

# Dolphin

Canadian Coast Guard Auxiliary Pacific Region



Volunteers  
Saving Lives  
on the Water

## Summer 2007

Vol 17, No 2

[www.ccg-a-p.ca](http://www.ccg-a-p.ca)

## ***Dolphin Submissions***



Send us stories of SAR incidents, donor contributions, boating safety/education initiatives, special events, vessel dedications, unit member profiles or any other CCGA-P activities.

Remember to send your pictures as high resolution files.

Please email your submissions to [dolphin@ccga-p.ca](mailto:dolphin@ccga-p.ca)  
or by mail to:  
Special Projects Officer  
25 Huron Street  
Victoria, BC V8V 4V9



Photo courtesy Kellei Baker

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## Dolphin

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www.ccg-p.ca

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## To all Coast Guard Auxiliary members and our supporters

It's my pleasure to give all of you some background on a few of the exciting changes and initiatives that the CCGA-P is moving forward with, as well as some of what has happened in the organization during the last six months.

First, with the help of Coast Guard here in Pacific Region we have applied to the New SAR Initiatives Fund for a grant that would fully develop training curriculum for both boating safety members and SAR members.

This grant would help us to develop training materials for all of our activities for the entire Coast Guard Auxiliary across Canada. We hope to develop distance learning tools that will help with training in isolated communities throughout Canada. With the exception of our own locally produced crew training manual, Coast Guard's RHIOT school, and our new advanced crew module there is nothing else available to us, so we are looking forward to beginning this new process.

Second, again with the help of our Coast Guard here in Pacific Region, we have instituted a safety management system. This system, which all maritime organizations must have, will make all of our operations much safer than they were previously. Each process that we have in our operation is evaluated against a standard. We are in the process of developing that standard now and it should be available by some time in September. Once the standards have been developed and circulated we can begin to audit ourselves against that standard.

Once an area of operation or unit has been audited it receives a certificate of compliance from the auditor. This is a great process because it's a no fault system; once an area or shortfall is identified then all parties work to rectify the issue, be it equipment, training, or paper process. The Canadian Coast Guard currently operates with this system and it creates certainty for the Rescue Coordination Centre when they task resources which are certified.

The third achievement was that of the Victoria Marine Rescue Society. Many years ago a Coast Guard study known as the Mc-

Nish Report recommended an all-weather lifeboat in Victoria. The Victoria society has now ordered a 12-metre, rollover capable, twin diesel, jet powered lifeboat from Titan Industries. This vessel should create for us a class of lifeboat that will be as capable as the current Canadian Coast Guard 47-foot lifeboat and form one of three classes of vessels we hope to standardize within our fleet. This vessel will be a major move forward for our organization in its size and complexity. The Victoria unit is busy training to 60 ton tickets and water jet handling. This vessel will join the *White Rose of Yorkshire* as our second all-weather lifeboat.

Finally, let me leave you with some observations from the World Maritime Rescue Congress that Malcolm Dunderdale, Stan Warlow, Jim Lee, Scott Baker, Kellei Baker and I attended.

Volunteer marine search and rescue is alive and well throughout the world. Each group is proud of their achievements and there are no limits to what each has accomplished and to what they are achieving. They run and manage fleets of 8.5-, 11-, 15-, 18-, and 20-metre rescue craft, some with 2,000 HP. Their training is comparable to ours, with perhaps a stronger component of electronic navigation; however, our commitment is comparable to that of any other group. The only difference is the vessels that we are collectively using, and our fast rescue craft are as capable as any of theirs. The entire world seems to have moved to water jet propulsion for their larger RIBs. Most of the world is looking at simulators to teach and validate their members, and our new one should be delivered to Victoria early this fall with trials scheduled for the fall and winter.

As members of the CCGA-P you should be proud of the progress we are making in a changing world and if we progress as we plan to, we should be second to none in the delivery of our programs of boating safety and search and rescue.

Bruce Falkins  
President, CCGA-P



Every four years the International Maritime Rescue Federation (IMRF) holds a conference that brings together the world's maritime search and rescue community for an exchange of information and sharing of ideas. As part of a CCGA-P initiative, Scott and Kellei Baker have been working on the IMRF website and in exchange for their contribution they were invited by the IMRF to attend this most recent congress, held in Göteborg, Sweden, from June 4-7. Both Scott and Kellei are now keen to share some of the key points they learned from the congress with others in the CCGA-P.

