



2009

Annual Performance Report

for

**The Professional Fish Harvesters
Certification Board**

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1.0 Message from the Chairperson

In accordance with our obligations under the *Transparency and Accountability Act*, I am pleased to submit the Professional Fish Harvesters Certification Board (PFHCB) Annual Performance Report for 2009. We, the Board of Directors, are accountable for the preparation of this report, for the results reported, and for ensuring that the information presented is a thorough and accurate representation of the Board's operations and activities in this reporting period.

Throughout 2009, as it has since 1997, the Board continued to serve the professional fish harvesters of Newfoundland & Labrador, through the implementation of Canada's first professional certification program for commercial fish harvesters. In 2009, despite the considerable economic challenges endured by our province's fishing industry, the Board had another successful year in carrying out its objectives and primary mandate, as well as a variety of related activities.

This report presents the work of the Board during the 2009 calendar year, including the achievements and outcomes of the Board's stated objectives. The contents of this report represent 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 in 2009, and on their behalf I pledge our continued collective support for the fish harvesters of Newfoundland and Labrador, and the realization of the Board's goals and objectives.

Finally, as Chairperson of the PFHCB Board of Directors, I accept responsibility for ensuring that the Board continues to meet its planning and reporting obligations under the *Transparency and Accountability Act*. It is worth noting, however, that the Disciplinary Board of the PFHCB has not been activated to date, and no appointments have been made by the Minister of Fisheries and Aquaculture. For that reason, no Performance Report is being submitted for this reporting period. At such time that the Disciplinary Board is activated the PFHCB will commence the required planning and reporting procedures.

Sincerely,



William Broderick
Chairperson, PFHCB Board of Directors

2.0 PFHCB 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 PFHCB operates under the direction of a 15 member Board of Directors, in accordance with the *Professional Fish Harvesters Act*. Board members 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 Board members can be found on the PFHCB webpage at www.pfhcb.com.

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

The Board currently has a full-time office staff of four persons, consisting of: an Executive Director, Office Manager, Executive Secretary, and Certification Assessor.

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 Department of Fisheries and Aquaculture, as it pertains to the harvesting sector of the industry, through its mandate to enhance professionalism in the commercial fishery.

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 2010, the PFHCB will have made 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 NL 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, PFH 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. Approximately 11,500 fish harvesters were registered with the PFHCB in 2009.

II. Delivery of Basic Safety Training (MED A3)

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 (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 Marine Emergency Duties (MED A3), and two days of Marine Basic First Aid. Harvesters preferring to complete the MED A1 course 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.

This course also meets the Transport Canada mandatory Marine Emergency Duties (MED) requirement for harvesters on vessels fishing inside 25 miles (less than 150 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 couple of years to fulfill this federal requirement.

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 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 Public Relations Committee, 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 & 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 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 Professional Fish Harvesters Certification Board please contact:

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2.8 Finances

The Professional Fish Harvesters Certification Board is a non-profit self-supporting organization created by and operating for the benefit of all Newfoundland and Labrador commercial fish harvesters. 100% of the Board's revenue is generated from fees paid by fish harvesters. 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 2009 can be found in Appendix 'A'.

The following is a summary of revenue and expenses for the year ending December 31, 2009. The reported deficit was primarily due to the Board's partnership and financial contribution to two external fisheries-related projects, both outlined in section 4.0: the Fisheries Safety Video (\$45,897) and the Fisheries Stewardship Program (\$70,000).

Total Revenue	\$ 735,740
Total Expenses	\$ 843,456
Excess of Revenue over Expenses	\$ (107,716)

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 2008-2010 Activity Plan.

In 2009 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 2009 are described in detail in section 5.0 (Outcomes of Objectives), however, a few highlights are included below.

- 11,493 commercial fish harvesters were registered with the PFHCB in 2009. This number is down approximately 500 from 2008; this can be attributed largely to the downturn in the industry – lower landings with significantly lower landed value.

<i>New Entrant</i>	<i>Apprentice</i>	<i>Northern Lab. Core</i>	<i>Level I</i>	<i>Level II</i>	<i>TOTAL</i>
577	3,190	17	664	7,045	11,493*

* Total 2009 registrations received as of April 1, 2010.

- In 2009, despite a challenging year for the industry, some 650 Newfoundland & Labrador fish harvesters received fisheries training from Marine Institute. An additional 150 harvesters completed training delivered by the PFHCB. This training included Marine Emergency Duties (MED), Radio Operation (ROC-MC), Marine First Aid, Fishing Masters, and the Technical Certificate in Harvesting.
- In total, 87 fish harvesters had their certification level upgraded in 2009: 24 upgraded to Level I, and 63 upgraded to Level II. This is a positive indication that fish harvesters remain interested in certification upgrading, and accessing federal species licences.

- The Board continued its involvement in several initiatives related to the development of new innovative resources for the professional development of fish harvesters. Four such projects are described in section 4.0 (Shared Commitments).
- The Board engaged in a variety of public relations and advocacy initiatives aimed at promoting fish harvesting as a professional occupation and encouraging recruitment to the industry, including the development of an online crew database, *CrewFinder*, aimed at connecting available crewmembers with vessel owners who have positions available.
- In 2009, the PFHCB Board of Directors approved the purchase and renovation of a commercial property located at 368 Hamilton Avenue, St. John's. This joint venture with the Fish Food and Allied Workers Union (FFAW/CAW) will enable the PFHCB to occupy a modern office suite, and represents a responsible investment of Board funds.

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. Throughout 2009 the PFHCB collaborated on five noteworthy initiatives related to the advancement of fish harvester professionalization and skills development.

I. Department of Fisheries and Aquaculture/Workplace Health Safety and Compensation Commission – NL Fisheries Safety Video

In November 2008, the PFHCB, the Department of Fisheries and Aquaculture (DFA) and the Workplace Health Safety and Compensation Commission (WHSCC) came together to discuss a three-way funding partnership to develop a NL fisheries safety video.

In early 2009, the three funding partners finalized their respective 1/3 financial contributions to the project. The project is being managed by the Canadian Centre for Fisheries Innovation (CCFI), and the video is being developed and produced by Memorial University - Marine Institute School of Fisheries and Distance Education Learning Technologies (DELT).

