

**For immediate release**  
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**go2 AND THE SPORT FISHING INSTITUTE OF BC ANNOUNCE PILOT  
FOR NEW TIDAL ANGLING GUIDE TRAINING PROGRAM**

***Call for Pilot Participants in Campbell River***

**Vancouver, BC** – go2 – BC’s tourism industry human resource association and the Sport Fishing Institute (SFI) of BC are pleased to announce a new Tidal Angling Guide training program to be piloted this October.

Coordinated by Propel™, go2’s industry training division, the new program was designed in close consultation with stakeholders including ex-officio government representatives, First Nations, lodge owners, independent anglers and guides. The program aims to establish best practices and standards for approximately 2,000 salt water (tidal angling) fishing guides in the province, ensuring the highest customer service and safety standards.

Encouraged and supported by the BC Ministry of Environment, Fisheries and Oceans Canada and Transport Canada, the provincial Tidal Angling Guide training program will be the first of its kind in North America. Anglers contribute \$7.5 billion to various economies in Canadian provinces and territories; \$1.2 billion within B.C.

“We have no doubt that BC’s tidal angling guides are the best in the world,” says SFI Best Practices and Standards director Owen Bird. “ We now have the certification model and training program to ensure best practices are passed on to new guides and a significant point of difference to market our salt water fishing experiences.”

A certification program and a large pool of certified guides will also enable the SFI, tourism operators, destination marketing organizations and the Ministry of Tourism, Culture and the Arts to promote sport fishing in BC as distinct from other destinations that do not have the same high standards of training, knowledge and professionalism among its guides.

Delivered in a classroom, online and in the workplace, the technical training portion of the program will take approximately 100 hours, with 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 training and final assessment and certification at the end of the season. The program will also include the Small Vessel Operator Certificate that will be mandatory for commercial operators as of November 7, 2009.

The first training pilot will start on October 5, 2009 in Campbell River. This part of the training will take approximately three weeks. There is no charge to participate, but participants must be endorsed by the SFI. Interested participants may visit [www.go2propel.ca](http://www.go2propel.ca) for more detailed program information or contact the Sport Fishing Institute of BC at 604.270.3439 or Owen Bird, at 604.875.0104.

"One of our goals at go2 is to help facilitate this type of collaboration so we can develop better skills within our industry and attract and retain workers," says go2 CEO Arlene Keis. "The new tidal angling guide pilot project is proof of what can happen when employers, associations like the SFI, and various government ministries work with us to identify training needs and solutions to filling these gaps."

**About the Sport Fishing Institute of BC (SFI):**

SFI is committed to the sustainability and protection of fish stocks and the continued growth of anglers' expectations and opportunities to enjoy the resource. A non-profit society, the SFI represents the interests of the recreational tidal fishing sector including lodges/resorts, charter operators, guides, tackle manufacturers, distributors, tackle shops, boat manufacturers, regional airline companies, and everyday anglers.

**About go2 & PROPEL**

Established in 2003, go2's mission is to assist the tourism industry address challenges in attracting employees and retaining its workforce in order to support industry growth. In 2007, go2 was sanctioned by the Industry Training Authority (ITA) to take on responsibility for implementing industry trades training for the tourism, hospitality and foodservices sector. A new division of go2, branded Propel, is responsible for the management of the Cook, Baker, and Meatcutter trades. It is also Propel's mandate to assess the need for new industry certifications. For more information, visit [www.go2propel.ca](http://www.go2propel.ca).

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