The sheer volume of information available at this type of gathering made it impossible to capture everything that transpired. However, there were two main themes that have direct application for the CCGA-P: marketing/fundraising and training. In an attempt to gather as much information as possible on each of these topics Kellei and Scott split up and each focused on one of them. Their individual reports start on page 20.

On Sunday, September 23, the CCGA-P will be holding its 29<sup>th</sup> Annual General Meeting in Nanaimo at the Coast Bastion Inn. The meeting will begin at 3:00 pm and is open to all active CCGA-P members.

Traditionally, the CCGA-P AGM has been held in February in tandem with the annual training conference. In order to make the organization's audited financial statements available to the membership in a more timely manner, the CCGA-P Board of Governors voted to move the business meeting to September. While no official changes have been made to the training conference, the CCGA-P Management Team is currently reviewing various options to ensure that the event is relevant and that as many members as possible are able to attend.

For more information on the September AGM, please log on to the CCGA-P website and go to: [http://www.ccg-pacific.org/ccga-p/resources/aggm/aggm\\_fall\\_2007.php](http://www.ccg-pacific.org/ccga-p/resources/aggm/aggm_fall_2007.php)



The Coast Bastion Inn is centrally located in Nanaimo at 11 Bastion Street. Because the event takes place in a single day no guest rooms have been set aside, but active CCGA-P members interested in accommodation can make a reservation by calling 1-800-716-6199.

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### New Member Packages

When new members join the CCGA-P, their unit leader is responsible for ensuring that all of the appropriate documents are sent to the head office. The following forms are needed to sign up new members:

- membership application
- group accident insurance form (send back one copy)
- Memorandum of Understanding (send back the white copy of page 9)
- volunteer probationary contract
- pleasure craft operator card (copy) or registration form (two copies)
- consent for disclosure of criminal record check
- junior membership permission form (for junior members)

Once these forms are received by the head office, a membership number will be assigned and a package will be sent to the unit leader for the new member. Please be aware that new members may NOT crew on any CCGA-P vessels until this package is received from the head office.



On June 5, members of CCGA-P Unit 58 French Creek were tasked to assist a grounded vessel in Bull Passage, along with Coast Guard and Vessel Assist. The vessel was refloated after 10 hours!

### U.S. Coxswain Academy

The United States Coast Guard Auxiliary runs an academy for their coxswains in Homer, Alaska, and for the past two years members of the CCGA-P have attended

their week-long training course in exchange for a seat at the Canadian Coast Guard's RHIOT school in Bamfield.

This year's course was attended by CCGA-P Unit 1 Howe Sound Unit Leader Mike Cupit. While Mike was expecting training in pacing, search planning and execution, and risk management (among other topics) he wasn't expecting the opportunity to put these skills to the test so soon during an on-water exercise. The following page gives details of the incident Mike took part in during which 13 individuals were rescued from a sinking charter vessel. Kudos to Mike and the rest of the crew of United States Coast Guard Auxiliary vessel 275594!

On a final note, it's always nice to hear from our "clients". In this case, we received a letter from an individual who was assisted by CCGA-P Unit 27 Nanaimo on May 8:

On the above stated date I put my 30-ft sloop aground while entering Nanaimo Harbour. I want to thank everyone involved in getting us hauled off. The radio operator who took my may-day, the harbour boat that stood off, and in particular the crew of Coast Guard volunteers who pulled us off with their inflatable. The whole operation was done in a very professional manner, except for my part of course.

Thanks again – we would have been in a sorry mess without you.

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## 13 rescued from sinking charter boat

