



2016

Annual Performance Report

for

**The Professional Fish Harvesters
Certification Board**

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1.0 Message from the Chairperson

As Chairperson of the Board of Directors of the Professional Fish Harvesters Certification Board (PFHCB), I am pleased to present the Board's Annual Performance Report for 2016. The Board of Directors of the PFHCB remains committed to fulfilling the Board's obligations as a category three public entity under the provincial *Transparency and Accountability Act*. We are accountable for the preparation of this document, for the results being reported, and for ensuring that the information presented is a thorough and accurate representation of the Board's operations and activities in this reporting period.

Throughout 2016, 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 2016, the Board was again able to fulfill its primary mandate and objectives as outlined in the *Professional Fish Harvesters Act*, and had another successful year in carrying out a variety of related activities and initiatives.

The Professional Fish Harvesters Certification Board operates on a regular calendar year, thus this report presents the work of the Board from January 1, 2016 to December 31, 2016, and includes the achievements and outcomes of the Board's stated objectives, as outlined in our 2014-2016 Activity Plan. It is also worth noting that this reporting year, 2016, is the final year of our 2011-2016 planning cycle. For that reason, this report will also include a report on the Board's mission, as outlined in our 2011-2013 and 2014-2016 Activity Plans.

The contents of this report 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, and the Board of Directors and staff of the PFHCB take great pride in the Board's accomplishments throughout 2016. On their behalf, I pledge our dedication to the fish harvesters of Newfoundland and Labrador and our continued commitment to meeting the Board's stated goals and objectives.

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

Sincerely,



William Broderick
Chairperson, PFHCB

2.0 Overview

The Professional Fish Harvesters Certification Board (PFHCB) became operational in 1997 following proclamation of the *Professional Fish Harvesters Act* by the Newfoundland and Labrador House of Assembly. This legislation, the first of its kind in Canada, recognizes fish harvesting as a professional occupation. The PFHCB is mandated to register and certify commercial fish harvesters in Newfoundland and Labrador.

In addition to this primary mandate, the Board is engaged in a wide variety of strategic activities aimed at enhancing the profession of commercial fish harvesting, as outlined in this report.

2.1 Board of Directors, Sub-Committees and Staff

The Professional Fish Harvesters Certification Board operates under the direction of a 15 member Board of Directors, in accordance with the *Professional Fish Harvesters Act*. Members of the Board of Directors are appointed by the Minister of Fisheries and Land Resources 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's website at www.pfhcb.com.

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

The Board currently has a full-time office staff of four persons, consisting of an Executive Director, Coordinator of Registration and Certification, a Coordinator of Finance and Administration, and a Project Coordinator. In addition to permanent staff members, the PFHCB draws upon a large group of trained fish harvester instructors, assessors and facilitators to assist in the delivery of its programs and initiatives.

2.2 Vision

The PFHCB's 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.

2.3 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 \$75.00. New entrants are required to file a new entrant application and pay the annual registration fee of \$75.00.

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. Collection of annual registration fees is the PFHCB's primary source of operating revenue. There were 9,320 fish harvesters registered with the PFHCB in 2016.

II. *Delivery of Basic Safety Training*

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

The five-day course includes two days of General Seamanship and Stability, one day of MED A3, and two days of Marine Basic First Aid. This course also meets the Transport Canada (TC) mandatory MED requirement for harvesters on vessels fishing inside 25 miles (less than 150 Gross Registered Tonnage [GRT]). As a result, many Level I and Level II fish harvesters also complete the course in (or near) their communities in order 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 exempted, but the course must be completed prior to beginning the harvester's 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 and Recognition (PLAR) program, which enables fish harvesters to acquire credits toward certification upgrading. More information on the PFHCB's PLAR program can be found on the Board's website at www.pfhcb.com.

Since 2010, the PFHCB has also been involved in assisting the commercial sealing industry with industry-related skills development and certification. With its sealing industry partners, the PFHCB has successfully delivered information workshops in Humane Harvesting to more than 5,000 commercial sealers, and this activity has now become a primary activity (line of business) for the Board.

IV. *Public Relations and Advocacy Initiatives*

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

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

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

2.4 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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2.5 Finances

The PFHCB is a non-profit self-supporting organization created by and operating for the benefit of all Newfoundland and Labrador commercial fish harvesters. The Board's primary revenue is generated from fees paid by fish harvesters. Additionally, from time to time the PFHCB receives financial assistance from industry partners such as CCPFH and FLR for the delivery of special projects. A full external audit is conducted annually, and the Board's audited financial statements are submitted to the Minister of Fisheries and Land Resources. The Board's audited Statement of Operations for 2016 can be found in Appendix A.

The following is a summary of revenue and expenses for the year ending December 31, 2016.

Total Revenue	\$ 976,939
Total Expenses	\$ 948,958
Excess of Revenue over Expenses	\$ 27,981

3.0 Highlights and Partnerships

In 2016 the PFHCB continued offering its various 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 2014-2016 Activity Plan.

For this reporting period 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 2016 are described in detail in section 5.0 (1) (Outcomes of Objectives); however, a few highlights are included below:

- 9,320 commercial fish harvesters were registered with the PFHCB in 2016*. This number is similar to 2015, and represents a “leveling out” following several years with a consistent moderate downward trend in harvester certification.

<i>New Entrant</i>	<i>Apprentice</i>	<i>Northern Lab. Core</i>	<i>Level I</i>	<i>Level II</i>	<i>TOTAL</i>
503	2,664	10	484	5,659	9,320

- In 2016, approximately 275 Newfoundland and Labrador fish harvesters received various fisheries-related training from MI. This training was comprised primarily of MED (A1 and A3), Radio Operation (ROC-MC) and Fishing Masters (IV & III). There 120 of these students were enrolled in Fishing Masters programs. With the majority of these students under the age of 40, this is a positive indicator for recruitment of younger competent harvesters.
- An additional 159 harvesters completed Basic Safety Training delivered by the PFHCB, and 88 commercial sealers participated in information workshops delivered by the PFHCB.
- In total, 89 fish harvesters had their certification level upgraded in 2016; 38 upgraded to Level I, and 51 upgraded to Level II. This number is a small increase over 2015, and represents a positive sign that harvesters remain interested in certification upgrading. This is particularly important considering the overall downward trend in the number of certified harvesters over the past two decades, and the ongoing need for young qualified harvesters to replace those aging Level II harvesters who are exiting the industry due to retirement.
- The PFHCB continued its support of the province’s sealing industry, through its financial support of the Canadian Sealers Association (CSA), and the delivery of sealer information workshops in the Humane Harvesting and Quality/Health/Handling. In 2016, the PFHCB provided administrative assistance to the CSA, and assisted in the development of a membership database for the Association. Most notably, the Board continued its work with the CSA and other industry partners on formalizing a professional certification system for commercial sealers in preparation for a proposed lifting of the current DFO freeze on issuing and upgrading of commercial seal licences. The PFHCB activities related to the sealing industry are outlined in sections 4.0 and 5.0.
- In 2016, the PFHCB expanded its human resource capacity by hiring a dedicated Project Coordinator to improve and expand the delivery of Board programs and services. This included a refocusing of the Board’s communications initiatives, reviewing the Board’s training and certification initiatives, as well as introducing new services and support to certified harvesters. More details are outlined in section 5.0.

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 2016, the PFHCB collaborated on five noteworthy initiatives related to the advancement of fish harvester professionalization and skills development.

I. Fisheries and Oceans Canada (DFO) – Linkages between PFHCB Certification and DFO’s Regional Licensing Policy

Since its inception in 1997, PFHCB certification has been directly linked to DFO licensing policy in the NL Region. More specifically, DFO policy requires that fish harvesters be certified as a Level II with the PFHCB to be eligible to receive the transfer of a federal species licence(s). Furthermore, since 2015, DFO has a regional licensing policy requiring harvesters to be registered as Level I or Level II before being eligible to be designated as a replacement operator of a federal species licence. This is a positive step in strengthening the linkage between DFO regional licensing policy and PFHCB certification.

