



**Certified Tidal Angling Guide Certification
&
Membership Program**



**SPORT FISHING INSTITUTE
OF BRITISH COLUMBIA**

SFI Certified Tidal Angling Guide Training Program - CTAG

The Sport Fishing Institute of BC (SFI) and go2 – the resource for people in tourism have developed an Industry Training Authority approved Tidal Angling Guide (TAG) certification program. First of its kind in North America, this program encompasses Transport Canada requirements including the Small Vessel Operator Proficiency certification (SVOP). The SVOP and other certificates are federal requirements for non-pleasure, passenger carrying vessels operating on the BC coast. Acknowledgement by the ITA and the Province now recognize TAG as a trade and make recipients of the designation eligible for tax training credits.



Testing of the program through TAG pilot projects, which took place in 2009 and 2010 in Campbell River, Sandspit, Port Alberni, Vancouver and Victoria, allowed experienced and training guides to assist in the development of the new training program that establishes best standards and practices for BC's tidal angling guides.

Program Detail

Delivered in a classroom, online and in the workplace, the initial training portion of this program will take approximately 100 hours, followed by a minimum of 500 hours of on-the-water guiding time with clients. The full program has been designed to encompass one fishing season with three components: pre-season training, in-season practicum, and final assessment and certification at the end of the season.

Challenge for Experienced Guides

A challenge component designed to provide certification to experienced, practicing tidal angling guides who do not require the training program is available. Application forms and details of the challenge are available on request.

Subjects that will be covered in the full training program include:

- Competencies needed for regulatory certifications; Small Vessel Operator Proficiency (SVOP), Marine Emergency Duties (MED A3), Marine Basic First Aid (MBFA) and the Radio Operators Card (ROC-M)
- Knowledge of local species and the environment
- Knowledge of Fisheries and Oceans Canada's catch monitoring and sampling programs
- Knowledge of angling equipment and techniques
- Personal and professional standards including communications skills, client relations and understanding the benefits of tourism
- Stewardship, general operations of conducting a guided trip
- Legal considerations such as liability and employment standards



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Certified Tidal Angling Guide Program Backgrounder

Establishing Best Standards and Practices for the sport fishing industry and guiding community;

- To create a set of standards and a course that allow BC's charter boat operators and tidal angling guides to be world leaders in the occupation; and
- To create an organization that will maintain and promote the existence of a body of professional guides and charter operators committed to these standards; and
- To contribute, in partnership with relevant agencies, effective management of sport fishing related resources to ensure that BC's fisheries are sustainable and the best managed in the world; and
- To recognize the value and importance of the relationship between tourism and sport fishing in British Columbia

Complimentary to the *Vision for Recreational Fisheries*

- The establishment of a group of professional guides and standards fits well with goals and objectives of the new Vision for Recreational Fisheries
- Recognizing the vision and mission through the statement of the SFI CTAG principles that embody similar ideas and objectives for individual guides
- Allowing opportunity to educate and coordinate with guides to collect better or more data and to have a greater understanding of the importance of catch monitoring now and in the future

Designed by Industry for Industry - A working group composed of 22 volunteer stakeholders from various backgrounds and locations along the coast began meeting in January 2008 with input and advice from;

- SFI and the guiding community at large
- Industry Training Authority
- go2hr – the resource for people in tourism
- Ministry of Environment
- Fisheries and Oceans Canada
- Transport Canada Marine Safety and Security
- First Nations
- Ministry of Jobs, Tourism and Innovation
- Pacific Salmon Foundation



**SFI Certified Tidal Angling Guide
(SFI CTAG)**

Terms of Membership

Establishing guidelines for SFI Certified Tidal Angling Guides

Membership Criteria

A Certified Tidal Angling Guide may acquire a SFI CTAG designated membership providing the following requirements are satisfied:

- Possession of current TAG certificate
 - Associated Transport Canada and Industry Canada certificates such as
 - Small Vessel Operator Proficiency
 - Marine Emergency Duty A3
 - Radio Operator Card – Marine
 - Marine Basic First Aid or provincial equivalent
- Acceptance of the SFI's Tidal Angling Guide Principles as the Code of Conduct for the Certified Tidal Angling Guide profession
- Annual membership fees up to date

Membership Benefits

An SFI CTAG membership will provide a range of benefits and advantages including:

- A registration card, decals and website logos which are identified by year and specifically identify the possessor as a current Certified Tidal Angling Guide.
- Promotional benefits from the SFI and of the CTAG membership informing the general public they are hiring the best in the business.
- Addition of each current SFI CTAG member to an active list, available on the CTAG portion of the SFI website, of Tidal Angling Guides currently certified in British Columbia,
- Purchase advantage or discounts from sponsoring companies including access to health and dental benefit and liability insurance
- Regular, current updates and information relevant to the sector provided by e-mail and posted on the CTAG portion of the SFI website.
- Representation to key consultative and policy development processes that ensures the best interests of SFI CTAG members are reflected throughout all decisions.

CTAG Membership:

SFI CTAG membership and benefits include and continue to be developed;

- Establishment of administration and professional staff dedicated to serving the best interests of the SFI CTAG principles and objectives and CTAG members.
- Increased CTAG membership purchase advantages including opportunities for health and dental insurance for individuals and businesses in the sport fishing business, discounted and well-suited liability insurance policies for vessels operated by CTAG, hotel rates for CTAG and guests, specialized business banking rates.
- Identification of SFI CTAG and related businesses on SFI web site.
- Potential for dispute resolution service including mediation between CTAG members, clients or employers
- Marketing information and materials
- Promotion of CTAG to increase awareness of sport fishing in opportunities in BC
- Recognition and identification of CTAG as a well-trained professional

SFI Certified Tidal Angling Guide

Principles

The details herein are a summary of the requirements necessary for an individual to be considered a Certified SFI Tidal Angling Guide (CTAG). These principles serve as the basis for Occupational Performance Standards that 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.*

SFI Certified Tidal Angling Guide - Principles

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 and collect biological samples as established by regulation or in cooperation with Fisheries & Oceans Canada and 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 gratuities 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.*