This project, a shared commitment of the Board, will produce an innovative video on safety and seamanship for the NL fishing industry, aimed at promoting safety awareness among fish harvesters. It will stress the critical need to adopt safe work practices and maintain a safe work environment, with the ultimate goal being a reduction in the numbers of accidents and fatalities in the NL fishing industry.

The Board worked closely with its project partners throughout 2009, and three PFHCB representatives (including two fish harvesters) met regularly with the technical advisory committee. The video is nearing completion, and will be ready for distribution in early 2010. Arrangements are also being made to formally launch the new video, and the funding partners have agreed to support the mass production of the DVD, with a goal of reaching as many individuals, crews, and families as possible.

II. Canadian Council of Professional Fish Harvesters – Development of a Stability E-Simulator Project

Throughout 2009, representatives of the PFHCB continued to work with the Canadian Council of Professional Fish Harvesters (CCPFH) on the development of the 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 significantly to an industry-wide strategy to reduce stability related accidents and fatalities. The intent is to make this learning tool available, at little or no cost, to all Canadian commercial fish harvesters.

Following approximately 12 months of preliminary development work, the CCPFH and its industry partners, including the PFHCB and the NL Department of Fisheries and Aquaculture (DFA), submitted a larger funding proposal to the National SAR Secretariat New Initiatives Fund (SAR-NIF) in the amount of \$1.4 million. During the spring of 2009, it was announced that SAR-NIF approved this funding proposal, with funding to be allocated through 2010 and 2011. It is also worth noting that the bridge funding provided by the PFHCB (\$50,000) and DFA (\$96,000) proved to be extremely valuable in securing this SAR-NIF funding.

The CCPFH and Marine Institute (MI) finalized the development contract on this project in mid-2009, and production work is now well underway. The development/production team includes the Marine Institute’s School of Fisheries and Centre for Marine Simulation, Memorial University’s Distance Education and Learning Technologies, and a local St. John’s company, Virtual Marine Technology. A meeting of the full working group of the project took place in St. John’s on December 15th & 16th, and was attended by two representatives of the PFHCB. Another meeting is scheduled for St. John’s in March, 2010.

The Board is very pleased to be part of this exciting initiative, and intends to support the Stability E-Simulator project through to its completion.

III. Fish Food and Allied Workers Union – Fisheries Stewardship Project

Since 2006, the Board has been an industry partner in a Fisheries Stewardship Program (FSP) spearheaded by the Fish Food and Allied Workers Union (FFAW). The initial project was the *Fisheries Stewardship Program – Placentia Bay Pilot Project*, in which the Board was a contributing financial partner along with the Department of Fisheries and Aquaculture (DFA), Department of Fisheries and Oceans (DFO), Atlantic Canada Opportunities Agency (ACOA), and the FFAW.

The Board of Directors of the PFHCB was impressed with the outcomes of the Pilot Project in Placentia Bay. Moreover, the concept of training professional fish harvesters as fishing industry stewards, and giving them the skills and resources to promote, sustain, and rebuild their industry and communities was clearly consistent with the Board’s objectives and mandate. For that reason, the PFHCB Board of Directors approved a two year financial contribution to a province-wide FSP, for 2008 and 2009.

In 2009, the Board made its second financial contribution of \$70,000, and continued its direct involvement in province-wide FSP, along with its other project partners. The FSP expanded in 2009, as the FFAW hired five fisheries stewardship advocates who participated in a week-long training session, facilitated by Mr. Gerard Blackmore, during the first week of January 2009. Since that time, the new fisheries stewardship advocates have been attending and holding meetings throughout the province.

Reports from project organizers indicate that the results during this most recent implementation phase have illustrated the willingness and desire of fish harvesters to actively participate in the shared stewardship of their fishery resource. Harvesters have provided a strong mandate to continue working with them to develop effective shared stewardship initiatives that will aid in the sustainability and growth of their fisheries. This is certainly indicative of a growing professionalism among fish harvesters, and reinforces the Board's belief that the goals of this FSP are consistent with its own professionalization mandate.

IV. Fisheries & Marine Institute/Canadian Council of Professional Fish Harvesters – Piloting of a Distance Learning Project for Fishing Master IV Certification

Annually, many fish harvesters complete Fishing Masters training. The training is completed for a variety of reasons, including: to accumulate education credits for PFHCB certification upgrading, to meet Transport Canada certification requirements under the federal Marine Personnel Regulations, or simply to increase individual competencies and employability in the industry. For these reasons, demand for Fishing Masters training has increased in recent years, a trend that will likely continue as Transport Canada phases in the new federal training requirements for fishing vessels.

Until now, Fishing Masters training in NL has only been available from the Marine Institute through traditional “in class” delivery. However, the Canadian Council of Professional Fish Harvesters, by spearheading this project aimed at developing a distance e-learning tool for Fishing Master IV (FMIV), will enable fish harvesters to complete coursework toward FMIV certification while studying from home.

The four modules of this FMIV distance learning package were completed in late 2009 by a conglomerate of four fisheries training schools (led by Marine Institute), and are now available in both English and French. Despite several unexpected delays in development, due mainly to technical software glitches, the final product was late being released, and delivery pilot projects were also delayed.

The PFHCB has been involved at the steering committee level throughout this project, and has given a preliminary commitment to coordinate the implementation of a NL pilot program with MI beginning in the fall of 2010. The Board is very enthusiastic about this distance learning tool, the first of its kind in Canada, and its ability to increase accessibility to fisheries training.

V. Fisheries & Marine Institute – Fisheries Education Information Exchange and Database Expansion

The PFHCB 2007 certification renewal application included a “release of education information” consent form that fish harvesters were asked to sign in order for the Board to access their fisheries training information at Marine Institute (MI). Since 2007, the declaration of consent on the New Entrant application includes the “release of any fisheries related training information”.

The primary purpose of this effort was to enable the Board to receive training information directly from MI on fish harvesters who wish to have their fisheries training assessed for purposes of certification upgrading. This information will also allow the Board to compile a database of all training completed by NL fish harvesters and to complete an industry profile of fisheries training which will clearly demonstrate that the NL fisheries labour force is highly skilled.

