



**2012**

**Annual Performance Report**

*for*

**The Professional Fish Harvesters  
Certification Board**

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## **1.0 Message from the Chairperson**

As Chairperson of the Board of Directors of the Professional Fish Harvesters Certification Board (PFHCB), I am pleased to present the Board's Annual Performance Report for 2012. The Board of Directors of the PFHCB remains committed to fulfilling the Board's obligations as a category three public entity under the provincial *Transparency and Accountability Act*. We are accountable for the preparation of this report, for the results reported herein, and for ensuring that the information presented is a thorough and accurate representation of the Board's operations and activities in this 2012 reporting period.

Throughout 2012, as it has since 1997, the Board continued to serve the professional fish harvesters of Newfoundland and Labrador, through the implementation of Canada's first professional certification program for commercial fish harvesters. In 2012, the Board was again able to fulfill its primary mandate and objectives as outlined in the *Professional Fish Harvesters Act*, and had another successful year in carrying out a variety of related activities and initiatives.

The Professional Fish Harvesters Certification Board operates on a regular calendar year, thus this report presents the work of the Board from January 1, 2012 to December 31, 2012, and includes the achievements and outcomes of the Board's stated objectives. The contents are indicative of the valuable contribution this Board is making to the long-term sustainability and viability of the Newfoundland and Labrador commercial inshore fishery. The Board of Directors and staff of the PFHCB take great pride in the Board's accomplishments throughout 2012, and on their behalf I pledge our dedication to the fish harvesters of Newfoundland and Labrador and our continued commitment to meeting the Board's goals and objectives.

Finally, as Chairperson of the PFHCB, I accept responsibility for ensuring that the Board continues to meet its planning and reporting obligations under the *Transparency and Accountability Act*.

Sincerely,



William Broderick  
Chairperson, PFHCB

## **2.0 Overview**

The Professional Fish Harvesters Certification Board (PFHCB) became operational in 1997 following proclamation of the *Professional Fish Harvesters Act* by the Newfoundland and Labrador House of Assembly. This legislation, the first of its kind in Canada, recognizes fish harvesting as a professional occupation. The PFHCB is mandated to register and certify commercial fish harvesters in Newfoundland and Labrador. In addition to this primary mandate, the Board is engaged in a wide variety of strategic activities aimed at enhancing the profession of commercial fish harvesting, as outlined in this report.

### **2.1 Board of Directors, Sub-Committees and Staff**

The Professional Fish Harvesters Certification Board operates under the direction of a 15 member Board of Directors, in accordance with the *Professional Fish Harvesters Act*. Members of the Board of Directors are appointed by the Minister of Fisheries and Aquaculture upon recommendation from the respective organizations identified in Section 5 of the Act. A complete list of current members of the Board of Directors can be found on the PFHCB website at [www.pfhcb.com](http://www.pfhcb.com).

The Board has three sub-committees that convene, as required, to address specific PFHCB business and issues. They are an Executive Committee, an Education Committee, and a Public Relations Committee.

The Board currently has a full-time office staff of three persons, consisting of an Executive Director, a Coordinator of Registration and Certification, and a Coordinator of Finance and Administration. It is worth noting that in 2012 the number of permanent office staff was reduced from four to three, and a realignment of duties was undertaken to ensure continued efficiency within the PFHCB office. In addition to permanent staff members, the PFHCB draws upon a large group of trained fish harvester instructors, assessors and facilitators to assist in the delivery of its programs and initiatives.

### **2.2 Vision**

The PFHCB vision is a viable Newfoundland and Labrador commercial fishery, sustained by independent professional fish harvesters committed to demonstrating appropriate knowledge, skills and commitment to safely and successfully meet the human resources needs of their industry, from which they can maintain their livelihood with respect and dignity.

The PFHCB also shares the vision of the Newfoundland and Labrador Department of Fisheries and Aquaculture (DFA), as it pertains to the harvesting sector of the industry, through its mandate to enhance professionalism in the commercial fishery. The DFA Vision can be found on its website at [www.gov.nl.ca](http://www.gov.nl.ca) or in its 2011-2012 Annual Report.

## **2.3 Mission**

While the Board's primary objectives are related to the annual registration and certification of Newfoundland and Labrador commercial fish harvesters, the mission statement of the PFHCB represents the key long-term results that the PFHCB works toward in fulfilling its objectives, as outlined in the *Professional Fish Harvesters Act*.

By 2016, the PFHCB will have continued to make advancements in the areas of fisheries training and public awareness of professional fish harvesters and their occupation.

## **2.4 Objectives**

The objectives of the PFHCB are clearly defined in Section 4 of the Act. All activities of the Board are related, either directly or indirectly, to these objectives:

- (a) to promote the interest of fish harvesters as a professional group;
- (b) to be responsible for defining the standards for professionalization;
- (c) to provide an advisory role to the federal and provincial governments in the formation of fisheries policies consistent with the common good of fish harvesters, namely in the areas of resource conservation, fish quality improvements, a reasonable return to participants, optimizing product value, and the safety of fish harvesters and the public;
- (d) to operate and maintain a fish harvester registration system;
- (e) to develop, evaluate and recommend courses under the professionalization program;
- (f) to issue certificates of accreditation to qualifying fish harvesters; and,
- (g) to develop, maintain and monitor compliance of a Code of Ethics.

## **2.5 Primary Lines of Business**

### ***I. Registration and Certification of Newfoundland and Labrador Commercial Fish Harvesters***

The PFHCB has been responsible for registering and certifying all commercial fish harvesters in Newfoundland and Labrador since 1997. Fish harvesters are required to submit a certification renewal application annually and pay the annual registration fee of \$50.00. New entrants are required to file a new entrant application and pay the annual registration fee of \$50.00.

Upon approval of their application for certification, fish harvesters are issued a certification card inscribed with their name, Professional Fish Harvester number, and certification level. The entire application/certification process is conducted in accordance with the *Professional Fish Harvesters Act*, the PFHCB certification criteria, and the PFHCB by-laws.

The collection of annual registration fees is the PFHCB's primary source of operating revenue. 10,246 fish harvesters were registered with the PFHCB in 2012.

## ***II. Delivery of Basic Safety Training***

Apprentice fish harvesters are required by Board criteria to complete a basic safety training course prior to commencing their second fishing season. In 2002, the Board developed and introduced a basic safety training (Marine Emergency Duties [MED] A3) course for apprentice fish harvesters and new entrants to the fishing industry.

The five-day course includes two days of General Seamanship and Stability, one day of MED A3, and two days of Marine Basic First Aid. This course also meets the Transport Canada (TC) mandatory MED requirement for harvesters on vessels fishing inside 25 miles (less than 150 Gross Registered Tonnage [GRT]). As a result, many Level I and Level II fish harvesters have also taken the course in (or near) their communities in the past number of years to fulfill this federal requirement.

Harvesters preferring to complete the MED A1 course (or other equivalent safety training) at the Fisheries and Marine Institute of Memorial University (MI) will be exempt, but the course must be completed prior to beginning their second fishing season.

## ***III. Assisting Fish Harvesters with Certification Upgrading and Skills Development***

Fish harvesters who wish to upgrade their certification level from Apprentice to Level I, or from Level I to Level II, must complete a minimum number of education credits and full-time fishing years, as per PFHCB criteria. Fish harvesters pursuing certification upgrading and skills development receive a range of information, guidance and advice from PFHCB staff. Board staff members also assess education information provided by harvesters and award credit toward certification upgrading.

While the vast majority of fisheries training is delivered by the Marine Institute, the Board does deliver a Prior Learning Assessment & Recognition (PLAR) program, which enables fish harvesters to acquire credits toward certification upgrading.

PLAR was introduced by the Board as a pilot project in the year 2000. This program provides an opportunity for experienced Apprentice and Level I harvesters to obtain credit from prior learned fishing skills and earn a higher certification level. Harvesters who avail of PLAR must be able to successfully demonstrate their prior learned skills through an assessment by a trained Level II professional fish harvester. Up to 75 education credits can be attained if an individual successfully challenges and passes the ten skill sets available.