Additionally, the December 31, 2015, DFO’s deadline for commercial sealers in the NL region to obtain an accredited workshop in the Humane Harvesting of Seals was extended to November 30, 2016. As a result, the PFHCB, as an authorized deliverer of these workshops, worked closely with DFO staff throughout the year to ensure that NL sealers were given an opportunity to avail of the required workshop, and fulfill their licensing requirements.

Throughout the year PFHCB staff worked closely with DFO licensing staff, and shared the commitment of ensuring that Newfoundland and Labrador fish harvesters/sealers are acting in accordance with DFO’s licensing policies. Licensing compliance is a key part of professionalism amongst licenced harvesters, and the PFHCB remains committed to working with DFO on this important shared commitment.

II. Newfoundland and Labrador Fish Harvesting Safety Association (NL-FHSA)

In 2016, the PFHCB provided support for the Newfoundland and Labrador Fish Harvesting Safety Association (NL-FHSA) in fulfillment of a shared commitment to improve safety in the commercial fishery. The NL-FHSA continues to operate out of the PFHCB offices located at 368 Hamilton Avenue, with administrative support from the PFHCB staff. Throughout the year, the Board worked closely with NL-FHSA staff on safety-related initiatives, and Mark Dolomount, PFHCB’s Executive Director, currently holds the position of Vice-Chair of the NL-FHSA Board of Directors.

The PFHCB remains committed to the long-term success of the NL-FHSA, and will work closely with NL-FHSA staff to develop and implement meaningful safety initiatives, and to promote a safer fishing industry for all fish harvesters. To that end, in 2016 the PFHCB provided \$70,000 in direct financial support to the NL-FHSA. This represents the first installment of the \$283,000 in total funding committed to the NL-FHSA to carry out its work in 2016, 2017 and 2018. The PFHCB has a legislated mandate related to the safety of NL fish harvesters, and the Board remains committed to working with the NL-FHSA on this shared commitment, and will continue to support the safety initiatives of the Association.

III. Transport Canada (TC) – Dissemination/Clarification of Information on TC’s Federal Regulatory Requirements.

Since the coming into force of the new Marine Personnel Regulation of the *Canada Shipping Act* in 2007, the PFHCB has worked closely with TC to determine the impact of the new regulations on Newfoundland and Labrador’s fish harvesters, disseminate

information regarding the new regulations to the province's fish harvesters, and assist harvesters in attaining regulatory compliance. These efforts, which consume a considerable amount of the available time and resources of the PFHCB staff, continued throughout 2016. As reported in more detail in section 5.0, the PFHCB continues to work closely with both Transport Canada and Newfoundland and Labrador fish harvesters to achieve maximum federal regulatory compliance.

It is also worth noting that PFHCB staff has been directly involved in consultations surrounding the development of the new TC federal Fishing Vessel Safety Regulations, and the development of stability guidelines to accompany these new regulations, which entered Canada Gazette Part I in February 2016, and are scheduled to come into force in July, 2017. The PFHCB is committed to keeping NL fish harvesters informed on the requirements of these new regulations and assisting harvesters achieve compliance once the new regulations come into force.

IV. Fisheries and Marine Institute – Promotion and Delivery of Fisheries Training

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

Throughout 2016, the PFHCB staff worked closely with CBED staff on a number of initiatives related to promoting and supporting community based fisheries training – both for the purpose of meeting the new federal regulatory requirements and meeting the PFHCB requirements for certification upgrading. One of the key shared commitments in 2016 was the continued promotion of MI's new online/computer-based delivery of Fishing Masters IV, which eliminates many of the geographical/travel barriers that traditionally make community based Fishing Masters courses difficult to coordinate, particularly in remote areas of the province.

Other ongoing initiatives in support of this shared commitment of promotion and delivery of fisheries training included strategic planning to improve recruitment to fisheries training, distributing information on MI training opportunities, and supporting fish harvesters in the registration and tuition assistance process.

V. Canadian Council of Professional Fish Harvesters (CCPFH) – Human Resource Initiatives

As has been the case since 1997, in 2016 the PFHCB worked closely with the CCPFH on a significant national initiative related to our shared commitment of advancing fish harvester training and skills development/utilization.

In October 2014, the PFHCB signed on as a community partner for a new two and a half year national study that will document skill needs and labour supply challenges in coastal communities where seasonal fisheries are essential to the local economy. This looks at labour market mobility and occupational pluralism trends and needs amongst Canadian fish

harvesters, and will help create a strategy to match skill sets with job market opportunities by focusing on seasonality and labour market gaps.

In 2016, the PFHCB fulfilled its contractual obligations as the Atlantic Canada Regional partner on this project, sub-contracting Memorial University of Newfoundland (MUN) to conduct the required data collection in the identified case study areas of Atlantic Canada. In addition to the financial administration of the project, this involved the coordination of fish harvester focus groups and key informant interviews, and working closely with MUN staff to carry out the required research, data analysis and reporting. As part of this national study, the PFHCB also conducted an in-depth internal data analysis of NL fish harvester education and employment information and trends, utilizing information held in the PFHCB database.

The final report for this CCPFH national study is expected in mid-2017, and the PFHCB remains committed to working with the CCPFH on future initiatives.

VI. *Appeal Board of the Professional Fish Harvesters Certification Board*

The PFHCB has a shared commitment with the PFHCB Appeal Board to ensure that NL fish harvesters have access to an appeal process, whereby appeals are available in a timely manner, and in all regions of the province where appellants reside. The Appeal Board operates as an independent category three public entity, in accordance with sections 14-18 of the *Professional Fish Harvesters Act*. The mandate of the Appeal Board is to provide an independent appeal process for any person who files a notice of appeal with the Executive Director of the PFHCB.

The PFHCB, through its ongoing administrative support of the PFHCB Appeal Board, is committed to assisting the PFHCB Appeal Board fulfill its mandate and stated objectives, as per the PFHCB Appeal Board's 2014-2016 Activity Plan. As outlined in its 2016 Performance Report, the PFHCB Appeal Board was successful in meeting its stated objective, which included conducting 58 appeals in seven locations throughout the province.

4.0 Activities

I. Outcomes of 2016 Objectives

In its 2014-2016 Activity Plan, the PFHCB identified two strategic issues which reflect the challenges that continue to face our commercial fishery as a result of many factors, with the focus placed mainly on new/changing regulatory training and certification requirements. Objectives were set to address each issue, and each objective was accompanied by measures and indicators to assist in monitoring success.

Throughout 2016, the Board worked on a range of activities in fulfillment of its short-term and long-term goals and objectives, several of which have been highlighted in the previous two sections. What follows is a more detailed account of the outcomes of the Board's stated 2016 objectives, and how they were successfully achieved.

Issue 1 – Mandatory Training and Certification for Small Vessel Operators

The new revised Marine Personnel Regulations (MPR) of the *Canada Shipping Act* came into force on July 1, 2007, with a significant impact on NL fishing crews. For example, certified Masters, previously only required on vessels >60 Gross Registered Tonnage (GRT), will now be mandatory on all vessels, regardless of length or tonnage. Since 2007, the PFHCB has been actively engaged in educating NL fish harvesters on the regulatory requirements, and assisting them with achieving regulatory compliance. The focus over the Board's past two planning cycles has been on large vessel compliance (>15GRT), as the phase-in period for this fleet of vessels ended on November 7, 2012.

However the largest regulatory impact, in terms of number of vessels and harvesters, will be on vessels <15GRT, as there are approximately 3,000 such vessels operating in the NL inshore fishery. The regulatory phase-in period for this fleet of vessels ended on November 7, 2015 (for vessels >six meters in length) and November 7, 2016 (for vessels six meters or less in overall length).

These added federal training and certification requirements, coupled with an existing shortage of certified fishing masters, will make it difficult for NL owner/operators to acquire the required certification, and achieve compliance with the new federal regulations.

Objective 3: By December 31, 2016, the PFHCB will have continued assisting small vessel owner/operators in understanding the regulatory requirements of the federal Transport Canada Marine Personnel Regulations, and supported them in achieving compliance with their federal certification requirements.

