



2010

Annual Performance Report

for

**The Professional Fish Harvesters
Certification Board**

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1.0 Message from the Chairperson

As Chairperson of the Professional Fish Harvesters Certification Board (PFHCB), and in accordance with the Board's obligations under the *Transparency and Accountability Act*, I am pleased to submit our Annual Performance Report for 2010. We, the Board of Directors, 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 reporting period.

Throughout 2010, as it has since its inception in 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 2010, despite the continued economic challenges facing the province's harvesting sector, 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 2010 calendar year, including the achievements and outcomes of the Board's stated objectives. It is also worth noting that this reporting year, 2010, is the final year of our 2008-2010 planning cycle. For that reason, this report will also include a report on the Board's mission, as outlined in our 2007 and 2008-2010 Activity Plans. The Board of Directors and staff of the PFHCB take great pride in the Board's accomplishments throughout the planning cycle, and on their behalf I pledge our continued collective support both for the fish harvesters of Newfoundland and Labrador, and the realization of the Board's goals and objectives.

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 this reason, a Performance Report will not be 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 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 (NL). 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*. In 2010, Board Members included:

Mr. George Feltham - Fish Food & Allied Workers (FFAW/CAW)
Vacant - Fish Food & Allied Workers (FFAW/CAW)
Mr. Bill Broderick - Fish Food & Allied Workers (FFAW/CAW)
Mr. Cyril Dalley - Fish Food & Allied Workers (FFAW/CAW)
Mr. Dwight Spence - Fish Food & Allied Workers (FFAW/CAW)
Mrs. Mildred Skinner - Fish Food and Allied Workers (FFAW/CAW)
Mr. Mike Noonan - Fish Food and Allied Workers (FFAW/CAW)
Mr. Roy Freake - Association of Newfoundland and Labrador Fisheries Co-operatives
Mr. Craig Taylor - Department of Fisheries and Aquaculture (DFA)
Mr. Ken Carew - Fisheries and Oceans Canada (DFO)
Ms. Annette Rumbolt - Fisheries and Oceans Canada (DFO)
Mr. Paul Dinn - Department of Education
Mr. Glenn Blackwood - Fisheries and Marine Institute of Memorial University (MI)
Mr. Dennis Hughes - Human Resources and Skills Development Canada
Dr. Scott Mackinnon - Independent Appointee by Minister of Fisheries and Aquaculture

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, an Office Manager, an Executive Secretary, and a 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 NL 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 NL 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 10,800 fish harvesters were registered with the PFHCB in 2010.

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. Harvesters preferring to complete the MED A1 course at the Marine Institute (MI) will be exempt, but the course must be completed prior to beginning their second fishing season.

This course also meets the Transport Canada (TC) mandatory 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 MI, the Board does deliver a Prior Learning Assessment and 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 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:

Professional Fish Harvesters Certification Board
368 Hamilton Avenue
P.O. Box 8541
St. John's, NL A1B 3P2
709-722-8170 (phone)
709-722-8201 (fax)
pfh@pfhcb.com
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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 NL 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 2010 can be found in Appendix 'A'.

The following is a summary of revenue and expenses for the year ending December 31, 2010. The reported deficit of \$31,820 was primarily due to expenses related to the Board's relocation to its new office building at 368 Hamilton Avenue, including the cost of terminating a long-term lease at the Board's previous location at 15 Hallett Crescent.

Total Revenue	\$ 743,395
Total Expenses	\$ 776,235
Other Income (gain on disposal of assets)	\$ 1,020
Deficiency of Revenue over Expenses	\$ (31,820)

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 2010 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 2010 are described in detail in Section 5.0, Activities (Outcomes of Objectives); however, a few highlights are included below.

- Approximately 10,800 commercial fish harvesters were registered with the PFHCB in 2010. This number is down approximately 700 from 2009; this can be attributed largely to the combining of core fishing enterprises, an increased number of buddy-up arrangements in the inshore sector, and the general economic downturn in the industry – lower landings and 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>
509	2,783	2	602	6,912	10,808*

* Total 2010 registrations received as of the writing of this report.

- In 2010, despite the continuing economic challenges being faced by the industry, some 400 Newfoundland and Labrador fish harvesters pursued fisheries training from MI. An additional 300 harvesters attended programs delivered by the PFHCB. This training included MED, Radio Operation (ROC-MC), Marine First Aid, Fishing Masters, Technical Certificate in Harvesting, and Sealer Information Workshops.

- In total, 68 fish harvesters had their certification level upgraded in 2010: 23 upgraded to Level I, and 45 upgraded to Level II. This is a positive indication that fish harvesters remain interested in certification upgrading, and accessing federal species licences.
- In July 2010, the PFHCB hosted a delegation from the Barbados Vocational Training Board (BVTB). The group came to Newfoundland and Labrador on an observational visit to get a better understanding of fish harvester professionalization, certification and training. The BVTB, in their research of professional certification models, had identified the PFHCB as their favored approach. It was abundantly clear that they were impressed with the successes of fish harvester certification and training in this province. The BVTB has since been in contact with the Board and MI to seek advice and guidance as they develop their own professional certification model.
- 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).
- In 2010, the PFHCB, in partnership with the FFAW, responded favorably to a formal request from the Canadian Sealers Association (CSA) for a financial contribution to the CSA. The PFHCB Board of Directors agreed that the Board (in partnership with the FFAW) would jointly offer office space, \$12,000 for computer and secretarial support, \$9,000 for administration, postage, phone and fax, as well as a cash contribution of \$20,000. Subsequently, the PFHCB and FFAW prepared a joint formal proposal of financial support, which was presented to the Board of Directors of the CSA.
- On May 7th, 2010, the PFHCB was presented with the Canadian Red Cross *Partners in Humanity Citation* for its “role in reducing the risk of drowning and injury in the fishing industry” through the delivery of MED A3 and Canadian Red Cross Marine First Aid training to more than 8,300 fish harvesters in the province. Liz Smith accepted the award, on behalf of the Board, at an awards ceremony in Halifax, Nova Scotia.
- In 2010, following the extensive renovation of a commercial property, the PFHCB moved into its new office space, located at 368 Hamilton Avenue, St. John’s, NL.

