

April 4, 2019

OTEC LAUNCHES FRESHWATER FISHING GUIDE AND AMBASSADOR PROGRAM IN NORTHERN ONTARIO

OTEC and Industry Partners Provide Professional Fresh Water Fishing Guide and Ambassador Programs to Prepare Individuals for Employment in Ontario's Fishing and Tourism Industry

OTEC is collaborating with 20 partners across four regions to support the Northern Ontario tourism and fishing industries

As part of OTEC's commitment to prepare job seekers with the skills and knowledge to advance their careers, OTEC has developed Freshwater Fishing Guide to support the Northern Ontario tourism and fishing industries. The program prepares individuals to conduct guided fishing trips while equipping them with the knowledge and skills needed to become exceptional Freshwater Fishing Guides and Ambassadors to their regions.

As part of Ontario's Northern Tourism Workforce strategy, the Freshwater Fishing Guide program will enable participants to become tourism ambassadors and deliver memorable tourism experiences at some of Ontario's most regarded and sought-after fishing destinations.

The program is being offered in four Northern Ontario regions:

1. Treaty 3 Territory and Sunset Country (including Kenora)
2. Superior Country and Thunder Bay
3. Nipissing Region and North Bay
4. Massey and Sudbury Region

This program includes a blend of in-class and on-the-job applied training based on the nationally recognized emerit Freshwater Fishing Guide certification. Participants will gain industry recognized and professional certifications in WHMIS, Service Excellence, First Aid/CPR and Safe Boating, safety and survival skills while developing skills in Heritage Interpretation and trip preparation.

Emmanuel Rey, OTEC's Manager, Education and Workforce Partnerships says, "Freshwater fishing is a major contributor to Northern Ontario's tourism economy, encompassing over 40% of the \$1.1 billion spent by overnight tourists visiting this region to experience some of the best freshwater fishing there is."

Thousands of jobs depend on attracting adventurers who want authentic fishing experiences, and OTEC's Freshwater Fishing Guide program is designed to support operators and guides in delivering memorable experiences. The program partners are pleased that this program has been endorsed by communities and businesses to support this growing industry. Through OTEC's Indigenous training and delivery partners, this program also aligns with Indigenous Tourism Ontario's 2020 strategy by building capacity, increasing economic opportunity and authentic products and services.

Through the generous support of Tourism Excellence North (TEN) and Destination Northern Ontario (DNO) which are contributing to participant travel costs, OTEC is pleased to bring this program to four initial training regions with key partners across Ontario including Destination Northern Ontario, Nature and Outdoor Tourism Ontario, Tourism Excellence North and Indigenous Tourism Ontario.

“We are hiring professional fishing guides who are able to offer our clients authentic fishing and adventure experiences” says Krista Cheeseman of Wilderness North, an adventure outfitter with lodges across Northern Ontario and based in Thunder Bay. “By working with organizations such as OTEC, we will help address some of the talent-shortages we are experiencing as a growing tourism supplier.”

Adventure outfitters, tour operators, guiding organizations and fishing enthusiasts wishing to develop their skills are invited to apply to the program by connecting with a local training hub, or directly with OTEC. Program details can be found at www.otec.org/fishing.

FRESHWATER FISHING GUIDE AND AMBASSADOR PROGRAM ONTARIO PARTNERS



For more information, please contact: Emmanuel Rey, Manager, Education and Workforce Partnerships, erey@otec.org; 416-622-1975 ext. 210, www.otec.org

About OTEC



OTEC is an Ontario-based independent, not-for-profit training, consulting & workforce development organization that delivers high quality, creative and branded solutions for the development and growth of a professional, skilled workforce. It is the leading source support for communities to build workforce capacity and for companies to attract, retain, and develop high performing employees and become Employer of Choice organizations. OTEC is the premier source for Customer Service and Leadership training and strategy development, Tourism Ambassador training, and certifications and education products and services for tourism, hospitality and service oriented organizations in a wide range of industry sectors both nationally and internationally.



About Tourism SkillsNet Ontario

With partners across Ontario, Tourism SkillsNet Ontario is a provincial, industry driven workforce development initiative led by OTEC, which enables stakeholders to develop collaborative strategies at the local level that align recruitment and training models with the skills needed by businesses. Leveraging HR technology for regional workforce development and fostering broad collaboration for focused results, this initiative is focused on developing the third pillar of the training and education system.