Measure 1: Continued assisting small vessel owner/operators in understanding the regulatory requirements of the federal Transport Canada Marine Personnel Regulations.

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 to small vessel owner/operators regarding mandatory federal training and certification requirements in a clear and understandable manner.

Measure 2: Continued supporting small vessel owner/operators in achieving compliance with the regulatory requirements of the federal Transport Canada Marine Personnel Regulations.

Indicators: Supported small vessel owner/operators in determining the exact training/certification they require, assisting them with registration for Fishing Master training, Officer of the Watch training, and Small Vessel Operator Proficiency training.

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

Disseminated information to small vessel owner/operators regarding possible “exemptions” or “dispensations” (to federal certification/training requirements) available under the Marine Personnel Regulations, and supported fish harvesters in acquiring and completing the necessary associated paperwork.

Outcomes for Issue 1

The new revised Marine Personnel Regulations (MPR) of the *Canada Shipping Act* came into force in July 2007. Since that time, the PFHCB has played an active lead role in making NL fish harvesters aware of these new federal training requirements, as well as encouraging and assisting them to achieve full compliance. The new requirements for masters and watchkeepers on vessels were implemented using a phased-in approach, with larger vessels being expected to comply first, and smaller vessels being given more time.

The phase-in deadline for vessels greater than 15 GRT was November 7, 2012, so since that time the primary focus of the PFHCB’s efforts on this issue were shifted to assist vessel owners and crew members in the less than 15 GT fleet. The phase-in period for the new regulatory requirements for masters and watchkeepers in this fleet ended in November, 2016. The PFHCB will continue to assist fish harvesters, particularly new entrants, in achieving regulatory compliance with the MPR, but 2016 represented the final year of the Board’s considerable efforts to assist existing owner/operators get the required master/mate certification before the MPR phase-in deadlines.

Indicators for Measure 1

TC’s Canadian Marine Advisory Council (CMAC) sessions remain the most effective way for fishing industry representatives to receive detailed information and clarification regarding the federal regulatory requirements, including regulatory interpretations and amendments. The national CMAC sessions held in Ottawa represent a valuable opportunity to network with senior TC officials and other fishing industry representatives, allowing further opportunities to better understand the MPR, their impact on the industry, and how best to communicate the pertinent information to fish harvesters. Atlantic regional CMAC sessions, held alternately between NL and the Maritimes, fills a similar role on a regional level.

These sessions, both regionally and nationally, have traditionally been held twice per year. However, in 2015 only one national CMAC session and one regional CMAC session were held, as the fall CMAC sessions were cancelled due to the federal election. Industry organizations were very disappointed when, in spring 2016, TC announced their intention to reduce national CMAC sessions to one per year, beginning in 2016.

In 2016, the PFHCB had representatives attend the national CMAC sessions that took place in Ottawa on April 19-21. PFHCB representatives at these CMAC sessions included a combination of staff members, Board members, and fish harvesters. The main issues that the PFHCB representatives were monitoring at the 2016 CMAC consultation sessions were related to the continued phasing in of the mandatory certification requirements for vessels less than 15GRT/12M. More specifically, industry representatives are working together, and with TC, to encourage and support small boat fish harvesters meet the mandatory certified master/mate requirements of the new MPR prior to the November 2016 phase-in deadline.

It is also worth noting that with only one national CMAC meeting, and no regional CMAC meetings, in 2016 the PFHCB attended numerous meetings with senior regional and national TC representatives throughout the year, in an effort to maintain a strong understanding, and seek clarification, on TC's ongoing regulatory reform projects. The PFHCB maintains a strong and cooperative relationship with TC representatives at the regional and federal level, and continues to work directly with TC in order to maintain a strong understanding of the federal regulations and their impact on NL fish harvesters.

Finally, with regard to acquiring information on the federal regulatory requirements, the PFHCB remains on the email distribution list for all TC correspondence, and the Board maintains a thorough file of all information relevant to fish harvester training/certification under the MPR. It is worth noting that as a result of the PFHCB's continued participation in CMAC, and strong working relationship with TC, PFHCB staff members have a comprehensive understanding of federal regulations and their applicability to NL fish harvesters. The PFHCB office continues to be the main source of information for fish harvesters inquiring about federal training requirements.

Since the coming into force of the new MPR in 2007, the PFHCB has been actively acquiring and distributing information to fish harvesters on the regulatory requirements. This activity and commitment continued throughout 2016, as the knowledge and information gathered by the PFHCB was disseminated to harvesters in a variety of ways. The overall emphasis of this activity is to inform harvesters of TC's deadlines for phasing in the new requirements, a phase-in period that ended in November 2016. Throughout the year, the PFHCB utilized its database of licenced fish harvesters to reach those fish harvesters who would be impacted by the 2016 phase-in deadline, and to assist them with understanding and complying with the regulatory requirements of the MPR.

In 2016, the PFHCB communicated the federal MPR requirements to fish harvesters in a variety of ways, including email distributions, information distribution directly from the PFHCB office, by utilizing media outlets like *The Fisheries Broadcast*, and using print media such as the FFAW/Unifor *Union Forum* magazine and the PFHCB's newsletter *On The Water*. Broad dissemination of TC regulatory related information was also achieved by utilizing PFHCB MED instructors, first aid instructors, seal workshop facilitators and PLAR assessors, who met face-to-face with approximately 300 fish harvesters and commercial sealers throughout the province in 2016. The PFHCB also distributed information on TC regulatory requirements to the Inshore Council of the FFAW-Unifor on two occasions in 2016. This elected body of fish harvester leaders is an effective network for disseminating information to owner/operators and crewmembers throughout the province. The PFHCB also worked closely with the NL-FHSA to distribute relevant information to fish harvesters during the NL-FHSA's community outreach meetings conducted throughout the province in 2016.

Through these various means, the PFHCB reached thousands of fish harvesters with valuable TC regulatory information again in 2016. The Board is confident that its efforts on this issue throughout the 2014-2016 planning period has successfully resulted in fish harvesters being increasingly aware of the new federal regulations, and has contributed significantly to harvesters having a better understanding of their respective regulatory requirements, and how to achieve compliance. While the new MPR phase-in period ended in November 2016, the PFHCB will continue to gather and disseminate information to certified fish harvesters on the federal training requirements of the MPR.

Indicators for Measure 2

Through its information gathering and dissemination on the new TC training requirements, in 2016 the PFHCB continued to support small vessel owner/operators in determining the particular training/certification required in order to achieve compliance with the MPR. In 2016, the PFHCB assisted fish harvesters on this issue, as the final phase-in date for the new federal MPR requirements for master/mate certification was November 7, 2016.

Throughout 2016, Board staff assisted harvesters, both owner/operators and crewmembers, with the registration process for fisheries training at MI. This included the distribution of MED A1 applications on behalf of MI, and a letter to 2015 and 2016 new entrants notifying them of the MED requirement, and the process for registration at MI and PFHCB. PFHCB staff also assisted MI in compiling lists of fish harvesters interested in arranging mandatory training courses (MED, ROC-MC, Fishing Masters).

The Board continues to maintain a strong working relationship with the Marine Institute School of Fisheries, and the Community Based Education Delivery (CBED) unit, as part of the Board's shared commitment with MI to promote and deliver fisheries training. Throughout the year, the PFHCB utilized its communication network and tools to promote fisheries training and to notify harvesters of MI training opportunities, registration process, tuition fees, and to provide fish harvesters with the most up to date training information and schedules. The Board also continues to promote the Fishing Masters IV Distance Learning program, as it offers a unique opportunity for fish harvesters to complete training and certification requirements from home, and at a more flexible pace than the traditional classroom delivery method.

