

SECTION 9 - IS AN IMAGE POLICY NEEDED FOR CHANCERIES AND OFFICIAL RESIDENCES?

Of the twenty-three individuals interviewed at DFAIT, twenty fundamentally agreed that a policy is needed to assist SRM in meeting their "Property Management Objectives and Functions" with respect to the coordination, review and maintenance of the interior design of representational areas within chanceries and official residences. They suggested that a carefully considered "image policy" with clearly defined interior design guidelines and authority structures would not only ensure the proper image of Canada is being presented abroad, but it would also:

- * help control unnecessary spending and thereby cut costs.
- * reduce discretionary decision-making of designers and Heads of Missions.
- * allow for more flexibility of design.
- * improve the dialogue between Missions and Headquarters and thereby reduce conflicts.
- * establish a clear accountability structure and enforceable penalties.
- * reduce unnecessary workload of the Mission Administrative Officer (ie. mediating conflicts between Interior Designers and Heads of Mission)
- * reduce unnecessary paperwork by better organizing the design modification and maintenance process.

The remainder of this review will develop the basis for an interior design "image" policy while alerting SRM to potential problems that should be addressed during its development.

NOTE: SECTIONS 10 AND 11 OF THIS REPORT ARE SIMPLY INTENDED AS GUIDELINES AND SUGGESTIONS TO BE USED BY DFAIT WHEN AND IF "THEY" DECIDE TO CREATE AN INTERIOR DESIGN IMAGE POLICY.