



2008

Annual Performance Report

for

**The Professional Fish Harvesters
Certification Board**

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1.0 Message from the Chairperson

On behalf of the Board of Directors of the Professional Fish Harvesters Certification Board (PFHCB), it is my pleasure to present the Board's Annual Performance Report for 2008. We are accountable for the preparation of this report, for the results reported, and for ensuring that the information presented is a thorough and accurate representation of the Board's operations and activities in this reporting period.

Since 1997, the Board has been serving the professional fish harvesters of our province, through the establishment and implementation of Canada's first professional certification program for commercial fish harvesters. While the activities and objectives of the Board are diverse in many ways, the primary mandate of the Board is the registration and certification of Newfoundland and Labrador's commercial fish harvesters.

This report presents the work of the Board during the 2008 calendar year, including the achievements and outcomes of the Board's stated objectives. Its contents are indicative of the considerable contribution this Board is making to the long-term sustainability and viability of the Newfoundland and Labrador commercial inshore fishery. The Board of Directors and staff of the PFHCB take great pride in the Board's accomplishments in 2008, and on their behalf I pledge our continued collective support for the fish harvesters of Newfoundland and Labrador, and the realization of the Board's goals and objectives.

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

Sincerely,



William Broderick
Chairperson, PFHCB Board of Directors

2.0 PFHCB Overview

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

2.1 Board of Directors, Sub-Committees and Staff

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

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

2.2 Vision

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

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

2.3 Mission

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

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

2.4 Objectives

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

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

2.5 Primary Lines of Business

I. Registration and Certification of NL Commercial Fish Harvesters

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

Upon approval of their application for certification, fish harvesters are issued a certification card inscribed with their name, PFH number, and certification level. The entire application/certification process is conducted in accordance with the Professional Fish Harvesters Act, the PFHCB Certification Criteria, and the PFHCB By-Laws.

Collection of annual registration fees is the PFHCB's primary source of operating revenue. Approximately 12,000 fish harvesters were registered with the PFHCB in 2008.

II. Delivery of Basic Safety Training (MED A3)

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

The five-day basic safety MED A3 course includes two days of General Seamanship and Stability, one day of Marine Emergency Duties (MED A3), and two days of Marine Advance First Aid. Harvesters preferring to complete the MED A1 course at the Fisheries and Marine Institute of Memorial University (MI) will be exempt, but the course must be completed prior to beginning their second fishing season.

This course also meets the Transport Canada mandatory Marine Emergency Duties (MED) requirement for harvesters on vessels fishing inside 25 miles (less than 150 GRT). As a result, many Level I and Level II fish harvesters have also taken the course in (or near) their communities in the past couple of years to fulfill this federal requirement.

III. Assisting Fish Harvesters with Certification Upgrading and Skills Development

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

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

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

IV. Public Relations and Advocacy Initiatives

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

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

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

2.6 Values

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

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

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

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

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

2.7 Location and Contact Information

To inquire or comment on the contents of this report or for additional information about the Professional Fish Harvesters Certification Board please contact:

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St. John's, NL
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2.8 Finances

The Professional Fish Harvesters Certification Board is a non-profit self-supporting organization created by and operating for the benefit of all Newfoundland and Labrador commercial fish harvesters. 100% of the Board's revenue is generated from fees paid by fish harvesters. A full external audit is conducted annually, and the Board's audited Financial Statements are submitted to the Minister of Fisheries and Aquaculture.

The following is a summary of revenue and expenses for the year ending December 31, 2008. The Board's audited Statement of Operations for 2008, as prepared by Quinlan & Taylor, Charters Accountants, can be found in Appendix 'A'.

Total Revenue	\$ 834,078
Total Expenses	\$ 814,812
Excess of Revenue over Expenses	\$ 19,266

3.0 Highlights and Accomplishments

The PFHCB offers a variety of programs and services to Newfoundland and Labrador commercial fish harvesters, primarily geared toward fulfilling the Board's objectives as defined in the *Professional Fish Harvesters Act*, and addressing the strategic issues outlined in the 2008-2010 Activity Plan.