In total, the Board received 11,479 signed consent forms for the release of training information. In January, 2009 MI confirmed 6,697 matches of harvesters for whom they have educational information of some kind, and in May, 2009 the Board received the first exchange of fisheries educational information from MI.

The following is a summary of that information combined with information received at the Board office directly from fish harvesters:

Training Course/Program	Number Trained
Marine Emergency Duties (MED)	4959
Fishing Master I	11
Fishing Master II	98
Fishing Master III	309
Fishing Master IV	871
ROC-MC (Radio Operator Certification)	1466
ON I	5
ON II	14
Watchkeeping Mate	73
Nautical Science	29
PFHCB BST (MED A3 and Marine First Aid)	8,300

Subsequently, it was decided that the Board would send letters with declarations to the 1,800 harvesters who had not yet signed the declaration, explaining why the Board requires this information, and asking that they sign and return the declaration. As a result, 1,827 declarations of consent were mailed in September, 2009. In November, 2009 information on an additional 972 (527 + 445 new entrants) was sent to MI, of which 472 had matches with education information. The Board is currently awaiting the transfer of education information on these individuals. A full assessment of all education information received will be completed in 2010.

5.0 Activities

I. Outcomes of Objectives

In its 2008-2010 Activity Plan, the PFHCB identified five strategic issues that reflect the challenges facing certified professional fish harvesters in Newfoundland and Labrador. Objectives were set to address each issue, and each objective was accompanied by measures and indicators to assist in monitoring success. Throughout 2009, the Board continued to work on a range of activities in fulfillment of its short 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 2009 objectives, and how they were successfully achieved.

Issue #1 – Mandatory Training and Certification

Under the current Canada Shipping Act (CSA 2001) Regulatory Reform Project, Transport Canada is introducing new/amended Marine Personnel Regulations that came into force on July 1, 2007. These new regulations will significantly increase the amount and level of training required by Canadian fishing crews. For example, Fishing Masters training (previously only required on vessels >60GRT) will be mandatory on all vessels >15GRT. Additionally, Transport Canada has set a deadline of April 1, 2008 for all Canadian fish harvesters to have completed the required Marine Emergency Duties (MED) training course.

Objective #2: Through December 31, 2009, the PFHCB will have continued its support of fish harvesters in understanding and fulfilling their Transport Canada (TC) mandatory training requirements.

Measure #1: Provided support to fish harvesters in understanding mandatory federal training requirements.

Indicators: Attended TC's Canadian Marine Advisory Council meetings in an effort to attain detailed information on federal training requirements.

Meet with regional and federal TC officials, as required, to resolve specific issues related to federal regulatory requirements, their implementation and enforcement

Disseminated information regarding mandatory federal training and certification requirements.

Measure #2: Provided support to fish harvesters in fulfilling their mandatory federal training 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, and ROC-MC training.

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

Outcomes for Issue #1

Since the new Marine Personnel Regulations came into force in July 2007, the Board has taken an active role in making Newfoundland and Labrador fish harvesters increasingly 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 in 2009, and will continue to address this issue through 2010.

Indicators for Measure #1

Again in 2009, 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 (April 7th and October 7th) and nationally in Ottawa (April 27th-30th and November 2nd-5th). It is worth noting that Mark Dolomount, PFHCB Executive Director, is currently serving his second consecutive two-year term as industry co-chair of the National CMAC Standing Committee on Fishing Vessel Safety. Having Mr. Dolomount 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 NL fish harvesters.

Additionally, at the invitation of the PFHCB, on February 18th & 19th, 2009 meetings were held in St. John's with Naim Nahza, Director of Personnel with Transport Canada (TC) in Ottawa, Scott Kennedy, Regional Director of TC, and two other officials from TC in Ottawa. At these meetings, fishing industry stakeholders were given the opportunity to have input in the new regulatory phase-in and to explain the impact of the new regulations on the NL industry. Subsequently, the Board made representation to Transport Canada regarding a number of specific regulatory issues that have been identified by NL harvesters, and ways that the regulations could be improved to better serve the fishing industry. For example, in July 2009 the Board submitted a formal proposal to Transport Canada for a new *Certificate of Competency as Officer of the Watch on a Fishing Vessel of Less Than 150GRT*.

Since the new federal Marine Personnel Regulations came into force in 2007, these sessions have included a great deal of discussion around the details of the new federal training requirements, their implementation, and impact on the fishing industry. The information gathered through attendance at CMAC sessions was disseminated to fish harvesters through a variety of means, including: phone, email, webpage, media interviews, tradeshow, newsletters and meetings.

The emphasis in 2009 was informing harvesters of the most immediate federal training requirements, and Transport Canada's plans for phasing in the new requirements over the next decade. (For example, as of November 2009, vessels more than 14m, but not more than 15m, in overall length are required to have a certified master with a minimum Fishing Master IV certificate. Some exceptions apply for masters who qualify for a Certificate of Service.) It is important that fish harvesters be aware of these phase-in dates, and the Board continues to make every effort to reach fish harvesters with this information.

Based on the increasing number of inquiries received at the PFHCB office regarding the new federal requirements, and the number of harvesters completing training in order to comply with these regulations, we are confident that NL fish harvesters are becoming increasingly aware of the new federal training requirements, and how they apply to their specific fishing operations. The Board of Directors of the PFHCB is confident that the effort of the Board is the primary contributor to this increased awareness.

Indicators for Measure #2

In addition to information gathering and dissemination on the new Transport Canada training requirements, in 2009 the Board continued its direct involvement in the facilitation and delivery of training for harvesters pursuing training in fulfillment of their federal requirements.