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 2010, the PFHCB collaborated on four 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 – Completion of a Newfoundland and Labrador 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 one-third financial contributions to the project. The project was managed through the Canadian Centre for Fisheries Innovation (CCFI), and the video was developed and produced by Memorial University – MI School of Fisheries and Distance Education Learning Technologies (DELT).

The new safety video, *Getting Back Home*, was completed in April 2010, and an official launch was held at Hampton Hall, MI, on May 17th. The video was mass produced by Robert Buck (Music Manufacturing Services), and 12,000 copies were delivered to the PFHCB office in late July. In August, 9,500 DVDs were mailed to the households of all registered professional fish harvesters.

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

Throughout 2010, representatives of the PFHCB continued to work with the CCPFH on the development of the Stability E-Simulator. The goal of this initiative is to create an effective simulated 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.

The Board's investment of \$50,000 in bridge funding for this project proved to be extremely valuable in securing longer-term funding, including Search and Rescue – New Initiatives Fund (SAR-NIF) funding of \$1.4 million. Despite a slow start to the development of the tool, the CCPFH and MI now appear to be on track to deliver a final product by March 2012. Clear deliverables, including a functioning simulator with four fishing vessel hulls, have been set as a target for March 2011.

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

Demand for Fishing Masters training has increased in recent years, a trend that will likely continue as TC phases in new federal training requirements for fish harvesters.

Until now, Fishing Masters training in the province has only been available from MI through traditional “in class” delivery. However, the CCPFH, 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 MI), and are now available in both English and French.

As a result of several unexpected delays in development, the piloting of the final product was also delayed. During the summer of 2010, PFHCB staff worked closely with MI School of Fisheries to prepare for the pilot delivery, including the selection of participants for the

FMIV Distance Learning Pilot Project. Twelve participants were identified, and delivery began in September 2010. Feedback from participants has been very positive, and in December 2010 the first participants challenged the Chartwork and Pilotage I exam at TC. To date, pilot project participants have a 100% pass rate on this TC exam.

This is a very positive start to the pilot project, which is due to be concluded in March/April 2011. 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.

IV. NL Sealing Industry – Development and Delivery of Sealer Information Workshops on Humane Harvesting of Seals

PFHCB representatives attended a meeting called by the DFA on January 29th, 2010 to discuss strategies for moving forward with sealer certification and training in Newfoundland and Labrador (NL). This meeting was also attended by representatives of the CSA, Fur Institute of Canada (FIC), FFAW/CAW, and DFO. From this meeting came a directive from the group for the PFHCB to engage in the delivery of a *Humane Harvesting of Seals* training module in NL during the spring of 2010.

Subsequently, the PFHCB prepared a work plan for the development and delivery of the information workshops in spring 2010. Twelve qualified professional sealers were selected for participation in a train-the-trainer workshop held in March, 2010. An adult educator, Mr. Ged Blackmore, was hired to facilitate the train-the-trainer workshop, and Dr. Pierre-Yves Daoust, of the Atlantic Veterinary College, was also brought in as a technical advisor for the train-the-trainer session.

Following the instructor training session in late March, three *Humane Harvesting of Seals* Information Workshops were delivered in key sealing areas of the province: Virgin Arm, Baie Verte, and Hawkes Bay. In total, 259 sealers participated in the three information workshop, and the response was overwhelmingly positive. Certificates of attendance were mailed to all participants. It is also worth noting that the PFHCB, at the request of the FIC, CSA and DFO, agreed to mail certificates of attendance to all sealers who attended the *Humane Harvesting of Seals* Information Workshops coordinated by the FIC in 2009.

Following the spring 2010 information workshops and instructor training, the PFHCB has also been involved in the revision of the *Humane Harvesting of Seals* workshop module that was used in the workshop delivery. The finished workshop module will be submitted to DFO for approval as meeting their training/certification requirements for the *Humane Harvesting of Seals/3-Step Process*, and it is the PFHCB's intention to continue the delivery of information workshops to commercial sealers in 2011.

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 this province. Objectives were set to address each issue, and each objective was accompanied by measures and indicators to assist in monitoring success. Throughout 2010, 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 2010 objectives.

Issue #1 – Mandatory Training and Certification

Under the ongoing *Canada Shipping Act* (CSA 2001) Regulatory Reform Project, Transport Canada has introduced new/amended Marine Personnel Regulations (MPR) that came into force on July 1, 2007. The MPR include new mandatory training requirements for fish harvesters that are being phased in between November 7, 2008 and November 7, 2016. These new regulations will significantly increase the amount and level of training required by Canadian fishing crews. For example, as of November 7, 2010, all fishing vessels more than 13 meters in overall length are required to have a certified master and certified watchkeeper.

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

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

1.1.3 Disseminated information regarding mandatory federal training and certification requirements.

Measure #2: Provided support to fish harvesters in fulfilling their mandatory federal training requirements.

Indicators: 1.2.1 Delivered MED A3 training courses to fish harvesters.

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

1.2.3 Assisted fish harvesters 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 NL 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 2010, as indicated below.

Indicators for Measure #1

1.1.1 In 2010 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 (March 31st and September 29th) and nationally in Ottawa (April 26th-29th and November 1st-4th). At the November 2010 Fall National CMAC, Mark Dolomount, PFHCB Executive Director, was re-elected to his third consecutive term as industry co-chair of the National CMAC Standing Committee on Fishing Vessel Safety. Having Mr. Dolomount continue in this position enables the Board to maintain a direct line of contact for input into the new Marine Personnel Regulations and their impact on NL fish harvesters.

1.1.2 The immediate issues of concern are a result of the new Marine Personnel Regulations (MPR), and are mainly related to master and officer of the watch requirements. As a result of the new regulations, more and more vessels are being required to have certified masters and officers, and there are currently not enough "certified harvesters" to meet the regulatory requirements.

Representatives of the Board have been in direct contact with federal TC decision makers, and several solutions have either been introduced or are currently being discussed. For example, a proposal to introduce a new Certificate of Competency as Officer of the Watch, submitted by the PFHCB in spring 2009, has since been accepted by TC. It is also worth noting that, in 2010, TC approved a Certificate of Service as Master of a Fishing Vessel less than 60 Gross Tonnage (GT). This certificate, which was lobbied for and supported by the PFHCB, enables existing fish harvesters to be recognized and certified by TC for their years of experience as master of a fishing vessel less than 60GT.

