

**SECTION 1 - OBJECTIVES**

On February 1, 1995 the Mission Support Services Division (SRM) of the Department of Foreign Affairs and International Trade (DFAIT) contracted with Lemmex & Associates Limited to conduct a Chancery and Official Residence Accountability Review. The purpose of this review is to determine that an "image" policy is required for the public areas of Chanceries and of Official Residences abroad and to define accountability within this policy.

The ultimate objective of the Mission Services Division is to produce a draft corporate image policy which includes a detailed analysis of the issues together with draft instructions that would be incorporated into the Material and Property Manuals once they were approved.

In General:

The study will be carried out in two phases as outlined below. The second phase would be carried out only on formal approval of a corporate image policy.

Phase I - Confirm the need for a corporate image policy by interviewing departmental management and reviewing the policies of other organizations that operate internationally (ie Foreign Affairs Department's of other countries, large Canadian corporations). Develop the basis for such a policy and prepare a first draft.

Phase II - Expand this corporate level policy into detailed accountabilities for the creation, modification, and maintenance of those areas that define the corporate image of the Department as well as clarify accountabilities in areas outside the "image zone".