



2011

Annual Performance Report

for

**The Professional Fish Harvesters
Certification Board**

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1.0 Message from the Chairperson

On behalf of the Board of Directors of the Professional Fish Harvesters Certification Board, I am pleased to present the Board's Annual Performance Report for 2011. The Board of Directors of the Professional Fish Harvesters Certification Board is committed to fulfilling the Board's obligations as a category three public entity under the provincial *Transparency and Accountability Act*. To that end, 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 2011 reporting period.

Throughout 2011, 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 2011, the Board had another successful year in carrying out its primary mandate and objectives as outlined in the *Professional Fish Harvesters Act*, as well as 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, 2011 to December 31, 2011, 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 Professional Fish Harvesters Certification Board take great pride in the Board's accomplishments throughout 2011, 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 objectives.

Finally, as Chairperson of the Professional Fish Harvesters Certification Board, 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, Professional Fish Harvesters Certification Board

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.

The Board has three active 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 four persons, consisting of an Executive Director, Office Manager, Executive Secretary, and Certification Assessor. However, throughout most of the 2011 calendar year, the PFHCB Office Manager was on a secondment to the interim position of Executive Director with the Fish Harvesters' Resource Centres (FRC). Accordingly, the duties of the PFHCB Office Manager were temporarily assigned to the remaining three staff members.

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 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. Approximately 10,800 fish harvesters were registered with the PFHCB in 2011.

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 (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 couple 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 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 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:

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368 Hamilton Avenue
P.O. Box 8541
St. John's, NL A1B 3P2
709-722-8170 (phone)
709-722-8201 (fax)
pfh@pfhcb.com
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. 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 2011 can be found in Appendix 'A'.

The following is a summary of revenue and expenses for the year ending December 31, 2011.

Total Revenue	\$ 751,243
Total Expenses	\$ 732,997
Excess of Revenue over Expenses	\$ 18,246

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 2011 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 2011 are described in detail in section 5.0 (I. Outcomes of Objectives); however, a few highlights are included below.

- 10,784 commercial fish harvesters were registered with the PFHCB in 2011*. This number remains stable compared to 2010.

<i>New Entrant</i>	<i>Apprentice</i>	<i>Northern Lab. Core</i>	<i>Level I</i>	<i>Level II</i>	<i>TOTAL</i>
549	2879	13	597	6746	10784

* Total 2011 registrations received as of May 30, 2012.

- In 2011, more than 700 Newfoundland and Labrador fish harvesters received fisheries training from MI. An additional 125 harvesters completed training delivered by the PFHCB. This training was comprised primarily of MED, 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 reach more than 3,000.
- In total, 61 fish harvesters had their certification level upgraded in 2011; 21 upgraded to Level I, and 40 upgraded to Level II. This number is consistent with 2010, and again 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 and initiatives aimed at enhancing the professional development and safety of professional fish harvesters. Several of these projects are described in section 4.0, and more are outlined in section 5.0.
- 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. In 2011, as detailed in section 5.0, the Board also developed a new promotional brochure for distribution to fish harvesters and the public.
- The PFHCB Board of Directors approved an offer of financial support for the Canadian Sealers Association (CSA). This 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.
- The Board responded to a December 2010 announcement by the Department of Fisheries and Aquaculture (DFA) and the Workplace Health Safety and Compensation Commission (WHSCC), in which they announced funding for a fish harvesting safety association and called on industry to submit proposals for its establishment. As outlined in section 4.0, the PFHCB took the industry lead on developing and submitting a proposal to establish the Newfoundland and Labrador Fish Harvesting Safety Association.
- Finally, in 2011 DFA commissioned a review of the *Professional Fish Harvesters Act* by an independent consulting firm. Overall, the review was very positive and concluded that the Board remains relevant, is meeting its stated objectives, and is supported by the fish harvesters of the province. The review also included a number of specific recommendations that the Board will address beginning in 2012.

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 2011, the PFHCB collaborated on five noteworthy initiatives related to the advancement of fish harvester professionalization and skills development.