A meeting to discuss further solutions to this continuing crewing shortage took place on December 8th in St. John's, and was attended by the TC Regional Director, Scott Kennedy; TC National Manager of Nautical Certification, Diane Couture; and the Director of Personnel with TC in Ottawa, Naim Nazha. This was the third such meeting in St. John's in 2010 that included one or more of these senior TC officials. All three meetings, in April, October and December, were held solely for the purposes of resolving issues related to the new federal regulatory requirements.

1.1.3 Efforts to inform registered fish harvesters of the new requirements of the MPR, and assist them with achieving compliance, continued throughout 2010. 2010 saw the continued phasing in of the new master and watchkeeping requirements for vessels under 60GT. As of November 2010, vessels more than 13 meters in overall length are now required to have a certified master and certified watchkeeper. In an effort to inform harvesters of these new and existing requirements, Mark Dolomount attended six different regional fish harvester meetings to discuss the TC regulatory impact with fish harvesters.

Following the spring and fall National CMAC, Mark Dolomount presented a CMAC summary to the CCPFH, and prepared a summary of the regulatory requirements for presentation to the Inshore Council of the FFAW/CAW on February 24th and November 9th, 2010. However, the most effective means of communicating the regulatory requirement to fish harvesters continues to be

through telephone inquiries received at the PFHCB office. Staff of the PFHCB answer calls related to TC certification requirements on a daily basis, and it is widely recognized that the PFHCB is the primary source of information on the new TC regulatory requirements.

The increasing number of calls to the PFHCB office regarding the new federal requirements, the number of harvesters seeking assistance on acquiring TC Certificates of Service, and the number of harvesters completing training in order to comply with these regulations, are all positive indicators that fish harvesters in the province are becoming much more aware of the new federal training requirements.

Indicators for Measure #2

1.2.1 In addition to information gathering and dissemination on the new TC training requirements, in 2010 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 TC 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 TC and provincial OH&S first aid requirements for fishing vessels.

In 2010, 84 harvesters received MED and Marine Basic First Aid from the Board, with ten 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 2010; 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.

1.2.2 In 2010 the PFHCB 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 MI in compiling lists of individual fish harvesters interesting in arranging mandatory training courses (MED, ROC-MC, and Fishing Masters) in their respective regional areas. It is also worth noting, as presented in Section 4.0 (III), the Board also worked closely with MI through summer and fall of 2010 to prepare for the piloting of a new Fishing Master IV distance learning module which, if successful, will vastly improve access to master certification training for harvesters requiring FMIV to meet their federal crewing requirements.

The Board continues to maintain a strong working relationship with MI School of Fisheries as part of a shared commitment to assist and encourage fish harvesters to achieve their required training.

1.2.3 As it has done regularly in the past, in 2010 the Board partnered with the FFAW and MI in an effort to ensure that tuition assistance was available for eligible harvesters required to complete mandatory federal fisheries training. The PFHCB, along with representatives of the FFAW and MI met twice with representatives of Human Resources Labour and Employment (HRLE), in an effort to ensure that tuition assistance for fisheries training related to mandatory federal training requirements remained a priority of government through 2010.

The outcome of these meetings was very positive, as representatives of HRLE confirmed that tuition assistance would be available for eligible fish harvesters in 2010 and into the winter of 2011. As a result, the vast majority of fish harvesters who completed mandatory TC training, both in spring and fall of 2010, 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.

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

As of December 2010, more than 60% of federal Core species licence holders in the Newfoundland and Labrador commercial fishery were over the age of 50, and 40% were over the age of 55. Comparatively, only 13% 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 #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 professional certification.

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

Indicators: 2.1.1 Disseminated information regarding requirements for certification upgrading, DFO licencing policy, and training opportunities.

2.1.2 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: 2.2.1 Assisted fish harvesters in securing tuition assistance and retaining EI benefits while in training.

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

2.2.3 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

Encouraging fish harvesters, particularly young harvesters, to upgrade their skills and certification levels has been a priority of the PFHCB since its inception. If the inshore fishing industry in this province is going to survive into the future, clearly there needs to be a pool of qualified fish harvesters to receive the transfer of core enterprises from those wishing to retire from the industry. This has been particularly difficult in recent years, as the industry continues to face times of economic uncertainty, and the economic viability of many fishing enterprises/fleets remains dubious.

However, despite these challenges, the Board continues 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 remained a priority issue for the Board through 2010.

Indicators for Measure #1

2.1.1 The Board's continued annual activities related to retention and recruitment remained relatively unchanged in 2010. 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: telephone inquiries from harvesters, email requests, PFHCB webpage, PFHCB newsletter publication, mass email information distributions, public meetings and trade shows, and face-to-face meetings between fish harvesters and PFHCB staff.

In addition to staff members, the Board also utilized the services of its MED and First Aid instructors, as well as PLAR assessors (who delivered programs in various parts of the province during the spring of 2010), 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 these individuals also included information on DFO regional licencing policy, which is closely linked to PFHCB certification criteria.

The majority of fisheries training completed by fish harvesters in this province is delivered through MI. Therefore, the Board continued its collaborative work with MI's School of Fisheries throughout 2010. This included the distribution of information on MI fisheries training opportunities, including both campus-based and community-based delivery.

2.1.2 Despite the continued economic challenges faced by the industry (in terms of overall landings, landed value, and enterprise viability generally), promotion of commercial fish harvesting as a viable career option continued to be a priority for the Board through 2010. 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. For example, in 2010, the Board continued to run promotional ads in industry magazines, attended two Marine Days hosted by TC, delivered presentations to high-school students in four regions of the province, and responded to hundreds of telephone inquiries from apprentice and Level I harvesters looking for information and assistance in upgrading their PFHCB certification level.

We remain encouraged by the level of interest being expressed by young harvesters in pursuit of Level II certification with the PFHCB. The large number of harvesters that continue to attend training courses delivered by MI and the PFHCB, is indicative of a significant continued interest in skills development and certification upgrading, and bodes well for the future of the industry.

