

Department turned it down, finding the \$5,000 annual cost too expensive.

Although he returned home only once -- after ten years -- during his long service, the Department did pay for him to tour Canada and address Boards of Trade and associations, which he did with great success. He even held daily consultations at the Toronto Exhibition with firms interested in Australia. This was a predecessor of today's "ExportVision" where specialized teams of Trade Commissioners visit selected Canadian centres for one-on-one meetings with potential Canadian exporters.

"Here again, Larke pioneered those tours of Canada that have remained a tradition with the Service." (Hill, 46)

The Service Evolves

Some of the improvements Larke was suggesting started during his term in Australia. In 1907, the title "Trade Commissioner" came to replace "Commercial Agent" which was to be reserved for part-time representatives. It was about this time that "Trade Commissioner Service" seems to have been adopted. The Service was also slowly growing, with 21 trade commissioners in 16 countries by 1911.