Again in 2016, the PFHCB staff utilized its email database to forward electronic training information brochures to fish harvesters on behalf of MI. Fish harvesters were sent email information pertaining to MI fisheries-related course offerings in each quarter of 2016. The PFHCB also displays and distributes MI course information at its office at 368 Hamilton Avenue, St. John's, and regularly assists harvesters with questions related to that material. Training information was also distributed to fish harvesters at trade shows, in the PFHCB's newsletter, and at community meetings attended by PFHCB staff. With the assistance of the PFHCB, MI was successful in delivering fisheries training (Fishing Masters, MED, ROC-MC), both at its main campus and through community based delivery, to approximately 275 fish harvesters 2016.

In 2016, the PFHCB also delivered MED training to fish harvesters, in a continued effort to enable NL fish harvesters to reach compliance with TC's mandatory MED training requirement. Between March 21 and April 4, 2016, the PFHCB delivered its five-day Basic Safety for Fish Harvesters course in 13 communities throughout the province. In total, 159 fish harvesters completed the course, which included two days of (TC approved) Marine Basic First Aid, as well as the (TC approved) MED A3. In 2016, the PFHCB also continued to enforce its certification criteria requirement that all new entrants to the fishery complete a MED course (MED A1, A3 or equivalent) prior to being eligible to register with the Board for their second fishing season. This requirement of the PFHCB also acts as an added level of compliance with TC's MED requirements under the MPR, and continues to support Newfoundland and Labrador fish harvesters in fulfilling their TC's federal MPR requirements.

The ability to access financial assistance, including tuition assistance, and the continuation of Employment Insurance (EI) benefits while attending training is a determining factor when fish

harvesters decide whether or not to enroll in training and fulfill their TC certification requirements. Therefore, the inability to secure financial support (tuition fees and/or extension of EI benefits while in school), can represent a significant barrier to harvesters completing their mandatory training requirements, particularly in the case of longer courses such as Fishing Masters training. For these reasons, and in fulfillment of our legislated objectives, the PFHCB has made annual appeals for government to make financial support of fisheries training a priority. This was again the case in 2016. The Government of Newfoundland and Labrador, as outlined below, has been fully supportive of fish harvester training, and subsequently the vast majority of fish harvesters who enroll in fisheries training receive tuition assistance.

PFHCB staff met with officials of the Department of Advanced Education, Skills and Labour in the winter of 2016 and again in the fall of 2016, in an effort to determine the level of assistance available to fish harvesters during fall/winter 2016 - winter/spring 2017, and to inquire about any notable changes to the application process, funding criteria or application deadlines. While eligibility for assistance continues to be determined on a case-by-case basis, our Provincial Government remains very supportive of fish harvester training and skill development, and confirmed that there was funding available again in 2016/17 for eligible fish harvesters.

Throughout 2016, PFHCB staff assisted individual fish harvesters in the process of securing tuition assistance and the extension of EI benefits while in training. This activity 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. Financial assistance for training is approved on a case-by-case basis, and in many cases, harvesters are required to demonstrate a justifiable need/rationale for the training being pursued. The letters provided by the PFHCB are used by harvesters to demonstrate the mandatory nature of the training being sought, and proved valuable to harvesters in securing tuition assistance.

We are pleased to report that the vast majority of fish harvesters who enrolled in mandatory TC training in 2016, both at PFHCB and MI, received tuition assistance of up to 100 per cent. The PFHCB is encouraged by the quality and amount of training being received by NL fish harvesters (both for the purposes of TC regulatory compliance and PFHCB certification upgrading), and the level of support of the Government of Newfoundland Labrador for fish harvesters who pursue that training.

In 2016, the PFHCB also disseminated information to small vessel owner/operators regarding possible exemptions or dispensations available under the federal MPR requirements. These exemptions and dispensations take the form of *Certificates of Service* and *Declarations of Seven Fishing Seasons*, which are both available to fish harvesters with at least seven seasons of fishing experience prior to the coming into force of the new MPR in 2007. By documenting their fishing experience and training, qualifying fish harvesters can be exempted from holding Fishing Master Certification and/or Small Vessel Operator Proficiency (SVOP) training, as required by the new MPR. This information dissemination was accomplished in a variety of ways, including email distributions, information distribution from the PFHCB office, information in the PFHCB's newsletter *On The Water*, and by utilizing media outlets like *The Fisheries Broadcast*, and the FFAW/Unifor *Union Forum* magazine. Broad dissemination of this valuable information was also achieved by utilizing PFHCB MED instructors, first aid instructors, seal workshop facilitators and PLAR assessors, who met face-to-face with approximately 300 fish harvesters and commercial sealers throughout the province in 2016.

PFHCB office staff members, and field support staff, were very active throughout 2016 in answering questions related to the exemptions and dispensations available to fish harvesters. The PFHCB distributed the proper forms/paperwork on behalf of Transport Canada, and assisted hundreds on fish harvesters in completing their paper work for *Certificates of Service* and *Declarations of Seven Fishing Seasons*. It is also worth noting that the PFHCB has become the main contact for NL fish harvesters inquiring about *Certificates of Service* and *Declarations of Seven Fishing Seasons*, and staff personally assisted approximately 500 fish harvesters (by telephone and in person) in completing with required paperwork. We will continue to disseminate information, distribute TC forms/paperwork, and assist harvesters in applying for these valuable exemptions and dispensations available under the new MPR until July of 2017.

Issue 2 – Training Requirements for Commercial Sealers

It has become widely accepted among sealing industry stakeholders that effective training is key to achieving the most humane, viable and professional industry possible. Such training will form the foundation on which the industry continues to rebuild its international reputation and markets. Since 2010, acting on a mandate received from sealing industry stakeholders, the PFHCB has been directly involved in the development and delivery of training workshops for commercial sealers. Since that time, the PFHCB has delivered Humane Harvesting of Seals workshops to nearly 4,000 commercial sealers (2010-2013), and has assisted FLR in the coordination and delivery of Quality/Handling/Health workshops to more than 2,000 commercial sealers (2011-2012).

However, as the result of new Federal Government requirements, these training workshops will become mandatory for all licenced sealers who wish to continue participating in the annual seal harvest. As a result, thousands of sealers will require training over the coming years. The PFHCB has made a commitment to assist sealers attain any required training, and the Board will work toward fulfilling this commitment throughout the 2014-2016 planning period.

Objective 3: By December 31, 2016, the PFHCB will have continued assisting commercial sealers to attain mandatory Humane Harvesting of Seals training workshops and Quality/Handling/Health training workshops.

Measure 1: Continued assisting commercial sealers to attain mandatory Humane Harvesting of Seals training workshops.

Indicators: Acquired a formal training curriculum on the Humane Harvesting of Seals, approved by DFO to meet their new mandatory federal licensing requirements.

Maintained a team of qualified and trained instructors capable of meeting the delivery needs of the Humane Harvesting of Seals training workshop.

In cooperation with industry partners (DFA, DFO, CSA and FFAW), conducted the successful delivery of Humane Harvesting of Seals training workshops in all regions of the province, maintained a database on all participants, and issued Certificates of Attendance to all participants.

Measure 2: Continued assisting commercial sealers to attain mandatory Quality/Handling/Health training workshops.

Indicators: Worked with DFA and other sealing industry partners to develop a training curriculum on Quality/Handling/Health that meets the requirements of the Canadian Food Inspection Agency (CFIA).

In cooperation with industry partners (DFA, CFIA, CSA and FFAW), coordinated the successful delivery of Quality/Handling/Health training workshops in all regions of the province, maintained a database on all participants, and issued Certificates of Attendance to all participants.

Outcomes for Issue 2

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

Subsequently, in 2010 and 2011, the PFHCB worked on the development and refinement of a *Humane Harvesting of Seals Workshop Module*, developed in partnership with the CCPFH and the CSA. During that same period, the PFHCB selected and trained 12 qualified professional sealers in preparation for the mass delivery of this essential training to commercial sealers. Between 2009 and 2015, more than 6,500 commercial sealers participated in information workshops delivered by the PFHCB. The response has been overwhelmingly positive, and there was strong government and industry support for a continuation of the sessions in 2016, for reasons mentioned below.

