



# National Business Plan 2006 - 2008



## Canadian Coast Guard Auxiliary

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# Volunteers Saving Lives on the Water

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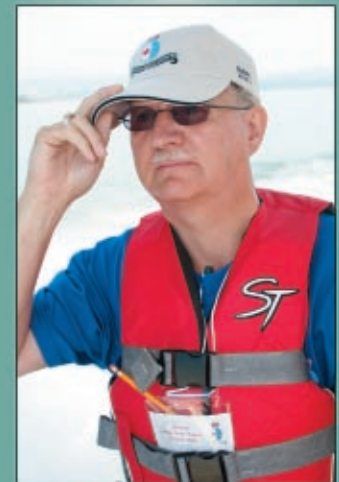


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# National Business Plan 2006 – 2008

## 1 Introduction

### CCGA National Office

The CCGA business plan describes the strategic initiatives of the Canadian Coast Guard Auxiliary (National) over the period 2006-2008. The plan is the result of on-going consultations with the five CCGA regional associations and reflects the long term goals found in the *National Strategic Plan*. We wish to thank the members and directors for their input.

Many of the initiatives included in the plan are conducted with the support and guidance of the employees of the SAR Branch of the Canadian Coast Guard in Ottawa. The CCGA National Office is very privileged to have access to the expertise and support of these partners and wishes to recognise their important contribution to the realisation of this business plan.

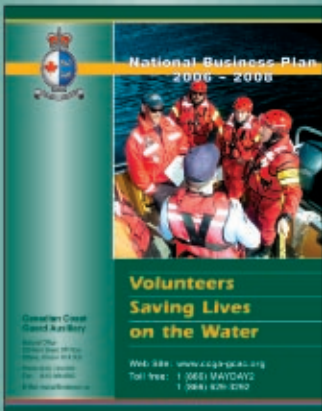
The plan was developed in accordance with the *Statement of Roles and Responsibilities* adopted by the CCGA National Council.

There are four major mandates covered by this plan. Within each mandate, the corresponding programs are described using the following elements:

- 1• Progress Report;
- 2• Objectives and Key Targets;
- 3• Priorities and Methods for the 2006-2008 Business Plan Period.

The four strategic mandates of the CCGA National Office are:

- 1• To provide Services to CCGA Members;
- 2• To run Marketing and External Communication programs;
- 3• To implement National Fundraising Initiatives;
- 4• To conduct Administrative Functions.





## 2 Services Provided to CCGA Members

One of the mandates of the CCGA National Office is to manage the national programs of the organization and provide services and support to the volunteers in accordance with the Statement of Roles and Responsibilities adopted by National Council.

### Internal Communication • Printed Publications

#### The Auxiliarist

*The Auxiliarist* is the national newsletter produced by the CCG HQ Branch to inform the volunteers of the CCGA and to promote the Auxiliary to friends, supporters and potential donors/sponsors. Cost of the publication is shared between the CCGA and CCG HQ.

In recent years, in order to reduce costs, the CCG and CCGA have mutually agreed to produce separate versions (French & English) of *The Auxiliarist* and to reduce the number of issues/year from 4 to 3. To reduce costs even further, the mailing of each edition is also combined with other material sent to CCGA members (*Uniform Order Forms, Annual Calendar, Annual Report, Training Logs, Insurance Summary, etc.*).

Over the previous business plan period, the newsletter was redesigned and upgraded. With the *National Web Site*, and the *CCGA Electronic Newsletter*, *The Auxiliarist* is a core element of the *National Auxiliary Internal Communication Programs* and supports the recommendations of the *CCGA Program Review Study* conducted in 2003.

#### Annual Calendar

The *CCGA Annual Calendar* is published and distributed to all members of the Auxiliary. It is also an integral part and an important incentive associated to two important fundraising programs: the *ISAR Sponsorship Program* and the *Associate Membership Program*.

The calendar is used to promote the CCGA in all five regions. It can be purchased during the annual *Associate Membership Campaign*. It is also used to cultivate corporate donors, sponsors and prospects by offering them advertising opportunities.

The Annual Calendar is a good window to display Auxiliary activities to the public. It provides a multiplying effect to the visibility of several events in which a lot of time and effort have been invested by CCGA volunteers.







The challenges for the Annual Calendar over the business plan period will be to reduce production costs and find economical and feasible ways to increase sales and distribution to a wider audience.

### National Guidelines

Updated, translated and published shortly after the signing of the *Contribution Agreement*, the *CCGA National Guidelines* are distributed to all CCGA members. A number of copies are in storage to respond to the needs of the five CCGA Associations up until the end of the current *Contribution Agreement*.