In 2008 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 2008 will be described in detail in section 5.0 (Outcomes of Objectives), however, a few highlights include:

- 12,110 commercial fish harvesters were registered with the PFHCB in 2008;

<i>New Entrant</i>	<i>Apprentice</i>	<i>Northern Lab. Core</i>	<i>Level I</i>	<i>Level II</i>	<i>TOTAL</i>
763	3,392	15	720	7,220	12,110*

* Total 2008 registrations received as of March 1, 2009.

- In 2008, approximately 1,100 Newfoundland & Labrador fish harvesters received fisheries training from Marine Institute and the PFHCB. This included Marine Emergency Duties (MED), Radio Operation (ROC-MC), Marine First Aid, Fishing Masters, and the Technical Certificate in Harvesting;
- 44 fish harvesters had their certification level upgraded to Level I, and 58 upgraded to Level II during 2008, bringing the total number of harvesters who have upgraded their certification level to more than 1,000 since the year 2000;
- The Board was involved in several initiatives related to the development of new innovative resources for the professional development of fish harvesters. Four such projects are described in section 4.0 (Shared Commitments); and,

- The Board engaged in a variety of public relations and advocacy initiatives aimed at promoting fish harvesting as a professional occupation and encouraging recruitment to the industry, including the development a long-term strategic communications plan.

4.0 Shared Commitments

Since its inception in 1997, the PFHCB has partnered with outside agencies on initiatives that are consistent with the goals and objectives of fish harvester professionalization. Throughout 2008 the PFHCB collaborated on four noteworthy initiatives related to the advancement of fish harvester professionalization and skills development.

Department of Fisheries and Aquaculture/Workplace Health Safety and Compensation Commission – NL Fisheries Safety Multi-Media Tool

In 2002 the Board began delivering Basic Safety Training (BST) to Apprentice fish harvesters. Included in the resources provided to our instructors were a series of safety videos that covered various key areas of the course curriculum. The majority of the video material was either outdated, or imported from other provinces/countries. Shortly thereafter, instructor feedback clearly indicated the need for a new fisheries safety video that was relevant to the NL commercial fishing industry. Subsequently, on a number of occasions the Executive Committee of the Board had discussed the merits of such an initiative, and the required financial investment.

Additionally, one of the specific outcomes of a series of the fishing vessel safety workshops conducted in 1997 and 1998 by the Department of Fisheries and Aquaculture (DFA) was the identified need for a multimedia video resource to draw attention to issues such as fishing vessel safety, seamanship and stability.

In November 2008, The PFHCB, DFA and WHSCC came together to discuss a three-way funding partnership to develop such a video. By the end of the year, commitments were in place, and finances secured to commence the project in 2009. The project will be managed by the Canadian Centre for Fisheries Innovation (CCFI), and the video developed by the Marine Institute and Distance Education Learning Technologies (DELT) of Memorial University.

This project, a shared commitment of the Board, aims to produce an innovative video on safety and seamanship for the fishing industry in order to promote awareness among fish harvesters of the critical need to adopt safe work practices and maintain a safe work environment. Upon completion, the Board's goal is to disseminate this DVD video to as many NL fish harvesters, and harvester families, as possible.

Canadian Council of Professional Fish Harvesters – Stability E-Simulator Project:

In recent years incidents and fatalities related to fishing vessel stability have arisen as a national priority issue for government and industry alike. There is a broad agreement that effective stability education and awareness programs are critical to addressing this issue.

The goal of this project is to create an effective simulation “video game style” E-learning tool that can help fish harvesters better understand the fundamental principles of fishing vessel stability, and subsequently contribute significantly to an industry-wide strategy to reduce stability related accidents and fatalities. The intent is to make this learning tool available, at little or no cost, to all Canadian commercial fish harvesters.

The CCPFH and its industry partners, including the PFHCB, have successfully developed a 6 minute DVD Demo of the E-simulator project. The Demo, which was developed by the Marine Institute with funding from the Department of Fisheries and Aquaculture, was presented at the fall 2007 Canadian Marine Advisory Council session in Ottawa, and received overwhelmingly positive support from both industry and government representatives.