## ***IV. Public Relations and Advocacy Initiatives***

Through its Executive and Public Relations Committees, and in partnership with other key industry groups such as the Canadian Council of Professional Fish Harvesters (CCPFH), the Board is continually engaged in a variety of activities related to public relations and advocacy on behalf of the professional fish harvesters of Newfoundland and Labrador.

Promoting commercial fish harvesting as a professional occupation, including raising awareness about the skill requirements, technological advancements, and economic value of the industry, is central to the Board's overall activity plan. This is achieved through ongoing initiatives utilizing a variety of media sources.

Additionally, the Board plays an advisory role to the federal and provincial governments in an effort to achieve public policy that is consistent with the overall good of fish harvesters and their industry. Key areas that the Board is currently working on in this regard are safety, fisheries licencing, federal training requirements, and skills development.

## **2.6 Values**

The staff of the PFHCB work directly for, and on behalf of, certified professional fish harvesters and their industry. Board activities, including the work of Board members, staff and sub-committee members, are focused on improving the lot of certified professional fish harvesters - as individuals and as a collective group. For these reasons, the values of the PFHCB are focused on the fish harvesters it represents, as follows:

***Respect*** – Representatives of the PFHCB will endeavour to increase their understanding and appreciation of the commercial fishery, the significant contribution it makes to our local, provincial and national economies, and the high degree of skill and knowledge required to be successful in the fish harvesting profession.

***Confidentiality*** – Representatives of the PFHCB will treat all personal information provided to the Board by certified fish harvesters in strict confidence. Personal information of certified fish harvesters will be used only for the purpose of determining certification status, and shall not be shared without written permission.

***Impartiality*** – Representatives of the PFHCB will remain unbiased in implementing and administering Board criteria, activities and programs. No individual's needs shall compromise, or take precedence over, the collective interests of all professional fish harvesters.

***Service and Quality*** – The long-term success of the PFHCB in meeting its objectives depends on its ability to provide value to certified fish harvesters. This will be achieved by establishing and maintaining an office staff that demonstrates professionalism, courtesy and competence when dealing with clients. The Board members and staff will also demonstrate fiscal responsibility, by way of an annual external audit.

## **2.7 Location and Contact Information**

To inquire or comment on the contents of this report or for additional information about the PFHCB please contact:

Professional Fish Harvesters Certification Board  
368 Hamilton Avenue  
P.O. Box 8541  
St. John's, NL A1B 3P2  
709-722-8170 (phone)  
709-722-8201 (fax)  
[pfh@pfhcb.com](mailto:pfh@pfhcb.com)  
[www.pfhcb.com](http://www.pfhcb.com)

## **2.8 Finances**

The PFHCB is a non-profit self-supporting organization created by and operating for the benefit of all Newfoundland and Labrador commercial fish harvesters. The Board's primary revenue is generated from fees paid by fish harvesters. Additionally, from time to time the PFHCB receives financial assistance from industry partners (such as CCPFH and DFA) for the delivery of special projects. A full external audit is conducted annually, and the Board's audited financial statements are submitted to the Minister of Fisheries and Aquaculture. The Board's audited Statement of Operations for 2012 can be found in Appendix 'A'.

The following is a summary of revenue and expenses for the year ending December 31, 2012.

Total Revenue	\$ 687,792
Total Expenses	\$ 684,498
Excess of Revenue over Expenses	\$ 3,294

## **3.0 Highlights and Accomplishments**

The PFHCB offers a variety of programs and services to commercial fish harvesters, primarily geared toward fulfilling the Board's objectives as defined in the *Professional Fish Harvesters Act*, and addressing the strategic issues outlined in the 2011-2013 Activity Plan.

In 2012 the Board was successful in carrying out all stated lines of business, and made significant progress toward meeting its short-term and long-term goals and objectives. The specifics of many of the Board's activities throughout 2012 are described in detail in section 5.0 (I. Outcomes of Objectives); however, a few highlights are included below.

- 10,246 commercial fish harvesters were registered with the PFHCB in 2012\*. This number is consistent with predicted downward trends in harvester certification, yet remains relatively stable compared to 2011.

<i>New Entrant</i>	<i>Apprentice</i>	<i>Northern Lab. Core</i>	<i>Level I</i>	<i>Level II</i>	<i>TOTAL</i>
407	2768	13	557	6501	10,246

\* Total 2012 registrations received as of April 17, 2013.

- In 2012, approximately 575 Newfoundland and Labrador fish harvesters received fisheries training from MI. An additional 126 harvesters completed training delivered by the PFHCB. This training was comprised primarily of MED (A1 and A3), Radio Operation (ROC-MC), Marine First Aid, and Fishing Masters. If we were to include the one-day training sessions delivered to commercial sealers, as outlined in section 5.0 (Activities), the number of harvesters who received training would be well over 1,000.

- In total, 73 fish harvesters had their certification level upgraded in 2012; 30 upgraded to Level I, and 43 upgraded to Level II. This number represents a modest increase over 2011, and again this is a positive indication that fish harvesters, particularly young fish harvesters, remain interested in certification upgrading and accessing federal species licences.
- The Board continued its involvement in initiatives related to the development of new innovative resources and initiatives aimed at enhancing the professional development and safety of professional fish harvesters. In particular, in November 2012, the CCPFH officially launched the Stability E-Simulator at the 2012 Fish and Workboat Show in St. John's. The PFHCB was directly involved in the industry advisory committee and technical advisory committee of this project, and also contributed financially to the project development. Several other projects are described in sections 4.0, and 5.0.
- The PFHCB continued its public and financial support of the province's sealing industry. In 2011, the Board of Directors approved an offer of financial support for the Canadian Sealers Association (CSA), and the second year of that offer was approved in June 2012. This financial support for the CSA was part of a broader show of support for the sealing industry, as outlined in detail in sections 4.0 and 5.0.
- As reported in 2011, the PFHCB played a key role in developing a proposal to establish the Newfoundland and Labrador Fish Harvesting Safety Association (NL-FHSA). In September 2012, our provincial government formally announced support for the new safety association and approved the proposal submitted by the PFHCB on behalf of a large group of fishing industry stakeholders. The NL-FHSA is set to open its office in early 2013; additional details are outlined in section 4.0.
- In June 2012, the Transportation Safety Board (TSB) released the final report of its three year study of fishing vessel safety in Canada, entitled "Safety Issues Investigation into Fishing Safety in Canada". The PFHCB played a consultative role in this investigation and worked closely with the TSB, both as an industry informant as well as in facilitating consultations with fish harvesters and other industry stakeholders. The PFHCB was acknowledged in the report for the work it has done to improve fishing vessel safety in Newfoundland and Labrador, and was featured in a video that accompanied the final report.
- Since its inception the PFHCB has worked closely with MI to improve accessibility to fisheries training for commercial fish harvesters. Following many years of discussion with MI on tuition affordability, in 2012 MI was successful in achieving a substantial reduction in tuition costs for fish harvesters enrolling in Fishing Masters (FM) programs. Tuition fees for FMIV and FMIII students were reduced by nearly 80 per cent. This is a very positive step toward improving affordability and access to fisheries training.

## **4.0 Shared Commitments**

Since its inception in 1997, the PFHCB has partnered with outside agencies on initiatives that are consistent with the goals and objectives of fish harvester professionalization. In 2012, the PFHCB collaborated on five noteworthy initiatives related to the advancement of fish harvester professionalization and skills development.

***I. Government of Newfoundland and Labrador, Workplace Health Safety & Compensation Commission (WHSCC), and numerous other stakeholder organizations/departments.***

In 2012, the PFHCB continued to play the lead industry role in seeking approval and establishing the Newfoundland and Labrador Fish Harvesting Safety Association (NL-FHSA). Throughout the year, PFHCB staff worked closely with industry stakeholders and government departments to garner support for the association. In September 2012 the Government of Newfoundland and Labrador officially announced the approval of the NL-FHSA, including the proposed 5-year budget and work plan.