Since 2002, the Board has been an accredited provider of Transport Canada Marine Emergency Duties (MED A3) training, which is now required by Canadian fish harvesters fishing on vessels operating inside 25NM. The Board is also an authorized provider of Canadian Red Cross Marine First Aid, which meets the Transport Canada and provincial OH&S first aid requirements for fishing vessels. In 2009 142 NL harvesters received Marine Emergency Duties and Marine Basic First Aid from the Board, with 18 classes being delivered throughout the province in the month of March. The number of harvesters trained by the PFHCB in MED A3 and Marine First Aid continued to decline in 2009; this decline can be attributed mainly to a decrease in the number of New Entrants to the fishery, as well as the fact that most certified NL fish harvesters completed their mandatory MED training prior to the April 2008 federal MED training deadline.

The Board also continued to assist fish harvesters with the registration process for fisheries training at the Marine Institute of Memorial University, including the distribution of Marine Emergency Duties (MED A1) applications on behalf of MI. Board staff also assisted the Marine Institute in compiling lists of individual fish harvesters interesting 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 as part of a shared commitment to assist and encourage fish harvesters to achieve their required training.

Again in 2009, the Board partnered with the Fish Food and Allied Workers Union (FFAW) and Marine Institute in an effort to ensure that tuition assistance was available for eligible harvesters required to complete mandatory federal fisheries training. 2009 was a particularly important year in this regard, as the responsibility of funding for training was officially transferred from the federal government (Service Canada) to the provincial government (Human Resources Labour and Employment).

Meetings were held in early fall 2009 with representatives from Service Canada and Human Resources Labour and Employment, who acknowledged that mandatory federal fisheries training should remain as a priority, and assured Board representatives that the federal-provincial transition would be a smooth one, with no noticeable disruption to fish harvesters applying for tuition assistance.

As a direct result, the vast majority of fish harvesters who completed mandatory Transport Canada training, both in spring and fall of 2009, received tuition assistance of up to 80%. Throughout the year, Board staff worked closely with government representatives in a collaborative effort to ensure that training participants had all required documentation processed in an efficient and timely manner.

It is worth noting that Newfoundland and Labrador continues to lead the country in compliance with the new federal training requirements of the Marine Personnel Regulations, a direct result of our collective efforts.

Issue #2 – Retention and Recruitment of a Skilled Fisheries Labour Force

More than 50% of federal Core species licence holders in the Newfoundland and Labrador commercial fishery are over the age of 50, and nearly 40% are over the age of 55. Comparatively, a mere 12% of Level II fish harvesters (those eligible to receive the transfer of a Core licence) are under the age of 40. As suggested by the Rural Secretariat and the Skills Task Force, the fishery is in jeopardy of experiencing a skilled labour shortage over the coming decade.

Objective #2: By December 31, 2009, the PFHCB will have continued the implementation of initiatives to encourage and support fish harvesters in pursuit of Level II professional certification.

Measure #1: Worked to encourage Apprentice and Level I fish harvesters to pursue Level II certification.

Indicators: Disseminated information regarding requirements for certification upgrading, DFO licencing policy, and training opportunities.

Promoted the occupation of commercial fish harvesting as a viable career opportunity.

Measure #2: Worked to support Apprentice and Level I fish harvesters who are pursuing Level II certification.

Indicators: Assisted fish harvesters in securing tuition assistance and retaining EI benefits while in training.

Worked toward the development of new training opportunities for fish harvesters pursuing PFHCB certification upgrading.

Advised Apprentice and Level I fish harvester on DFO federal licencing policy, and procedures related to receiving the transfer of Core fishing enterprises.

Outcomes for Issue #2

In 2009, as it has since its inception, the Board directed resources toward implementing innovative strategies to encourage fish harvesters to upgrade their skills and certification levels with the Board, and provide them with the necessary assistance and support to do so.

During this time of economic uncertainty in the industry, it is critical that the Board continue to foster the recruitment and retention of skilled fish harvesters, through accessible and affordable training. This is of particular importance for those harvesters who aspire to operate their own fishing enterprises, as DFO licencing policy in this region requires harvesters to be Level II certified in order to receive the transfer of federal species licences. This remains a priority issue for the Board.

Indicators for Measure #1

Throughout 2009, the Board continued its annual activities focused on the dissemination of information on PFHCB certification upgrading criteria, why it is important for harvesters interested in pursuing a career in fish harvesting to upgrade, and how to acquire the required training. This was achieved through various means including: responding to telephone inquiries from harvesters, email requests, PFHCB webpage, PFHCB newsletter publication, public meetings and trade shows, and face-to-face meetings between fish harvesters and PFHCB staff.

In addition to full-time staff members, the Board also utilized the services of its 30 MED and First Aid instructors (who delivered training throughout the province during the spring of 2009) to inform Apprentice and Level I fish harvesters of the value of upgrading their certification levels, as well as the ways and means of doing so. The information disseminated by instructors also included information on DFO regional licencing policy, which is closely linked to PFHCB certification criteria.

The Board also continued its collaborative work with the Marine Institute's School of Fisheries, the primary provider of fisheries training in the province. The Board distributed information on MI fisheries training opportunities, including both campus-based and community-based delivery.

Despite the economic setbacks faced by the industry in 2009, in terms of overall landings and landed value, promotion of commercial fish harvesting as a viable career option continued to be a priority for the Board. This long-term strategy includes promotion activities aimed at both the public and commercial fish harvesters. This includes such efforts as print advertising, webpage promotions, tradeshow displays, and public presentations by Board staff.

The large number of commercial fish harvesters that continue to attend training courses delivered by MI and the PFHCB, including more than 800 individuals in 2009, is indicative of the significant continued interest in skills development and certification upgrading. This bodes well for the future of the harvesting sector of the industry, and the establishment of an increasingly more professional and competent fisheries labour force. We are confident that these training numbers can be largely attributed to the work of the Board, as reported above.

Indicators for Measure #2

Again in 2009 the Board was successful in assisting Newfoundland and Labrador fish harvesters secure training funds targeted specifically for fisheries-related training. The Board, in partnership with the Fish Food & Allied Workers Union (FFAW) and Marine Institute, made representation to the Labour Market Development Secretariat, Service Canada, and Human Resources Labour & Employment (HRLE) in efforts to secure training funding for harvesters.

With regard to the administration of funding for fisheries training, 2009 was a transition year. Under the Canada-Newfoundland and Labrador Labour Market Development Agreement, effective November 2009, the province assumed responsibility for the design and delivery of Employment Insurance-funded Employment Benefits and Support Measures.