In 2008 the Board, as well as the Department of Fisheries and Aquaculture, approved bridge funding to the CCPFH to continue interim work on the development of the E-Simulator. This “cost-sharing” commitment came as part of a larger funding proposal submitted by the CCPFH to the National SAR Secretariat New Initiatives Fund (SAR-NIF) in the amount of \$1,424,750. Successful applicants will be notified in spring 2009.

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

PFHCB criteria require fish harvesters to acquire 120 education credits in order to upgrade from Apprentice to Level II certification. Many harvesters complete Fishing Masters training in order to accumulate these required credits. Additionally, Transport Canada requires fishing vessels greater than 60GT (those >15GT/12metres by 2015) to have a certified Master with a minimum Fishing Masters IV certificate. Many of these vessels will also require a certified watchkeeper with a minimum Fishing Master IV.

For these reasons, demand for Fishing Masters training has increased in recent years, a trend that will continue as Transport Canada phases in the new federal training requirements for fishing vessels.

Until now, Fishing Masters training in NL has only been available from the Marine institute through traditional “in class” delivery. However, the Canadian Council of Professional Fish Harvesters is leading a project aimed at developing a distance e-learning tool that will enable fish harvesters to complete coursework toward Fishing Master IV certification while studying from home. This project, if successful, will greatly improve accessibility to FMIV training for NL fish harvesters, thus increasing our collective capacity to enhance skills development.

The four modules of this FMIV distance learning package are now being completed by a conglomerate of four fisheries training schools (led by Marine Institute) and will be made available in both English and French. The PFHCB has been involved at the steering committee level of this project, and has given a preliminary commitment to coordinate the implementation of a NL pilot program with MI beginning in 2009.

Fish Food and Allied Workers Union – Fisheries Stewardship Project:

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

The Board of Directors of the PFHCB was impressed with the outcomes of the Pilot Project in Placentia Bay. Moreover, the concept of training professional fish harvesters as fishing industry stewards, and giving them the skills and resources to promote, sustain, and rebuild their industry and communities was clearly consistent with the Board's objectives and mandate.

Following the successes of the pilot project, the Board committed to partnering in the FFAW's province-wide Fisheries Stewardship Program that got underway in 2007, and carried through 2008. Other partners currently include DFA, DFO, ACOA, and FFAW. To date the Board has been directly involved in a number of stewardship initiatives, including the development of a Fisheries Stewardship Video and a Fisheries Stewardship Workshop Template. Both tools will be utilized in the training of five fisheries stewardship advocates who are scheduled to be hired in 2009 and commence the implementation of the province-wide fisheries stewardship initiative.

5.0 Activities

I. Outcomes of Objectives

In its 2008-2010 Activity Plan, the PFHCB identified five strategic issues that reflect the challenges facing certified professional fish harvesters in Newfoundland and Labrador. Objectives were set to address each issue, and each objective was accompanied by measures and indicators to assist in monitoring success.

Throughout 2008, the Board was engaged in a broad range of activities in fulfillment of its short and long-term goals and objectives, several of which have been highlighted in the previous two sections. What follows is a more detailed account of the outcomes of the Board's stated 2008 objectives, and how they were successfully achieved.

Issue #1 – Mandatory Training and Certification

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

Objective: By December 31, 2008, the PFHCB will have continued its support of fish harvesters in understanding and fulfilling their Transport Canada mandatory training requirements.

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

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

Disseminated information regarding mandatory federal training and certification requirements.

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

Indicators: Delivered MED A3 training courses to fish harvesters.

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

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

Outcomes for Issue #1

2008 was the first full year since the amended Marine Personnel Regulations came into force in July 2007. Throughout the year, the Board took an active role in making Newfoundland and Labrador fish harvesters aware of these new federal training requirements, as well as encouraging and assisting them to achieve full compliance. The Board met its objectives for this issue in 2008, and will continue to address this issue through 2009.

Indicators for Measure #1

In 2008, the Board had representatives attend all of Transport Canada's Canadian Marine Advisory Council (CMAC) sessions, which took place regionally in St. John's (April and October) and nationally in Ottawa (May and November). At the November CMAC session in Ottawa, Mark Dolomount, PFHCB Executive Director, was re-elected for another two-year term as industry co-chair of the National CMAC Standing Committee on Fishing Vessel Safety.