Since that time, the PFHCB has continued its lead supporting role by arranging the incorporation of the NL-FHSA and organizing the search and selection process to hire an Executive Director for the association. It is anticipated that, the NL-FHSA office will formally open in early 2013, and will operate out of the PFHCB offices at 368 Hamilton Avenue, St. John's. It is also worth noting that the PFHCB holds one of thirteen voting board member positions on the NL-FHSA Board of Directors.

The PFHCB remains committed to the long-term success of the NL-FHSA, and the Board is very optimistic about the potential of the new association to raise awareness around occupational health and safety, reduce the number of industrial accidents and injuries, and save lives.

***II. Canadian Council of Professional Fish Harvesters (CCPFH) – Several Human Resource Initiatives***

Throughout 2012, the PFHCB worked closely with the CCPFH on three noteworthy initiatives related to fish harvester training and certification.

Representatives of the PFHCB continued to work with the CCPFH on the final phases of development on the Fishing Vessel Stability E-Simulator. The goal of this initiative is to create an effective simulation “video game style” E-learning tool that can help fish harvesters better understand the fundamental principles of fishing vessel stability, and subsequently contribute to an industry-wide strategy to reduce stability related accidents and fatalities.

The PFHCB was directly involved in the industry advisory committee and technical advisory committee of this project, and also contributed financially to the project development. Into mid-2012, the PFHCB was directly involved in the final stages of development, including involved in the piloting and beta-testing of the E-Simulator in Newfoundland and Labrador.

In November 2012, the CCPFH formally launched the Stability E-Simulator at the 2012 Fish & Workboat Show in St. John's. The E-Simulator learning tool is now available for download from the CCPFH website, free of charge, to all Canadian fish harvesters.

In late 2011, the PFHCB was asked to participate in a national TC Training Needs Assessment project, also initiated by the CCPFH. This initiative, which continued into 2012, is aimed at collecting regulatory impact data, as well as fish harvesters training data,

in an effort to gauge the current level of compliance with the new TC Marine Personnel Regulations (MPR), and the remaining type and amount of training required for harvesters to achieve compliance. A representative of the PFHCB sits on the steering committee of this project. Additionally, the PFHCB (and MI) have provided all requested training information from the province, and PFHCB staff will be assisting the appointed consultants in determining the regulatory impact for Newfoundland and Labrador.

In 2012, the PFHCB worked closely with the CCPFH and the consultant contracted on this project, Camprof Inc. The final report was submitted in October 2012, and is very complimentary of the PFHCB and its ability to provide meaningful data on training and regulatory compliance, and of its role in assisting fish harvesters with federal regulatory compliance.

The CCPFH continues to be engaged with seal industry stakeholders in the Atlantic and Quebec, in an effort to move toward formal professionalization of commercial sealers. The PFHCB has been working closely with the CCPFH since 2010 on this initiative, and has been an active participant on their Sealer Professionalization working group. As reported in section 5.0, the PFHCB will continue to work with the CCPFH on this shared commitment, and will continue to assist the sealing industry to achieve a professional certification program. The PFHCB's shared commitments related to support of the commercial sealing industry is further exemplified in the next commitment.

### ***III. Fish Food and Allied Workers Union (FFAW) – Support for the CSA***

In 2010, the CSA accepted a joint offer of financial support from the PFHCB and FFAW. This offer of financial support was a three year offer of \$45,000 per year, including office space at 368 Hamilton Avenue, administrative and secretarial support, as well as a cash contribution of \$20,000 per year. In addition to the offer of financial assistance, both the PFHCB and FFAW offered support to assist the CSA to achieve organizational stability and long-term financial independence. This support was offered in a time of financial uncertainty for the CSA, as the sealing industry had gone through several years of record low landings, which resulted in a significant reduction in revenue for the association. In June 2011, the CSA opened its office in the PFHCB/FFAW building at 368 Hamilton Avenue, St. John's, and year-one of the two-year financial contribution began.

In June 2012, members of the PFHCB staff and executive met with the CSA Executive Director and reviewed the association's utilization of the year-one contribution. Subsequently, the PFHCB (and FFAW) approved year-two of the two year financial commitment of the CSA. The CSA has indicated that this support has been a tremendous help to the association, as it has enabled them to leverage additional assistance and commence a rebuilding process.

Finally, it is worth noting that the PFHCB's financial support for the CSA is part of a much broader contribution that the PFHCB has committed to the sealing industry generally, and commercial sealers specifically. More details can be found in section 5.0.

**IV. *Transport Canada (TC) – Dissemination/clarification of information on TC’s federal training/certification requirements.***

Since the coming into force of the new Marine Personnel Regulation of the Canada Shipping Act in 2007, the PFHCB worked closely with TC to determine the impact of the new regulations on Newfoundland and Labrador’s fish harvesters, disseminate information regarding the new regulations to the province’s fish harvesters, and assist harvesters in attaining regulatory compliance.

These efforts, which consume a considerable amount of the available time and resources of the PFHCB staff, continued throughout 2012. As reported in more detail in section 5.0, the PFHCB continues to work closely with both Transport Canada and Newfoundland and Labrador fish harvesters in their respective efforts to achieve maximum federal regulatory compliance. In addition to circulating information to harvesters on the regulatory requirements, in 2012 Board staff provided an invaluable service to fish harvesters in: deciphering the regulatory requirements of their particular situation; acquiring required mandatory training; and/or filing the proper documentation with Transport Canada for Certificates of Service and Declarations of Seven Fishing Seasons.

**V. *Fisheries & Marine Institute – Promotion and Delivery of Fisheries Training***

In 2011, the MI established a new centre for Community Based Education Delivery (CBED) under the School of Fisheries. A large part of the mandate of CBED is the promotion, coordination and delivery of community based fisheries training. The PFHCB has always worked closely with MI in promoting their fisheries training programs, but since the creation of CBED this relationship has been expanded and improved.

Throughout 2012, the PFHCB staff worked closely with CBED staff on a number of initiatives related to promoting and supporting community based fisheries training – both for the purpose of meeting the new federal regulatory requirements and meeting the PFHCB requirements for certification upgrading. These initiatives included strategic planning on how to improve and increase community based training, distributing information on MI training opportunities, and supporting fish harvesters in the registration process.

This shared commitment with MI has proven to be a positive step toward enhancing levels of training and professionalism amongst the province’s fish harvesters.

## **5.0 Activities**

### **I. Outcomes of Objectives**

In its 2011-2013 Activity Plan the PFHCB identified three strategic issues which reflect the challenges that continue to face our commercial fishery as a result of many factors, including public perception of fish harvesters and their industry and a greater emphasis on fisheries training by the federal and provincial governments. Objectives were set to address each issue, and each objective was accompanied by measures and indicators to assist in monitoring success.

Throughout 2012, the Board worked on a range of activities in fulfillment of its short-term and long-term goals and objectives, several of which have been highlighted in the previous two sections. What follows is a more detailed account of the outcomes of the Board's stated 2012 objectives, and how they were successfully achieved.

## **Issue #1 – Mandatory Training and Certification**

The new revised Marine Personnel Regulations of the *Canada Shipping Act* came into force on July 1, 2007, and have had a significant impact on the province's fishing crews. These new regulations, being phased in over an eight year period (2007-2015), will significantly increase the level of training and certification required by Canadian fishing crews. For example, certified Masters and Officers of the Watch, previously only required on vessels >60 GRT, will now be mandatory on all vessels >15 GRT by November 7, 2012. Additionally, by November 7, 2015, operators of vessels <15GRT will also require Small Vessel Operator Proficiency (SVOP) training.

These added federal training and certification requirements, coupled with an existing shortage of certified fishing masters and mates, will make it increasingly difficult for owner/operators to acquire the required certification, and find and retain certified crewmembers.

**Objective #2:** By December 31, 2012, the PFHCB will have continued its support of fish harvesters in understanding and fulfilling their Transport Canada mandatory training and certification requirements.