I. DFA & WHSCC and numerous other industry stakeholder organizations/departments.

In December 2010 WHSCC and DFA made a joint announcement regarding support to establish the Newfoundland and Labrador Fish Harvesting Safety Association. Included in this announcement was a funding commitment of \$1 million for two associations – one for the harvesting sector and one for the processing sector. The announcement was in support of an “industry led” safety association and stated that “the industry will work with the Provincial Government and WHSCC to identify the best organizational structure to meet the goal of improving health & safety in the sector”.

In February 2011, the PFHCB Board of Directors agreed that the Board should move forward on the development of an industry proposal on behalf of the harvesting sector. To that end, the PFHCB prepared a draft proposal and convened a meeting of a large industry stakeholder group, including representation from 12 different organizations and departments, to seek support and direction. With the support of industry stakeholders, the PFHCB finalized a proposal, which included a detailed budget, business plan and by-laws, to establish the Newfoundland and Labrador Fish Harvesting Safety Association.

The PFHCB is optimistic about the potential of the proposed Newfoundland and Labrador Fish Harvesting Safety Association to raise awareness around occupational health and safety, reduce the number of industrial accidents and injuries, and save lives.

II. CCPFH – Stability E-Simulator and TC Training/Certification Needs Assessment.

Throughout 2011, the PFHCB worked closely with the CCPFH on two 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 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 intent is to make this learning tool available, at little or no cost, to all Canadian commercial fish harvesters.

The Stability E-Simulator project was originally scheduled to be completed by March 31, 2011. However, the project was extended to March 31, 2012 in order to meet all the required simulation development and learning outcomes. As a funding partner, and a participant on the E-Simulator industry steering committee, the PFHCB continued to be fully engaged in the E-Simulator development throughout 2011. In addition to attending steering committee meetings and contributing to the development details/requirements of the project periodically throughout the year, the PFHCB was directly involved in the piloting and beta-testing of the E-Simulator in the second half of 2011. As has been reported in previous years, the PFHCB will remain engaged in this important initiative through to its completion.

In late 2011, the PFHCB was asked to participate in a national TC Training Needs Assessment project, also initiated by the CCPFH. This initiative 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.

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

In late 2010, the CSA accepted a formal 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 & 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 achieve organizational stability and long-term financial independence. This support was offered 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 moved their offices into the PFHCB/FFAW building, and the association began receiving administrative and secretarial support from the PFHCB and FFAW. 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 their rebuilding process.

Finally, it is worth noting that the PFHCB's 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 – 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 PFHCH worked closely with TC to determine the impact of the proposed regulations on Newfoundland and Labrador's fish harvesters, disseminate information regarding the new regulations to the province's fish harvesters, and assist harvesters in meeting regulatory compliance.

These efforts, which consume a considerable amount of the available time and resources of the PFHCB staff, continued throughout 2011. More specifically, in mid-2011, TC requested that the PFHCB assist them in the coordination and promotion of a series of community outreach sessions in the province. Similar sessions were conducted in other regions of the country as well. TC brought a "mobile office" to seven communities in the eastern portion of the province during the week of December 5 to 9, 2011. In total, nearly 300 harvesters attended the seven sessions, which took place in Bonavista, Clarenville, Whitbourne, St. Brides, Old Perlican, Harbour Grace, and Ferryland.

The purpose of these sessions was to assist harvesters in understanding and meeting the new TC training and certification requirements. Experienced masters and mates are entitled to a variety of exemptions and Certificates of Service, so harvesters were encouraged to drop in any time during the three hour sessions. The PFHCB arranged the venues and promoted the sessions to harvesters.

Similar sessions have been requested for other regions of the province in 2012.

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 with the new CBED in 2011 this relationship has been expanded.

Beginning in February 2011, the PFHCB staff worked closely with CBED on a number of initiatives related to promoting and supporting community based fisheries training – both for the purpose of meeting the new TC regulatory requirements and meeting the requirements of the PFHCB 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 renewed relationship with MI, through CBED, is a very positive step toward a future of enhanced 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 2011, the Board worked on a range of activities in fulfillment of its short and long-term 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 2011 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 #1: By December 31, 2011, 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 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 in 2011, as outlined below, and will continue to address this issue through 2013.