Indicators for Measure #2

2.2.1 In 2010 the PFHCB continued to assist NL fish harvesters in securing training funds targeted specifically for fisheries-related training. As outlined in Issue #1 (Measure #2), in 2010 the Board partnered with the FFAW and MI in an effort to ensure that tuition assistance was available for eligible harvesters pursuing fisheries training. The PFHCB, along with representatives of the FFAW and MI, met twice with representatives of HRLE, in an effort to ensure that tuition assistance for fisheries training related to certification upgrading with the PFHCB remained as a priority of government through 2010. These meetings with HRLE also included discussions on the

importance of fish harvesters also being permitted to retain employment insurance (EI) benefits while attending training.

The end result was very positive again in 2010, 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 MI, it is estimated that more than 80% of harvesters who completed fisheries training in 2010 received some form of financial assistance. This assistance was in the form of tuition assistance, as well as extension of EI benefits during the training period.

2.2.2 As outlined in section 4.0, in 2010 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 IV training, will make fisheries training more accessible and affordable. If successful, these resources will increase 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 2010. 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 early April 2010, PFHCB PLAR assessors conducted 118 assessments throughout the province; assisting 25 Apprentice and Level I harvesters acquire credits toward their Level II certification upgrading.

In 2010, MI continued its annual offering of community-based, and campus-based harvesting programs, enabling harvesters to acquire education credits toward Level II certification with the PFHCB. Courses offered in 2010 include Fishing Masters, MED, ROC-MC, First Aid, and Technical Certificate in Harvesting. Despite the aforementioned economic challenges of the industry, enrollment remained high in 2010, with approximately 400 fish harvesters completing fisheries training through MI.

2.2.3 It is important that harvesters pursuing Level II status and the transfer of a core fishing enterprise fully understand the linkages between PFHCB certification and DFO federal licencing policy in the NL region. Informing harvesters on PFHCB certification criteria and DFO licencing policy remains a priority of the board. This is achieved mainly through telephone inquiries received at the Board office, whereby Board staff assist harvesters with questions and concerns related to Board criteria, DFO licencing policy, and the requirements for access to federal core fishing enterprises and species licences.

In addition to phone inquiries, in 2010 the Board assisted harvesters through a variety of other means, including: email, tradeshow and regional meetings. As always, it is difficult to calculate the exact number of harvesters reached, but it is estimated that hundreds of harvesters received information directly from the PFHCB in 2010.

Finally, a total of 68 professional fish harvesters upgraded their certification level with the PFHCB in 2010. Twenty three harvesters upgraded to Level I, and 45 harvesters upgraded to Level II. Once again, this is encouraging, as it is indicative of 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 and 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 #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: 3.1.1 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.

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

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

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 provincially-legislated certification board in the country, has similar concerns regarding DFO regulatory recognition of their provincial certification.

Indicators for Measure #1

3.1.1 Throughout 2010, the PFHCB was successful in maintaining its links to the regional DFO licencing policy, as well as maintaining its relationships with key industry contacts related to this issue. However, despite these modest successes, the Board was not able to meet its stated objective on this issue in 2010, as no appropriate strategy for achieving the desired federal regulatory amendment was identified and/or pursued within the reporting period.

In 2010, Board representatives did hold discussions with its industry contacts on this file, and confirmed the continued support of FFAW, CCPFH, DFA, BAPAP and DFO NL Region. All organizations continue to be 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.

3.1.2 However, in 2010, the PFHCB was not successful in arranging a meeting with federal DFO officials on the issue of federal recognition of provincial certification. Such a meeting would require the participation of a large group of stakeholders, including representatives from the Provincial Governments of NL and Quebec, PFHCB, BAPAP, FFAW, CCPFH, DFO NL Region, and DFO Ottawa. Despite the assistance and efforts of the CCPFH in Ottawa, due to scheduling conflicts, we were unable to convene all necessary parties at any point throughout the year.

3.1.3 For this reason, no formal request was presented to DFO Ottawa to begin the process of formulating a federal regulatory amendment recognizing provincial PFHCB/BAPAP certification. Achieving the required federal regulatory recognition of provincial certification boards, such as the PFHCB and BAPAP, remains a priority of the PFHCB, and we will continue to pursue it jointly with our provincial and federal counterparts and supporters.

While the process has proven more difficult and drawn out than initially anticipated, the Board remains optimistic that DFO Ottawa will remain supportive of professional certification, and will ultimately commit to strengthening the link between provincial certification and federal licencing policy through an appropriate federal regulatory amendment.

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. Despite a concerted effort to promote fish harvesters, their occupation and their industry, until recently there was no clear communications plan or direction. However, what was once an ad-hoc approach to communications and public relations has developed into a much more strategic and effective approach to fulfilling the PFHCB communications and public relations mandate.

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:

- 4.1.1 Received approval from the PFHCB Board of Directors to implement specific elements of our strategic communications plan.
- 4.1.2 Implemented specific communications and public relations initiatives (existing and new), as identified in the PFHCB strategic communications plan.

Outcomes for Issue #4

In 2008 the PFHCB 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, and this work continued into 2010.

Indicators for Measure #1

4.1.1 At a Board of Directors meeting in early 2010, the Board of Directors of the PFHCB approved a budget of \$30,000 for public relations and communications initiatives for the 2010 calendar year.

4.1.2 Throughout the reporting period, the PFHCB engaged in initiatives aimed at achieving outcomes identified in the Board's strategic communications plan. Some noteworthy initiatives are listed below.

Presentations: Throughout 2010, Mark Dolomount, Executive Director, made presentations to a variety of groups about the role of the PFHCB and the "story" of the professional certification of fish harvesters in NL. These groups included the Transportation Safety Board, the Workplace Health, Safety and Compensation Board, the Barbados Vocational Training Board, the International Company of Master Mariners, the Canadian Marine Advisory Council of Canada, MI students, and junior high school students in several regions of the province.

Advertising: The Board continued to advertise in the Union Forum and The Navigator magazine in 2010. In addition to our CrewFinder ad, the Board is now running a new series of ads called “Salt of the Earth”. These ads are meant to move away from a focus on the economic contribution of the fishing industry/fish harvesters (in light of the current economic struggles of the industry), and focuses on the skills and knowledge of fish harvesters themselves. In 2010, these new ads were only run in the Union Forum. However, in 2010 we also began utilized The Navigator magazine, their *2010 Marine Show Guide* as well as their annual *Skipper’s Log* publication, to run PFHCB print ads.