Having Mr. Dolomount in this position will enable the Board to maintain a direct line of contact for input into the new marine personnel regulations and their impact on NL fish harvesters. Since the new federal Marine Personnel Regulations came into force in July 2007, these sessions have included a great deal of discussion around the details of the new federally regulated training requirements, their implementation, and impact on the fishing industry.

The information gathered through attendance at CMAC sessions was disseminated to fish harvesters by the Board in various ways throughout the year. In addition to its own information dissemination efforts (by phone, email, webpage, tradeshow, newsletters and meetings), the Board also partnered in a number of safety seminars and outreach sessions throughout the year, including sessions sponsored by the provincial Department of Fisheries and Aquaculture, the Marine Institute, FFAW, and SafetyNet of Memorial University.

The emphasis in 2008 was informing harvesters of the most immediate federal training requirements, and Transport Canada's plans for phasing in the new requirements over the next decade. Additionally, the Board has made representation to Transport Canada regarding a number of specific regulatory issues that have been identified by NL harvesters, and ways that the regulations could be improved to better serve the fishing industry. Two such issues are related to the marine first aid requirements and the requirement for a certified officer of the watch on vessels greater than 15GT.

There is clear indication that NL fish harvesters are becoming increasingly more aware of the new federal training requirements, and how they apply to their specific fishing operations.

Indicators for Measure #2

In addition to information gathering and dissemination on the new Transport Canada training requirements, in 2008 the Board was also directly involved in the facilitation and delivery of training for harvesters pursuing training in fulfillment of their federal training requirements.

Since 2002, the Board has been an accredited provider of Transport Canada Marine Emergency Duties (MED A3) training, which is now required by Canadian fish harvesters fishing on vessels operating inside 25NM. The Board is also an authorized provider of Canadian Red Cross Marine Advanced First Aid, which meets the Transport Canada first aid requirements for all fishing vessels. In 2008 more than 400 NL harvesters received Marine Advanced First Aid from the Board, and 24 MED A3 classes were delivered throughout the province with 356 participants.

The Board also continued to assist fish harvesters with the registration process for fisheries training at the Marine Institute of Memorial University, including the distribution of Marine Emergency Duties (MED A1) applications on behalf of MI. Board staff also assisted the Marine Institute in compiling lists of individual fish harvesters interesting in arranging mandatory training courses (MED, ROC-MC, Fishing Masters) in their respective areas. The Board continues to maintain a strong working relationship with the MI School of Fisheries as part of a shared commitment to assist and encourage fish harvesters to achieve their required training.

Again in 2008, the Board partnered with the Fish Food and Allied Workers Union (FFAW) and Marine Institute in an effort to ensure that tuition assistance was available for eligible harvesters required to complete mandatory federal fisheries training. Meetings were held throughout the year with representatives of the Labour Market Development Secretariat and Service Canada,

who acknowledged the need to identify mandatory federal fisheries training as a priority. As a result, in 2008 the vast majority of fish harvesters who completed mandatory Transport Canada training received tuition assistance of up to 80% through Service Canada outreach offices. Throughout the year, Board staff worked closely with Service Canada representatives in a collaborative effort to ensure that training participants had all required documentation processed in an efficient and timely manner.

Newfoundland and Labrador now leads the country in compliance with the new federal training regulations; a direct result of our collective efforts.

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

More than 50% of federal Core species licence holders in the Newfoundland and Labrador commercial fishery are over the age of 50, and nearly 40% are over the age of 55.

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

Objective: By December 31, 2008, the PFHCB will have implemented initiatives to encourage and support fish harvesters in pursuit of Level II professional certification.

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

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

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

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

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

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

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

Outcomes for Issue #2

While the Board's primary function is registering and certifying commercial fish harvesters, in 2008 the Board continued to direct resources toward implementing innovative strategies to encourage fish harvesters to upgrade their skills and certification levels with the Board, and provide them with the necessary assistance and support to do so.