Indicators for Measure #1

TC's 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 affecting fish harvesters, including regulatory interpretations and amendments, as they occur. The national CMAC sessions also represent a valuable opportunity to network with TC Marine Safety 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 addition to the national CMAC meetings, there are also two regional CMAC meetings in the province each year. These single-day sessions are held in St. John's, and allow Newfoundland and Labrador representatives to receive information on marine matters, including the MPR. These sessions act as a valuable pre-cursor to the longer, more intensive national CMAC sessions.

Unfortunately, due to timing of the federal election, both the regional and national spring CMAC sessions were cancelled. However, the PFHCB had representation at the fall CMAC sessions, which took place regionally in St. John's on October 5, 2011 and nationally in Ottawa from November 7-10, 2011. PFHCB representatives included one staff member, one Board member, and two fish harvesters. Since 12 months had passed since the previous CMAC session, the meetings were particularly intense, and a great deal of information was gleaned from the meetings and information/documents distributed. It is also worth noting that the PFHCB Executive Director, Mark Dolomont, remains the industry co-chair of the national Standing Committee on Fishing Vessel Safety at CMAC, a position which enables the PFHCB to maintain a direct line of contact, for information gathering purposes, with TC marine safety officials

In addition to attending CMAC meetings, the PFHCB held three separate face-to-face meetings with TC regional representatives in 2011. One was a day-long meeting with representatives from Ottawa and the Newfoundland and Labrador region. Two other shorter meetings were held - one with the Regional Director of Marine Safety and one with the Manager of the St. John's Marine Safety office. All meetings were for the purpose of interpreting various aspects of the MPR and their impact on our harvesters. Various other informal emails and phone calls were exchanged for the purpose of gaining accurate information and interpretations of 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. The information gathered by the PFHCB, as indicated above, was disseminated to harvesters in a variety of ways throughout 2011. Again in 2011, the overall emphasis was informing harvesters of the most immediate federal training requirements, and TC's plans for phasing in the new requirements over the next four years (the phase-in period ends in November 2015). For example, as of November 2010, vessels more than 13 meters, but not more than 14 meters, in overall length are required to have a certified master with a minimum Fishing Master IV certificate. Within the MPR there are a number of certification/training requirements specific to fishing vessels, specific to the size of the vessel and the sea-area in which it operates. There are also a number of "exemptions" available to experienced fish harvesters who meet defined minimum seatime and training requirements. It is important that fish harvesters be aware of the intricacies of these regulations, and the specifics of what is required for their own vessel(s) and circumstances. For this reason, and in fulfillment of its legislated mandate, the Board continues to make every effort to reach fish harvesters with this information.

The PFHCB has become somewhat of a clearinghouse for information related to the TC training/certification requirements. As a result, the Board office is receiving an increasing number of calls from harvesters looking for information and/or clarification on their individual requirements. With their knowledge, all staff members are now capable of assisting and guiding harvesters with regard to the federal MPR.

Information was also distributed to harvesters by email and mail regularly throughout 2011. In 2011, the PFHCB also communicated the federal MPR requirements to fish harvesters in the form of information articles published in industry publications. Efforts were made to make the

information as clear and concise as possible, and always encouraged harvesters to contact the PFHCB or TC if they were unsure of their requirements. In 2011, staff members of the PFHCB, upon request, attended more than ten fish harvester meetings and explained the requirements of the new federal regulations and how to achieve compliance.

Finally, as outlined in the Shared Commitments section, the PFHCB partnered directly with TC in 2011 to deliver community outreach sessions aimed at aiding harvesters in understanding the requirements of the MPR, assisting harvesters acquire Certificates of Service (and other “exemptions” permitted under the regulations), and guiding those that require further training on how to access it.

The PFHCB reached thousands of fish harvesters in 2011, and based on the feedback we have received from TC and harvesters themselves, we are confident that our 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 this increased awareness is largely due to the continued efforts of the PFHCB.

