

Sport Fishing Institute of BC
Tidal Angling Guide

Principles

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SFI Best Standards and Practices – Tidal Angling Guide

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Tidal Angling Guide

Introduction

Angling Guides are a key component of many sport fishing operations. Ambassadors to the sport, a lodge or company, the locale and the province it is imperative that these front line employees/owners provide a level of service that promotes the industry, tourism, the province and return visits.

The Best Standards Program is proposed to work in partnership with government agencies including the Province's Ministry of Environment and Ministry of Tourism, Culture and the Arts, Fisheries and Oceans and Transport Canada. It is meant to benefit the sport fishing industry generally and Sport Fishing Institute of BC members specifically by providing;

- Demonstrable support for sustainably managed fishing resources
- Secure opportunities for employees and owners
- Trained professionals in the Industry – increasing the perceived quality and safety of our industry to consumers, industry and government
- The sport fishing industry sector viewed as on par or ahead regarding service and quality of experience in comparison to other components of tourism in BC.
- Increased consumer satisfaction and tourism profile – additional opportunities to market the BC sport fishing locally, regionally and internationally
- Training and guidelines for advanced levels of competence for those who are experienced and/or wish to pursue a career in the field.
- **More people returning to BC to fish!**

The creation of the Standards are intended not only to ensure a high level of safety, sustainability and quality of experience for clients but to eliminate the potential of having standards or regulations imposed without the particular and unique input of the sport fishing industry.

What are Standards?

Standards outline the knowledge, credentials and performance required of an individual to be considered competent as a tidal angling Guide. By learning and mastering the content of the standards a prospective or practicing tidal Guide will meet industry expectations.

Why create Standards?

In order to address present day developments with respect to resource management concerns, safety regulations, tourism and marketing trends a set of standards and practices are being developed to ensure the sustainability, quality and value of the sport fishing industry.

Who benefits from Standards?

Eventually, all will benefit from the monitoring of performance in relation to industry standards. As standards gain recognition, industry professionals will be able to increase their skills and knowledge and be recognized for their abilities. This will benefit local and visiting clients and increase enthusiasm within the hospitality and tourism industries.

Groups that will benefit from standards:

Agencies – including;

- Fisheries and Oceans Canada – assistance in achieving catch monitoring objectives and quality of data collection
- Transport Canada – ensuring that the sector is properly informed and certified regarding regulations and vessel requirements
- Ministry of Environment – certified guides will help to ensure the best managed fisheries in the world and to understand and convey a sustainable approach to the resource to guests
- Ministry Tourism, Culture and the Arts – knowledgeable guides and staff will bring a higher level of service and will promote BC tourism.
- Other Agencies – interests regarding service, safety, employment and promotion will be met or acknowledged in the certification program

Consumers

- Standards will lead to better experience for the angler and tourist
- Standards will allow for a more informed consumer by the creation of marketing efforts tailored to promote the high level of service, sustainability and safety offered and available in British Columbia
- Standards will help to establish and maintain realistic expectations.
- The Standards will enhance BC's reputation as a premier location for angling opportunities, excellence in service and well managed, sustainable fisheries.

Employers and Owners

- Standards define areas where employees must be proficient, which assists in recruiting, training, and development of staff.
- Support for sustainable management is a marketing asset – green, eco-friendly and eco-aware business practices are a benefit and attraction for many consumers.
- Standards provide employers and owners with a well trained workforce, which can increase productivity and decrease costs incurred by high staff turnover, translating into an improved bottom line.
- Many involved in the industry will be interested in pursuing a full time career. Standards will help to validate the occupation of saltwater guide and will help to provide insight and direction for pursuing other aspects of the sport fishing industry. i.e. management, other outdoor guiding activities, season specific opportunities, i.e. skiing guide, tour guide, hunting guide.
- Companies employing certified employees will afford themselves an increased level of service and an opportunity to quantify reputation and level of service

Educators

- Standards provide the basis for curriculum and program development.
- Standards identify areas where educational expertise is needed and applicable.

Industry Professionals

- Standards enhance the public and professional image of tourism careers.
- Standards provide the basis for certification, based upon competent performance.
- Create a benchmark from which to develop a career and full time occupation.