Board representatives meet with Service Canada and HRLE twice in 2009 to discuss this transition, and how it would affect fish harvesters pursuing assistance for fisheries training. On both occasions,

HRLE representatives confirmed that fisheries training would remain a priority, particularly any training made mandatory by the new Marine Personnel Regulations of the Canada Shipping Act.

The end result was positive, with tuition assistance being made available to harvesters pursuing fisheries training for the purpose of meeting federal regulatory requirements, as well as those upgrading their certification level and receiving the transfer of federal species licences. Based on the Board's own training delivery, and estimates from the Marine Institute (MI), it is estimated that approximately 75% of harvesters who completed fisheries training in 2009 received some form of financial assistance. This assistance was in the form of tuition assistance, as well as extension of employment insurance benefits during the training period.

As outlined in section 4.0, in 2009 the Board continued its involvement in the development of several new innovative fisheries training resources. These resources, including a Stability E-Simulator and distance learning program for Fishing Masters training, will make fisheries training more accessible and affordable. With increased accessibility and affordability we anticipate a significant increase in the number of harvesters pursuing training by distance. If successful, these resources will increase in the number of harvesters attaining Level II certification, thus giving them eligibility to receive the transfer of federal Core species licences.

The Board continued the delivery of its Prior Learning Assessment and Recognition (PLAR) program in 2009. This program, developed in partnership with MI, provides an opportunity for experienced fish harvesters to obtain credit from prior learned "hands-on" fishing skills and earn a higher certification level. Up to 75 education credits can be attained if an individual successfully challenges and passes the ten skill sets available. In March and April 2009, PFHCB PLAR assessors conducted 228 assessments throughout the province; assisting 44 Apprentice and Level I harvesters acquire credits toward their Level II certification upgrading.

In 2009, the Marine Institute continued the delivery of its new Technical Certificate in Harvesting - a program designed to enable harvesters to acquire the 120 education credits required to upgrade from Apprentice to Level II with the PFHCB. This program, the first of its kind for Newfoundland and Labrador harvesters, has generated a great deal of interest from harvesters in the past year. Enrollment numbers were low in fall 2009; however, the program assisted 10 students in upgrading their certification with the PFHCB.

Board staff assisted harvesters with questions and concerns related to DFO licencing policy and the requirements for access to federal Core fishing enterprises and species licences. This was achieved through a variety of means, including: phone, email, tradeshow and formal meetings. While it is difficult to calculate the exact number of harvesters reached, it is estimated that several hundred received information directly, through one form or another. This is of particular importance to harvesters because of the direct linkages between PFHCB certification and DFO federal licencing policy in the NL region. For example, DFO licencing policy in the NL region requires that a fish harvester be certified with the PFHCB before being approved as a designated operator, or being approved for the transfer of a federal species licence or Core enterprise.

Finally, in total 87 professional fish harvesters upgraded their certification level with the PFHCB in 2009. 24 harvesters upgraded to Level I, and 63 harvesters upgraded to Level II. This indicates a continued interest in certification upgrading and long-term careers in the harvesting sector of the fishing industry.

Issue #3 – Federal Recognition of Professional Certification/Registration

In 1997 the federal Department of Fisheries and Oceans (DFO) transferred the registration & certification of fish harvesters in Newfoundland and Labrador to the PFHCB. Since that time, the PFHCB certification criteria have been incorporated into DFO licencing policy in the NL region. For example, in order to receive the transfer of any federal species licence, fish harvesters in Newfoundland and Labrador must be a certified Level II with the PFHCB.

However, despite the strong linkages between DFO licencing policy and PFHCB certification, there remains no clear federal regulatory recognition of professional certification/registration by certification boards (such as the PFHCB).

Objective #2: By December 31, 2009, the PFHCB will have begun exploring the avenues and strategy for achieving a federal regulatory amendment recognizing provincial PFHCB certification.

Measure #1: Appropriate avenues and strategies for achieving a federal regulatory amendment identified.

Indicators: Held meetings with Regional DFO, Department of Fisheries and Aquaculture, and Canadian Council of Professional Fish Harvesters to identify a strategy for achieving a federal regulatory amendment.

Held discussions with representatives of BEPAP, the Certification Board in Quebec, to explore a joint strategy for attaining the required federal regulatory amendment.

Avenues and process for requesting and attaining a federal regulatory amendment identified.

Outcomes for Issue #3

Since the Board's inception in 1997, PFHCB certification has been solidly entrenched in DFO regional licencing policy. For example, DFO licencing policy in the NL region requires that a fish harvester be certified with the PFHCB before being approved as a designated operator, or being approved for the transfer of a federal species licence/Core enterprise. However, despite the connection between DFO regional licencing policy and PFHCB certification, the PFHCB Board of Directors has had a long-standing concern about the lack of federal regulatory recognition to support the regional DFO policy. The provincial certification board in Quebec, the only other such certification board in the country, has similar concerns regarding DFO regulatory recognition of their provincial certification.

Indicators for Measure #1

Through 2009 the Board maintained its links to the regional DFO licencing policy, strengthened its relationships with key industry contacts, and continued to work toward its goal of achieving federal regulatory recognition of the PFHCB.

Early in 2009, Board representatives held meetings with its industry contacts on this file, and confirmed the continued support of Fish Food and Allied Workers Union (FFAW), Canadian Council of Professional Fish Harvesters (CCPFH), provincial Department of Fisheries and Aquaculture (DFA), Bureau d'accréditation des pêcheurs et des aides-pêcheurs du Québec (BAPAP), the Quebec Certification Board, and the Department of Fisheries and Oceans (DFO), NL region. All organizations were in agreement that the best strategy for achieving federal recognition would be for the NL and Quebec certification boards, with their shared goal, to arrange to meet with officials of DFO Ottawa.