The United States Coast Guard Auxiliary in Homer Alaska, on April 25 rescued 13 people from a sinking charter vessel. The District 17 Coxswain Academy was on the water with two auxiliary non-standard boats doing towing drills when the call was heard about a vessel taking on water. Auxiliary vessel 275594 a 27' Safeboat responded, being the fastest platform with two 250hp outboards. The twenty mile transit was made at 40 knots and 275594 arrived on scene to a 40-foot charter vessel with 13 people aboard making way at about 6 knots with the rear deck awash and all passengers on the forward deck trying to balance the boat's movement. The Auxiliary vessel came alongside the stricken vessel and eleven people, all the passengers, were pulled aboard to the forward deck of 275594. The stricken vessel started to roll over on its side within 30 seconds after the last passenger was removed. Auxiliary 275594 moved away to clear the sinking vessel and the two remaining people, the master and his crewmember climbed the hull as it rolled. 275594 then approached again and nosing up to the overturned vessel pulled the two remaining survivors aboard. Within a minute of the last survivor boarding Auxiliary 275594 the stricken vessel sank. The sunken vessel's life raft deployed and broke the surface approximately one minute later. At this time the USCG Cutter *Roanoke Island* arrived on-scene and its small boat was deployed and all the survivors were transferred from Auxiliary 275594 to the *Roanoke Island*. All hands from the sunken vessel were transported safely back to Homer Alaska, shaken but unharmed by the experience. No members of the sunken vessel entered the water.

The members of 275594 were Shane Taylor – coxswain, from Anchorage; Ray Miller – crew from Fairbanks; Richard Liebe – crew, from Anchorage; and Michael Cupit – crew, from Vancouver BC a Canadian Coast Guard Auxiliarist attending the District 17 Coxswain Academy as an exchange student.

Stewart Sterling  
District 17 DSO-CS  
United States Coast Guard Auxiliary



Members of the United States Coast Guard transfer the victims from Auxiliary 275594 to the USCG Cutter *Roanoke Island*.

*Photo courtesy Stewart Sterling*



CCGA-P Unit 1 member Mike Cupit stands on the bow of United States Coast Guard Auxiliary Safeboat 275594.

*Photo courtesy Stewart Sterling*



### ISAR 2007

On September 28 & 29, the Canadian Coast Guard Auxiliary – Central & Arctic will be hosting the 7<sup>th</sup> Annual International Search and Rescue Competition in Toronto. Six American and six Canadian teams will compete in a number of events including VHF radio protocols, line throwing, life ring use, knots and splices, and the de-watering pump, as well as a mystery event. The CCGA-P is holding a regional SAR competition on August 25 to determine which Pacific Region members get to take part in ISAR.

2007 will be the last year for the International Search and Rescue Competition between the Canadian and United States Coast Guard Auxiliaries. While the event is an excellent opportunity for these two organizations to share training techniques and SAR advice, rising costs have made participation difficult for both organizations. In the coming year CCGA National will be investigating various options for a new format SAR competition.

### ARTE Re-organization

The Advanced Rescue Trainer Evaluator (ARTE) team has proven in the past to be a very important group in delivering advice and training for many units.

Mark White from Unit 35 Victoria has taken on the task of re-vitalizing the ARTE team. The challenge for the ARTE group will be the impact on the need potentially for the Small Vessel Operator Proficiency

(SVOP) and SEN Limited certification as these certifications will be required for all ARTE members in order to be able to deliver the ongoing services to units in need.

### Simulator Project

Simulator Project Coordinator Thomas Kerr and his team have been working hard to ensure the full mission simulator is ready for October's SARSCENE, which is being held in Victoria (see page 11 for further details on the event). Once the simulator arrives at the Victoria Coast Guard Base and passes a site acceptance test, instructor training will begin, and coxswain training will follow shortly thereafter. The core course that is under development for the full mission simulator is the 4-day Arrive Alive course, which is a combination of full mission simulator, online simulator (NETSIM), Starpath radar simulator, classroom, and on-water training.

The NETSIM is also near completion and will soon be available for crew level training.

### Training Direction

As the CCGA-P continues to grow and more units acquire enclosed cabin vessels, our training standards and supporting programs must be continually updated to reflect this growth. An enclosed cabin on a rigid hull inflatable vessel reduces environmental and geographical situational awareness, which increases the need for basic electronic navigation training. The present training

### RHIOT Update

The 2007-2008 RHIOT season is quickly approaching. RHIOT co-ordinator Maurice Cherneff has been busy this summer organizing pre-RHIOT evaluations for this year's RHIOT candidates. We are hoping that by the end of September most RHIOT candidates will have completed their pre-RHIOT evaluation. RHIOT packages will be sent out to candidates in the next few weeks and will include tentative course dates, instructions for medicals, and pre-RHIOT study packages and exam. Candidates that do not receive a course date at this time will be put on a standby list.