Students

- Standards form the basis of curriculum to facilitate training to accepted industry levels.
- Standards will make it possible to differentiate levels of competence. If a base level course is established it is reasonable to expect that advanced courses, regionally or technically tailored, will be created and desired by students wishing to excel.
- Standards help to promote the tourism industry as a viable and fulfilling year long career choice.
- Standards clarify career options within the tourism industry.



Vision Statement

- To be recognized as world leaders in the charter boat operators and angling guides occupation while playing a leading role in a sustainable and vibrant recreational fishery in British Columbia which provides broad social and economic benefits through diverse opportunities that recognize and respect other users of the resource.

Mission Statements

- To create a set of standards that will detail a level of conduct, knowledge and certification required to allow BC's charter boat operators and tidal angling guides to be world leaders in the occupation; and
- To establish a curriculum that will enable BC's angling guides and charter operators to achieve these standards; 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 identify and promote that BC's angling guides and charter operators are committed to providing the highest level of service and professionalism in the world; and
- To promote a high level of environmental sustainability and accountability for angling guides and charter operators on the coast of British Columbia; and
- To recognize the value and importance of the relationship between tourism and sport fishing in British Columbia, and;
- To initiate, organize and manage programs to improve the operations for lodges, operators and employees.

Definitions

Ambassador

-person who positively represents area, region, and country

Angling

- fishing

Client

-also referred to as passenger, customer, guest, or visitor

Charter Operator

- A guide who owns and operates the vessel utilized for fishing trips with clients.

Guide

- A person employed to conduct, supervise and assist others and to give information and instruction about points of interest and situations encountered.

Guidelines

- A set of criteria or specifications based on standards to be used or followed in the performance of certain tasks.

Marine

- of or pertaining to the sea; existing in or produced by the sea

Passenger

- a person carried on a ship by the owner or operator. When referring to sport fishing a passenger is often described as a guest, client or customer

Performance Standards

- are statements of the expectations or requirements for a critical element at a benchmark level. A performance standard may include, but is not limited to, factors such as quality, quantity, timeliness, and manner of performance.

Standards

-Standards outline the knowledge, credentials and performance required of an individual to be considered competent as Tidal Angling Guide.

Tidal Waters

- of, pertaining to, characterized by, or subject to tides, areas as characterized by Fisheries and Oceans Canada



SFI Best Standards and Practices

Tidal Angling Guide – Principles

The details herein are a summary of the requirements necessary for an individual to be considered an SFI Best Standards and Practices certified guide. These principles serve as a basis for Standards necessary to create a comprehensive and detailed program that leads to certification.

1. Knowledge and Certification

1. *A SFI Best Standards and Practices 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.*

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 by the Sport Fishing Institute of BC Association ("SFIA").*
- 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 and the SFI Sustainable Fishing Code of Conduct (yet to be defined).*
- 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 strictly abide by all laws regarding drug, tobacco and alcohol use at all times.*
- 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 strive to make positive, respectful comments regarding clients, the operation, competitors, co-workers, co-workers conduct or activity and management agencies.*
- 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.*