The PFHCB's commitment and objectives regarding the delivery of training workshops to commercial sealers became even more significant and essential when, in early 2014, DFO formally announced that completion of an accredited Humane Harvesting of Seals information workshop would become a licensing renewal requirement for all commercial sealers commencing in 2015, and a deadline was set by DFO for December 30, 2015. In response, the PFHCB's 2015 Humane Harvesting of Seals workshop delivery effort was expanded in an effort to give commercial sealers increased opportunities to avail of the required workshops prior to the December 30 DFO licensing deadline. As a result of this effort, 1,355 sealers attended workshops delivered by the PFHCB in 2015.

However, DFO subsequently extended its licensing deadline for the completion of a Humane Harvesting of Seals information workshop to November 30, 2016. Therefore, the PFHCB's activities on this issue extended into 2016.

It is also worth noting, as outlined in Measure 2, that NL seal buyers and processors are now requiring commercial sealers to demonstrate completion a Quality/Health/Handling workshop before agreeing to purchase their seal product(s). This makes the coordination and delivery of Quality/Health/Handling workshops critically important to those commercial seal licence holders who wish to participate in the annual seal hunt. Details of the PFHCB's work to ensure that commercial sealers receive the required Quality/Health/Handling workshop are outlined under measure 2.

Indicators for Measure 1

In 2016, the PFHCB continued its involvement in the refinement and delivery of required training for commercial sealers – aimed at assisting commercial sealers to obtain mandatory training. As noted above, in the case of DFO’s mandatory licensing requirement for completion of a Humane Harvesting of Seals information workshop, the deadline was November 30, 2016. The work of the Board in 2016 focused primarily on improving the formal Humane Harvesting of Seals workshop module, acquired and developed through partnerships with the CCPFH and CSA - the training module used by the PFHCB to deliver humane harvesting workshops to sealers since 2010. The PFHCB made several minor yet important modifications/improvements to the workshop curriculum prior to the 2016 workshop delivery. These modifications were made in consultation with DFO, who must approve the workshop module for it to meet their licensing requirements.

The use of audio and projected video is a key part of the workshop model and the learning experience for participants. In 2016, the PFHCB purchased six new computer and projector combinations in an effort to make further improvements the quality of the audio/visual experience for participants. The new improved equipment also enables the instructors to deliver the workshop in a more efficient and effective manner.

In early fall 2016, the PFHCB coordinated with DFO on the scheduling of 11 Humane Harvesting of Seals information workshops in communities throughout the province, including two locations in Labrador, between September 26 and October 6. The scheduling was done strategically to allow sealers at least two regional opportunities to complete the required workshop prior to the November 30 DFO seal licensing deadline. Similar to the previous years, the 2016 information workshops included the Humane Harvesting of Seals session in the morning (delivered by PFHCB, with support from DFO) and a Quality/Health/Handling session in the afternoon (delivered by FLR Inspection Officers). The PFHCB administered, coordinated and funded all workshops delivered in 2016, with no financial assistance outside funding agencies.

The workshops were advertised on *The Fisheries Broadcast*, by using the PFHCB’s email database, the CSA website, FFAW *Union Forum*, the PFHCB website, and by word of mouth. The workshop details were also communicated by DFO in an email notification. A team of six qualified and trained PFHCB seal harvester instructors were deployed to deliver the workshops, and a DFO Enforcement Officer was in attendance at all locations for the Humane Harvesting component.

Between September 26 and October 6, 11 Quality/Health/Handling workshops were delivered throughout the province, from Happy Valley-Goose Bay to St. John's. In total, 84 sealers attended the 11 workshops, an average of less than eight sealers per workshop. The low numbers of participants, as well as the limited number of calls requesting the workshops is presumed to indicate that between 2009 and 2016, all licenced sealers were given adequate opportunity to complete the workshop and renew their commercial seal licences with DFO prior to the licensing deadline. Although the workshops did not draw large numbers of participants, they are still essential for those that required the workshop for licensing purposes, and all sessions were well received by the sealers who attended.

All sealers who attended the 2016 workshops were added to a database of those who have completed the training since 2009. This database is shared with DFO for licensing purposes. All attendees were mailed a Certificate of Attendance from the Professional Fish Harvesters Certification Board. The 2016 workshop delivery brings the total number of community workshops

to 194 since 2009, and the total number of participants to 6,620. This level of participation over an extended period of time is indicative of the interest and commitment of commercial sealers to best practices of humane harvesting, and bodes well for future training and professional certification initiatives for Newfoundland and Labrador sealers.

Feedback regarding the PFHCB's Humane Harvesting of Seal information workshop delivery initiative has been extremely positive, and the PFHCB remains committed to continuing the delivery of these workshops in future, as required, for annual Temporary Permit holders or for New Entrants if DFO lifts the current licensing freeze on the issuance of new commercial seal licences in future.

Indicators for Measure 2

In addition to the activity of the PFHCB related to Humane Harvesting of Seals information workshops as outlined above, in 2016 the PFHCB also fulfilled its objectives and commitments related to the planning, coordination and delivery of Quality/Health/Handling workshops for commercial sealers. While these workshops are not currently a mandatory requirement of DFO, all NL seal buyers and processors have required sealers to demonstrate completion a Quality/Health/Handling workshop before agreeing to purchase seal product(s). Furthermore, the Canadian Food Inspection Agency's (CFIA) protocol for certifying products for exportation requires that producers demonstrate that the product has been harvested in a way that complies with the CFIA code of practice for seal harvesting, including components specific to quality, health and handling.

For these reasons, the PFHCB's role in delivering Quality/Health/Handling information workshops continues to have vital importance to commercial sealers in Newfoundland and Labrador, and to the industry generally.

During the spring of 2016, the PFHCB met with both the CFIA and FLR on the specific requirements (curriculum, learning objectives, and delivery methods) of a Quality/Health/Handling workshop module. While the PFHCB continues to monitor changes to any quality, health or handling requirements, the role of developing and improving the Quality/Health/Handling workshop module, remains with FLR, and it is FLR staff that delivers the workshop module. In early fall of 2016, FLR and PFHCB made a commitment to industry stakeholders to jointly deliver Quality/Health/Handling workshops in tandem with the delivery of the 11 Humane Harvesting of Seals workshops scheduled between September 26 and October 6. It was agreed that FLR would work internally to update and improve the Quality/Health/Handling workshop module in preparation for delivery, and the PFHCB, as described below, committed to the coordination and administration of the Quality/Health/Handling workshops.

Similar the delivery method in previous years, the 2016 information workshops were to include the Humane Harvesting of Seals session in the morning delivered by the PFHCB, with support from DFO, and a Quality/Health/Handling session in the afternoon delivered by FLR Inspection Officers, with support from the PFHCB. While the FLR Inspection Officers were the primary deliverers of Quality/Health/Handling workshop material, the PFHCB staff and the PFHCB seal harvester instructors were responsible for all components of the coordination and delivery of the Quality/Health/Handling workshops, including: venue bookings and set-up, audio-visual equipment preparation, and attendance tracking.

The 2016 Quality/Health/Handling workshops were advertised on *The Fisheries Broadcast*, by using the PFHCB's email database, the CSA website, FFAW *Union Forum*, the PFHCB website, and by word of mouth. Since the workshops were delivered in tandem with the Humane Harvesting workshops, DFO's notifications to sealers regarding the Humane Harvesting of Seals workshops also assisted in promoting attendance at the Quality/Health/Handling workshops.

Like the Humane Harvesting of Seals sessions, attendance at the Quality/Health/Handling sessions was lower than in previous years, yet it was extremely well received by those who participated. Between September 26 and October 6, 11 Quality/Health/Handling workshops were delivered in all areas of the province, from Happy Valley - Goose Bay to St. John's.

In total, 88 sealers attended the 11 workshops, an average of eight participants per workshop. Despite the low participation numbers, it is felt that this was a worthwhile initiative, and of critical importance for those commercial seal licence holders who attended and who needed the Quality/Health/Handling workshop in order to meet the requirements/wishes of their buyers/producers, as stated above.