**Measure #1:** Continued its support of fish harvesters in understanding Transport Canada mandatory training and certification requirements.

**Indicators:** Attended Transport Canada's Canadian Marine Advisory Council meetings, and other meetings and sessions as required, in order to attain detailed information on federal training and certification requirements.

Disseminated information regarding mandatory federal training and certification requirements.

**Measure #2:** Continued its support of fish harvesters fulfilling their Transport Canada mandatory training and certification requirements.

**Indicators:** Delivered MED A3 training courses to fish harvesters.

Assisted the Marine Institute with registration and delivery of MED A1 training, Fishing Master training, Officer of the Watch training, and ROC-MC training.

Assisted fish harvesters in securing financial support for tuition fees related to mandatory training requirements.

## **Outcomes for Issue #1**

The new revised Marine Personnel Regulations (MPR) of the *Canada Shipping Act* came into force in July 2007. Since that time, the Board has played an active role in making Newfoundland and Labrador fish harvesters aware of these new federal training requirements, as well as encouraging and assisting them to achieve full compliance. The Board met its objectives for this issue again in 2012, as outlined below, and will continue to address this issue through 2013.

### Indicators for Measure #1

TC's Canadian Marine Advisory Council (CMAC) sessions, held twice per year in Ottawa, remain the most effective way for fishing industry representatives to receive details regarding the federal regulatory requirements, including regulatory interpretations and amendments. The national CMAC sessions represent a valuable opportunity to network with TC officials and other fishing industry representatives, allowing further opportunities to better understand the MPR, their impact on the industry, and how best to communicate the pertinent information to fish harvesters.

In 2012 the Board had representatives attend all of Transport Canada's Canadian Marine Advisory Council (CMAC) sessions. These information/consultation sessions took place regionally in St. John's (November 20) and nationally in Ottawa (April 23-26 and November 6-8). PFHCB representatives at the National CMAC sessions included one staff member, one Board member, and two fish harvesters. It is worth noting that at the November 2012 Fall National CMAC, Mark Dolomont, PFHCB Executive Director, was re-elected to his fourth consecutive term as industry co-chair of the National CMAC Standing Committee on Fishing Vessel Safety. Having Mr. Dolomont continue in this position enables the Board to maintain a direct line of contact for input into the new Marine Personnel Regulations and their impact on fish harvesters.

In early Fall 2012, the national CMAC secretariat announced significant changes to the schedule and manner in which national CMAC sessions would be conducted commencing November 2012. National CMAC was scaled back from four days to three days, and less time was allocated to many of the CMAC working groups and standing committees. The fishing industry sessions were significantly impacted, with the two working groups scaled back to 1.5 hours each (previously a half day each: 8:30 am-noon and 1:00 pm-4:40 pm), and the national Standing Committee on Fishing Vessel Safety was cut from a full day session to a half day.

As anticipated, the reduced time in the working groups was a contentious issue, as neither session made it through the full agenda. As always there was discussion on old issues, and many new items announced – some good, some not considered good - by Transport Canada. Most of these items were related to one of the following three regulations: Marine Personnel Regulations, Fishing Vessel Safety Regulations, and Vessel Pollution and Dangerous Chemicals Regulations. Fishing industry representatives at the November 2012 CMAC session were unanimous in their support for having additional time re-allocated to the fishing vessel sessions at subsequent national CMAC meetings. Despite the reduced time allocated for the Fall 2012 CMAC session in Ottawa, the two CMAC sessions in 2012 allowed PFHCB members a valuable opportunity to stay up to date and informed on the impact of the current TC regulations, and to be involved in discussions regarding proposed changes to the regulations.

In addition to attending CMAC meetings, in 2012 PFHCB representatives continued to work directly with TC decision makers at the regional and federal level. The PFHCB maintains a strong

and cooperative relationship with TC representatives. The PFHCB met formally with these TC contacts on several occasions in 2012 in the Board's continuing efforts to interpret aspects of the MPR and their impact on Newfoundland and Labrador harvesters. Various other informal emails and phone calls were exchanged for the purpose of gaining accurate information and interpretations of the federal regulatory requirements.

Finally, with regard to acquiring information on the federal regulatory requirements, the PFHCB is on the email distribution list for all TC correspondence, and the Board has assembled a thorough file of all information relevant to fish harvester training/certification under the MPR. Additionally, PFHCB staff members have a comprehensive understanding of the regulations and their applicability to the harvesting sector of the province's fishing industry.

Since the coming into force of the new MPR in 2007, the PFHCB has been actively distributing information to fish harvesters on the regulatory requirements. This activity and commitment continued throughout 2012, as the information gathered by the PFHCB (as indicated above) was disseminated to harvesters in a variety of ways. The overall emphasis of this activity is to inform harvesters of the most immediate federal training requirements, and TC's plans for phasing in the new requirements through the end of the MPR phase-in period in November 2015. For example, as of November 7, 2012, vessels more than 12 meters, but not more than 13 meters, in overall length are required to have a certified master with a minimum Fishing Master IV certificate. In 2012, the PFHCB utilized its database of licenced fish harvesters to reach fish harvester who would be impacted by this 2012 deadline, and to assist them with understanding and complying with the regulatory requirements of the MPR.

Information was also distributed to harvesters by email and mail regularly throughout 2012. The PFHCB also communicated the federal MPR requirements to fish harvesters in the form of information articles published in industry publications such as the *Union Forum* and *The Navigator*. Broad dissemination of TC regulatory related information was also achieved by utilizing PFHCB MED instructors, first aid instructor, seal workshop facilitators and PLAR assessors, who met face-to-face with approximately 500 harvesters throughout the province in 2012.

Through these various means, the PFHCB reached thousands of fish harvesters with valuable TC regulatory information again in 2012. Based on the feedback received from TC and harvesters themselves, the Board is confident that fish harvesters are becoming increasingly aware of the new federal training requirements and how they apply to their specific fishing operations.

The high compliance rate of Newfoundland and Labrador fish harvesters with the federal MPR was documented in publications by the TSB and the CCPFH in 2012. The Board of Directors is confident that this success is largely due to the efforts of the PFHCB and its industry partners.

### Indicators for Measure #2

In addition to information gathering and dissemination on the new TC training requirements, in 2012 the Board continued its support of fish harvesters in fulfilling their TC mandatory training and certification requirements.

Since 2002, the Board has been an accredited provider of TC MED A3 training, which is now required by Canadian fish harvesters fishing on vessels operating inside 25 nautical miles. The Board is also an authorized provider of Canadian Red Cross Marine Basic First Aid, which meets the TC and provincial occupational health and safety first aid requirements for fishing vessels

fishing in Canadian waters. In 2012, the PFHCB provided its instructors with an upgrade on the new/revised Canadian Red Cross marine first aid curriculum content.

During spring of 2012, 126 harvesters in 13 different communities received MED A3 and Marine Basic First Aid training from the PFHCB. In 2012 the PFHCB also continued to enforce its certification criteria requirement that all new entrants to the fishery complete a MED course (MED A1, A3 or equivalent) prior to being eligible to register with the Board for their second fishing season. This requirement of the PFHCB also acts as an added level of enforcement for TC's MED requirements under the MPR, and continues to support Newfoundland and Labrador's compliance with the TC's federal MPR.

As it has been doing for many years, during 2012 the Board continued to assist fish harvesters with the registration process for fisheries training at MI, including the distribution of MED A1 applications on behalf of MI. Board staff also assisted the MI in compiling lists of individual fish harvesters interested in arranging mandatory training courses (MED, ROC-MC, Fishing Masters) in their respective regional areas. The Board continues to maintain a strong working relationship with the Marine Institute School of Fisheries, particularly the new Community Based Education Delivery (CBED) unit as part of a shared commitment to promote and deliver fisheries training.

Throughout the year, the PFHCB utilized its communication network and tools to promote fisheries training and to notify harvesters of MI training opportunities, schedules, registration process, tuition fees, and to provide fish harvester with the most up to date training information. For example, on numerous occasions in 2012, the PFHCB staff utilized its email database to forward electronic training information brochures to fish harvesters.