CCGA-P was allocated 24 RHIOT seats this year, down from 30 seats in 2006. Demand for these spots is high. Unit leaders are asked to notify the office if there have been any changes to their candidate list over the summer, or if their need for unit coxswains has increased. Candidates are selected based on unit need, regional priorities and individual candidate applications. If you have any questions regarding RHIOT, please contact Leslie Manns at 250-480-2798.

On Saturday April 28, CCGA-P Unit 14 Gibsons hosted a SAR Exercise. Participants included CCGA-P Units 1 Howe Sound, 2 Indian Arm, and 12 Halfmoon Bay, as well as the Coast Guard hovercraft Penac and local ground search and rescue crews. Here, a "patient" is transferred from a CCGA-P vessel to the hovercraft.

*Photo courtesy Kellei Baker*





programs under development (NETSIM and full mission simulator) will be essential for safe navigation training when they are implemented.

Crew certification options are currently being investigated by CCGA National, and proposed courses such as Transport Canada's Small Vessel Operator Proficiency course are being put forward as possible requirements for all CCGA coxswains. If mandated, the Pacific region will ensure the course acts as a supplement to existing CCGA-P training, and not a replacement.

All active CCGA-P members will be kept up-to-date on any developments within the training program over the next few months. If you have any questions, please email the CCGA-P Training Manager at [training@ccga-p.ca](mailto:training@ccga-p.ca).



At the end of the Gibsons SAR Exercise, crews were debriefed and then participants posed for a group photo. Gibsons Unit Leader Gord Cudlipp (pictured standing, seventh from left) managed the organization for this day of combined search and rescue exercises.

Photo courtesy Kellei Baker

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This past Canada Day marked the end of an era in Canadian maritime history with the grounding of the *Robertson II* off Saturna Island. The “Robbie” was the last of the sailing schooners to fish the Grand Banks and for many years was a fixture here on the West Coast introducing thousands of young mariners to the magic of the sea.

As Safety Manager it also brought home the ever present dangers we face whenever we are on the water. As an organization the CCGA-P continues to be at the forefront in training. Many of our new members do not come from a maritime background so it is only by providing consistent and qualified training programs that we can assure our number one priority, safety of the crew.

You will have heard over the past few months of new and challenging standards that we are expected to live up to as a group. What this really means is we have the opportunity to show everyone just how professional and dedicated a group we are. As the world continues to change, things such as unit safety audits, certified crew competency levels, vessel classes, and certified vessel standards will be a reality.

One of the first major projects in the safety management area is the creation of our safety manual which will clearly outline all aspects of the CCGA-P Safety Management System and provide the basis for both internal and external auditing to verify our position in the Canadian maritime search and rescue (SAR) system. This will also give the units a clear reference point to ensure we are ready and able to respond as a prima-



*The Robertson II, a 67-year-old heritage schooner, ran aground on a reef off Saturna Island on July 1. While none of the half-dozen crew members and passengers was injured the vessel, which previously belonged to the Sail and Life Training Society, sustained serious damage.*

*Photo courtesy Stu Worthington*

ry asset within the SAR system. This will be in place within the next few months and is designed to be a living document with all of your comments and suggestions welcomed. It also provides for any changes the future may bring.

As the new member of the Management Team I must tell you all how fortunate we

are as an organization to have the caliber of people serving as Manager of SAR/Operations, Training, Boating Safety, Human Resources, and Financial Development and Public Relations. As a group we need your input and most importantly your continued participation and support as we continue to earn our place as a primary asset in the Canadian Maritime SAR System.

The environment we operate in comes with inherent risks – please help us eliminate those which are unnecessary and limit the potential of those we cannot escape.

Be safe,

Stu Worthington  
Safety Manager

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Boating safety is an important part of the Canadian Coast Guard Auxiliary program and it provides a great service in educating the public, both adults and children. However the reality of the situation is that a unit **MUST** support this program for its survival. The hidden value for a unit that provides a solid boating safety program is the public relations, image, and support it creates in the community. This image enhances the unit fundraising efforts as well as its membership recruitment and provides opportunities that will fuel the mandate of saving lives on the water and providing boating safety education.

In short, for any unit, your boating safety program is as important as your SAR contribution. The cycle begins with a solid boating safety program. Unit 60 Comox has taken the approach that includes three aspects – presentations, displays, and the use of special boating safety programs. All of this is combined with the local approach of “Community Volunteers – working for the Community”. This has resulted in huge benefits for this unit.