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

Indicators for Measure #1

Through 2008, the Board continued its annual activities focused on the dissemination of information on PFHCB certification upgrading criteria, why it is important for harvesters interested in pursuing a career in fish harvesting to upgrade, and how to acquire the required training. This was achieved through various means including: telephone inquiries from harvesters, email requests, PFHCB webpage, PFHCB newsletter publication, public meetings and trade shows, and face-to-face meetings with PFHCB staff.

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

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

Promotion of commercial fish harvesting as a viable career option continued to be a priority for the Board in 2008. This work is coordinated through the Board's Public Relations Committee, and includes promotion activities aimed at both the public and commercial fish harvesters. This includes such efforts as print advertising, webpage promotions, tradeshow displays, and public presentations by Board staff. In 2008 the Board engaged the services of a professional communications firm to develop a strategic communications plan which includes specific initiatives aimed at promoting fish harvesting as a viable career. More detail on this initiative is included later in this section under Issue #4.

The large number of commercial fish harvesters who attended training courses delivered by MI and the PFHCB in 2008, some 1,100 in total, is indicative of the significant continued interest in skills development and certification upgrading. This bodes well for the future of the harvesting sector of the industry, and we are confident that these training numbers can be largely attributed to the work of the Board, as reported above.

Indicators for Measure #2

Again in 2008 the Board was successful in assisting Newfoundland and Labrador fish harvesters secure training funds targeted specifically for fisheries-related training. The Board, in partnership with the Fish Food and allied Workers Union (FFAW) and Marine Institute, made representation to the Labour Market Development Secretariat and Service Canada in efforts to secure training funding for NL harvesters.

For the federal government fiscal year ending March 31, 2009, tuition assistance was available to harvesters pursuing fisheries training for the purpose of upgrading their certification level and receiving the transfer of federal species licences. Based on the Board's training delivery, and numbers provided by Service Canada and Marine Institute, it is estimated that more than 50% of harvesters who completed fisheries training in 2008 received some form of financial assistance. This assistance was in the form of tuition assistance, as well as extension of employment insurance benefits during the training period.

As outlined in the Shared Commitments section, in 2008 the Board was also engaged in the development of several new innovative training resources for fish harvesters. These training resources, including a Stability E-Simulator and distance learning modules for Fishing Masters training, will make fisheries training more accessible and affordable. With increased accessibility and affordability we anticipate a significant increase in the number of harvesters pursuing fisheries training by distance. If successful, these resources will increase in the number of harvesters attaining Level II certification, thus giving them eligibility to receive the transfer of federal Core species licences.

In 2008 the Board continued the delivery of its Prior Learning Assessment and Recognition (PLAR) program. This program, developed in partnership with MI and introduced by the Board in 2000, provides an opportunity for experienced Apprentice and Level I fish harvesters to obtain credit from prior learned "hands-on" fishing skills and earn a higher certification level. Up to 75 education credits can be attained if an individual successfully challenges and passes the ten skill sets available. In March 2008 PFHCB PLAR assessors conducted 256 assessments throughout the province, assisting 50 Apprentice and Level I harvesters acquire credits toward their Level II certification upgrading.

Also, in 2008 the Marine Institute saw its first graduating class from the new Technical Certificate in Harvesting - a program designed to enable harvesters to acquire the 120 education credits required to upgrade from Apprentice to Level II with the PFHCB. This program, the first of its kind for Newfoundland and Labrador harvesters, has generated a great deal of interest from harvesters in the past year. 12 students from this program were able to upgrade their certification with the PFHCB upon completion of their training.

Throughout 2008, through various forms of communication with certified harvesters, Board staff assisted harvesters with questions and concerns related to DFO licencing policy, and the requirements for access to federal species licences. As noted above, this is of particular importance to harvesters because of the direct linkages between PFHCB certification and DFO federal licencing policy in the NL region.

Finally, in total 99 professional fish harvesters upgraded their certification level with the PFHCB in 2008. 41 harvesters (Apprentice level) upgraded to Level I, and 58 harvesters (Apprentice or Level I) upgraded to Level II. This indicates a continued interest in certification upgrading and long-term careers in the harvesting sector of the fishing industry.