CrewFinder: CrewFinder is a free user-friendly web-based crew database service that was created and added to the PFHCB webpage in 2009. It helps vessel owners find available crewmembers, and helps available crewmembers find available positions. CrewFinder has proven to be a great success. During the 2010 fishing season, there was a steady stream of new postings on CrewFinder, and the feedback continues to be extremely positive. With continued advertising, coupled with the increasing demand for qualified/experienced crewmembers, we anticipate that CrewFinder will be a valuable resource for vessel owners and crew members alike.

NL Fisheries Safety Video: As reported in Section 4.0 (I), following its official launch on May 17th, 2010, the new NL fisheries safety video, *Getting Back Home*, was mailed to the households of all registered NL fish harvesters in August. This is another example of the value of the PFHCB database in reaching commercial fish harvesters with valuable information/communications. Furthermore, with the PFHCB logo displayed prominently in the return address position on the DVD, as well as in the list of project partners, this safety initiative also proved to have positive public relations benefits for the Board.

Regional CMAC – “Marine Day”: NL Regional CMAC’s and “Marine Day” were held on March 31st and September 29th, 2010 at the Delta Hotel in St. John’s. This CMAC session took on a new format with kiosks, café consultations, presentations and round table discussions. This new format was well received by participants, and Mark Dolomount participated as a presenter and facilitator at the session. Additional PFHCB staff members also attended these sessions, as the Board had its tradeshow booth displayed as part of the new “Marine Day” format.

2010 PFHCB Scholarship: The annual PFHCB scholarship (\$1,000) was presented at the MI scholarship awards ceremony at MI on Wednesday, November 24th. This year’s recipient is Eugene Conway Jr., son of fish harvester Eugene Conway of St. Brides, NL.

North Atlantic Fish and Workboat Show: The 2010 Marine Show (there was no show in 2009) was held on November 26th and 27th at Mile One Stadium. The PFHCB purchased booth space at the show. Board staff members were in attendance throughout the show, speaking with harvesters and answering questions related to professionalization, certification, training, etc.

Intervale “Placemat Initiative” - Leatherback Turtle: On October 7, 2010, the Executive Committee of the PFHCB approved a \$500 contribution to Intervale Associates Inc., a non-profit organization seeking corporate sponsorship for an environmental initiative to produce informational placemats on the leatherback turtle. The PFHCB logo will appear on the placemats alongside other sponsors [(FFAW, DFO, DFA, Community-University Research for Recovery Alliance (CURRA), etc.)] and 100,000 copies will be distributed to restaurants across the province.

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. To this end, the new Small Fishing Vessel Safety Regulations will include new standards for vessel stability. These regulations, originally due to come into force in 2009, are now delayed until 2012.

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:

- 5.1.1 Attended Transport Canada's Canadian Marine Advisory Council meetings in an effort to attain detailed information on the proposed Small Fishing Vessel Safety Regulations.
- 5.1.2 Disseminated information to fish harvesters regarding the proposed new Small Fishing Vessel Safety Regulations.
- 5.1.3 Made representation to Transport Canada regarding the impact (positive and/or negative) of the proposed regulations, based on consultation with NL fish harvesters.

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 (<24 metres), arguably the most significant of all federal regulations affecting NL fishing vessels and their operation, remains in draft form. These regulations were originally scheduled to come into force in 2009/10; however, they remain in draft form and are still in the consultation phase. The new projected date for these regulations to enter the Canadian Gazette process is late 2012 or early 2013.

Indicators for Measure #1

Throughout 2010, the Board continued to monitor progress of the new draft 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. With the Regulations still in draft form and consultation still in progress, in 2010 the Board continued to collaborate with other Canadian fishing industry groups (mainly through the CCPFH) in its approach to interpreting the new regulations and determining the impact that they will have on NL fishing vessels.

Throughout 2010, the Board worked closely with the CCPFH, other Canadian fish harvester organizations, and inter-provincially with DFA, MI, Institute of Ocean Technology, and the FFAW. The collective goal is to gain a better working understanding of the new regulations, and their impact on fishing vessels/fleets.

5.1.1 The CMAC regional and federal sessions remain the most effective forum to analyze and discuss the regulations with industry stakeholders and the regulator, Transport Canada. In 2010, the Board had representatives attend all the Transport Canada CMAC sessions in St. John's (March 31st and September 29th) and nationally in Ottawa (April 26th-29th and November 1st-4th). As pointed out in the indicators for Issue #1, it is worth noting that Mark Dolomount, PFHCB Executive Director, was re-elected to his third 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.

5.1.2 As it has since the *Canada Shipping Act* (CSA 2001) regulatory reform process began in the mid-2000's, throughout 2010 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, including email distribution, telephone, radio interviews, articles in industry magazines, and meetings with fish harvesters and fish harvester organizations.

5.1.3 Given the significant delays related to these regulations coming into force, there was very little new information presented by TC on these proposed regulations in 2010. However, it is worth noting that TC has incorporated some of the feedback received from fishing industry representatives, including the PFHCB, into the draft regulations. It is also worth noting that the PFHCB, during the two national CMAC sessions in 2010, continued to bring forward the concerns of Newfoundland and Labrador harvesters on these proposed new regulations.

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 TC, and it appears that efforts are being made to minimize the regulatory impact on "low-risk" fishing vessels, fish harvesters remain concerned about the potential economic and operational impact of these new stability requirements. That being said, the PFHCB, on behalf of NL fish harvesters, continues to express concern over the proposed stability regulations, as our analysis/interpretation suggests that, as currently drafted, they will impose a significant undue expense on many vessel 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, the province's fish harvesters are more 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, continues to be presented to TC by PFHCB representatives through the regional and national CMAC process.

II. 2007-2010 Mission Report

2010 is a mission ending-year for the PFHCB, therefore we are also reporting on our mission statement, including the associated measures and indicators, as outlined in the Board's 2007 and 2008-2010 Activity Plans.

Mission 2007-2010

The mission statement of the PFHCB represents the key longer-term results that the PFHCB works toward in fulfilling its objectives, as outlined in the *Act*. The Board's primary objectives are related to the certification and overall professionalization of NL commercial fish harvesters. The mission statement is accompanied by measures and indicators to assist in monitoring and evaluating success.