Presentations are done on a regular basis to local dragon boat clubs, service clubs, community organizations, yacht/sail clubs, and schools. Static displays are used when attending mall and other community events such as marine awareness week, the outdoor show, Canada Day, Nautical Days, and a host of other events that allows us to interact with the community. In both our presentations and displays we are utilizing some of the special boating safety programs such as Bobbie, Putka the Safety Bear, pleasure craft courtesy checks, Kids Don’t Float, and the auxiliary provided handouts. Over the last year we have developed a unit brochure that includes the small vessel regulations and started a safe boating program that allows us to approach boaters on the water to deliver our message. We are also working on a Kids Don’t Float loaner station and a 4’ x 8’ boating safety message sign for our rescue station. All of these approaches and the use of various programs to support them are geared at delivering our boating safety message to the community.

The direct result is that we are seeing dragon boat teams going out to practice with “go bags” that include safety equipment including a waterproof VHF radio and with



*Putka the Safety Bear (Mark Purcell) spreads the boating safety message at a Comox school on June 27. With Putka is Unit 60 member Sheila Cameron.*

procedures for a capsized. We are receiving donations from individuals and clubs after our SAR missions because the community members are better educated on our programs, our message, and what we bring to the community. We are getting phone calls from parents after a school presentation saying “we get the message – our son has been running around the house shouting KIDS DON’T FLOAT”. Membership has increased and fundraising efforts have increased, all of which allows us to put more effort into our boating safety education programs and our SAR preparation.

The reality of the situation is that every auxiliary unit is here to support their community and each unit needs their community support in order to survive in order to fulfil their mandate of saving lives on the water. In our case, the survival and real contribution our unit makes to our community, hinges on this cycle. Boating safety is a key part of this cycle.

Brian Cameron  
Unit Leader, Unit 60 Comox

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**Doug Robinson F.I.C.B.**

CCGA-P Coxswain Unit #36 Brentwood Bay

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Well! I have a lot to report and not a lot of space to do it credit! I was honoured and very fortunate to attend the World Maritime Rescue Congress in Göteborg, Sweden. This was followed by an opportunity to go to the Netherlands to get a first-hand look at their volunteer marine rescue organization, and further to attend the RNLI college in Poole, England to get a look at their training institute. Perhaps the best way to write about this experience is to take it country by country.

### Sweden

This was the host of the World Maritime Rescue Congress. Here I attended several informative workshops which opened my eyes to the fact that volunteer search and rescue is generally the way most countries operate, and with extreme success. There were 36 maritime nations represented at the conference, all of which were the primary marine SAR resource in their particular area, and all of which were volunteer.

One workshop of particular interest to me was on “human factors” – those factors that play the most important role in how crews respond in SAR conditions. Research data was presented to show that SAR crews demonstrate fairly predictable behavioural patterns during a mission. Most notable was that the highest risk time for SAR crews comes near the END of the mission, as they are returning to base. I will expand on this later in much more detail, but please be aware that the mission ain’t over ‘til it’s over! All rules of good seamanship continue to apply after the adrenalin is spent.

While in Sweden, we had the opportunity to view, ride in, and drive many SAR vessels from Sweden, Denmark, Iceland, England, and Finland. They all had one thing in common – they were all jet drive boats. They ranged from 8 to 20 metres and were all very sophisticated boats. I had the opportunity to drive the 12-metre Swedish boat. It is twin jet drive with “drive by wire” capability – all joy-stick operated. Their 20-metre boat has similar capabilities.

The Swedish SAR system is entirely volunteer driven. They run 5-metre hovercraft, 8-, 12-, and 20-metre jet drive SAR boats, and even have their own helicopter capability! While at the conference, I was really impressed with the global focus on SAR pre-

vention. The Norwegians have gone so far as to help in producing a weekly TV cartoon show devoted to water safety for kids. It is, in Norway, as popular as the Simpsons are here! I can’t say enough about the Swedes! They not only hosted a wonderful, informative conference, but they were very open and generous about their equipment and training.