All sealers who attended the workshops in 2016 were added to a database of all those who have completed the training since 2011, when the Quality/Health/Handling workshops were first delivered. This database is shared with seal buyers/producers in the province, in their efforts to ensure that they only purchase product from commercial sealers who have completed this training. All attendees were mailed a Certificate of Attendance from the Professional Fish Harvesters Certification Board.

Since 2011, 5,932 commercial sealers attended 154 Quality/Health/Handling workshops delivered throughout the province. These attendance numbers are indicative of the interest and commitment of commercial sealers to best practices pertaining to product quality, and bode well for future training and professional certification initiatives for Newfoundland and Labrador sealers. Feedback remains very positive, and the PFHCB is committed to working with FLR and other industry partners to continue the delivery of these workshops in future. With buyers and processors in this province now requiring that all sealers complete these workshops, the demand for these workshops will likely continue into the future.

II. 2011-2016 Mission Report

The year 2016 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 2011-2013 and 2014-2016 Activity Plans.

Mission 2011-2016

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 2016, 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 and other industry associations to increase fish harvester awareness of their professional certification and training requirements.

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

Measure 2 – Continued to make 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 2011-2016, the PFHCB continued to make advancements in the area of fisheries training, which have benefited Newfoundland and Labrador 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 and certification requirements of Transport Canada. 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:

- *MI Fishing Masters IV Distance Learning Program* – Building on work that was completed in partnership with the Canadian Council of Professional Fish Harvesters and the PFHCB, in 2011 MI formally launched a new Fishing Master Distance Learning Program for FMIV. Since that time, the Board has worked closely with MI on the promotion of the new Fishing Masters IV Distance Learning Program, as it offers a unique opportunity for fish harvesters to complete training and certification requirements from home, and at a more flexible pace than the traditional classroom delivery method. In 2016, more than 100 fish harvesters took advantage of the program, which has proven to be a huge success.
- *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 delivered a five-day Basic Safety Training course (including MED A3 and Marine First Aid) 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 2011 and 2016 the PFHCB delivered this training to approximately 600 fish harvesters throughout the province.

- *PLAR Delivery* – Throughout the mission period, the Board continued the delivery of a Prior Learning Assessment and Recognition (PLAR) 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 PLAR Assessor can earn up to 75 education credits toward certification upgrading. During the mission period, the PLAR program has been delivered annually in all areas of the province, with more than 150 fish harvesters completing nearly 700 PLAR assessments.
- *Establishment of the Fish Harvesting Safety Association* – The Board responded to a December 2010 announcement by the former Department of Fisheries and Aquaculture and the former 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. The PFHCB took the industry lead on developing and submitting a proposal to establish the Newfoundland and Labrador Fish Harvesting Safety Association (NL-FHSA). The NL-FHSA was formally established in 2012, and the PFHCB is very pleased to be working with the new safety association on the delivery of safety related information and tools to Newfoundland and Labrador fish harvesters.
- *Development and Delivery of Sealer Training* – Commencing in 2010 the PFHCB began its involvement in commercial sealer training, acting on consensus from sealing industry stakeholders that the sealing industry should move forward with efforts to promote training and professional certification for commercial sealers. Subsequently, the PFHCB worked on the development and refinement of a *Humane Harvesting of Seals Workshop Module*, developed in partnership with the CCPFH. In preparation for delivery, the PFHCB selected and trained 12 qualified professional sealer instructors. Between 2010 and 2016, more than 6,000 sealers participated in information workshops delivered by the PFHCB.
- *Stability E-Simulator Development* – During this mission reporting period, the Board continued its involvement in initiatives related to the development of new innovative resources and initiatives aimed at enhancing the professional development and safety of professional fish harvesters. In particular, in November 2012, the CCPFH officially launched the Stability E-Simulator at the 2012 Fish and Workboat Show in St. John's. The PFHCB was directly involved in the industry advisory committee and technical advisory committee of this project, and also contributed financially to the project development.
- *Certificates of Service and Declarations of Seven Fishing Seasons* – As reported throughout the mission period, Transport Canada's Marine Personnel Regulations (MPR) precipitated a need for a significant number of additional certified Masters and Mates on board

commercial fishing vessels. In an effort to reduce the regulatory impact, and to enable harvesters to continue operating their vessels in compliance of the MPR, in 2010 Transport Canada introduced two new *Certificates of Service* (one for Master less than 60GT, and one for Mate less than 100GT) as well as a *Declaration of Seven Fishing Season* for vessels less than 15GT. The new certificates have proven to be extremely beneficial to NL harvesters in attaining compliance with the new regulations, and throughout the mission period the PFHCB has assisted hundreds of fish harvesters complete the required paperwork to acquire these certificates.

- *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 training and certification upgrading. Subsequently, during the mission period, it is estimated that more than 80per cent of all fish harvesters pursuing training received. Furthermore, during the mission period, the PFHCB invested more than \$600,000 directly into the development, enhancement and delivery of fisheries training.
- *Tuition Fee Reductions for Fishing Masters Training* - Since its inception the PFHCB has worked closely with MI to improve accessibility to fisheries training for commercial fish harvesters. Following many years of discussion with MI on tuition affordability, in 2012 MI was successful in achieving a substantial reduction in tuition costs for fish harvesters enrolling in Fishing Masters (FM) programs. Tuition fees for FMIV and FMIII students were reduced by nearly 80 per cent. This is a very positive step toward improving affordability and access to fisheries training

Indicators for Measure 2

From 2011-2016, the PFHCB made 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. Some of the most noteworthy advancements include:

- *Communications Planning* – The PFHCB follows a strategic communications plan for all its communications and public awareness work. The plan identifies primary and secondary target audiences, core messages, recommended specific communications initiatives and activities (including related costs and economies), and identified tools and methodology for monitoring and evaluating. For this 2011-2016 mission period the strategic communications plan has guided all communications/public relations activities of the Board.
- *Investment in Public Relations/Communications* – Throughout the mission reporting period, 2011-2016, the Board made significant annual investments in the area of public relations and communications. On average, the Board has allocated more than \$20,000 annually to promotion and public relations. In addition to the promotion and public relations budget allocations, 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 implementing various activities aimed at achieving the goals and objectives of the communications plan, and fulfilling the Board's overall objectives, as outlined in the *Act*.

- *Development of Communication Tools and Utilization of Various Media* – Throughout the mission 2011-2016 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. Several of these items are referenced below. Additionally, a variety of media sources were used to disseminate the Board’s key messages and 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, newspapers, local radio, tradeshow, industry and non-fishing industry tradeshow and conventions, email, internet, and multi-media DVD.
- *Development of an Email Database* – 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. Beginning in 2011 and continuing to present, mainly through its annual registration renewal process, the PFHCB has expanded the number of emails in its registration database by nearly 2,000 entries. The Board now has approximately 3,000 email addresses, with an estimated reach of more than 5,000 households in NL. Throughout the mission reporting period, this email database is used to disseminate pertinent information.
- *Development of a Professionalization Brochure* – In 2011, the PFHCB developed a new promotional and information brochure “Professional Certification and Certification Upgrading”. This professionally designed brochure, outlines the professionalization program for Newfoundland and Labrador (NL) fish harvesters, the history of professional certification in NL, the importance of being professional, and the details of the PFHCB professional certification criteria. Throughout the mission reporting period, 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 when appropriate opportunities arose. New entrants to the fishing industry also receive a copy of this brochure.
- *PFHCB Scholarship* – In November 2011, the first Professional Fish Harvesters Certification Board Scholarship was presented at MI’s annual fall scholarship ceremony. The PFHCB scholarship is a \$1,000 award, presented annually to a fish harvester (or 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 NL fish harvesters are professionally certified.
- *Advertising* – The Board continued its advertising presence in a variety of industry publications throughout the mission reporting period. These include *The Navigator*, *The FFAW Union Forum*, and *The Skipper’s Log*. The Board had two new versions of its “Salt of the Earth” promotional print ads redesigned in 2014, 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 2016 the Board launched a new electronic version of its newsletter *On The Water*. This new electronic format replaced the previous “hard copy” newsletter, which was discontinued due to the high cost of printing and publication and distribution by mail. The new electronic newsletter format is part of a larger ongoing effort by the PFHCB to communicate more regularly and effectively with certified fish harvesters and the public. *On The Water* is intended to keep the reader up to date on current activities of the PFHCB, including programs, services, promotions and other relevant fisheries-related information,
- *Presentations on Professional Certification* – Throughout the mission reporting period, PFHCB Executive Director made presentations to a variety of groups. Among other key messages, these presentations always concentrate on the professionalism of NL 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 NL harvesters lead the country in the amount/level of Transport Canada recognized training/certification. These presentations, adapted to changing audiences, were delivered to school children, fish harvesters (inside and outside NL), provincial and federal government representatives, and several other marine-related conferences and “public” gatherings.
- *CrewFinder* – *CrewFinder* is a free web-based crew database service provided through the PFHCB webpage at www.pfhcb.com. It assists vessel owners with finding available professional crewmembers, and assists available crewmembers with finding available positions. This service has been particularly valuable to enterprise owners who are now required to find crewmembers with the required Transport Canada certification/training. In that regard, *CrewFinder* has proven to be a great success throughout the mission reporting period, and has contributed to an improved level of certification and professionalism among NL fishing crews.