Issue #3 – Federal Recognition of Professional Certification/Registration

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

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

Objective: By December 31, 2008, the PFHCB will have taken the necessary preliminary steps toward achieving a federal regulatory amendment recognizing provincial PFHCB certification.

Measure #1: Preliminary steps were taken to attain a federal regulatory amendment.

Indicators: Gained the support of the Regional DFO, Department of Fisheries and Aquaculture, and Canadian Council of Professional Fish Harvesters in achieving regulatory recognition of PFHCB certification.

Made contact with key federal DFO officials responsible for amendments to federal fisheries regulations.

Outcomes for Issue #3

Since the Board's inception in 1997, PFHCB certification/registration has been solidly entrenched in DFO regional licencing policy. However, despite the connection between DFO licencing policy and PFHCB certification, there have been long-standing concerns about the lack of federal regulatory recognition to support the regional policy. The certification board in Quebec, the only other such certification board in the country, has the same concerns.

Through 2008 the Board maintained its links to the regional DFO licencing policy, and continued to work toward its goal of achieving federal regulatory recognition of the PFHCB.

Indicators for Measure #1

In 2008 the Board established key contacts with all pertinent industry departments and associations in a continued effort to garner support for a federal regulatory change to recognize fish harvester certification boards in provinces/jurisdictions where they exist. To date, the Board has confirmed support and offers of assistance from Fish Food and Allied Workers Union

(FFAW), Canadian Council of Professional Fish Harvesters (CCPFH), provincial Department of Fisheries and Aquaculture (DFA), Bureau d'accréditation des pêcheurs et des aides-pêcheurs du Québec (BAPAP), the Québec Certification Board, and the Department of Fisheries and Oceans (DFO), NL region.

Contact was also maintained throughout the year with the contact person assigned to this file with the department of Fisheries and Oceans (DFO) in Ottawa. It was confirmed that this file remains active within the federal department, but no new progress was reported. This is attributed largely to the ministerial transition that took place at the DFO in mid-2008.

As a result of our 2008 activities, the Board remains well positioned to continue pressing DFO to establish this as a priority file.

Issue #4 – Strategic Direction for Communications/Public Relations

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

Objective: By December 31, 2008, the PFHCB, through its public relations committee, will have taken steps to prepare a long-term strategic approach to communications and public relations.

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

Indicators: Received approval from the Public Relations Committee and Board of Directors, including an allocation of funds, to contract the preparation of a strategic communications plan.

Contract awarded for the preparation of a multi-year PFHCB strategic communications plan.

Outcomes for Issue #4

In 2008 the Board took distinct proactive steps toward formalizing its communications/public relations initiatives. The preparatory work begun in 2008, as outlined in the indicators below, has set the stage for the implementation of a formal communications strategy beginning in 2009. It is anticipated that this will enable the Board to make significant advancements in the area of public awareness of professional fish harvesters and their occupation, as cited in the PFHCB Mission.

Indicators for Measure #1

One of the outcomes of a PFHCB communications workshop held in September 2007 was a recommendation that the Board follow through with its plan to develop a long-term communications strategy, in the form of a communications plan. Subsequently, in early 2008 the Board of Directors approved a recommendation from the Public Relations Committee to contract a professional communications firm to develop a strategic communications plan. Following an advertising period and consideration of three formal proposals, B-M Consulting was awarded the contract in January 2008.

The completed strategic communications plan was presented to the Executive Committee of the Board mid-year, and included: a review of past communications initiatives; identified target audiences; key messages; and recommended communications initiatives and activities. The plan also came with a recommendation that the Board consider creating a Communications Coordinator position in an effort to ensure that the plan was implemented in a coordinated and effective manner.

Subsequently, a Communications Coordinator position was advertised late in 2008. The Board is now well positioned to commence the full implementation of its new Strategic Communications Plan beginning in 2009. The primary focus of the Board's communications efforts is the promotion of NL fish harvesters as a skilled professional labour force that makes a vital financial and social contribution to the sustainability of their respective communities and the province in general.