*Photo courtesy Kellei Baker*

### Netherlands

Wow! In my opinion, the Netherlands has the most effective SAR boats I have seen. They run 12-, 15-, and 18-metre RIBS – all jet drives. I had the opportunity to drive the 15- and 18-metre boats, and to attend a one-day version of their jet boat driving school. I also attended an offshore training exercise on one of their 18-metre RIBs. Although I went there as a skeptic, I am now a devout convert to the jet drive. The Dutch, as the Swedes, generally use the Hamilton Jet Drive system. The British are likely going to go the same route. These vessels are extremely user friendly. In less than half a day, I was able to do everything (and more) with a RIB than I ever did at RHIOT – and that is with a 15-metre boat!

Holland was so very generous in sharing their boats, their knowledge, and their administrative systems with us, and I can’t

thank them enough. We are hoping that one of their training officers will be visiting us this fall.

### England

Here we attended the RNLI training college. This is a full-scale training institute in Poole, and quite frankly, it is second to none. They provide their volunteers with 41 different courses, full accommodation, and certification. My interest here was their leadership training course. They run all their potential coxswains through this 5-day practical workshop. Here they assess leadership style, and NOT with a view to training toward one style. They assess the individual style of every student then train him taking into account his particular style.

Overall I was immensely impressed with the pure generosity of all of the venues we visited. They are all more than willing to share their experience, expertise, and course content. It is very refreshing to see the extent to which they see us as equals. I came away from the experience with a deep appreciation of the global connectedness we have with other international brothers and sisters whose primary interest is saving lives at sea.

I have been honoured and privileged to have been invited to attend the facilities in these countries. I plan to take what I have learned there and bring what I can home to us all. From what I learned in Europe, we are doing very well here. We are probably ahead of the game in crew training, and maybe into the advanced crew level. I think we are a bit behind in the area of leadership training. I further believe we have a lot to gain from maintaining the spirit of cooperation that clearly exists between all these groups and taking the best of what Europe has to share with us.

Jim Lee  
Human Resources Manager



## SARSCENE 2007 coming to Victoria

On October 17 to 21 Canada's only national search and rescue event is coming to Victoria. SARSCENE is an annual SAR conference hosted by the National Search and Rescue Secretariat. It features presentations from Canadian and international experts, exhibits, demonstrations, games, tours, and special events. About 700 delegates are expected this year, including provincial and territorial emergency programs responsible for search and rescue, volunteers, Canadian Forces, Canadian Coast Guard, police services (including the RCMP), Parks Canada, Transport Canada and Meteorological Service of Canada. Specialists in search and rescue prevention, technology and training attend as delegates, speakers and exhibitors.

The Canadian Coast Guard Auxiliary - Pacific has reserved a booth for this event, and the full mission simulator will be available for tours at the Victoria Coast Guard Base.

This year's conference is being co-hosted by the British Columbia Provincial Emergency Program, in association with the

British Columbia Search and Rescue Association. PEP is currently searching for volunteers to help make the event a success and have asked that interested individuals sign up as soon as possible.



There are a number of exciting volunteer opportunities available at SARSCENE, including the following:

#### SARSCENE Games:

- Timekeepers
- Scorekeepers
- Area security

#### Opening Ceremonies & Sessions:

- Sessions coordination
- First aid

#### SAR Demonstrations:

- Vehicle displays
- Silent auction

#### Miscellaneous:

- Sponsorship activities
- Guest programs

Volunteering for SARSCENE is a unique opportunity for CCGA-P members to participate in an internationally acclaimed search and rescue conference. If you are interested in volunteering for these or the many other available positions, please contact CCGA-P Operations Assistant Leslie Manns at [leslie.manns@ccga-p.ca](mailto:leslie.manns@ccga-p.ca) or at (250) 480-2798.



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## Highlights

### Panel Discussion

The CCGA-P's 28<sup>th</sup> Annual Training Conference began on Friday, February 23 with a panel discussion on marine search and rescue equipment and products. Representatives from Madesco Technologies, Mustang Survival, Shockwave, Titan Inflatables Ltd., and Yamaha were all on-hand to discuss their products and to answer any questions about them. Naval architect Ivan Erdevicki also gave a presentation about his work; specifically, he focused on his designs for CCGA-P Unit 35 Victoria's new 40-foot closed cabin rescue vessel.