The new document is far more complete when compared with the previous editions and includes the following sections:

- National Guidelines
- Contribution Agreement
- Members MOU
- National Council Bylaws
- Towing Policy
- Award Program
- Fundraising Policy
- Uniform Guidelines
- MOU with USCG Auxiliary
- Insurance Summary



The CCGA is currently in the process of conducting a Governance Review Study. The results are susceptible to bring changes to the bylaws of all six Auxiliary Associations.

Following the conclusion of the study and the signing of the next Contribution Agreement, The National guidelines will be updated and a new set reprinted.

### Annual Report

The National Office publishes an *Annual Report to the Commissioner*. The Annual Report is inserted in *The Auxiliarist* and also distributed to all donors/sponsors and associate members.

The Report identifies the highlights and achievements of the Auxiliary for the previous calendar year and provides operational statistics on the following items:

- Members
- Vessels
- SAR Taskings
  - Lives Saved
  - Property Saved
  - Volunteer Hours
- Training Exercises
- Boat Shows & Public Events
- Safe Boating Programs
  - Safe Boating Campaign
  - Pleasure Craft Operator Certification
  - Courtesy Checks
  - Bobbie the Safety Boat
  - PFD Loaner Stations



As the CCGA heads towards the gathering of additional information to meet "Performance Measurement" requirements, the Annual Report is likely going to include additional information in the future.

### Press Clippings/Videotapes

The CCGA National Office provides a press clipping service to the members of the National Council. Copies of relevant newspaper and magazine articles are forwarded along with transcripts or copies of video & radio newscasts. The most significant articles and newscasts are also posted on the National Web Site.

The service covers articles and newscasts about CCGA activities and other news of interest to the Auxiliary. Press clippings and newscasts are also used when soliciting sponsors for CCGA events to demonstrate the visibility of these events to the public.

## Internal Communication • Electronic Publications

### CCGA National and ISAR Competition Web Sites

Since it was launched in 2001, the *CCGA National Web Site* has gone through a significant period of growth, both in terms of content and traffic (4 million hits in 2005). The site is updated regularly and is used as an internal and external communication tool.

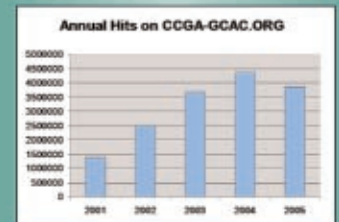
The site is currently ranking 3rd out of 170,000 sites listed in the worldwide Google search index when using the keywords "Coast Guard Auxiliary" and is ranking first out of 23,300 sites identified when the search is narrowed down to "Canadian sites only". The CCGA Web Site was awarded the "Very Good" rating after being evaluated by the "Canadian Web Award" in 2004 and 2005. It reached the "Excellent" rating in 2006.

A second site was created in 2003 to promote and support the Annual SAR Competition. The site provides important information to ISAR participants and will be updated and used again for the ISAR 2007 Competition. A new server has been purchased to accommodate increasing traffic.

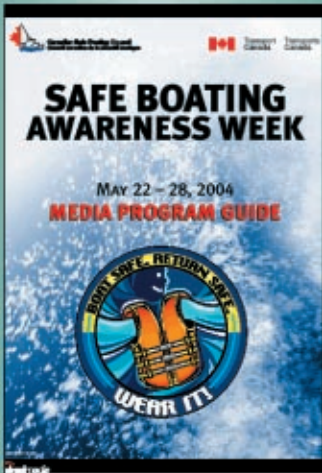
### E-Newsletters

The *CCGA Electronic Newsletter* was introduced in November 2003 and is e-mailed to CCGA members, directors, friends and supporters. It is a quick and inexpensive way to reach supporters, expose them to recent CCGA activities and provide them with links to the latest CCGA news and announcements which are posted on the National Web site.

The impact of the E-Newsletter has been noticeable on the traffic observed on the national web site. Immediately following an issue of the e-newsletter, a traffic increase of 30% is usually observed on the web site over a period lasting approximately 10 days.







The objective over the coming business plan period will be to publish 6 issues of the e-newsletter per year and to expand the e-mailing list on a continuous basis.

E-Commerce will also be introduced to facilitate on-line payment for purchases, donations and registration to events such as the ISAR competition.



## Insurance Coverage

The Canadian Coast Guard Auxiliary provides its members with basic insurance coverage including: Hull and Machinery Protection for their vessel and Indemnity and Group Accident for the members. The vessels are insured for damage or loss and the members insured against accidental death or disability while on authorized activity.

The CCGA National office is looking after the following items:

- Negotiation of Insurance Premiums;
- Update Insurance Coverage;
- Gather & Provide Data for Insurance Brokers;
- Publish Insurance Summaries and FAQs.

## Training

The CCGA National Office has been involved in a number of projects aimed at providing Auxiliarists with various training tools, documentation and opportunities to enhance their skills.

