

Best Standards and Practices  
Tidal Angling Guide  
Standards Development  
November 2008



SPORT FISHING  
INSTITUTE  
*of British Columbia*

# Introduction

- Standards development to date is the result of combined efforts and contributions of a Working Group composed of more than 20 volunteer stakeholders from various backgrounds and locations along the coast.
- All efforts have been dedicated to making the document, course and certification program the best representation of guide and charter operator interests.
- The working group met several times during the period between our last AGM and June 2008. A Steering Committee composed of representatives from the Ministry of Environment, Ministry Tourism, Culture and the Arts and Fisheries and Oceans Canada provided additional review and comment during the process. Transport Canada has recently begun to participate in the Steering committee meetings.
- We look forward to continued input and counsel from the Working Group and Steering Committee and encourage anyone interested to please make contact or get involved as we work towards the certification program.
- Working to show **that BC's tidal angling guides are the best in the world!**

# Standards Development

## 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.

# Tidal Angling Guide – Principles

- **Introduction to the Principles document**
  - *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.*
- **Five main categories:**
  - **Knowledge and Certification**
  - **Operations**
  - **Customer Service**
  - **Stewardship**
  - **Personal and Professional Conduct**

# Principles leading to Standards, Curriculum and 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:
    - Safety Briefing
    - Client Comfort
    - Client Responsibilities
    - Client Expectations
    - 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.**

# Principles leading to Standards, Curriculum and Certification

- **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.

# Principles leading to Standards, Curriculum and Certification

- 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.

# Best Standards and Practices

## Next Steps

- Documents utilized for discussion purposes included a collection of existing documents created by the CTHRC – Canadian Tourism Human Resource Council. These have, in part, allowed discussion with the Industry Training Authority.
- Industry Training Organizations are designated to assist particular industries in the development process. Propel will guide us through the processes that will result in Standards, a curriculum and certification.
- Targeting full readiness for November 2009 with a challenge component available prior to allow experienced guides to be certified. Timing of development is set to coincide with the legal requirement of the Transport Canada - Small Vessel Operator Proficiency (SVOP) – November 2009.
- Program and process will be provincially and, potentially, nationally recognized.

# Best Standards and Practices

- Advantages will be many including purchase advantage and reduced insurance premiums – development of these aspects will continue through 2009. More specific details will be relayed during the year and at the SFI AGM in November 2009.
  - Access to confident employers and employees.
  - Marketing efforts will begin to inform the public and industry of the availability and worth of the program and the merits of a certified guide.
  - Creating a strong brand and reputation for the guiding industry in BC
- Along with the development of the Tidal Angling Guide curriculum and certification the SFI will be a one stop shop for information regarding what is needed, where to take courses and how to get the proper certification. From October 2009 registration for the Tidal Angling Guide Certification will be possible – news and updates will be provided leading up to that time.
- **The goal is to confirm that BC's guides are the best in the world!**

# Best Standards and Practices Summary

The SFI will confirm that **BC's Tidal Angling Guides and Charter Boat Operators are the best in the world!**

- **Accomplished by:**

- Setting standards the rest of the world will envy,
- Confirming and validating experienced guides in the industry,
- Establishing training strategies to help reach and exceed the standards
- Ensuring the standards are consistently met and maintained
- Providing the support and advocacy that ensures the program continues to be a model for the rest of the world

# SFI Best Standards and Practices Tidal Angling Guide

**It is not too soon to sign up or inquire!**

Call us at 604.875.0104 or 250.664.7201  
or by e-mail at [birdo@shaw.ca](mailto:birdo@shaw.ca)

Thank you!