The PFHCB staff also continued to inform fish harvesters of the new training opportunities available at MI, most particularly the new (in 2011) distance learning program for Fishing Masters IV, and the recently released (November 2012) Stability E-Simulator program. As was reported in section 4.0, the continued cooperative working relationship between the PFHCB and MI contributed to another successful year of fisheries training delivery at MI, both at main campus and through community based delivery, with nearly 600 fish harvesters completing training at MI in 2012.

The ability to access financial assistance, including tuition assistance, and the continuation of Employment Insurance (EI) benefits while attending training continues to be a determining factor for fish harvesters when deciding whether or not to enroll in fisheries training. Even in the case of mandatory training, such as the training required under TC's MPR, harvesters are often forced to defer training for financial reasons. Consequently, the inability to secure financial support for tuition fees has long been recognized as a barrier to harvesters completing their mandatory training requirements, particularly in the case of longer and more expensive courses.

For these reasons, and in fulfillment of our legislated objectives, the PFHCB has made annual appeals to the appropriate federal and provincial government departments to make fisheries training, and financial support thereof, a priority of government. This was again the case in 2012.

Representatives of the PFHCB, MI and FFAW met with officials of the Department of Advanced Education and Skills (AES) in early 2012. This meeting was intended to determine the level of assistance available to fish harvesters during the 2012-2013 training season, to determine the application process, any application deadlines and/or eligibility criteria. Perhaps more importantly, these annual meetings are an opportunity to stress the importance of government support for fish

harvester training, and to ensure that it remains a priority of government. The outcome of this meeting was very positive and, even though eligibility for assistance is determined on a case-by-case basis, the AES representatives were very supportive, and confirmed that there was funding available in 2012 for eligible fish harvesters.

It is also worth noting, as reported in section 3.0, that MI reduced its tuition rates for Fishing Master training in 2012. The PFHCB has expressed concerns to MI staff for many years on the affordability of fisheries training at MI. As previously mentioned, the high cost tuition fees can result in a dependency on government assistance and, in many cases, fish harvesters are unable to complete training for financial reasons. This tuition reduction is a significant step toward removing financial barriers to fisheries training, and the PFHCB believes it will result in higher enrollment and, ultimately, higher compliance with regulatory requirements.

Throughout 2012 PFHCB staff assisted individual fish harvesters in securing tuition assistance, and advising them of the change in MI tuition for Fishing Master training. This took a variety of forms, from providing harvesters with the appropriate contact information for MI registration and for local outreach offices, to guiding them through the appropriate paperwork. PFHCB staff also provided letters for harvesters outlining the federal regulatory requirements as they apply to their individual case. In most cases, Employment Assistance Services (EAS) staff required that harvesters demonstrate a justifiable need/rationale for the training being pursued. The letters provided by the PFHCB were used by harvesters to demonstrate the mandatory nature of the training being sought, and were valuable to harvesters in securing tuition assistance.

In 2012 the vast majority of fish harvesters who enrolled in mandatory TC training, both at PFHCB and MI, received tuition assistance of up to 100 per cent, and were eligible for the continuation of EI benefits while enrolled in training. Based on the Board's own training activity (MED A3), and estimates from MI, it is estimated that more than 70 per cent of harvesters received tuition assistance, and approximately 80 per cent continued to receive EI benefits while in school.

Finally, it is worth noting that Newfoundland and Labrador continues to lead the country in compliance with the new federal training requirements of the MPR; a direct result of our collective efforts with MI and both levels of government. The PFHCB remains committed to meeting the objectives of this issue through 2013.

## **Issue #2 – Strategic Direction for Communications**

In recent years there has been a growing sense of negativity surrounding the harvesting sector of the province's commercial fishery. This negativity has been recognized as an issue that jeopardizes the future of our inshore fishery and an issue that must be addressed.

The PFHCB has a mandate around communication and public relations that includes the promotion of fish harvesting as a professional occupation, and the province's fishing industry as a valuable contributor to our local and provincial economies. Since 2008, in an effort to address a number of issues, including the issue of negativity surrounding the fishing industry, the PFHCB has been working on the development and implementation of a strategic communications plan which identifies key messages, target audiences, and specific communications activities.

**Objective #2:** By December 31, 2012, the PFHCB will have continued implementing elements of its strategic communications plan aimed primarily at improving the image of professional inshore fish harvesters in Newfoundland and Labrador and their industry.

**Measure:** Continued to implement elements of its strategic communications plan aimed primarily at improving the image of professional inshore fish harvesters in Newfoundland and Labrador and their industry.

**Indicators:** Continued the creation and distribution a variety of multi-media materials, as directed by the Communications Committee and/or Executive Committee, aimed specifically at improving the image of professional inshore fish harvesters and their industry.

## Outcomes for Issue #2

With guidance from the Board’s Executive Committee and Public Relations Committee, the PFHCB continued to implement elements of its strategic communications plan throughout 2012. The primary purpose of these activities was to create a more positive image of professional inshore fish harvesters among five target audiences identified in its strategic communications plans – fish harvesters, the public, youth, government and the media.

### Indicators for Measure #1

In 2012, this issue was addressed, and the objective met, through a variety of initiatives that either directly or indirectly contributed to the Board’s long term goal of improving the image of fish harvesters and their industry. The Board of Directors is pleased that this objective has been met, as indicated by the activities outlined below.

Support for communications: At the first Board meeting of 2012, the PFHCB Board of Directors approved a total combined budget of \$35,000 for Board activities related to communications, public relations and advertising/promotional materials. Approximately \$20,000 of that budgeted amount was invested directly into implementing elements of the Board’s Strategic Communications Plan. This is a clear indication that the PFHCB is committed to its strategic direction on communications, and to fulfilling its objective to “promote the interests of fish harvesters as a professional group”, as outline in section 4(a) of the *Professional Fish Harvesters Act*.

Expansion and utilization of an email data-base: Communicating by email is becoming ever more common among fish harvesters. Therefore, email is now recognized as perhaps the most effective and cost efficient way to communicate with registered professional fish harvesters. In 2012, mainly through its annual registration renewal process, the PFHCB expanded the number of emails in its registration database by approximately 300 entries. The Board now has more than 2,600 email addresses, with an estimated reach of more than 5,000 households in the province. Throughout 2012, this email database was used to disseminate information pertinent to their industry and profession, including information on fisheries training (at MI and PFHCB), PLAR, Transport Canada regulations, safety-related information, information on the Fisheries Loan Guarantee Program, and other general fisheries-related information.

*Distribution of PFHCB professionalization brochure:* In 2011, the PFHCB developed a new promotional and information brochure entitled “Professional Certification & Certification Upgrading”. This brochure outlines the professionalization program for Newfoundland and Labrador fish harvesters, the history of professional certification in the province, the importance of being a certificated professional fish harvester, and the details of the PFHCB professional certification criteria. In 2012, this brochure was used as an information and promotional tool and was distributed to fish harvesters using the PFHCB database, and distributed to the public (including youth – school children) at speaking engagements and during presentations throughout the year. All apprentices and new entrants to the fishery in 2012 received a copy of the information brochure with their certification card. This tool has proved to be very effective in educating fish harvesters, particularly apprentice fish harvesters, on the criteria for certification and the benefits of certification upgrading.

*Presentations on professional certification:* Throughout the year, the PFHCB Executive Director, Mark Dolomont, made presentations to a wide variety of groups. Among other key messages, these presentations always concentrated on the professionalism of fish harvesters, the economic contribution they make to our communities and province, the level of training and certification required to be a Level II professional fish harvester, and the fact that Newfoundland and Labrador’s fish harvesters lead the country in the amount and level of TC recognized training. In 2012, such presentations, appropriately adapted to changing audiences, were delivered to school children, fish harvesters (inside and outside the province), provincial and federal government representatives, and several other marine-related conferences and “public” gatherings. It is also worth noting that in 2012 the PFHCB made presentations to the Transportation Safety Board of Canada and Transport Canada’s Standing Committee on Fishing Vessel Safety on the positive impact of professional certification on safety in the Newfoundland and Labrador fishing industry.