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

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

Objective #1: By December 31, 2008, the PFHCB will have assisted certified fish harvesters in interpreting the new proposed Small Fishing Vessel Safety Regulations (including stability regulations) and communicated their comments and concerns to Transport Canada.

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

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

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

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

Outcomes for Issue #5

The new Canada Shipping Act came into force on June 1, 2007 and with it came a number of new sets of regulations, including the Marine Personnel Regulations discussed in Issue #1. The Small Fishing Vessel Safety Regulations (<150GT), arguably the most significant of all federal regulations affecting Newfoundland and Labrador (NL) fishing vessels and their operation, remains in draft form and is not scheduled to come into force until late 2010.

Throughout 2008, the Board continued to monitor progress of the new proposed Small Fishing Vessel Safety Regulations, which set the guidelines and requirements for items critical to safety such as: lifesaving equipment; vessel design, construction, and equipment; and stability. The current draft consultation document is some 250 pages of highly technical and legal language, which requires a great deal of time and expertise to interpret. As a result, in 2008 the Board continued its collaborative approach to interpreting the new regulations and determining the impact that they will have on Canadian, and particularly NL, fishing vessels.

Indicators for Measure #1

In its effort to meet the objective of this issue, the Board has been working closely with the Canadian Council of Professional Fish Harvesters and other regional fish harvester organizations on the national scene, and provincially with the Department of Fisheries and Aquaculture, Marine Institute, and Fish Food and Allied Workers Union. The collective goal at this point is to gain a working understanding of the new regulations, with particular focus on the additions and changes from the current regulations, and ultimately determine the impact – positive or negative – on fishing vessels/fleets.

The Canadian Marine Advisory Council (CMAC) sessions regionally and federally provide the most effective and interactive means to scrutinize and discuss the regulations with industry stakeholders and the regulator, Transport Canada. In 2008, the Board had representatives attend all of Transport Canada's CMAC sessions, which took place regionally in St. John's (April and October) and nationally in Ottawa (May and November). At the November CMAC session in Ottawa, Mark Dolomount, PFHCB Executive Director, was re-elected for another two-year term as industry co-chair of the National CMAC Standing Committee on Fishing Vessel Safety. As pointed out in Issue #1, having Mr. Dolomount in this position will enable the Board to maintain a direct line of contact for input into the new safety regulations and their impact on NL fish harvesters.

Throughout 2008 the Board has been advising NL fish harvesters of these impending regulations and, generally, their potential impact on their fishing operations. Pertinent information, including that gathered through attendance at CMAC sessions was disseminated to fish harvesters by the Board in various ways throughout the year. In addition to its own information dissemination and informal consultation efforts (by phone, email, webpage, tradeshow, newsletters and meetings), the Board also partnered in a number of safety seminars and outreach sessions throughout the year, including sessions sponsored by the provincial Department of Fisheries and Aquaculture, the Marine Institute, FFAW, Transport Canada and SafetyNet of Memorial University.

Input from NL fish harvesters, including their comments and concerns, were presented to Transport Canada by PFHCB representatives (Staff and Board members) through the regional and national CMAC process. Overall, feedback has been positive on the lifesaving equipment requirements and mixed on the vessel construction requirements. However, the consensus among industry stakeholders is that new proposed stability regulations, as currently drafted, will impose great undue expense on many NL vessels owners, and could potentially prevent some owner operators from participating in traditional fisheries such as capelin, mackerel, and sealing.

As a result of our efforts, we are confident that NL harvesters are aware of Transport Canada's regulatory reform process, and are gaining a better understanding of how the new proposed regulations will impact their respective operations.

II. Objectives for 2009 (Year 2 of the Board's 2008-2010 Activity Plan)

Issue #1 – Mandatory Training and Certification

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

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

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

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

Disseminated information regarding mandatory federal training and certification requirements.

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

Indicators: Delivered MED A3 training courses to fish harvesters.