By 2010, the PFHCB will have made advancements in the areas of fisheries training and public awareness of professional fish harvesters and their occupation.

Measure #1 – Made advancements in the area of fisheries training.

Indicators: Expanded training opportunities for Apprentice and Level I fish harvesters who chose to pursue Level II status.

Improved access to training opportunities for professional fish harvesters required to meet federal Transport Canada (TC) fisheries-related certification requirements.

Worked with Transport Canada and Marine Institute to implement improved fisheries training curriculum that better reflect the current human resources needs of the industry.

Established funding sources to assist professional fish harvesters pursuing fisheries training.

Measure #2 – Made advancements in the area of public awareness of professional fish harvesters and their industry.

Indicators: Engaged in activities aimed at increased public awareness of the skills and knowledge required to be a certified professional fish harvester.

Engaged in activities aimed at increased public awareness of the annual socio-economic value of the inshore commercial fishery.

Indicators for Measure #1

From 2007-2010, the PFHCB made major advancements in the area of fisheries training, which have clearly benefited NL fish harvesters in their efforts to improve their skills, improve safety aboard their vessels, acquire the necessary training to meet PFHCB certification criteria, and to comply with the federal training requirements of TC under the *Canada Shipping Act*. These advancements include the development of new training, improvements to existing training, increased accessibility to training, and a significant investment of financial resources to the development and delivery of fisheries training.

Some of the most noteworthy advancements include:

- *Technical Certificate in Harvesting* – In 2007, MI introduced a new Technical Certificate in Harvesting to expand training opportunities for fish harvesters and improve fisheries training curriculum. The PFHCB worked closely with MI on the development of this program, and ultimately accredited it as meeting the 120 education credit requirement for Level II certification. This was the first fish harvesting certificate program in Canada, which now enables fish harvesters to fulfill all credit requirements for Level II certification in one program, in one off-season. The program is 18.5 weeks in duration, divided into two “terms”, and provides participants with a broad skill-set specific to the needs of the inshore fishery, including Fishing Master IV.
- *FMIV Distance Learning* – In 2008, the Board began working in partnership with the CCPFH and MI, to develop a distance learning program for Fishing Masters IV (FMIV). The project was aimed at developing a distance e-learning tool that will enable fish harvesters to complete coursework toward FMIV certification while studying from home. The modules were completed in 2009/10, and the Board has partnered with MI to develop and deliver a pilot project of this e-learning tool in NL. At the time of this report, the pilot project was nearing completion. It is anticipated that this program will be offered through MI commencing in the fall 2011. This program provides the same benefits to harvesters as the Technical Certificate above, while also improving access to training required to meet TC certification requirements.
- *PLAR Delivery* – Throughout the mission period, the Board delivered a Prior Learning Assessment and Recognition program. This program provides an opportunity for experienced Apprentice and Level I harvesters to obtain education credits from prior learned fishing-related skills, and earn a higher certification level. Harvesters who can successfully demonstrate their prior learned skills through an assessment by a trained Level II PLAR Assessor can earn up to 75 education credits toward certification upgrading. During the mission period, the PLAR program has been delivered in all areas of the province, with 152 fish harvesters completing 752 individual assessments.
- *Delivered MED A3 and Marine First Aid* – Apprentice fish harvesters are required by Board policy to complete a one-week safety course (MED A3 or equivalent) prior to commencing their second year of fishing. Throughout the mission period, the Board has delivered a 5-day Basic Safety Training course (including MED A3 and Marine First Aid) to apprentices and new entrants who require the training to meet PFHCB certification requirements. The course also meets the Transport Canada MED training requirements for harvesters fishing inside 25 miles. Therefore, during the mission period, the Board extended the delivery to meet the needs of Level I and Level II harvesters interested in completing MED A3 to fulfill their Transport Canada MED training requirement. Between 2007 and 2010 the PFHCB delivered this training to at least 1,894 fish harvesters in more than 100 fishing communities.
- *Safety Video Development* – As presented in section 4.0 (I) of this report, during this mission period the PFHCB completed the development and distribution of a fish harvesting safety video, *Getting Back Home*, that was mailed directly to the home of every certified fish harvester in the province. While the video is not intended to be a training video per se, it was produced using comprehensive safety curriculum prepared by MI’s School of Fisheries. In addition to its value as a safety awareness video, it is now also being utilized in the

delivery of safety training programs for NL fish harvesters. Safety has become a very important issue and this is an example of the Board working with MI to implement improved training that better reflects the current needs of the industry.

- *Improved Stability Training* – The PFHCB, in partnership with other harvester groups in Canada, had been lobbying TC to re-introduce a stability component to the Fishing Master IV curriculum since the early 2000’s. During this mission period TC accepted this recommendation, and a new Ship Construction and Stability (SCSI) component has since been implemented into the Fishing Master program. It is also worth noting that the curriculum now being used in the delivery of SCSI was developed by MI in partnership with the PFHCB, as part of the development of the new Technical Certificate in Harvesting. With such a strong focus being placed on fishing vessel stability in recent years, this is a significant advancement in fisheries training access. It is also worth noting that, as part of its continuing efforts to improve stability information and training for fish harvesters, the PFHCB is also partnering with the CCPFH and MI in the development of a Stability E-Simulator, as reported in section 4.0 (II).
- *Officer of the Watch Certificate* – The new federal Marine Personnel Regulations (2007) precipitated a need for a significant number of additional certified Masters and Mates on board commercial fishing vessels. Until recently, in order to qualify as a Mate on a fishing vessel, an individual had to hold a minimum of a Fishing Master IV certificate. The above mentioned new regulatory requirements created an urgent need to put in place a new level of competency certification, below that of FMIV. To this end, in July 2009, the PFHCB submitted a comprehensive proposal to Transport Canada, including detailed curriculum recommendations, for the implementation of a new Certificate of Competency as Officer of the Watch (OOW-F) on a Fishing Vessel of Less Than 150 GRT. In June 2010, TC announced this new certificate, based on the proposal rationale and suggested curriculum presented in the PFHCB proposal. This certificate will improve access to training opportunities that fish harvesters require to meet TC certification requirements and that meet the current human resources needs of the industry.
- *Certificates of Service* – As noted above, the new Marine Personnel Regulations (MPR) precipitated a need for a significant number of additional certified Masters and Mates on board commercial fishing vessels. As a result, many owner/operators and crew members would have been required to return to school for certification/training, despite having performed their duties as Master and/or Mate for, in some cases, decades. In an effort to reduce the regulatory impact of the MPR, and to enable harvesters to continue operating their vessels in compliance of the *Canada Shipping Act*, the PFHCB lobbied TC to recognize the experience of existing harvesters, and introduce a mechanism to “grandfather” existing Masters/Mates, based on minimum levels of education and experience. In 2010, TC introduced two new Certificates of Service (one for Master Less Than 60 GRT, and one for Mate Less Than 100 GRT). These new certificates, along with the certificate mentioned above, have proven to be extremely beneficial to NL harvesters in attaining compliance with the new regulations.
- *Tuition Assistance* – Throughout the mission, as reported annually, the PFHCB lobbied the federal and provincial governments to make fisheries training a funding priority of government, and allocate training funds to assist fish harvesters pursuing fisheries training and certification upgrading. Subsequently, during the mission period, it is estimated that 80% of all fish harvesters pursuing training received training funding (either tuition

