



SPORT FISHING  
INSTITUTE  
*of British Columbia*

## **NEWS RELEASE**

Sport Fishing Institute of British Columbia  
go2 – BC's Tourism Industry Human Resource Association

For Immediate Release  
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### **NEW TIDAL ANGLING GUIDE CERTIFICATION PROGRAM LAUNCHED**

**VANCOUVER—** BC's new Tidal Angling Guide (TAG) certification program will allow sport fishing enthusiasts to easily find the best saltwater fishing guides in North America, the Sport Fishing Institute of BC and go2 announced today.

"BC has long boasted the finest saltwater fishing experience in the world, now it can also confirm it has the highest standard of fishing guide certification, safety and customer service on the continent," said SFI president Robert Alcock.

Over the past three years, the SFI and go2 have been working to develop best practices, standards, assessment tools, and a comprehensive training curriculum for saltwater fishing guides in partnership with the Industry Training Authority, federal and provincial agencies, First Nations and representatives from across the sport fishing industry.

"This program is the first of its kind in North America and sets the BC sport fishing industry apart from other destinations," said Arlene Keis, CEO of go2, which is responsible for managing certification and assessment for BC's tourism, hospitality and foodservices industries.

The new made-in-BC program is voluntary and allows those working in the sport fishing industry or planning on entering the sector to obtain a provincially-recognized certification of proficiency and professionalism. More importantly, the new program will allow saltwater anglers and tourists who are seeking the services of a charter-boat operator or fishing guide to hire certified professionals who are fully trained in all aspects of passenger safety and customer service.

"While the TAG certification can't guarantee that customers will catch a fish, it will provide customers with the peace-of-mind that they are fishing with the best and safest guides in the business," said Alcock.

In conjunction with the launch of the program, the SFI has created a new membership category for certified Tidal Angling Guides. Under the new program, sport fishing businesses with as few as one certified guide will be able to acquire industry-appropriate liability insurance and apply for medical and dental coverage through the SFI's partner insurance provider.

The move is significant because many of the businesses in the sport fishing industry have small, seasonal workforces that, until now, have found it difficult or been unable to attain benefits coverage.

This is the first new tourism trade designation to be introduced in BC by go2 since it was granted responsibility in 2007 for tourism standards development. The organization has been working with industry sectors across the province to develop new certification programs or revamp existing ones to better meet their needs.

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The TAG certification program has the support of the provincial Industry Training Authority, Transport Canada, Fisheries and Oceans Canada, and the BC ministries of Environment and Tourism, Trade and Investment.

For more information about acquiring TAG certification, visit [www.go2hr.ca](http://www.go2hr.ca). For more information about the Sport Fishing Institute of BC's CTAG membership, visit [www.sportfishing.bc.ca](http://www.sportfishing.bc.ca).

### **About the Sport Fishing Institute**

The Sport Fishing Institute of British Columbia (SFI) is a registered, not-for-profit association representing the province's recreational fishing industry. The SFI works with governments, industry and stakeholder groups to protect fish stocks and ensure predictable, sustainable recreational fishing opportunities for all recreational anglers.

### **About go2**

go2 is BC's tourism and hospitality human resource association responsible for coordinating the industry's Workforce Development Action Plan, a key component of the industry's growth strategy. In 2007, go2 was granted responsibility by the Industry Training Authority to manage trades training standards for the tourism, hospitality and foodservices sector. go2 is responsible for the Professional Cook, Tidal Angling Guide, Baker and Meatcutter trades and works with tourism and educational partners to assess the need for new industry certifications. [www.go2hr.ca](http://www.go2hr.ca).

### **Media contacts:**

Owen Bird, SFI  
(604) 875-0104  
[birdo@shaw.ca](mailto:birdo@shaw.ca)

Lynne Henshaw, go2  
604-633-9787 x234 or 778-834-1735 (cell)  
[lhenshaw@go2hr.ca](mailto:lhenshaw@go2hr.ca)