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

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

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

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

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

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

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

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

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

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

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

Issue #3 – Federal Recognition of Professional Certification/Registration

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

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

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

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

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

Issue #4 – Strategic Direction for Communications/Public Relations

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

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

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

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

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

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

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

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

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

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

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

6.0 Opportunities and Challenges Ahead

Once again, in 2008 the province's seafood industry demonstrated its enormous economic contribution to our province, generating more than \$1 billion in production value despite tough economic times. The industry continues to present significant employment opportunities for professional fish harvesters.

However, the harvesting sector of the fishing industry in Newfoundland and Labrador faces a number of human resource issues that will manifest over the next decade. In the short term, fishing vessel owner/operators continue to struggle to retain crew members, as opportunities in other industries and jurisdictions remain lucrative. This is coupled with new federal training requirements brought on by the new Marine Personnel Regulations of the *Canada Shipping Act* that came into force in July 2007. These new certification and training requirements place additional pressure on vessel owner/operators to acquire their own mandatory training, as well as recruit and retain crew members with the required certification.

The fishing industry, like so many other industries in Canada, has an aging worker population. Of particular concern is the fact that the average age of Core federal licence holders in Newfoundland and Labrador is nearly 55 years of age, and the next decade will see a significant intergenerational transfer of fishing licences. As these experienced operators retire, the industry must have the capacity to replace them with professional fish harvesters who have the skills, knowledge and certification to succeed.

While daunting in many ways, these human resource challenges represent an opportunity for our province to lead the way, once again, in maintaining a skilled certified professional fisheries workforce that meets the human resource needs of our highly technical and dynamic industry.

The Professional Fish Harvesters Certification Board is well positioned to make a significant contribution to addressing and resolving these human resource challenges in the NL commercial fishery. Through its activities aimed at the promotion, development and facilitation of fisheries training, the Board will assist fish harvesters with determining what training and certification they require, and provide them support in achieving it.

The Board of Directors and staff are committed to dealing with these and other issues as outlined in the Board's 2008-2010 Activity Plan, and every effort will continue to be made to meet the stated goals and objectives.

Appendix 'A'

2008 Audited Statement of Operations

PROFESSIONAL FISH HARVESTERS CERTIFICATION BOARD

Statement of Operations

Year Ended December 31, 2008

	2008	2007
Revenue		
Registration fees	\$ 615,850	\$ 667,201
Interest income	101,912	85,173
Amortization of deferred contribution	1,069	1,403
CCPFH Funding	2,317	500
Other revenue	2,200	1,500
Prior learning assessment and recognition	12,500	8,900
Basic safety training	98,230	358,510
	834,078	1,123,187
Expenses		
Advertising and promotional material	15,564	14,125
Amortization	11,076	13,896
Appeals	17,482	17,922
Business tax	3,594	3,594
Communications	12,738	13,391
Courses and education	-	60
E-Simulator project	50,000	-
Fisheries stewardship program	55,000	-
Insurance	4,796	5,627
Interest and bank charges	5,025	6,690
Meetings - board and other	39,996	47,077
Membership fees	59,925	63,370
Office and computer supplies	17,330	15,838
Postage	25,188	26,003
Printing	5,980	5,177
Prior learning assessment and recognition project	14,478	11,333
Professional fees	25,847	24,303
Public relations initiatives	34,649	33,375
Rent	35,452	33,881
Safety training	129,075	383,708
Wages and employee benefits	251,617	245,159
	814,812	964,529
Excess of revenue over expenses	\$ 19,266	\$ 158,658

Appendix 'B'

Auditor's Declaration

QUINLAN & TAYLOR

CHARTERED ACCOUNTANTS

June 23, 2009

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

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

Dear Sirs:

RE: 2008 ANNUAL PERFORMANCE REPORT

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

In this regard we hereby provide the following:

1. The 2008 Statement of Operations as presented in Appendix A of the report (detailing revenues of \$834,078 and expenses of \$814,812) is included in the audited financial statements of the organization for the year ended December 31, 2008. We reported without qualification on these financial statements on February 23, 2009.
2. We have reviewed the 2008 Annual Performance Report in its entirety and found no inconsistencies with our audit of the financial statements for the year ended December 31, 2008.

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


Professional Fish Harvesters Certification Board

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June 23, 2009

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

Yours truly,


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