*2012 PFHCB Scholarship:* In November 2012, the PFHCB Scholarship was presented at MI’s annual fall scholarship ceremony. The PFHCB Scholarship is \$1000 award, presented annually to a fish harvester (or a dependent of a fish harvester) enrolled in a marine-related program at MI. The scholarship is one of many ways the Board promotes public awareness of the PFHCB, and the fact that our fish harvesters are professionally certified. The 2012 scholarship recipient was Eugene Conway of St. Brides.

*Trade Shows - 2012 Fish and Workboat Show, FFAW Triennial Convention, Community-University Research for Recovery Alliance (CURRA) International Fisheries Symposium:* The PFHCB had a display booth at three major fisheries events in 2012, and was featured prominently at each. These three events represented an enormous opportunity to network with fish harvesters and other industry stakeholders and personnel. It is also an opportunity for the PFHCB to showcase the professionalism of Newfoundland and Labrador fish harvesters (through visual and written materials), to distribute pertinent information to professional fish harvesters, and to promote the work of the PFHCB generally. It is estimated that nearly 1,000 harvesters and industry stakeholders visited the PFHCB display booth in 2012, making attendance at these events extremely worthwhile.

*Media Activity:* On numerous occasions in 2012, the PFHCB Executive Director was in the local media speaking on issues related to fish harvester professionalization, training and certification. The purpose (either primary or secondary) of all PFHCB media correspondence is the promotion of commercial fish harvesters, their professionalism, and the valuable contribution they make to our province.

Advertising: The Board continued its advertising presence in a variety of industry publications in 2012, including *The Navigator*, *The Union Forum*, and *The Skipper's Log*. The Board continued to utilize two new versions of its "Salt of the Earth" promotional print ads created, with the main themes being that fish harvesters are highly skilled professionals who make an enormous social and economic contribution to our province. The PFHCB also continues to display a variety of promotional print ads, and information/promotional videos on its webpage at [www.pfhcb.com](http://www.pfhcb.com).

Professionalization promotion videos: In 2012, the PFHCB worked with the CCPFH on the production of a video series aimed at showcasing the profession of fish harvesting. To date, six short videos have been produced, focusing on the skills and contribution of commercial fish harvesters in various regions, fleet sectors and fisheries – two of these videos were produced in Newfoundland and Labrador. These videos can now be viewed or downloaded from the CCPFH website. The PFHCB will be assisting the CCPFH with the promotion of these videos, and will be utilizing them to promote fish harvester professionalization, and improve the image of fish harvesters and their industry.

CrewFinder: CrewFinder is a free web-based crew database service provided through the PFHCB webpage at [www.pfhcb.com](http://www.pfhcb.com). It assists vessel owners in finding available professional crewmembers, and helps available crewmembers find positions. This service has been particularly valuable to enterprise owners who are now required to find crewmembers with the required TC certification/training. In that regard, *CrewFinder* has proven to be a great success. For this reason, we feel that this service has contributed to an improved level of certification and professionalism among our fishing crews, and has assisted vessel owners in recruiting certified crew members and reaching regulatory compliance with Transport Canada. As a result of the positive feedback being received from harvesters, the Board has enhanced its advertising efforts to promote this service. In 2012, more than 100 fish harvesters utilized the *CrewFinder* service.

The PFHCB Board of Directors and staff are confident that the work of the Board on this issue has had a positive impact on the image of professional fish harvesters and the importance of industry, and are committed to addressing this identified issue through 2013.

### **Issue #3 – Certification and Training of Commercial Sealers**

It has become widely accepted among sealing industry stakeholders that effective training is key to achieving the most humane, viable and professional hunt possible. Such training will form the foundation on which the industry begins to rebuild its international reputation and markets. Furthermore, there has also been strong support for sealers, who currently have no formal training or certification requirements/options, to move toward professional certification.

In 2010, the PFHCB, acting on a mandate received from sealing industry stakeholders, has begun working with sealing industry representatives on the development of a training and certification model for Newfoundland and Labrador sealers. This work will continue throughout this planning period.

**Objective #2:** By December 31, 2012, the PFHCB will have continued assisting the sealing industry in the development and delivery of essential training for commercial sealers, and the development of a professional certification program for sealers.

**Measure #1:** Continued assisting the sealing industry with the development and delivery of essential training for commercial sealers.

**Indicators:** Continued to participate, with the support of key sealing industry representatives, in the development and updating, where necessary, of training materials for commercial sealers.

Continued to participate, with the support of key sealing industry representatives, in the delivery of essential training to commercial sealers.

**Measure #2:** Continued to assist the sealing industry with the development of a professional certification program for sealers.

**Indicators:** Continued consultations with sealing industry stakeholders on the development of a professional certification system for commercial sealers.

Worked with key sealing industry representatives to develop and implement an industry-wide sealer consultation process on sealer certification, including the development of a formal consultation document.

### **Outcomes for Issue #3**

The Board first got involved in discussions related to sealer certification in 2009 at a meeting in Montreal, Quebec. At that time, there was consensus from the industry that it should move forward with efforts to promote training and certification for commercial sealers.

Subsequently, in 2010 and 2011, the PFHCB worked on the development and refinement of a *Humane Harvesting of Seals Workshop Module*, developed in partnership with the CCPFH. During that same period, the PFHCB selected and trained 12 qualified professional sealers in preparation for the mass delivery of this essential training to commercial sealers. Approximately 2,600 sealers participated in the 2010 and 2011 information workshops. The response was overwhelmingly positive, and there was strong support for a continuation of the sessions in 2012.

#### *Indicators for Measure #1*

In 2012, the PFHCB continued its direct involvement in assisting the sealing industry in the development and delivery of essential training for sealers. With the workshop module for Humane Harvesting of Seals fully completed in 2011, the Board's involvement with sealer training development in 2012 concentrated on the further refinement of the workshop materials used for the Quality/Health/Handling workshops.

In 2011, the Government of Canada announced an agreement with the Government of China to allow importation of Canadian seal products into China, including meat and oil for human consumption. A fundamental component of this agreement is the quality, health identification, and handling requirements of the Government of China. As a result, the Canadian Food Inspection Agency (CFIA) has been developing a *Code of Practice for the Harvest, Transport, Processing, and Export of Seal Products Intended for Human Consumption*. This new Code of Practice will have

significant implications for commercial sealers, as the way in which they are required to handle and transport seals and seal products will change substantially. For this reason, sealing industry stakeholders recommended that information related to the new agreement between Canada and China, including this new Code of Practice, be disseminated to sealers prior to the 2012 harvest.

For these reasons, in early 2012 the PFHCB was involved in discussions with DFA, CFIA, CSA, seal processors and other sealing industry stakeholders on the refinement of workshop materials to be used in the delivery of Quality/Health/Handling workshops by DFA in spring 2012. The goal was to deliver workshops that would satisfy, at least on an interim basis, the requirements and expectations of the Chinese government, and allow for product export certification by CFIA. Ultimately, this goal was met, and as reported below, the PFHCB assisted in the delivery of Quality/Health/Handling workshops in 2012 that satisfied the requirements of CFIA with regards to meat and oil export to China.

Furthermore, it has been strongly recommended that a new formal information workshop module, similar to the one developed for the humane harvesting of seals, be developed for quality, health and handling practices. It is anticipated that such a module would eventually be delivered en masse to commercial sealers, and could become a mandatory requirement for all sealers in future. To this end, on numerous occasions in 2012, PFHCB staff met with CFIA, DFA, seal processors and industry stakeholders to discuss the new CFIA code of practice and the various materials that would be required in order to develop a curriculum and workshop module that would meet the industry requirements pertaining to quality, health and handling. Plans were made to collect required materials (including photos, video, and scientific research/analysis) in 2013, and the PFHCB made a commitment to continue working with its industry partners on the development of a Quality/Health/Handling workshop module that will satisfy the industry requirements for the exportation of seal meat and oil, or other products intended for human consumption.