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 represents significant advancement in the area of public awareness of professional fish harvesters and their industry.

5.0 Opportunities and Challenges Ahead

As reported in previous years, many of the opportunities and challenges of the PFHCB change little from year to year. We anticipate that 2017 will bring several new opportunities for the Board. The ongoing trends of an aging fish harvester population (particularly in the case of licence holders), as well as continued decline in shrimp and crab quotas in many areas, have created many economic and demographic challenges for our province’s fishing industry, including challenges for the PFHCB. However, the industry remains one of vital importance to hundreds of coastal communities, to tens of thousands of individuals, and to our provincial economy as a whole. As it has since 1997, the PFHCB will continue to explore and maximize all available new opportunities, while dealing with the ongoing challenges of the industry.

The PFHCB identifies the following opportunities and challenges for 2017.

Opportunities: The new federal Transport Canada Fishing Vessel Safety Regulations of the *Canada Shipping Act* are scheduled to come into force in July, 2017. These new regulations will have a significant impact on NL fishing crews –

particularly vessel owners/operators. These new regulations include changes to current regulatory requirements, including changes to the lifesaving equipment requirements for fishing vessels, new stability requirements that will require all new fishing vessels (and some existing vessels) to be formally tested for adequate stability, as well as requirements for fishing vessels to have written safe operating procedures. Since regulatory compliance is considered a key part of being a professional fish harvester, and can contribute significantly to improved safety onboard fishing vessels, these new regulations represent an opportunity for the PFHCB to play a key role in assisting fish harvesters understand their regulatory requirements, support them in achieving and maintaining compliance, and ultimately improve safety in the Newfoundland and Labrador commercial fishery.

In July 2004, DFO implemented a freeze on Commercial Seal Licences. With few exceptions, this licensing freeze included a freeze on issuing any new Commercial Assistant Seal Licences, as well as a freeze on the upgrading of any Commercial Assistant Seal Licence holder to Commercial Professional. This freeze, which began as a one year trial in 2005, has remained in place to this day. However, in late 2016 the PFHCB and CSA, with support from other industry stakeholders, began work on a proposal to formally request that DFO lift the current licensing freeze on commercial seal licences in Newfoundland and Labrador, and implement a professional certification process for commercial sealers – one which allows new entrants to enter the industry, and upgrade to Assistant and to Professional by demonstrating minimum levels of experience and training. If approved by DFO, a new certification system for commercial sealers, administered by the PFHCB, would represent a significant opportunity for the PFHCB. The Board could build on its successes in the delivery of sealer information workshops, and contribute in a positive way by assisting DFO and the sealing industry to establish the labour force structure and stability necessary to support the long-term sustainability of the resource.

Challenges:

The recruitment and retention of young fish harvesters is critical to meeting the long-term human resource needs of the fishing industry. This is true in terms of maintaining a supply of qualified crew members, as well as ensuring adequate numbers of future potential enterprise owners. While the downward trend in registration numbers with PFHCB appears to have leveled out in the past two years, numbers continue to fall. The current annual registration numbers represent only about 50 per cent of the number of registered harvesters in the late 1990s. It is suspected that the long-term trend will be a continuing decline in the number of fish harvesters and licence holders in the Newfoundland and Labrador commercial fishery. Furthermore, the age of existing Core enterprise owners continues to rise, as does the overall age of registered fish harvesters.

This demographic challenge is coupled with other ongoing challenges in the industry, including quota cuts in crab and shrimp, the increasing cost of purchasing inshore fishing enterprises, and the marginal viability of many fishing enterprises. Subsequently, it is a challenge for the PFHCB to attract

young fish harvesters and to maintain an adequate number of Level II harvesters to receive the transfer of Core enterprises, and Level I harvesters to be designated as substitute operators – as both are now requirements of DFO Regional Licensing Policy. The ongoing uncertainty surrounding enterprise viability also makes it challenging to attract and retain certified/qualified fish harvesters to fill vacant crew positions.

These issues of declining numbers and an aging harvester population is identified as the primary challenge for the PFHCB as it strives to assist harvesters in meeting their human resource needs to be successful in the industry. For this reason, recruitment and retention of a skilled fish harvester labour force is one of two strategic objectives of the PFHCB for the 2017-2019 planning period.

The PFHCB remains well positioned to make a significant contribution to addressing these challenges, and to maximize these identified opportunities. The Board of Directors and staff of the PFHCB remain committed to dealing with these and other issues as outlined in the Board's 2017-19 Activity Plan.

Appendix A

2016 Audited Statement of Operations

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

Financial Statements

Year Ended December 31, 2016

INDEPENDENT AUDITOR'S REPORT

To the Members of Professional Fish Harvesters Certification Board

We have audited the accompanying financial statements of Professional Fish Harvesters Certification Board, which comprise the statement of financial position as at December 31, 2016 and the statements of revenues and expenditures, changes in net assets and cash flow for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Professional Fish Harvesters Certification Board as at December 31, 2016 and the results of its operations and its cash flow for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Quinlan & Taylor CPA Professional Corporation

St. John's, Newfoundland and Labrador
April 6, 2017

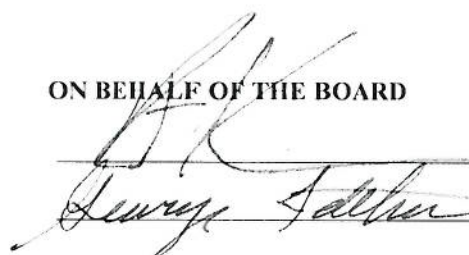
PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

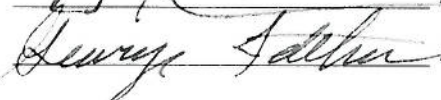
Statement of Financial Position

December 31, 2016

	2016	2015
ASSETS		
Current		
Cash	\$ 34,996	\$ 24,171
Term deposits	1,283,489	1,403,600
Accounts receivable	54,639	53,045
Due from related parties (Note 6)	5,561	20,820
Prepaid expenses	7,180	4,466
	1,385,865	1,506,102
Property, plant and equipment (Note 3)	1,494,545	1,534,714
	\$ 2,880,410	\$ 3,040,816
LIABILITIES AND NET ASSETS		
Current		
Accounts payable and accrued liabilities	\$ 102,593	\$ 154,747
Unearned revenue	25,400	22,900
Current portion of long term debt (Note 4)	60,850	55,100
	188,843	232,747
Long term debt (Note 4)	452,106	604,531
Accrued severance pay (Note 5)	76,371	68,429
	717,320	905,707
Net Assets		
Unrestricted fund	683,691	615,542
Invested in capital assets	1,479,399	1,519,567
	2,163,090	2,135,109
	\$ 2,880,410	\$ 3,040,816