Indicators for Measure #2

In addition to information gathering and dissemination on the new TC training requirements, in 2011 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 2011, 125 harvesters received MED A3 and Marine Basic First Aid training from the PFHCB, delivered through community-based classes throughout the province in the month of April. It is also worth noting that the PFHCB requires all new entrants to the fishery to 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. It is largely due to the combined efforts of TC and the PFHCB that more Newfoundland and Labrador harvesters hold the required MED certification than any other jurisdiction in Canada.

The Board also 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 as part of a shared commitment to promote and deliver fisheries training.

As highlighted in section 4.0 of this report, the PFHCB worked closely with the new Community Based Education Delivery (CBED) unit established under the School of Fisheries at the Marine Institute. Throughout 2011, the PFHCB established and maintained a strong working relationship with CBED that included a coordinated effort to promote community based education through a variety of means, and assisting fish harvesters in determining the training they require and how to navigate the registration process at MI. The Board also worked closely with a number of

individuals and community groups to coordinate the delivery of community based training through CBED. This included ROC-MC and Fishing Masters courses.

In addition to providing promotion and support for community based training delivery, the PFHCB also worked closely with MI on the further refinement, promotion and delivery of a new distance learning program for Fishing Masters IV. The culmination of this joint effort with MI/CBED was a significant increase in the number of harvesters completing TC accredited fisheries training in 2011, an increase of approximately 300 over 2010. As a direct result, more fish harvesters/fishing enterprises are now compliant with the federal MPR.

The ability to access financial assistance, including tuition assistance, and the continuation of Employment Insurance (EI) benefits while attending training is 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 is widely 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 2011.

Representatives of the PFHCB and MI met twice with officials of the Advanced Studies Branch of the Department of Advanced Education and Skills (formerly the Advanced Studies Branch of the Department of Education). The first meeting was in early winter, and again in early fall 2011. Both meetings were intended to determine the level of assistance available to fish harvesters during the 2011-2012 training season, to determine the application process for tuition assistance, and any appropriate 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. In both cases, the message received was generally positive, with the overall message that financial assistance was available and government remains supportive of fish harvester training. This is particularly true in the case of mandatory training, such as that required under the federal MPR.

In addition to the Board's endeavors to ensure that tuition assistance remains available to eligible fish harvesters, throughout 2011 PFHCB staff assisted individual fish harvesters in securing tuition assistance. This took a variety of forms, from providing harvesters with the appropriate contact information 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. These letters were in turn used to demonstrate the mandatory nature of the training being sought.

As a direct result, the vast majority of fish harvesters who completed mandatory TC training, both in spring and fall of 2011, received tuition assistance of up to 100%, and were eligible for the continuation of EI benefits while enrolled in training. Based on the Board's own training activity, and estimates from MI, it is estimated that more than 75% of harvesters received tuition assistance, and more than 95% 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.

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 #1: By December 31, 2011, the PFHCB will have implemented elements of its strategic communications plan aimed primarily at improving the image of professional inshore fish harvesters in Newfoundland Labrador and their industry.

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

Indicators: Created and distributed 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 Public Relations Committee and Executive Committee, the PFHCB continued to implement elements of its strategic communications plan throughout 2011. 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 2011, 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 2011, 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. In 2011, approximately \$15,000 was invested directly into implementing elements of the Board's Strategic Communications Plan.

Development 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 2011, mainly through its annual registration renewal process, the PFHCB expanded the number of emails in its registration database by nearly 1,000 entries. The Board now has approximately 2,500 email addresses, with an estimated reach of more than 5,000 households in the province. Throughout the year, this email database is used to disseminate information pertinent to their industry and profession.

Development of a professionalization brochure: In early 2011, the PFHCB developed a new promotional and information brochure entitled "Professional Certification & Certification Upgrading". This glossy, professionally designed brochure, outlines the professionalization program for Newfoundland and Labrador fish harvesters, the history of professional certification in the province, the importance of being a professional fish harvester, and the details of the PFHCB professional certification criteria. 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. Every new entrant to the fishing industry will now be receiving a copy of this brochure.

Presentations on professional certification: Throughout the year, the PFHCB Executive Director, Mark Dolomount, 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 2011, 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.

2011 PFHCB Scholarship: In November 2011, 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 2011 scholarship recipient was Justin Rideout of Morton's Harbour.