About Destination Northern Ontario

Destination Northern Ontario is one of 13 not-for-profit regional tourism organizations funded by the Ontario Ministry of Tourism, Culture and Sport. We are the largest tourism region in geography, the second largest in expenditure and the only region that includes sub-regions.



tourism excellence north
tourisme d'excellence Nord

About Tourism Excellence North

Tourism Excellence North (TEN) is a tourism development program for Northern Ontario, inspired in part by the success and impact of a similar program led by the Atlantic Canada Opportunities Agency (ACOA) in Atlantic Canada.

TEN is a suite of 10 training solutions designed to strengthen the ability of tourism operations to respond to changes in the marketplace, adapt to quality visitor expectations, develop innovative experiences that raise the bar on visitor value and deliver increased returns for operations and the destination as a whole.



About Indigenous Tourism Ontario

Indigenous Tourism Ontario (ITO) is a provincial non-profit and membership association which focuses on aligning and forming partnerships between businesses, associations, organizations, government departments, and industry leaders from across Ontario and Canada to support the growth of Indigenous tourism in Ontario and Canada while addressing the demand for development and marketing of authentic Indigenous experiences. The mission of NOTO is to enhance the quality, diversity and economic viability of the Nature and Outdoor Tourism Industry in Ontario.



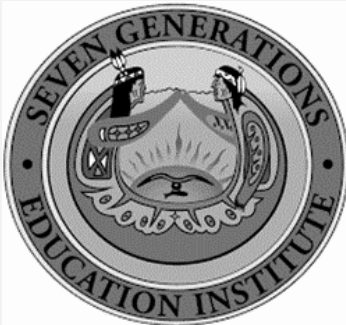
About Nature and Outdoor Tourism Ontario

Nature and Outdoor Tourism Ontario (NOTO) is an organization dedicated to proactive planning, development, and promotion of a strong nature & outdoor tourism industry in Ontario. NOTO is committed to: service to its members, protection and enhancement of resources and environment, high ethical standards in providing a quality nature-based outdoor experience for our guests and co-operation with other user groups in achieving our goals.



About Canadore College

Canadore College trains people through applied learning, leadership and innovation. It provides access to over 75 full-time quality programs and has outstanding faculty and provides success services to students from nearly 400 Canadian communities and 15 international countries. The College and its students add nearly \$244 million to Nipissing Parry Sound Service Area economy. Approximately 1,000 students graduate from Canadore each year, and they join 45,000 alumni working across the globe.



About Seven Generations Education Institute

SGEI is a recognized Indigenous Education Institute offering Secondary, Adult and Post-Secondary Education opportunities. Our campuses are located in Fort Frances, (Nanicoast) and Kenora (Manidoo Baawaatig). SGEI is dedicated to excellence in lifelong learning and empowerment through Language and Culture by providing community-based and student-centered learning opportunities for everyone.



**SAGAMOK
ANISHNAWBEK**

About Sagamok Anishnawbek

Sagamok First Nation is located on the north shore of Lake Huron. It is a beautiful community whose name means 'two points joining'. Sagamok's culture and language is Anishinabek and is made up of the Ojibwe, Odawa and Pottawatomi tribes. Also known as the Three Fires Peoples, the community members of Sagamok number well over 2000. A little over 50% of the membership lives on reserve, with the remainder living in urban locations. Sagamok is a place of rich stories, legends and history that derive from time immemorial. Once the summer camps of the original peoples who came down from Biscotasing, it is now the permanent home to many of those descendents. Sagamok is an ancestor based village that is known for its diversity, prosperity and growth.



About Superior Strategies

Superior Strategies is a 100% First Nation owned locally based Business committed to providing integrated strategies, practical solutions and measurable results. We strive to serve a variety of different sectors operating in Northern Ontario. Our clients include corporations, government, business, not-for-profit entities and First Nations/Aboriginal organizations. Our company name reflects our unique capabilities in strategically building (developing improved trust and business relationships) between Aboriginal peoples and the government, industry and corporate sectors to successfully develop new business ventures.



About Wilderness North

At Wilderness North, our passion for the great outdoors began with our love of fishing. Adventuring into the world's largest intact boreal forest is an experience we have always wanted to share with visitors from around the globe. With more than 250,000 lakes and 60,000 miles of river teeming with fish and ready to explore, Northern Ontario is the number one outdoor adventure destination in North America.