In the previous business plan period, Fundraising efforts by the National Office were successful in securing a two-year agreement with Exxon-Mobil Canada to fund the \$200,000.00 *Atlantic Canada SAR Training Program* for members of the CCGA in Newfoundland and Labrador and the Maritimes.

The office also collaborated to the translation of the PCCC Training Video developed by the Office of Boating Safety in the C&A region.

The office has also contributed to the development of the following tools:

- SAR Seamanship Reference Manual;
- National Training Standards;
- Training Logs;
- International SAR Competition.



## Safe Boating Activities

In partnership with Transport Canada and the National Search and Rescue Secretariat, the CCGA continue, to participate in Safe Boating initiatives:

### Annual Safe Boating Campaign (Canadian Safe Boating Council)

The Canadian Safe Boating Council is changing the formula for its annual Safe Boating Campaign. A media kit is being prepared. The kit includes radio and television PSAs, a series of newspaper articles on various safe boating topics and a videotape showing boating sequences.

The CCGA provides to the CSBC a list of local CCGA Boating Safety Specialists that can actively contribute to the campaign.

### Bobbie the Safety Boat

The implementation of the Bobbie the Safety Boat Program will continue with the development of additional tools for the CCGA Boating Safety Specialists. A new Bobbie Web Site will go on-line in 2006.

## National Awards

Since it was introduced in 2002, the CCGA *National Awards Program* has presented medals and certificates to 320 Auxiliarists. In addition, we have introduced a Long Service Medal to recognize members with 25 years of service.

The *National Award Committee* is made of three representatives (the National CEO, one Regional President, one CCG representative) and meets twice a year to review nominations.

The breakdown of medals by category as of January 31, 2006 is:

MEDAL	Number Awarded
Heroism	2
Exemplary Service	11
Leadership	23
Operational Merit	20
Humanitarian	6
Administrative Excellence	21
Long Service	237
<b>Total</b>	<b>320</b>

PLEASURE CRAFT COURTESY  
**Free CHECKS**  
FOR YOUR RECREATIONAL BOAT

**Get a "Check", not a Rescue!**

A Pleasure Craft Courtesy Check (PCCC) of your boat's safety equipment may not only save you money but also make all the difference to your boating season.

Your PCCC is provided free of charge by Boating Safety Specialists of the Canadian Coast Guard Auxiliary and Canadian Power & Sail Squadrons, two of the nation's premier volunteer boating safety organizations.

Your Boating Safety Specialist (accredited by Transport Canada) will assist you in determining if your vessel meets the minimum legal boating safety requirements as well as provide advice on additional safety considerations.

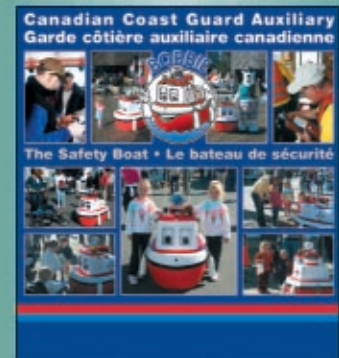
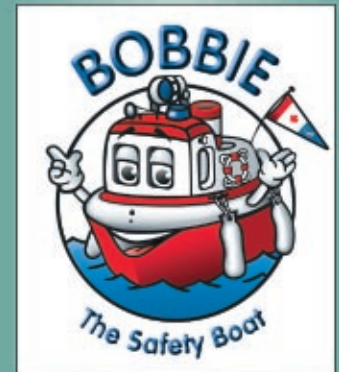
Upon completion of the Courtesy Check, you will receive a written review of the safety items on your boat and recommended improvements (if any) that will help you prepare your boat for the season. If your boat meets the minimum legal requirements, a PCCC decal is provided.

Take the time to request a Pleasure Craft Courtesy Check today. You may not only save yourself an expensive ticket but also make for a safe and enjoyable season this year.

Request your PCCC on-line today at [www.ccgga-ca.com](http://www.ccgga-ca.com)  
Canadian Coast Guard Auxiliary  
Volunteers Saving Lives on the Water

This program is provided as a courtesy of Transport Canada and the information you provide is not used for enforcement. Data collected from courtesy of radio tower Transport Canada. Photos courtesy of Bobbie the Safety Boat.

Transport Canada / Transport Canada / Canada







In 2006, the CCGA will initiate the application process to have the *CCGA National Awards Program* approved by Government House.

## Uniform

The Uniform Committee meets annually to review proposed changes to the *CCGA Uniform Guidelines*.

A number of proposed changes submitted by the Committee in 2003 were adopted by the CCGA National Council. Additional amendments have been suggested and will be discussed over the next Business Plan period. The proposed changes will be forwarded to the CCG for approval.

# Volunteers Saving Lives on the Water