### Training Day: Saturday, February 24

The training day opened with a plenary session that included three guest speakers who covered a range of topics. The keynote speaker was Ian Ventham, Corporate Services Director of the Royal National Lifeboat Institution (UK) who asked the question "What's so great about volunteers?" (the answer: everything!). Ian was followed by National Search and Rescue Secretariat Executive Director Jean Murray, who spoke about the future of Search and Rescue in Canada. The final speaker was Bruce Miller, District 13 Commodore, United States Coast Guard Auxiliary. Commodore Miller gave an overview of the U.S. Auxiliary's recruitment, retention, and mentoring members program, a timely topic for all CCGA-P unit leaders.

Conference participants then broke into three groups and rotated between three



*Key Elements of Success Workshop: Gerry Keeling, Chief Executive Officer of the International Maritime Rescue Federation, spoke about the importance of volunteers. Gerry's co-facilitators for the workshop were Ursula Cowland, Director of the Gaming Policy & Enforcement Branch (second from right), and Melissa Gervais, CCGA-P Manager of Financial Development and Public Relations (third from right).*

*Photo courtesy Kellei Baker*

training workshops. Workshop A, "Future Directions" was led by Ian Ventham (RNLI), CCGA-P Human Resources Manager Jim Lee, and CCGA-P Unit 74 Kitkatla members Ken Innes and Roberta Barker. Ken and Roberta's honest account of the struggles faced by northern units like their own touched so many Auxiliary members that the CCGA-P Northern Mentorship Program was devised that weekend.

Workshop B, "Boating Safety" was led by Bruce Miller (U.S. Coast Guard Auxiliary), CCGA-P Manager of Boating Safety

Neil Goldsmith, CCGA-P Unit 25 member Ellen Reid, and Transport Canada Boating Safety Officer Mike Mitchell. A highlight of this workshop was a showing of the children's boating safety video *Moby the Safety Dog*, which was created by members of Unit 25 Gulf Islands.

Workshop C, "Key Elements of Success" was led by Gerry Keeling, Ursula Cowland, and Melissa Gervais (pictured above).

## Thank You!

*The following organizations and individuals supported the CCGA-P Training Conference through our silent auction and coffee break sponsorship program. Their support funded a significant portion of the event.*

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Thrifty Foods  
Titan Inflatables  
Units 39, 59, & 68  
Vancouver Port Authority  
Wedgewood Hotel & Spa  
Yamaha Motors



**Awards**

Once again the CCGA-P was honoured to have a number of special guests at the Saturday evening awards banquet. In addition to the various speakers that gave presentations and facilitated workshops during the training day events, Rear-Admiral Roger Girouard of the Pacific Fleet and British Columbia's Lieutenant Governor Iona Campagnolo attended the awards banquet and dinner. Her Honour gave a heartfelt speech during which she recognized the outstanding dedication and commitment of our volunteers.

Her Honour then proceeded to hand out the night's awards, along with CCGA-P President Bruce Falkins and CCGA National President Malcolm Dunderdale. Certificates for new vessels were also handed out by Rear-Admiral Girouard for five new vessels in the Pacific Region fleet.

For a full list of all award winners, please log on to the CCGA-P website and go to:

[http://www.ccg-pacific.org/ccga-p/resources/agm/agm\\_2007.php](http://www.ccg-pacific.org/ccga-p/resources/agm/agm_2007.php)

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Jim Walls accepts the new vessel certificate for Unit 68 Ocean Falls from Rear Admiral Girouard.

Thanks to the generosity of the British Columbia Gaming Policy & Enforcement Branch, Unit 68 was able to have a new Titan 249 25-foot dedicated response vessel constructed. The vessel was put into service for marine search and rescue shortly after the training conference weekend.

Photo courtesy Kellei Baker



Mark White accepts the John McLean Award from Lieutenant Governor Iona Campagnolo and CCGA-P President Bruce Falkins.

This award is given in recognition of outstanding service given to the Canadian Coast Guard Auxiliary-Pacific by an owner/operator. Mark was chosen as this year's recipient because of his swift response as a CCGA-P owner/operator to aid an overturned catamaran's passengers during the Swiftsure Yacht Race.

Photo courtesy Kellei Baker



Jim Lee accepts the CCGA Leadership Medal from Lieutenant Governor Iona Campagnolo and CCGA-P President Bruce Falkins.

This CCGA National award is given to members of the Auxiliary in recognition of sustained professional and/or leadership achievements in operations or administration. The Leadership medal is for members who have maintained an outstanding level of performance and/or achievement over a period of time to further authorized activities of the Auxiliary.