The PFHCB also continued its involvement in the delivery of essential training for sealers in 2012. At the January meeting of the Atlantic Seal Advisory Committee (ASAC), DFO commended the work that has been done in Newfoundland and Labrador to deliver required training to sealers. There was a strong consensus from ASAC members that DFO should make the Humane Harvesting of Seals information workshops a regulatory requirement or condition of licence for all commercial sealers. DFO agreed to take this under advisement, and also stated clearly that prior to making the training mandatory regions would have to demonstrate that they had the capacity to deliver the required training to all licenced commercial sealers. At that meeting, the PFHCB made a commitment to continue the delivery of Humane Harvesting of seals workshops to sealers throughout Newfoundland and Labrador in spring 2012.

The PFHCB subsequently prepared a work plan and budget, and a proposal that would see the 2012 delivery cost-shared between DFA, DFO and PFHCB. This proposal was approved and, subsequently, 10 workshops were delivered during the first week of April, and 288 sealers attended. The PFHCB also coordinated the delivery of 10 Quality/Health/Handling workshops by DFA in 2012. These workshops were delivered in the afternoon at the same locations/venues where the Humane Harvesting of Seals workshops were delivered in the morning. In total 293 sealers attended the Quality/Health/Handling workshops. Similar to 2011, the Quality/Health/Handling workshops were delivered with the assistance of the DFA Fisheries Field Representatives, operating under the direction of Mr. Ian Burford, Director of Licencing and Quality Assurance with DFA.

Since 2009, 3,383 Newfoundland and Labrador commercial sealers have now participated in information workshops on the Humane Harvesting of Seals, and an additional 2,749 attended Quality/Health/Handling workshops delivered by DFA in 2011 and 2012. All participants have received a Certificate of Attendance from the PFHCB. Feedback has been very positive, and the PFHCB remains committed to continuing the delivery of these workshops in future.

### Indicators for Measure #2

While training (in Humane Harvesting and Quality/Health/Handling) has clearly been identified as a priority for the Canadian sealing industry by key industry stakeholders, the ultimate goal of these industry training efforts is to develop a more formal “professional certification” program for sealers - a program similar to the one established by the PFHCB for commercial fish harvesters. Again at the 2012 ASAC meetings, there was broad support for establishing a more professional sealing work force, including professional certification for commercial sealers.

For this reason, in addition to making and fulfilling commitments to the sealing industry on the delivery of required industry training, the PFHCB has also engaged sealing industry stakeholders on the development of an appropriate and acceptable professional certification program for sealers. This important work of the PFHCB continued throughout 2012.

As previously reported, the first step in establishing a professional certification system is developing an occupational profile and occupational standards. Again in 2012, the PFHCB was an active member of the CCPFH steering committee on the development of a professional certification model for the sealing industry. This steering committee included representation from all sealing provinces/regions, including industry and government stakeholders. The PFHCB has two representatives on the committee which met face-to-face in Halifax on two occasions in 2012, and twice by teleconference. It is worth noting that this steering committee is a consultative body, which has representation from Newfoundland and Labrador, the Maritime Provinces and Quebec. This has allowed the PFHCB to continue consultation with sealers and sealer representatives on a broad scale.

Throughout 2012, the PFHCB worked directly with the CCPFH and sealing industry stakeholders on the completion of the national occupational standards and profiles document for the sealing industry. A preliminary document, “*Report to the Industry Steering Committee on Sealers Professionalization: Professionalization and Occupational Standards*”, was submitted to the CCPFH from the consultant, B-M Consulting, and reviewed at a large meeting of sealing industry stakeholders in Halifax on August 28 and 29, 2012. In addition to the PFHCB and CCPFH steering committee members, this meeting included participation from DFO and CFIA. The objectives of this session were: (1) Understanding Occupational Standards, (2) Process for Certifying Professional Seal Harvesters, (3) Consulting with the industry: How best and when, (4) Meeting Quality and Handling Standards for seal products, and (4) Delivering training to sealers: The best strategies.

At this session in August, the PFHCB presented on the role that the Board could play in developing and delivering a professional certification system for commercial sealers in Newfoundland and Labrador, and to assist commercial sealers in other jurisdictions, if required. Mark Dolomount, PFHCB Executive Director, made it clear that a professional certification system for sealers, in order to be successful, must be more than a voluntary program; this would best be achieved by

achieving a linkage between professional certification and DFO federal licencing policy. It was agreed that sealer organizations/representatives would make this request to DFO at the next ASAC meetings in Halifax in January 2013.

In an effort to determine next steps related to the development of a professional certification system for sealers in Newfoundland and Labrador, PFHCB staff had several meetings in 2012 with CSA and other provincial sealing industry stakeholders. Feedback from the CSA, based on their consultations with sealers during the 2012 local CSA meetings and during PFHCB information workshop delivery, consultation with sealers indicates that there is strong support for moving forward with professional certification for commercial sealers in this province.

The Board of Directors of the PFHCB remains fully committed to supporting the sealing industry in identifying, developing and implementing an appropriate certification system for sealers. However, the PFHCB has stated unequivocally to the CSA and other sealing industry partners that it is not the intention of the PFHCB to force such a system on commercial sealers. On the contrary, such a certification system will only be implemented by the PFHCB if and when the sealing industry has been fully consulted and support for such a program can be demonstrated. The PFHCB will continue to work with its sealing industry partners to achieve this goal.

## **II. Objectives for 2013 (Year 3 of the Board's 2011-2013 Activity Plan)**

### **Issue #1 – Mandatory Training and Certification**

**Objective #3:** By December 31, 2013, the PFHCB will have continued its support of fish harvesters in understanding and fulfilling their Transport Canada mandatory training and certification requirements.

**Measure #1:** Continued its support of fish harvesters in understanding Transport Canada mandatory training and certification requirements.

**Indicators:** Attended Transport Canada's Canadian Marine Advisory Council meetings, and other meetings and sessions as required, in order to attain detailed information on federal training and certification requirements.

Disseminated information regarding mandatory federal training and certification requirements.

**Measure #2:** Continued its support of fish harvesters fulfilling their Transport Canada mandatory training and certification requirements.

**Indicators:** Delivered MED A3 training courses to fish harvesters.

Assisted the Marine Institute with registration and delivery of MED A1 training, Fishing Master training, Officer of the Watch training, and ROC-MC training.

Assisted fish harvesters in securing financial support for tuition fees related to mandatory training requirements.

## Issue #2 – Strategic Direction for Communications

- Objective #3:** By December 31, 2013, the PFHCB will have continued implementing elements of its strategic communications plan aimed primarily at improving the image of professional inshore fish harvesters in Newfoundland & Labrador and their industry.
- Measure:** Continued to implement elements of its strategic communications plan aimed primarily at improving the image of professional inshore fish harvesters in Newfoundland & Labrador and their industry.
- Indicators:** Continued the creation and distribution of a variety of multi-media materials, as directed by the Communications Committee and/or Executive Committee, aimed specifically at improving the image of professional inshore fish harvesters and their industry.

## Issue #3 – Certification and Training of Commercial Sealers

- Objective #3:** By December 31, 2013, the PFHCB will have continued assisting the sealing industry in the development and delivery of essential training for commercial sealers, and the development of a professional certification program for sealers.
- Measure #1:** Continued assisting the sealing industry with the development and delivery of essential training for commercial sealers.
- Indicators:** Continued to participate, with the support of key sealing industry representatives, in the development and updating, where necessary, of training materials for commercial sealers.
- Continued to participate, with the support of key sealing industry representatives, in the delivery of essential training to commercial sealers.
- Measure #2:** Continued to assist the sealing industry with the development of a professional certification program for sealers.
- Indicators:** Continued consultations with sealing industry stakeholders on the development of a professional certification system for commercial sealers.
- Worked with key sealing industry representatives to develop and implement an industry-wide sealer consultation process on sealer certification, including the development of a formal consultation document.