A meeting was held in St. John's on July 29th, 2009 between representatives of the PFHCB, CCPFH and BAPAP to discuss a joint strategy for attaining federal regulatory recognition of the provincial certification systems in NL and Quebec. The outcome of this meeting was a commitment from the CCPFH to identify federal DFO officials in Ottawa responsible for this file, inquire regarding the status of the file, and to arrange a meeting between federal DFO, PFHCB, BAPAP, CCPFH, and the NL and Quebec provincial governments. While the DFO staff-person responsible for this file has been identified, to date a meeting has not been arranged.

The CCPFH executive director will continue efforts to arrange a meeting between all necessary parties at the earliest possible opportunity. This meeting with federal DFO personnel is critical to determining DFO's commitment to recognizing provincial certification, and identifying the avenues and process for achieving that federal recognition. While progress has been relatively slow on this issue, it remains a priority for the Board through the remainder of this planning period.

Issue #4 – Strategic Direction for Communications/Public Relations

The PFHCB has a mandate around communications and public relations that includes the promotion of fish harvesting as a professional occupation. Since its inception in 1997, the Board has undertaken an array of communications and public relations initiatives aimed at fulfilling this mandate. Since 2002, the Board has had a dedicated Public Relations Committee tasked with overseeing public relations initiatives. However, despite a concerted effort to promote fish harvesters, their occupation and their industry, there has been no clear communications plan or direction. The result has been an ad-hoc approach to communications and public relations, with no ability to measure or track success.

Objective #2: By December 31, 2009, the PFHCB will have begun implementing elements of a strategic communications plan.

Measure #1: Steps taken to implement a strategic communications plan.

Indicators: Received approval from the Public Relations Committee and Board of Directors, including an allocation of funds, to implement specific elements of our strategic communications plan.

Communications Coordinator hired to assist in the implementation of approved communications initiatives.

Outcomes for Issue #4

In 2008 the Board took steps toward formalizing its communications/public relations initiatives through the preparation of a strategic communications plan. With a plan in place, Board staff began the implementation of a variety of communications/public relations initiatives in 2009.

Indicators for Measure #1

In early 2009, the Board of Directors approved a budget of \$70,000 for public relations and communications initiatives for the 2009 calendar year. A communications coordinator was hired for a three month period, beginning in January, with a directive to begin implementation of the Board's strategic communications plan.

Throughout the reporting period, the PFHCB was engaged in initiatives aimed at achieving the outcomes identified in the Board's communication plan. It is worth noting that the Board met its objectives, and exceeded its communications goals for 2009 by implementing more initiatives than originally planned. Some noteworthy initiatives are listed below.

Collection of Baseline Data - A public opinion survey of 603 respondents was administered by Market Quest Research in February, and a membership survey to 400-500 fish harvesters was administered in-house. The information gathered through these surveys will act as baseline data that will enable the PFHCB, through identical future follow-up surveys, to measure the success of its communications work.

Media Training - On March 4, the Executive Director and Chairman of the PFHCB attended a media training session in Toronto. The session was led by Eric Bergman, of Bergman & Associates, a consultancy that specializes in communication training & issues management.

Media Activity - A Media Information sheet on the PFHCB and its media spokesperson was prepared and distributed to local media who commonly cover fisheries-related stories. It will be used as part of our media kit on an on-going basis.

Display Board - A 10-foot wide Skyline booth with podium was purchased for use by Board representatives attending functions such as tradeshow, conferences, etc. For example, the booth was used as part of our display at the Marine Institute Career Fair on February 12, 2009.

Crewfinder - Prior to the 2009 fishing season, the Professional Fish Harvesters Certification Board (PFHCB) introduced a new web-based crew database called *CrewFinder*. The Board recognized that assembling an experienced and certified crew is becoming increasingly difficult, so this free user-friendly service was added to the PFHCB webpage. *CrewFinder* assists vessel owners find available crewmembers, and assists available crewmembers find available positions.

Advertising - The Board continued to advertise in a variety of media in 2009, including the Union Forum and the Navigator magazine. The ad being run in 2009 was "*The Fishery – Our Most Valued Resource*", which can be viewed on the PFHCB website. Additionally, the Board ran ads for the CrewFinder service, in an effort to maximize the number of harvesters who are aware that the service is available.

PFHCB Newsletter - The Board's fall 2009 newsletter "*On The Water*" was mailed to all registered harvesters and a variety of other industry stakeholders/representatives on December 7, 2009. The newsletter includes a variety of information on topics such as PFHCB certification, availability of fisheries training, fisheries-related regulatory requirements, safety related information, and more. A copy of the newsletter can be found on the PFHCB webpage.

Issue #5 – New Federal Small Fishing Vessel Safety Regulations (re: Stability)

Stability of commercial fishing vessels has become a priority of the Transportation Safety Board and Transport Canada in recent years, as stability factors have contributed to a growing number of incidents and fatalities in the fishing industry. Both federal agencies have been advocating for more stable vessels and an improved understanding of vessel stability among commercial fish harvesters.

Objective #2: By December 31, 2009, the PFHCB will have continued assisting fish harvesters in interpreting the new proposed Small Fishing Vessel Safety Regulations (including Stability) and communicated their comments and concerns to Transport Canada.

Measure #1: Assisted fish harvesters in the interpretation of the Small Fishing Vessel Safety Regulations and communicated their comments and/or concerns to Transport Canada.

Indicators: Attended Transport Canada's Canadian Marine Advisory Council meetings in an effort to attain detailed information on the proposed Small Fishing Vessel Safety Regulations.

Disseminated information to fish harvesters regarding the proposed new Small Fishing Vessel Safety Regulations.

Consulted with fish harvesters regarding the impact of the regulations on their operations, and their related concerns.

Made representation to Transport Canada regarding the impact (positive and/or negative) of the proposed regulations.

Outcomes for Issue #5

The new Canada Shipping Act came into force on June 1, 2007 and with it came a number of new sets of regulations, including the Marine Personnel Regulations discussed in Issue #1. The Small Fishing Vessel Safety Regulations (<24metres), arguably the most significant of all federal regulations affecting Newfoundland and Labrador (NL) fishing vessels and their operation, remains in draft form and are now tentatively scheduled to come into force in 2011. These regulations were originally scheduled to come into force in 2009/10, but have been delayed.