assistance, extension of employment insurance benefits while in school, or both). Furthermore, during the mission period, the PFHCB invested more than \$500,000 directly into the development, enhancement and delivery of fisheries training. On several initiatives, this funding was used to leverage additional funds, as was the case in the CCPFH E-Simulator project.

Indicators for Measure #2

From 2007-2010, the PFHCB made significant advancements in the area of public awareness of professional fish harvesters and their industry. A major part of the Board's primary objectives, as outlined in the *Professional Fish Harvesters Act*, is the promotion of the interests of fish harvesters as a professional group. In keeping with this objective, and our stated mission, the Board has invested considerable resources in the area of communications and public awareness. The PFHCB communications plan is designed to increase public awareness of both the skills and knowledge required to be a professional fish harvester and the socio-economic value of the inshore commercial fishery.

Some of the most noteworthy advancements for both indicators in this measure include:

- *PFHCB Information Video* – In 2006, *The Fishery Now* television series produced a full 30 minute episode of fish harvester professionalization in Newfoundland and Labrador generally, and the PFHCB specifically. In 2007, this 30 minute episode was then taken and re-edited into a promotional video of the PFHCB and the story of professional fish harvester certification in NL. Through narrative and a series of interviews with professional fish harvesters and PFHCB representatives, this 15 minute video tells the inspiring story of fish harvester professionalization in NL; from the rationale behind professional certification, to the rapidly changing perception of fish harvesters and their industry, to the PFHCB's critical role in shaping an industry that is sustainable, safe, respected, and professional. In addition to being aired throughout 2007 and 2008 by NTV, this video has been used in a variety of venues to reach a broad cross-section of the NL public, from schools to municipal leaders.
- *Public Relations Workshop* - On the recommendation of the PFHCB Public Relations Committee, the Board held a two-day communications workshop on September 6th and 7th, 2007. The purpose of the workshop was to reflect on the effectiveness of public relations initiatives carried out by the Board to date, and consider ways of building/improving on the Board's communications/public relations work and objectives generally. More specifically, the workshop was intended to lay the foundation for a new long-term PFHCB communications plan. The workshop was facilitated by Rick Williams of Praxis Research, and attended by members of the Board of Directors, PFHCB sub-committees, and several key invited guests.
- *Communications Planning* - One of the specific outcomes of the aforementioned communications workshop was a recommendation that the Board follow through with a plan to develop a long-term communications strategy, in the form of a communications plan. In 2008, with the assistance of B-M Consulting, the Board completed the development of a strategic communications plan. In addition to reviewing existing and past communications initiatives, the new plan identified primary and secondary target audiences, developed core messages, recommended specific communications initiatives and activities (including related costs and economies), and identified tools and methodology for monitoring and

evaluating. Since 2008, this strategic communications plan has guided all communications/public relations activities of the Board.

- *Established Baseline Data* – One of the recommended “first-steps” in the Board’s communications plan was to conduct a preliminary evaluation of the identified target audiences in order to establish a baseline against which the effectiveness of the plan, and subsequent activities, can be measured. To that end, in 2009 the Board carried out two surveys; a public opinion survey (600+ respondents) was carried out by Market Quest Research, and a survey of fish harvesters (500+ respondents) was conducted in-house.
- *Investment in Public Relations/Communications* – Throughout the mission reporting period, 2007-2010, the Board made significant annual investments in the area of public relations and communications. Annual expenditures for public relations and communications included \$47,766 in 2007, \$47,387 in 2008, \$40,296 in 2009, and \$12,440 in 2010. These budget amounts do not include public relations and communications special initiatives. In addition to the budget allocations above, the Board has also contributed significantly to advancements in the area of public awareness of professional fish harvesters and their industry through human resources (staff salaries) and annual travel expenditures. These annual expenditures went directly toward the development of the Board’s strategic communications plan and implementing various initiatives and activities aimed specifically at achieving the goals and objectives of the plan, and fulfilling the Board’s overall objectives, as outlined in the *Professional Fish Harvesters Act*.
- *Media Training* – In an effort to improve the overall communications strategy of the Board, and to better enable PFHCB representatives to advance public awareness of professional fish harvesters, in March 2009 the Board arranged for Executive Director, Mark Dolomont, and Board Chairperson, Bill Broderick, to attend a one-on-one communications training session in Toronto, ON (It is worth noting that, for cost saving purposes, this session was “piggy-backed” with a national safety conference being attended by PFHCB staff.) The session, entitled *At Ease with Media*, was created and led by Eric Bergman, principal of Bergman and Associates, a nationally renowned corporate communications expert.
- *Development of Communication Tools and Utilization of Various Media*– Throughout the mission 2007-2010 mission reporting period, the PFHCB utilized its resources to develop a substantial “tool-box” of communications tools, aimed primarily at carrying out the Board’s communications goals, including advancements in the area of public awareness of professional fish harvesters and their industry. In addition to key items referenced above, the Board developed and utilized such communications aids as the PFHCB Webpage, PFHCB newsletter *On The Water*, a variety of print ads, *Crewfinder*, PFHCB Database expansion, PFHCB tradeshow booth/display, presentations, and more.