Contributors

Working Group

John Barton	Currently, the President of the B C Sports Fishing Guides Association serving 4 th consecutive year. Owns and operates a fishing charter vessel, John B, as part of the Bites-on Charter Group located at the Westin Bayshore Marina in downtown Vancouver. Licensed as a 60 Ton Limited Master.
Owen Bird	Director, Best Standards and Practices, Sport Fishing Institute of BC
Ward Bond	Owner, Island Outfitters, Victoria – carrying over 20,000 products from some of the finest fishing, outdoor, hunting and tackle manufacturers in the world. Operates charters out of Victoria and Port Renfrew on Vancouver Island
Paul Cain	Shearwater Marine Resort, Central Coast
Kevin Conway	Owns Coast Pacific Guiding and Outfitters. Providing guides for all the lodges in the Queen Charlotte Islands/ Haida Gwaii for over twenty years.
Vic Carro	Has been an angling guide in the Fraser Valley for the past 15 years fishing for salmon, sturgeon and fly fishing. In the past Vic has been a director of the Fraser Valley Salmon Society and currently is the President and Chair of the Fraser Valley Angling Guides Association, sits on the SFAC/FV sub-committee for angling ethics, Technical working group for sturgeon recovery, FFRAC and is a director of business for the Mission Harbour Authority and chairs the Mission Waterfront Improvement group.
Margo Cullen	Executive Director, Chatham Sound Charter Boat Association, member SFI and SFAB
George Cuthbert	Has been participating in public/recreational fisheries for most of his life. First employed by the Oak Bay Marine Group in 1983, George spent 19 consecutive seasons Guiding and Managing remote sport fishing and adventure destinations in northern British Columbia. Currently employed as Industry and Community Relations with West Coast Resorts; George is actively involved as a director of the Sport Fishing Institute of British Columbia and participates within the Sport Fishing Advisory Board process on the North Coast and Main Board levels.
Gil DiCesare	Has been fishing the B.C. coast since 1978 covering the coast from the Queen Charlotte Islands to the lower mainland. He has over 18 years of guiding experience, currently booking saltwater charters utilizing his online company Fishing BC Online for over 40 guides on Vancouver Island. Work with Pacific Salmon Foundation and is a long time member of the SFAB
Bernie Egan	West Coast Resorts, Lodge Manager, Queen Charlotte Islands, Central Coast and West Coast Vancouver Island
Rupert Gale	Has worked as a fishing guide and charter operator in the Stuart Island area for over 20 years. Recently he has been working for The Ritchie Foundation Fisheries Program on salmon recovery and sustainable fisheries issues in the recreational sector. He is also the Chair of the Campbell River Sport Fish Advisory Committee and sits on the SFAB executive.
Dave Gosnell	Has lived and fished the entire west coast over his lifetime. Spending summers and winters fishing in Port McNeil, Campbell River, Nitnat, and Victoria. A guiding background brought him to his current position with the Oak Bay Marine Group as Marine Operations Manager.
Phil Grassi	BC Sport Fishing Guides Association, Vancouver, BC
Barb Howe	Quinte Marine Services, Captain, Transport Canada Marine course provider
Deryk Krefting	Owner/Sales of Active Guiding & Tackle Ltd. Tackle and bait supplier for the Lodge/Guide industry.
John McCulloch	Grew up recreational fishing on Vancouver Island. For over 20 years he has worked with Langara Fishing Adventures as Vice President of Operations in the Queen Charlotte Islands, Haida Gwaii. He is a Northern Panel member on the Pacific Salmon Commission, a member of the SFAB Executive and a Director of the Sport Fishing Institute of BC.
David Murphy	President, Murphy's Sportfishing, Port Alberni and West Coast Vancouver Island
Martin Paish	Ex-Officio – Ocean and Marine Fisheries Division, Ministry of Environment
Wayne Saito	Ex-Officio – Ocean and Marine Fisheries Division, Ministry of Environment
Bill Shaw	Fisheries and Oceans Canada, Recreational Sportfish Coordinator, Pacific Region
Gerard St. Jean	President, St. Jean's Cannery. St. Jean's Cannery provides premium quality gourmet food products including processing of sport caught seafood.
Deane Strongitharm	City Spaces Consulting Ltd., Senior Associate, Board member Sport Fishing Institute of BC
Ted Walkus	Born into a commercial fishing family on the Central Coast of B.C. Started my guiding passion in 1969, in River's Inlet, where I was taught the finer points of patience. Through the teachings of my Father and Uncle I have been able to continue to apply these teachings today. I presently work for Good Hope Cannery and am also involved with the Hatchery Program on the Whonnock River.
Jim Wilson	Sport fisherman with 45 yrs. of Coastal, QC Island and Vancouver Island experience. Member of the SFI and Chapman Creek Salmon Enhancement Society.

Steering Committee

Don Radford	Area Director, South Coast, Fisheries and Oceans Canada
Ron Kadowaki	Director, Pacific Fisheries Reform, Fisheries and Oceans Canada
Jamie Alley	Director, Oceans and Marine Fisheries Branch, Ministry of Environment
John Willow	Executive Director, Tourism Development, Ministry of Tourism, Culture and the Arts (MTCA)
Aloak Tewari	Manager, Inspection Services, Transport Canada Marine
Rob Alcock	President, Sport Fishing Institute of BC, President and Owner of Delta Tackle
Marilyn Murphy	Executive Director, Sport Fishing Institute of BC