Throughout 2009, the Board continued to monitor progress of the new proposed Small Fishing Vessel Safety Regulations, which set the guidelines and requirements for items critical to safety such as: lifesaving equipment, vessel design, construction, and stability. The regulations remain in draft form – a 250 page document of highly technical and legal language, which requires a great deal of time and expertise to interpret. As a result, in 2009 the Board continued to collaborate with other Canadian fishing industry groups (mainly through the Canadian Council of Professional Fish Harvesters) in its approach to interpreting the new regulations and determining the impact that they will have on NL fishing vessels.

Indicators for Measure #1

Throughout 2009, the Board worked closely with the Canadian Council of Professional Fish Harvesters (CCPFH), other Canadian fish harvester organizations, and inter-provincially with the Department of Fisheries and Aquaculture, Marine Institute, and Fish Food and Allied Workers Union. The collective goal is to gain a better working understanding of the new regulations, with particular focus on the additions and changes from the current regulations, and ultimately to determine the impact – positive or negative – on fishing vessels/fleets.

The Canadian Marine Advisory Council (CMAC) sessions regionally and federally remains the most effective and interactive means to scrutinize and discuss the regulations with industry stakeholders and the regulator, Transport Canada. In 2009, the Board had representatives attend all of Transport Canada's CMAC sessions, which took place regionally in St. John's (April 7th and October 7th) and nationally in Ottawa (April 27th-30th and November 2nd-5th). As was pointed out in the indicators for Issue #1, it is worth noting that Mark Dolomount, PFHCB Executive Director, is currently serving his second consecutive two-year term as industry co-chair of the National CMAC Standing Committee on Fishing Vessel Safety. Having Mr. Dolomount in this position enables the Board to maintain a direct line of contact for input into the new safety regulations.

Throughout 2009 the Board continued to advise NL fish harvesters of these impending regulations and their potential impact on fishing operations. As outlined under Issue #1, pertinent information, including information gathered through attendance at CMAC sessions, was disseminated to fish harvesters by the Board in various ways throughout the year. Information was disseminated using the PFHCB newsletter, telephone, radio interviews, email/internet, and meetings.

Overall, feedback remains positive on the lifesaving equipment requirements, and mixed on the vessel construction requirements. For example, many harvesters have expressed specific concerns about being restricted in their ability to carry out repairs (such as fiber-glassing and welding) on their own vessels. These concerns have been presented to Transport Canada by Board representatives on a number of occasions.

Undoubtedly, the most contentious section of the new Small Fishing Vessel Safety Regulations remains the new proposed stability regulations. While these proposed regulations are currently under review by Transport Canada, and undergoing a third party risk assessment, fish harvesters remain concerned about their potential impact. Fish harvesters and their organizations throughout the country continue to express concern over the draft stability regulations, claiming they will impose great undue expense on many vessels owners, and could potentially prevent some owner operators from participating in traditional fisheries such as capelin, mackerel, and sealing.

As a result of the Board's efforts, Newfoundland and Labrador fish harvesters are becoming increasingly aware of Transport Canada's regulatory reform process, and are gaining a better understanding of how the new proposed federal regulations will impact their respective operations. Input from NL fish harvesters, including their comments and concerns, were presented to Transport Canada by PFHCB representatives (Staff and Board members) through the regional and national CMAC process.

II. Objectives for 2010 (Year 3 of the Board's 2008-2010 Activity Plan)

Issue #1 – Mandatory Training and Certification

Objective #3: Through December 31, 2010, the PFHCB will have continued its support of fish harvesters in understanding and fulfilling their Transport Canada mandatory training requirements.

Measure #1: Provided support to fish harvesters in understanding mandatory federal training requirements.

Indicators: Attended Transport Canada's Canadian Marine Advisory Council meetings, and other relevant meetings or consultations, in an effort to attain detailed information on federal training requirements.

Met with regional and federal Transport Canada officials, as required, to resolve specific issues related to federal regulatory requirements, their implementation and enforcement.

Disseminated information regarding mandatory federal training and certification requirements.

Measure #2: Provided support to fish harvesters in fulfilling their mandatory federal training 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, and ROC-MC training.

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

Issue #2 – Retention and Recruitment of a Skilled Fisheries Labour Force

Objective #3: By December 31, 2010, the PFHCB will have continued the implementation of initiatives to encourage and support fish harvesters in pursuit of Level II certification.

Measure #1: Worked to encourage Apprentice and Level I fish harvesters to pursue Level II certification.

Indicators: Disseminated information regarding requirements for certification upgrading, DFO licencing policy, and training opportunities.

Promoted the occupation of commercial fish harvesting as a viable career opportunity.

Measure #2: Worked to support Apprentice and Level I fish harvesters who are pursuing Level II certification.

Indicators: Assisted fish harvesters in securing tuition assistance and retaining EI benefits while in training.

Worked toward the development of new training opportunities for fish harvesters pursuing PFHCB certification upgrading.

Advised Apprentice and Level I fish harvester on DFO federal licencing policy, and procedures related to receiving the transfer of Core fishing enterprises.

Issue #3 – Federal Recognition of Professional Certification/Registration

Objective #3: By December 31, 2010, the PFHCB will have explored and exhausted all avenues and strategies for achieving a federal regulatory amendment recognizing provincial PFHCB certification.

Measure #1: An appropriate strategy for achieving a federal regulatory amendment identified and pursued.

Indicators: Held discussions with Regional DFO, Department of Fisheries and Aquaculture, Canadian Council of Professional Fish Harvesters, Bureau d'accréditation des pêcheurs et des aides-pêcheurs du Québec (BAPAP), and other necessary groups, to discuss a strategy for achieving a federal regulatory amendment and how best to apply it.

Meeting arranged with DFO officials, Ottawa, to determine their commitment for a federal regulatory amendment recognizing provincial PFHCB/BAPAP certification.

Submitted a formal request requesting that DFO Ottawa begin the process of formulating a federal regulatory amendment recognizing provincial PFHCB/BAPAP certification.

Issue #4 – Strategic Direction for Communications/Public Relations

Objective #3: By December 31, 2010, the PFHCB will have continued implementing elements of a strategic communications plan.

