



Certified Tidal Angling Guide - Principles

The details herein are a summary of the requirements necessary for an individual to be considered a Certified Tidal Angling Guide (CTAG). These principles serve as the basis for Standards that were used to create a comprehensive and detailed program that leads to TAG certification.

1. Knowledge and Certification

- 1. A CTAG certified guide ("Guide") will meet or exceed all levels of certification and training required to legally operate a small commercial vessel, as defined by Transport Canada, in British Columbia.*
- 2. A Guide will abide by and ensure current and full knowledge of all requirements necessary to legally engage in sport fishing activity in a given area.*
- 3. A Guide must ensure knowledge and compliance of all relevant workplace safety and environmental regulations.*

2. Operations

- 4. A Guide must operate the vessel in a safe and conscientious manner that takes into account the comfort of the passengers, respects other watercraft, obeys all regulations, acknowledges and anticipates current and potential weather and ocean conditions.*
- 5. A Guide must ensure a vessel is maintained and equipped to provide clients with an enjoyable and safe experience.*
- 6. A Guide will conduct pre-trip and post-trip checklists for equipment and clients.
Checklists will include:
 - i. Safety Briefing*
 - ii. Client Comfort*
 - iii. Client Responsibilities*
 - iv. Client Expectations*
 - v. Fishing and Vessel Equipment**
- 7. A Guide must ensure that catch is treated in a manner that maintains the quality of the product and that all legal packaging and transportation requirements are met.*

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3. Customer Service

8. *A Guide will perform their duties in a courteous and professional manner that takes into account the safety, comfort, expectations and well-being of every client.*
9. *A Guide will be prepared to provide knowledge of the local environment, history of the area, the resources involved and other details relevant to the experience and of interest specific to each client.*

4. Stewardship

10. *A Guide will maintain accurate and timely catch log records as established by regulation or in cooperation with the Sport Fishing Institute of BC ("SFI").*
11. *A Guide will be versed in current regulations, catch monitoring practices and sampling techniques.*
12. *A Guide will practice sustainable fishing techniques as defined by current regulations.*
13. *A Guide will convey in a positive and clear manner issues regarding resource management and eco-friendly angling techniques.*

5. Personal and Professional Conduct

14. *A Guide will strive to make positive, respectful comments regarding clients, the operation, competitors, co-workers, co-workers conduct or activity and management agencies.*
15. *A Guide will conduct themselves in a respectful manner and will not initiate or engage in abuse, harassment or hearsay in the workplace.*
16. *A Guide will strictly abide by all laws regarding drug, tobacco and alcohol use at all times.*
17. *A Guide will handle challenges or difficulties with clients (i.e. complaints, stress) in a manner that is courteous and professional.*
18. *A Guide will acknowledge that tips are a reflection of superior service and should not be solicited or anticipated from clients.*
19. *A Guide will recognize the impact personal appearance and good hygiene has on their professional image.*
20. *An employed Guide will ensure knowledge and understanding of company policy and the terms of their employment.*
21. *A Guide will communicate information or ideas in a clear and positive manner.*