ON BEHALF OF THE BOARD

 Director

 Director

See notes to financial statements

**QUINLAN
& TAYLOR**

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

Statement of Revenues and Expenditures

Year Ended December 31, 2016

	2016	2015
Revenues		
Registration fees	\$ 709,450	\$ 474,050
Interest income	44,502	47,307
Other revenue	36,381	34,720
CCPFH Funding	67,941	-
Prior learning assessment and recognition	9,050	(500)
Basic safety training	43,880	16,080
Sealer workshop funding	16,235	101,695
Rental revenue	49,500	49,500
	976,939	722,852
Expenses		
Advertising and promotional material	10,092	11,089
Amortization	45,929	47,387
Appeals	31,297	9,645
Building operations	56,673	60,078
Business tax	11,206	11,206
Communications	11,210	8,546
CCPFH project	53,116	-
Insurance	5,201	5,070
Interest and bank charges	10,123	6,838
Interest on long term debt	22,514	26,027
Meetings - board and other	36,681	32,438
Membership fees	45,790	44,775
NL - FHSA program	70,000	-
Office and computer supplies	24,019	23,224
Postage	26,419	21,575
Printing	6,499	-
Prior learning assessment and recognition project	11,466	761
Professional fees	45,155	22,360
Public relations initiatives	8,538	9,592
Safety training	52,385	16,501
Sealer workshop expenses	10,854	66,862
Wages and employee benefits	353,791	283,520
	948,958	707,494
Excess of revenues over expenses	\$ 27,981	\$ 15,358

See notes to financial statements

**QUINLAN
& TAYLOR**

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

Statement of Changes in Net Assets

Year Ended December 31, 2016

	Unrestricted Fund	Invested in Capital Assets	2016	2015
Net assets - beginning of year	\$ 615,542	\$ 1,519,567	\$ 2,135,109	\$ 2,119,751
Capital asset additions	(5,761)	5,761	-	-
Excess of revenues over expenses	73,910	(45,929)	27,981	15,358
Net assets - end of year	\$ 683,691	\$ 1,479,399	\$ 2,163,090	\$ 2,135,109

See notes to financial statements

QUINLAN
& TAYLOR

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

Statement of Cash Flow

Year Ended December 31, 2016

	2016	2015
Operating activities		
Excess of revenues over expenses	\$ 27,981	\$ 15,358
Item not affecting cash:		
Amortization of property, plant and equipment	45,929	47,387
	73,910	62,745
Changes in non-cash working capital	(46,019)	61,940
Cash flow from operating activities	27,891	124,685
Investing activity		
Purchase of property, plant and equipment	(5,761)	(1,289)
Financing activities		
Advances from (to) related parties	15,259	(20,820)
Repayment of long term debt	(146,675)	(53,162)
Cash flow used by financing activities	(131,416)	(73,982)
Increase (decrease) in cash flow	(109,286)	49,414
Cash - beginning of year	1,427,771	1,378,357
Cash - end of year	\$ 1,318,485	\$ 1,427,771
Cash flow supplementary information		
Interest received	\$ (44,502)	\$ (47,307)
Interest paid	\$ 32,636	\$ 32,865
Cash consists of:		
Cash	\$ 34,996	\$ 24,171
Term deposits	1,283,489	1,403,600
	\$ 1,318,485	\$ 1,427,771

See notes to financial statements

**QUINLAN
& TAYLOR**

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

Notes to Financial Statements Year Ended December 31, 2016

1. DESCRIPTION OF OPERATIONS

The Professional Fish Harvesters Certification Board (the "Board") is a not-for-profit organization, enacted in June, 1996 under the Newfoundland act entitled "Professional Fish Harvesters Act." The Board commenced active operations in February, 1997. The Board has a number of objectives including the promotion of the interest of fish harvesters as a professional group, defining standards for professionalism and acting in an advisory role to the federal and provincial governments.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO).

Cash and Cash Equivalents

Cash includes cash and cash equivalents. Cash equivalents are investments in term deposits and are valued at cost plus accrued interest. The carrying amounts approximate fair value.

Revenue Recognition

Registration fees are recognized as revenue on an accrual basis of accounting.

The Board follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable.

Contributed Services

Contributed services are recognized in the financial statements when the fair value of such services may be reasonably determined.

Measurement uncertainty

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

(continues)

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

Notes to Financial Statements

Year Ended December 31, 2016

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES *(continued)*

Property, plant and equipment

Property, plant and equipment is stated at cost or deemed cost less accumulated amortization. Property, plant and equipment is amortized over its estimated useful life on a declining balance basis at the following rates and methods:

Land improvements	10%	declining balance method
Building	40 years	straight-line method
Equipment	20%	declining balance method
Computer equipment	30%	declining balance method
Signs and logo	30%	declining balance method

The company regularly reviews its property, plant and equipment to eliminate obsolete items. Government grants are treated as a reduction of property, plant and equipment cost.

Property, plant and equipment acquired during the year but not placed into use are not amortized until they are placed into use.

3. PROPERTY, PLANT AND EQUIPMENT

	Cost	Accumulated amortization	2016 Net book value
Land	\$ 150,000	\$ -	\$ 150,000
Land improvements	51,525	25,512	26,013
Building	1,551,190	252,068	1,299,122
Equipment	124,777	114,580	10,197
Computer equipment	127,893	119,388	8,505
Signs and logo	7,077	6,369	708
	\$ 2,012,462	\$ 517,917	\$ 1,494,545

	Cost	Accumulated amortization	2015 Net book value
Land	\$ 150,000	\$ -	\$ 150,000
Land improvements	51,525	22,621	28,904
Building	1,551,190	213,289	1,337,901
Equipment	123,421	112,200	11,221
Computer equipment	123,489	117,812	5,677
Signs and logo	7,077	6,066	1,011
	\$ 2,006,702	\$ 471,988	\$ 1,534,714

4. LONG TERM DEBT

	2016	2015

(continues)

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

**Notes to Financial Statements
Year Ended December 31, 2016**

4. LONG TERM DEBT *(continued)*

	2016	2015
The Toronto Dominion Bank loan bearing interest at 3.78% per annum, repayable in monthly blended payments of \$6,599. The loan matures on December 23, 2019 and is secured by land and building at 368 Hamilton Avenue, St. John's, NL which has a carrying value of \$1,299,122.	\$ 512,956	\$ 659,631
	512,956	659,631
Amounts payable within one year	(60,850)	(55,100)
	\$ 452,106	\$ 604,531

Principal repayment terms are approximately:

2017	\$ 60,850
2018	63,200
2019	65,600
2020	68,100
2021	70,800
Thereafter	184,406
	\$ 512,956

The above mortgage with the Toronto Dominion Bank is entered into jointly with Fish, Food and Allied Workers (FFAW-Unifor). The original mortgage amount was \$1,800,000.

5. ACCRUED SEVERANCE PAY

The Board has established retirement benefits for its employees. The cost is accrued annually in accordance with the established guidelines and policies.

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

**Notes to Financial Statements
Year Ended December 31, 2016**

6. RELATED PARTIES

	2016	2015
<u>Related party transactions</u>		
Newfoundland and Labrador Fish Harvesting Safety Association Incorporated <i>(Overlapping directors)</i>		
Funding	\$ 70,000	\$ -
Administrative assistance	20,163	19,768
Office equipment	5,000	5,000
Office space	5,000	5,000
Office supplies	2,000	2,000
	\$ 102,163	\$ 33,768

These transactions are in the normal course of operations and are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties.

Due to related parties

	2016	2015
Current portion due from related party		
Newfoundland and Labrador Fish Harvesting Safety Association Incorporated		
	\$ 5,561	\$ 20,820

7. FINANCIAL INSTRUMENTS

The company is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the company's risk exposure and concentration as of December 31, 2016.

(a) Interest rate risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. In seeking to minimize the risks from interest rate fluctuations, the company manages exposure through its normal operating and financing activities. The company is exposed to interest rate risk primarily through its floating interest rate bank indebtedness and credit facilities.

Unless otherwise noted, it is management's opinion that the company is not exposed to significant other price risks arising from these financial instruments.

8. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.