Measure #1: Steps taken to implement a strategic communications plan.

Indicators: Received approval from the PFHCB Board of Directors to implement specific elements of our strategic communications plan.

Implemented specific communication and public relations initiatives (existing and new), as identified in the PFHCB strategic communications plan.

Issue #5 – New Federal Small Fishing Vessel Safety Regulations (re: Stability)

Objective #3: By December 31, 2010, the PFHCB will have assisted fish harvesters in interpreting the new Small Fishing Vessel Safety Regulations (due to be enacted in 2009), and determining the regulatory impact on their respective fishing enterprises.

Measure #1: Assisted fish harvesters in interpreting the Small Fishing Vessel Safety Regulations and determining the regulatory impact on their respective fishing enterprises.

Indicators: Attended Transport Canada’s Canadian Marine Advisory Council meetings in an effort to attain detailed information on the proposed Small Fishing Vessel Safety Regulations.

Disseminated information to fish harvesters regarding the proposed new Small Fishing Vessel Safety Regulations.

Made representation to Transport Canada regarding the impact (positive and/or negative) of the proposed regulations, based on consultation with NL fish harvesters.

6.0 Opportunities and Challenges Ahead

The opportunities and challenges ahead for the PFHCB have changed very little from the 2008 reporting period. The province’s seafood industry continues to be an enormous economic contributor to our province, generating \$827 million in production value in 2009 despite significant economic challenges. The industry, even in years of financial uncertainty for many enterprise owners, represents significant employment opportunities for professional fish harvesters in hundreds of coastal fishing communities.

In addition to the economic strains placed on our commercial fishery, including soft world seafood markets and rising operating costs for vessel owners, there are a number of other human resource issues that have begun to manifest themselves. Fishing vessel owner/operators struggle to attract and retain experienced and competent crew members, as average vessel incomes have declined in recent years, and employment opportunities remain strong in other industries and jurisdictions. This is coupled with new federal training requirements brought on by the new Marine Personnel Regulations of the *Canada Shipping Act* that came into force in July 2007. These new certification and training requirements place additional challenges on vessel owner/operators to acquire their own mandatory training, as well as recruit and retain crew members with the required Transport Canada certification.

Additionally, the Newfoundland and Labrador fishing industry, like many other industries in Canada, has an aging worker population. Of particular concern is the fact that the average age of Core federal licence holders in NL is approximately 55 years of age. Over the coming decade, as these experienced enterprise owners near retirement age, there will be a significant requirement for young qualified fish harvesters to receive the transfer of these fishing operations.

The PFHCB will be challenged to ensure that our fisheries labour force has the capacity to replace these retiring fish harvesters with professional fish harvesters who have: the required PFHCB certification to meet the DFO licencing transfer requirements, the federal Transport Canada certification required to operate their vessel, as well as the knowledge and skills to operate their fishing operation safely and successfully.

While daunting in many ways, these human resource challenges represent an opportunity for our province generally, and the PFHCB specifically. Over the past decade, as a direct result of the work undertaken by the PFHCB in collaboration with its industry partners, our province has led the country in the area of fisheries training and compliance with the federal Marine Personnel Regulations. The professionalization program in Newfoundland and Labrador, under the direction of the PFHCB, has proven very successful in establishing and maintaining a skilled certified professional fisheries workforce that meets the human resource needs of our highly technical and dynamic industry.

As reported in sections 4.0 and 5.0, and as outlined in our Strategic Issues for 2010, the PFHCB remains well positioned to make a significant contribution to addressing these human resource challenges in the Newfoundland and Labrador commercial fishery. Through its activities aimed at the promotion, development and facilitation of fisheries training, the Board will assist fish harvesters with determining what training and certification they require, and provide them continuous support in achieving it.

The Board of Directors and staff of the PFHCB are committed to dealing with these and other issues as outlined in the Board's 2008-2010 Activity Plan, and to meeting the stated goals and objectives of the Board.

Appendix 'A'

2009 Audited Statement of Operations

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

Statement of Operations

Year Ended December 31, 2009

	2009	2008
Revenue		
Registration fees	\$ 586,500	\$ 615,850
Interest income	89,046	101,912
Amortization of deferred contribution	3,684	1,069
CCPFH Funding	3,800	2,317
Other revenue	1,600	2,200
Prior learning assessment and recognition	11,400	12,500
Basic safety training	39,710	98,230
	735,740	834,078
Expenses		
Advertising and promotional material	16,340	15,564
Amortization	8,506	11,076
Appeals	12,159	17,482
Business tax	3,594	3,594
Communications	13,042	12,738
E-Simulator project	-	50,000
Fisheries stewardship program	70,000	55,000
Fisheries safety video	45,987	-
Insurance	4,759	4,796
Interest and bank charges	10,803	5,026
Meetings - board and other	54,219	39,996
Membership fees	56,330	59,925
Office and computer supplies	10,750	14,129
Postage	35,001	28,388
Printing	14,447	5,980
Prior learning assessment and recognition project	14,185	14,478
Professional fees	33,602	25,847
Public relations initiatives	27,254	34,649
Rent	52,206	35,452
Safety training	57,395	129,075
Wages and employee benefits	302,877	251,617
	843,456	814,812
Excess of revenue over expenses	\$ (107,716)	\$ 19,266

Appendix 'B'

Auditor's Declaration

QUINLAN & TAYLOR

CHARTERED ACCOUNTANTS

May 12, 2010

Professional Fish Harvesters Certification Board
15 Hallett Crescent
P.O. Box 8392
St. John's, NL
A1B 3N7

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

Dear Sirs:

RE: 2009 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 2009 Statement of Operations as presented in Appendix A of the report (detailing revenues of \$735,740 and expenses of \$843,456) is included in the audited financial statements of the organization for the year ended December 31, 2009. We reported without qualification on these financial statements on February 10, 2010.
2. We have reviewed the 2009 Annual Performance Report in its entirety and found no inconsistencies with our audit of the financial statements for the year ended December 31, 2009.

Professional Fish Harvesters Certification Board


Page 2

May 12, 2010

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,
Chartered Accountants

