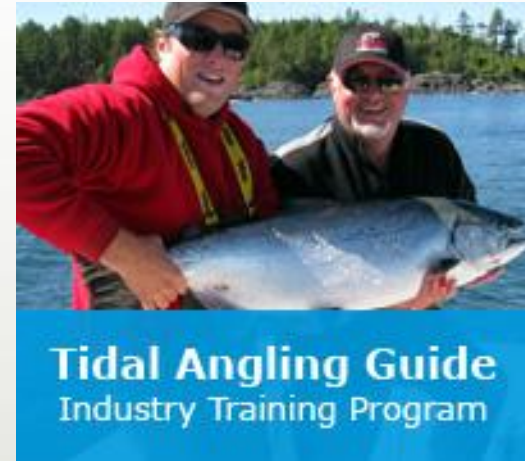


# Tidal Angling Guide Certification Program



Update for SFI Policy Conference  
1 December 2011

# History of Program

- 2006: industry began work on 'best practices and standards'
- 2008: go2 became involved
- 2009: standards development
- October/November 2009: 2 pilots of training program
- December 2009: revised program/tools
- March 2010: 1 more training pilot and 2 challenge pilots
- TAG (challenge only) program approved October 1
- October 2010: 10 assessors trained
- December 2011: TAG challenge program launched



# Certification Update

- 76 applications for TAG certification
- 61 certified; 15 underway
- Requirements:
  - Marine Basic First Aid
  - Small Vessel Operator Proficiency (SVOP)
  - Marine Emergency Duties (MED) A3
  - Restricted Operator's Certificate - Maritime (ROC-M)
  - Minimum 750 hours documented guiding experience
  - Questions . . . see Michele!
- Assessment Process:
  - Application
  - Written test
  - Competency conversation
  - Questions . . . see Assessors!



# TAG Assessment Locations/Assessors

- Prince Rupert: Bernie Egan
- Comox/Courtenay: Bill Murray
- Sunshine Coast/LM: David Korsch
- Campbell River: Harry MacDonald
- Victoria: Robert Havers
- Nanaimo/LM: Lisa Winbourne
- Haida Gwaii: Mandy Wesle
- Lower Mainland:  
Ian Hickenbotham,  
Kevin Conway,  
Roy Tanami



# Certification Cost



- Current fee: \$120
- Actual cost: \$625
- Funded by go2 (ITA)
- Movement to user pay by ITA (could increase by April 1, 2012)
- Get applications in by March 31, 2012 to be assessed for \$120 fee
- \$1,000 refundable tax credit coming!
- Form T1014 – BC Training Tax Credit required
- Must be posted on ITA and Ministry sites to be eligible
- SFI will communicate when available

# Marketing

## **Focus of Communications and Marketing:**

- Build upon the promotion initiated by the SFI
- Implement a regional marketing approach in communities where assessors are based
- Engage the assessors and certified guides as spokespersons
- Balance consumer exposure and program recognition with industry take-up and registrations

# Marketing

## Key Priorities:

- ***Industry Engagement***

- Generate interest and registrations from independent guides and fishing lodges.
- Gain broad industry support from stakeholders and influencers

- ***Consumer Exposure***

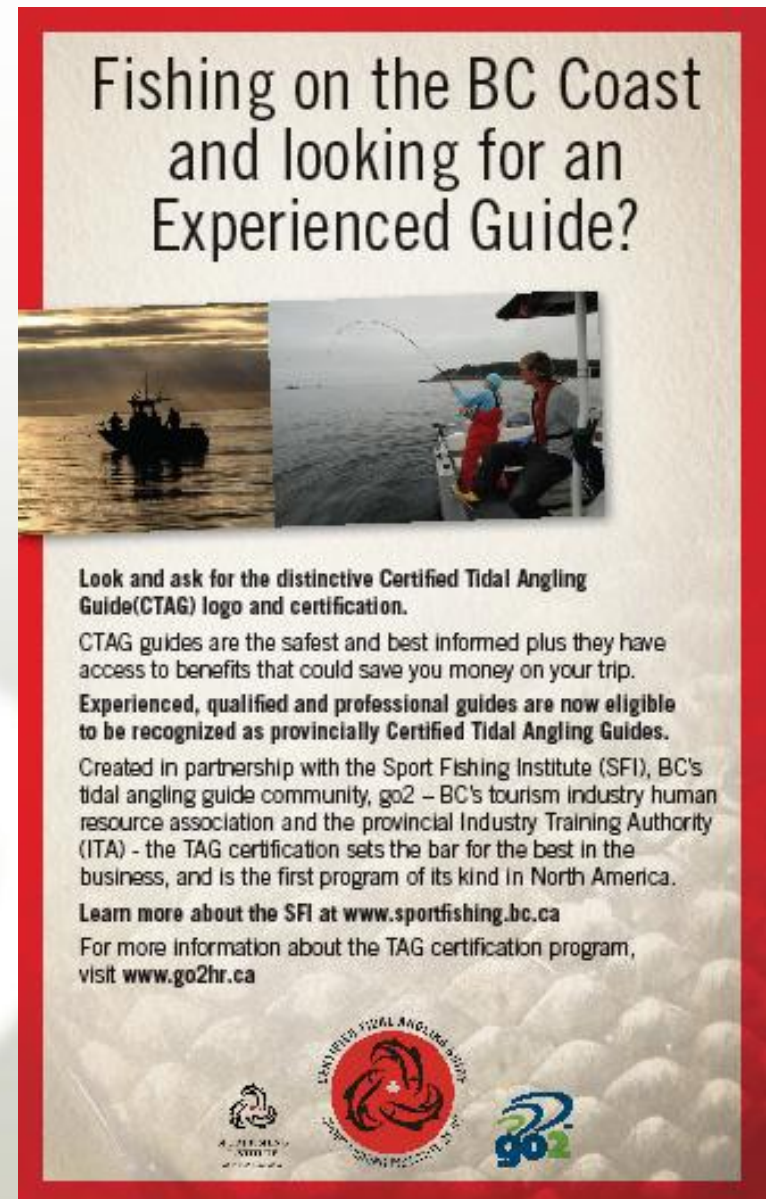
- Elevate awareness among sport fishing consumers to distinguish BC as a destination of choice

# Marketing Tactics

- Information sessions
- PR campaign
- Print ads
- Trade shows
- Direct contact

# Print Ads

- Focus last year – guides
- Focus this year – consumers/guides



Fishing on the BC Coast  
and looking for an  
Experienced Guide?

Look and ask for the distinctive Certified Tidal Angling Guide(CTAG) logo and certification.


CTAG guides are the safest and best informed plus they have access to benefits that could save you money on your trip.

**Experienced, qualified and professional guides are now eligible to be recognized as provincially Certified Tidal Angling Guides.**

Created in partnership with the Sport Fishing Institute (SFI), BC's tidal angling guide community, go2 – BC's tourism industry human resource association and the provincial Industry Training Authority (ITA) - the TAG certification sets the bar for the best in the business, and is the first program of its kind in North America.

Learn more about the SFI at [www.sportfishing.bc.ca](http://www.sportfishing.bc.ca)

For more information about the TAG certification program, visit [www.go2hr.ca](http://www.go2hr.ca)



# PR Campaign



**“Dirty Harry Stars in New Program for BC Sport Fishing Guides”**  
**Campbell River, March 7, 2011** — Sport fishing guides on the North Island are feeling lucky today now that Harry MacDonald, aka “Dirty Harry”, is around to help them achieve the new provincial Tidal Angling Guide (TAG) Certification.

# Next poster boy?



**Thank you!**