## **6.0 Opportunities and Challenges Ahead**

As reported in previous years, many of the opportunities and challenges of the PFHCB change very little from year to year. We anticipate that 2013 will bring several new opportunities for the Board, as noted below. The ongoing trends of reduced numbers of fish harvesters and Core fishing enterprises, as well as continued low per unit/lb prices on many species, have created many economic and demographic challenges for our province's fishing industry, including challenges for the PFHCB. However, the industry remains one of vital importance to hundreds of coastal communities, to tens of thousands of individuals, and to our provincial economy as a whole. As it has since 1997, the PFHCB will continue to explore and maximize all available new opportunities, while dealing with the ongoing challenges of the industry and their impact on PFHCB operations.

The PFHCB identifies the following opportunities and challenges for 2013.

**Opportunities:** The newly incorporated NL-FHSA, as outlined in section 4.0, with the assistance and support of the PFHCB, will be fully functioning in early 2013. This association is well positioned to address safety-related issues in the industry, to improve safety awareness and safety conditions, and ultimately reduce occupational injuries and fatalities. The PFHCB is committed to assisting the NL-FHSA to achieve these desired results.

The sealing industry's support for enhanced training and professional certification provides the PFHCB with an opportunity to assist commercial sealers through the development of training materials, delivering information/training workshops, and developing a professional certification system on their behalf. The PFHCB is fully engaged on this activity, and will continue to assist and support the sealing industry throughout 2013.

The new requirements of TC's MPR, which will continue to be phased in through 2015, represent an opportunity for the PFHCB to continue informing fish harvesters of their training/certification requirements, and assist them in achieving regulatory compliance. It is also an opportunity for Newfoundland and Labrador to be a leader in regulatory compliance, to enhance professional competencies, and contribute to a safer industry.

The recent reduction in tuition rates on fisheries-related training at MI, as well as the PFHCB's strong relationship with CBED, as outlined in section 4.0, represents an opportunity for the Board to encourage and attract more fish harvesters to complete training such as MED, ROC-MC and Fishing Master training. Subsequently, it is an opportunity for more harvesters to attain Level II certification and achieve compliance with the federal MPR.

As reported, in November 2012 the CCPFH officially launched the Stability E-Simulator, which is now available to all Canadian fish harvesters free of charge. As a partner on this project, the PFHCB will assist in promoting the ongoing use of this tool by commercial fish harvesters. This work represents an opportunity for Newfoundland and Labrador commercial fish harvesters to

improve their understanding of fishing vessel stability, and ultimately make their fishing operations safer.

**Challenges:**

Many factors contribute to a continuing decline in the number of fish harvesters and licence holders in this province. These include changes to DFO regional licencing policy (re: licence combining and buddy-up), as well as an ongoing lobster licence buy-back program. These factors contribute to a continuing decline in the number of fish harvesters registered with the PFHCB. This creates a reduction in annual operating revenue; it represents a challenge for the Board to deliver programs and activities in an effective and efficient manner, and makes it difficult to achieve a balanced budget.

With the average age of core enterprise owners continuing to rise (approximately 55 years of age), and considering the marginal viability of many Core and Non-core enterprises, it is a challenge for the PFHCB to attract young fish harvesters to the fishery, and to maintain an adequate number of Level II harvesters to receive the transfer of core enterprises. The current uncertainty surrounding enterprise viability also makes it challenging to attract and retain certified fish harvesters to fill vacant crew positions.

The ongoing implementation of TC's MPR (which include additional master, mate and crew certification requirements) was reported as an opportunity to establish a better trained and safer work force. However, ironically, it also makes it increasingly difficult for owner operators to adequately crew their vessels with harvesters that hold the required training and certification. This poses challenges and issues for owners, as they do not want to risk the possible liability or legal ramifications of operating while in violation of the federal regulations. This challenge for owner operators is also a challenge for the PFHCB as it strives to assist harvesters in attaining the required training and achieve regulatory compliance.

Since 1997, PFHCB certification has been directly linked to DFO licencing policy in the Newfoundland and Labrador region. On April 1, 2013, DFO licencing offices in this region will be terminating public counter-services for fish harvesters, reducing the number of licencing officers, and moving to an on-line licencing system. While the long-term impact of this significant change is not yet fully understood, it may challenge the Board in maintaining its strong linkages with regional DFO licencing offices and licencing policies, particularly during the transition phase.

As reported in sections 4.0 and 5.0, and as outlined in our Strategic Issues for 2013, the PFHCB remains well positioned to make a significant contribution to addressing these challenges, and seizing these opportunities, in the Newfoundland and Labrador commercial fishery.

The Board of Directors and staff of the PFHCB remain committed to dealing with these and other issues as outlined in the Board's 2011-2013 Activity Plan, and to meeting the stated goals and objectives of the Board.

## **Appendix 'A'**

2012 Audited Statement of Operations

**PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD**  
**Statement of Operations**  
**Year Ended December 31, 2012**

	2012	2011
<b>Revenue</b>		
Registration fees	\$ 527,500	\$ 556,250
Interest income	57,579	60,086
Other revenue	1,224	9,767
Prior learning assessment and recognition	5,350	5,700
Basic safety training	36,940	9,660
Sealer workshop funding	9,699	60,280
Rental revenue	49,500	49,500
	<b>687,792</b>	<b>751,243</b>
<b>Expenses</b>		
Advertising and promotional material	10,582	13,506
Amortization	55,032	59,142
Appeals	8,699	5,985
Building operations	60,915	50,219
Business tax	12,412	14,776
Communications	10,854	9,458
Insurance	4,991	4,915
Interest and bank charges	6,785	7,248
Interest on long term debt	35,564	37,255
Meetings - board and other	37,293	37,146
Membership fees	50,220	52,695
Office and computer supplies	9,383	8,503
Postage	32,556	18,866
Printing	158	7,514
Prior learning assessment and recognition project	9,247	9,521
Professional fees	21,046	33,029
Public relations initiatives	12,884	3,913
Safety training	39,139	13,349
Sealing	14,249	90,386
Wages and employee benefits	252,489	255,571
	<b>684,498</b>	<b>732,997</b>
<b>Excess of revenue over expenses</b>	<b>\$ 3,294</b>	<b>\$ 18,246</b>

See notes to financial statements

**QUINLAN  
& TAYLOR**

## **Appendix 'B'**

Auditor's Declaration

# QUINLAN & TAYLOR

PROFESSIONAL CHARTERED ACCOUNTANTS CORPORATION

May 14, 2013

Professional Fish Harvesters Certification Board  
368 Hamilton Avenue  
P.O. Box 8541  
St. John's, NL  
A1B 3P2

**ATTENTION: MR. MARK DOLOMOUNT  
EXECUTIVE DIRECTOR**

Dear Sirs:

**RE: 2012 ANNUAL PERFORMANCE REPORT**

In accordance with your obligations as a category 3 public entity under the provincial transparency and accountability legislation you have asked our firm, as auditors of the Professional Fish Harvesters Certification Board, to review the report and make certain comments thereon.

In this regard we hereby provide the following:

1. The 2012 Statement of Operations as presented in Appendix A of the report (detailing revenues of \$687,792 and expenses of \$684,498) is included in the audited financial statements of the organization for the year ended December 31, 2012. We reported without qualification on these financial statements on March 28, 2013.
2. We have reviewed the 2012 Annual Performance Report in its entirety and found no inconsistencies with our audit of the financial statements for the year ended December 31, 2012.

Professional Fish Harvesters Certification Board  
Page 2  
May 14, 2013

This communication is for the exclusive use of the Board of Directors of the Professional Fish Harvesters Certification Board for submission to the Government of Newfoundland and Labrador under the provincial transparency and accountability legislation.

It should not be referred to in whole or in part without our prior written permission.

Yours truly,



Gerald F. Taylor, C.A.  
Quinlan & Taylor  
Professional Chartered Accountants Corporation

**QUINLAN  
& TAYLOR**