

of various components.

The Passport Office will:

- ❖ complete the architecture for systems and define requirements from coast to coast, with a view to implementing the Plan within the next four to five years;
- ❖ install an initial image transfer system and begin building an image database; and
- ❖ select a prototype design for a new passport book. The design will integrate new enhanced security features that will deter fraudulent replication and facilitate later implementation of digital image technologies.

4. COMMUNICATIONS PLAN: EXTERNAL COMMUNICATIONS

The Passport Office has developed communications links with various organizations in the private and public sectors and, most importantly, with the Canadian public. To improve these channels of communication the Office is developing a comprehensive Communications Plan, that will:

- ❖ promote a corporate identity and colours to establish the Passport Office's uniqueness;
- ❖ confirm the need for enhanced communications by the Passport Office with its customers, associates and employees;
- ❖ assess the requirements of each target group; and
- ❖ recommend a timely, tailored program of information techniques and activities to address those requirements.

The Plan is composed of an external communications strategy, described here, and an internal communications strategy, outlined in section *B) Quality of Working Life*.

The main objective of the external communications strategy is to communicate to various target groups the information they need to know to