A variety of media sources were used to disseminate the Board’s key messages and fully utilize the aforementioned communications tools. Each media source was intended to reach a specific target audience, as identified in the Board’s strategic communications plan. The various media included magazines, transcontinental newspapers, local radio and television, tradeshow, industry and non-fishing industry tradeshow and conventions, email, internet, and multi-media DVD.

- *Delivering a Consistent Message* – Perhaps the most deliberate effort of the Board in advancing public awareness of professional fish harvesters and their industry was the

utilization of consistent key messages aimed clearly at its primary/secondary/tertiary audiences. From 2008 onward, using the strategic communications plan as a guide, the PFHCB met its goal of delivering consistent effective messages to five key audiences: fish harvesters; the public; youth; government; and, the media).

We are confident the communications/public relations work of the PFHCB, cumulatively, as outlined above, are strong indicators of the Board's success in the area of communications and public relations throughout the mission period, and represent significant advancement in the area of public awareness of professional fish harvesters and their industry.

6.0 Opportunities and Challenges Ahead

The opportunities and challenges that lay ahead for the PFHCB have changed very little since this planning cycle began in 2007. The province's seafood industry continues to be an enormous economic contributor to our province, generating \$942 million in production value in 2009 (up from \$827 million in 2008), despite significant economic challenges. The industry, even in these years of financial uncertainty, represents significant employment opportunities for professional fish harvesters in hundreds of coastal fishing communities. Some of our noteworthy opportunities and challenges are outlined below.

Opportunities: With a provincial seafood industry that remains near 1 billion dollars in production value, there are significant employment opportunities for commercial fish harvesters.

With PFHCB certification firmly linked with DFO licencing policy, we are well positioned to ensure that future licence holders are well trained professionals.

With an aging fishing population, and many owner-operators nearing (or past) retirement age, there are significant opportunities for young harvesters to access commercial fishing enterprises.

Supplementing PFHCB certification, the new federal TC training/certification requirements provide an opportunity to ensure that fishing crews have minimum levels of competency, which contributes significantly to improving safety aboard fishing vessels.

New and improved training programs for fish harvesters, as outlined in this report, will assist in improving the quality and accessibility of fish harvester training in NL.

Reports in 2010 of new market opportunities in China for Canadian seal products represents a renewed hope for commercial sealers, and an opportunity for the PFHCB to assist sealers in achieving recognition as well trained and certified professionals.

Challenges: Despite a production value near 1 billion dollars, the economic viability of many fishing enterprises remains questionable at best. Without the prospect

of a viable enterprise and career, recruitment of young educated owner-operators remains low in recent years.

The new federal training/certification requirements of the *Canada Shipping Act* places increased strain, on harvesters and training providers alike, to meet the increasing training requirements and comply with the federal regulations.

There continues to be negative stigma attached to the fishing industry, and fish harvesters specifically, thus compounding the challenge of attracting young qualified individuals to the industry. It is critical that we continue to promote our industry as the rewarding and respectable profession that it is.

More specifically, with increasing pressure to improve humane harvesting practices and quality standards, commercial sealers face the challenge of moving toward professional certification in an effort to rebuild the industry's international reputation and markets.

With an increasing number of enterprises combining and/or entering into buddy-up arrangements, the number of certified commercial fish harvesters is anticipated to be further reduced over the coming years. Therefore, the PFHCB will be challenged to continue offering the same high level of service and support on a reduced annual budget.

As indicated in this report, the PFHCB remains well positioned to address these, and other, human resource challenges in the NL commercial fishery, and to seize the opportunities that the industry presents. Through its activities aimed at the promotion of fish harvesters as professionals and the development and facilitation of fisheries training and certification, the Board of Directors and staff of the PFHCB are committed to meeting our stated goals and objectives as outlined in the Board's 2011-2013 Activity Plan, and to meeting our obligations under the *Professional Fish Harvesters Act* and the *Transparency and Accountability Act*.

Appendix 'A'

2010 Audited Statement of Operations

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD
Statement of Operations
Year Ended December 31, 2010

	2010	2009
Revenue		
Registration fees	\$ 544,120	\$ 586,500
Interest income	65,571	89,046
Amortization of deferred contribution	-	3,684
CCPFH Funding	11,570	3,800
Other revenue	64,297	1,600
Prior learning assessment and recognition	6,250	11,400
Basic safety training	19,785	39,710
Rental revenue	31,802	-
	743,395	735,740
Expenses		
Advertising and promotional material	11,524	16,340
Amortization	34,214	8,506
Appeals	1,390	12,159
Business tax	10,061	3,594
Building operations	32,620	-
Communications	11,804	13,042
Fisheries safety video	24,499	45,987
Fisheries stewardship program	-	70,000
Insurance	4,858	4,759
Interest and bank charges	4,936	10,803
Interest on long term debt	15,350	-
Meetings - board and other	48,669	54,219
Membership fees	52,165	56,330
Moving expenses	3,277	-
Office and computer supplies	12,053	10,750
Postage	13,757	35,001
Printing	6,418	14,447
Prior learning assessment and recognition project	9,022	14,185
Professional fees	27,272	33,602
Public relations initiatives	636	27,254
Rent	53,506	52,206
Safety training	43,185	57,395
Sealing	68,321	-
Wages and employee benefits	286,698	302,877
	776,235	843,456
Deficiency of revenue over expenses from operations	(32,840)	(107,716)
Other income		
Gain on disposal of assets	1,020	-
Deficiency of revenue over expenses	\$ (31,820)	\$ (107,716)

See accompanying notes

**QUINLAN
& TAYLOR**

Appendix 'B'

Auditor's Declaration

QUINLAN & TAYLOR
CHARTERED ACCOUNTANTS

June 28, 2011

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: 2010 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:

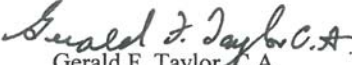
1. The 2010 Statement of Operations as presented in Appendix A of the report (detailing revenues of \$744,415 and expenses of \$776,235) is included in the audited financial statements of the organization for the year ended December 31, 2010. We reported without qualification on these financial statements on June 27, 2011.
2. We have reviewed the 2010 Annual Performance Report in its entirety and found no inconsistencies with our audit of the financial statements for the year ended December 31, 2010.

Professional Fish Harvesters Certification Board
Page 2
June 28, 2011

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

QUINLAN
& TAYLOR