Media Activity: From time to time in 2011, 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 2011, such as *The Navigator*, *The Union Forum*, and *The Skipper's Log*. The Board had 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.

Newsletter: In March 2011, the PFHCB coordinated the development and distribution of an information newsletter for the sealing industry called “2011 Sealing News”. This publication was distributed to all commercial sealers in the province, various media, and other industry stakeholders. In addition to providing information on market conditions, the newsletter was filled with information related to the move toward a more professional sealing industry. This included information on sealer training, and the new requirements and expectations surrounding quality and humane harvesting. Issue #3 will also outline the role the PFHCB is now taking in sealer training/certification and promoting sealers and sealing as legitimate and professional.

CrewFinder: CrewFinder is a free web-based crew database service provided through the PFHCB webpage at 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.

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 #1: By December 31, 2011, the PFHCB will have assisted the sealing industry with the development and delivery of essential training for commercial sealers, and with the development of a professional certification program for sealers.

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

Indicators: Participated, with the support of key sealing industry representatives, in the development of training materials for commercial sealers.

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

Measure #2: Assisted the sealing industry with the development of a professional certification program for sealers.

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

Worked with key sealing industry representatives to assess consultation feedback in order to determine next steps for developing a professional certification system for commercial sealers.

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 the PFHCB prepared a proposal for submission to the former Department of Human Resources Labour and Employment (HRLE), currently Advanced Education and Skills, for assistance in the delivery of a *Humane Harvesting of Seals Workshop Module* that was being developed in partnership with the CCPFH, and for the related train-the-trainer session for instructors. The proposal was approved in the amount of \$63,097. As a result, 12 qualified professional sealers were selected and participated in a train-the-trainer workshop held on March 29 to April 1, 2010. Following the instructor training session, three Humane Harvesting of Seals Information Workshops were delivered in key sealing areas of the province. The sessions were facilitated by Ged Blackmore; Pierre-Yves Daoust and area Fisheries and Oceans Canada (DFO) enforcement officers were the primary deliverers of information at the sessions. The 12 instructors attended and participated in the three sessions, an exercise intended to be an extension of their instructor training. In total, 259 sealers participated in the 2010 information workshops, and the response was overwhelmingly positive.

Indicators for Measure #1

Based on feedback received from sealers during the 2010 humane harvesting workshops, in early 2011 the PFHCB began working to refine and further develop the *Humane Harvesting of Seals Workshop Module* in preparation for additional workshop delivery in spring 2011. K-M Productions were contracted to further develop the *Humane Harvesting of Seals Workshop Module* (which they previously developed for the CCPFH in 2010), including the incorporation of new introductory and concluding video modules, enhancement of the humane harvesting curriculum, and a redesign of the module's visual graphics. This development work was completed with the assistance of Dr. Pierre-Yves Daoust of the Atlantic Veterinary College, and in consultation with other sealing industry representatives.

In February of 2011, at a meeting convened by DFO Newfoundland and Labrador Region (attended by DFO, FFAW, PFHCB, CSA, DFA and processing representatives) the PFHCB made a commitment to deliver additional information workshops in Humane Harvesting and Quality to sealers throughout the province beginning in March. The PFHCB subsequently prepared a work plan and budget, and a proposal that would see the 2011 delivery cost-shared between DFA, DFO,

CCPFH and PFHCB. This proposal was approved and, subsequently, 30 sealer workshops in Humane Harvesting of Seals and Quality/Health/Handling were held throughout the province over a two week period from March 14 to 25, 2011.

Prior to being tasked with the delivery of the 30 Humane Harvesting of Seals information workshops in March 2011, the 13 instructors (originally trained in 2010) received additional preparatory training. K-M Productions, Halifax, (who also conducted the 2010 instructor training) were contracted to develop and facilitate a four-day train-the-trainer session for the 13 sealer instructors. The instructor training session included components on pedagogy for adult learners, facilitation techniques, and familiarization with the module's original and revised curriculum content.

The instructor training session also drew on the expertise of pertinent industry experts brought in to present on a variety of topics directly and indirectly related to the content of the Humane Harvesting of Seals training module. The instructor training session was delivered in St. John's, Newfoundland and Labrador from March 7 to 10, 2011.

