

