

6 HOW TO DO IT?

The monitoring process of the FTA should be as open as possible, both with respect to the results and the methodologies. There is wide interest in information about the effects of the FTA in all sectors of the economy - governments, business, labour unions, the media, and individual Canadians.

The reporting should be balanced, with positive and negative results included. Areas that do not appear to be affected should be noted as well.

It should be recognized in the analysis and reporting that the FTA is taking place in the context of a continually changing economy. Measures should emphasize the relative performance or behavior, relative to other industries or trade categories, relative to past trends, or relative to developments in the United States or rest-of-world.

If specific surveys are undertaken to determine the response of various sectors to the FTA it is important that they be well designed to produce statistically significant findings. In some cases it may be desirable to plan from the beginning to repeat the surveys periodically.

7 WHO SHOULD DO IT?

The study of detailed economic data is a major task, requiring experienced, professional resources. Fortunately, there are a large number of such resources in place within the federal government departments, who are monitoring the economy now.

7.1 Additions To Current Monitoring Activities

A useful addition to current monitoring activities would include the addition of a "filter" or "sensitization" related to the possible effects of the FTA. For example, if those at Industry, Science and Technology Canada (ISTC) who monitor the developments in Canadian industries would add a "section" to their reports focusing on possible FTA effects that are being observed, then timely insights would likely result. In some cases, current activities might need to be extended, for example to look at trade disaggregated by country, or to add measures to existing monitoring systems to highlight possible FTA effects.

7.2 Private Sector Activities

Other potential sources of information include:

- o Trade associations - through member feedback, surveys, monitoring of their industry data.