It is also worth noting that 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. The Quality/Health Handling module delivered by the DFA Inspection Officers was developed by DFA with support from Dr. Pierre Yves Daoust and representatives from the Canadian Food Inspection Agency.

The workshop results were as follows:

In week one there were 14 workshops held in Humane Harvesting of Seals, in various locations throughout the province, with approximately 926 participants. Also in week one there were 14 workshops in Quality/Health/Handling of seals in various locations with approximately 1,098 participants.

In week two there were 16 workshops held in Humane Harvesting of Seals, in various locations with approximately 1,412 participants. Also in week two there were 14 workshops in Quality/Health/Handling of seals in various locations with approximately 1,361 participants.

In total, more than 2,400 individual sealers attended the 2011 workshops. Feedback was very positive, and requests were received for additional workshops in areas not covered in 2011. The PFHCB is committed to continuing the delivery of these workshops, at the industry's request, in 2012.

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 have training lead to a more formal "professional certification" program for sealers, a program similar to the one established by the PFHCB for commercial fish harvesters. At the past three Atlantic Seal Advisory Committee meetings, there has been broad support for establishing a more professional sealing work force.

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.

The first step in establishing a professional certification system is developing an occupational profile and occupational standards. Throughout 2011, the PFHCB, in partnership with the CCPFH, consulted with a seal harvesting 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. This committee was struck following a National Workshop on Training and Certification for Seal Harvesters, held in Halifax in 2010. Two major recommendations from the workshop included:

- The development of occupational standards for sealers.
- The professionalization of the sealing industry through certification and accreditation.

In 2011, the PFHCB worked directly with the CCPFH and sealing industry stakeholders on the development of a national occupational standards and profiles document, the first step in working toward formal professional certification for commercial sealers. The steering committee convened three times in 2011, twice face-to-face and once via teleconference. The primary purpose of these meetings was to ensure adequate consultation with industry experts on the draft occupational standards and profiles document (prepared by consultants, K-M Productions), and to initiate preliminary consultations with industry experts and stakeholders on the development of a broader sealing industry consultation document and process.

In an effort to determine next steps related to the development of a professional certification system for sealers, a meeting of the steering committee was held in September 2011. The committee discussed and assessed all consultation feedback received from industry stakeholders to date. Subsequently, the CCPFH was given a directive to move forward on finalizing the occupation standards and profile document and developing of an industry-wide professional certification consultation document/process. The feedback received from the 2011 consultations with industry experts will also be incorporated into the final version of both documents.

In addition to its key role in activities aimed at establishing national standards and certification for sealers, in 2011 the PFHCB also held several meetings with the CSA, and other provincial sealing industry stakeholders, in an effort to consult on the most appropriate and effective way to proceed on the professional certification of sealers. Based on these consultations with sealing industry stakeholders, there appears to be strong support for moving forward with professional certification for this province's sealers. To that end, the Board of Directors of the PFHCB is fully committed to supporting the sealing industry in identifying, developing and implementing an appropriate certification system for sealers.

II. Objectives for 2012 (Year 2 of the Board's 2011-2013 Activity Plan)

Issue #1 – Mandatory Training and Certification

- 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.

Issue #2 – Strategic Direction for Communications

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 & 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 #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.

6.0 Opportunities and Challenges Ahead

Many of the opportunities and challenges of the PFHCB change very little from year to year. However, we anticipate that 2012 will bring several new opportunities for the Board, as noted below. In spite of the ongoing economic and demographic challenges of our fishing industry generally, 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. With the industry still in the \$1 billion range in terms of total production value, we tend to focus solely on the economics of the industry, and often lose sight of the enormous cultural and social contribution that fish harvesters and their sector make to our province.

The PFHCB takes its role, its legislated mandate, and the following identified opportunities and challenges very seriously.

Opportunities: The PFHCB has an opportunity, through the implementation of elements of its strategic communications plan, to improve the image of commercial fish harvesters and their industry, and encourage the public to consider the positives of the industry.

