

EXECUTIVE SUMMARY:

Reporting by missions, to be effective and relevant, needs to be constantly evaluated in terms of topics presented and readership. Simple questions need to be asked: "who is reading the reporting, and what are they doing with it?"

In February and March, 2004, PSE conducted a pilot reporting project involving a number of OGD's and Canadian missions in Southeast Asia. The essential objective of the project was to identify ways in which geographic divisions can better integrate their ongoing reporting with the needs of the wider government community. The trial project, which involved coordination efforts with five other government departments, identified a number of niche reporting areas where geographics and their missions overseas could, through a modest refocusing of their reporting efforts, generate valuable reporting for OGDs, and accordingly, adopt a more "whole of government" approach to their efforts.

19023 Y85