The proposed Newfoundland and Labrador Fish Harvesting Safety Association, as outlined in section 4.0, represents an opportunity to address safety-related issues in the industry, to improve safety awareness and safety conditions, and ultimately reduce occupational injuries and fatalities.

The sealing industry's move toward 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 new requirements of TC's MPR, which will continue to be phased in through 2015, represents an opportunity for the PFHCB to continue informing fish harvesters of their individual training/certification requirements, and assist them in achieving compliance with these new federal regulations.

The recommendations presented to the Board in the 2011 *Review of the PFHCB* represents an opportunity for the Board to act on these recommendations, and thus improve the way the Board conducts its activities, and strengthen the *Professional Fish Harvesters Act*.

Challenges:

The many factors contributing to a reduction in the number of licenced commercial fish harvesters (licence combining, buddy-up arrangements, and licence buy-backs) is contributing to a reduction in the number of harvesters registered with the PFHCB. This represents a challenge for the Board to deliver programs and activities in an effective and efficient manner.

With the average age of core enterprise owners on the rise (approximately 55 years of age), and considering the marginal viability of many 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 additional crew certification requirements as a result of the new TC regulations, coupled with the economic strain being experienced by many enterprises, makes it increasingly difficult for owner operators to adequately crew their vessels (both in terms of adequate crew size and required certification).

Possible changes to DFO's licencing offices/procedures, as outlined in DFO's recent *Modernizing Canada's Fisheries* consultations (such as on-line licencing renewal, a reduction in licencing officers, multi-year licencing arrangements, etc.), may challenge the Board in maintaining its strong linkages with regional DFO licencing offices and licencing policies.

While daunting in many ways, these challenges also represent an opportunity for our province generally, and the PFHCB specifically. As reported in sections 4.0 and 5.0, and as outlined in our Strategic Issues for 2012, 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'

2010 Audited Statement of Operations

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

Statement of Operations

Year Ended December 31, 2011

	2011	2010
Revenue		
Registration fees	\$ 556,250	\$ 544,120
Interest income	60,086	65,571
CCPFH funding	-	11,570
Other revenue	9,767	64,297
Prior learning assessment and recognition	5,700	6,250
Basic safety training	9,660	19,785
Sealer workshop funding	60,280	-
Rental revenue	49,500	31,802
	751,243	743,395
Expenses		
Advertising and promotional material	13,506	11,524
Amortization	59,142	34,214
Appeals	5,985	1,390
Business tax	14,776	10,061
Building operations	50,219	32,620
Communications	9,458	11,804
Fisheries safety video	-	24,499
Insurance	4,915	4,858
Interest and bank charges	7,248	4,936
Interest on long term debt	37,255	15,350
Meetings - board and other	37,146	48,669
Membership fees	52,695	52,165
Moving expenses	-	3,277
Office and computer supplies	8,503	12,053
Postage	18,866	13,757
Printing	7,514	6,418
Prior learning assessment and recognition project	9,521	9,022
Professional fees	33,029	27,272
Public relations initiatives	3,913	636
Rent	-	53,506
Safety training	13,349	43,185
Sealing	90,386	68,321
Wages and employee benefits	255,571	286,698
	732,997	776,235
Excess (deficiency) of revenue over expenses from operations	18,246	(32,840)
Other income		
Gain on disposal of assets	-	1,020
Excess (deficiency) of revenue over expenses	\$ 18,246	\$ (31,820)

See accompanying notes

**QUINLAN
& TAYLOR**

Appendix 'B'

Auditor's Declaration

QUINLAN & TAYLOR

PROFESSIONAL CHARTERED ACCOUNTANTS CORPORATION

June 8, 2012

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: 2011 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 2011 Statement of Operations as presented in Appendix A of the report (detailing revenues of \$751,243 and expenses of \$732,997) is included in the audited financial statements of the organization for the year ended December 31, 2011. We reported without qualification on these financial statements on June 1, 2011.
2. We have reviewed the 2011 Annual Performance Report in its entirety and found no inconsistencies with our audit of the financial statements for the year ended December 31, 2011.

Professional Fish Harvesters Certification Board
Page 2
June 8, 2012

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