Photo courtesy Kellei Baker

# DUTCH COURAGE PT 2

Dave Mallett concludes his two part series on the activities of the Royal Netherlands Sea Rescue Institution's use of RIBs.

We are still out in Holland with my contribution to this issue of *RIB International*. My main reason for the trip had been to visit my daughter and her fiancé who are out there skippering 15-metre jet drive catamarans on the offshore windfarm. Regular readers of this magazine will remember that they were recently involved with the building of a windfarm off Cumbria in the UK. Well now they are in the Netherlands but have moved up from the RIB to the cats. The attractions of a boat around 6m in beam with all mod cons including central heating, cooker, shower and a coffee maker was just too much to resist. A big powerful boat with 12 passengers to transfer to the tur-

bins in both daylight and darkness. Quite a responsibility for both of them, and perhaps especially for a 22 year old girlie with a commercial offshore yachtmaster (power) qualification working in a male dominated industry.

In the last issue we looked at that big IJmuiden lifeboat – 62 feet of RIB with 2,000 horsepower on tap through those jet drives. Our contact at KNRM headquarters suggested that we might next go “around the corner” to look at where these big RIBs are built. It wasn't far I was assured. Now somewhere along the line the true sense of the conversation was lost in translation. We did indeed set off by car to look at where they

build the “Arie Visser” boats, and two hours later we arrived there! A good trip though, through the beautiful, but flat, landscape of Holland, where there seem to be no traditional windmills such as Holland is famous for, rather an abundance of wind turbines just like those we have been working with at sea.

The town of Hindeloopen is on the IJsselmeer, a huge freshwater lake which was once part of the sea, before the Dutch had worked their land reclamation expertise on the area. Driving along the road to Hindeloopen we were on top of the dyke that separates the sea on one side from the now freshwater lake on the other. Strange to think that some of that land we were driving over was once sea bed.

The Aluboot factory is a commercial enterprise that builds aluminium yachts – and lifeboats. An “Arie Visser” boat was under construction at the time of our visit and on-board was a KNRM technical inspector who makes frequent visits for quality control purposes. The gleaming aluminium mon-





ster had its twin 1,000 horsepower engines already in place ready to be mated up with the Hamilton jet drives laid in the assembly area. The tubes were not on site to be bonded on as yet, but the boat was well on its way to completion. Unlike the IJmuiden boat that we sea-trialed, it has been decided that this boat will not be painted. Except for the required decals the aluminium hull and superstructure will remain uncovered.

Small repairs to aluminium are relatively quick and easy. Cut it out, weld it and then grind the area level again. The most time

ties first hand, and for those sat high up in the wheelhouse around the helm position, that surely must be an awful long way to roll through, even when you have a seat belt on!

After a tour of the build facility we set off to Harlingen where the lifeboat station runs a 34-knot Valentine class boat. Still on twin diesels driving Hamilton water jets this boat operates in an area of extensive shallows. In fact looking at the chart this area makes the notorious waters of my Morecambe Bay look like a deep hole. Narrow buoyed channels weave through a mass of sandbanks



*Arie Visser under construction*

consuming part of many repairs is actually taken up with by the painting regime, which may involve primer, undercoat and topcoat layers all of which need time, and some decent weather in which to dry.

So the answer to limiting down time during repairs is to lose the paint – and in doing so lose the delays.

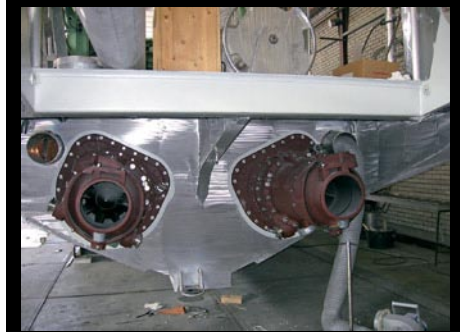
This bare boat perhaps also gives a stark reminder to its crew that the organisation relies on charitable donations and such money as they have is not to be squandered on trifles such as a fancy paint job.

Once completed, the new lifeboat will of course be subjected to inversion tests – as will its crew! The crew of the new boat have the “pleasure” of being inverted in those cold northern waters. In order to build confidence in their craft, the crew will experience their new vessel’s self-righting capabili-

ty lurking perhaps a metre below the surface. Shallow seas and low-lying land with little in the way of prominent landmarks demand serious navigational skills just to stay afloat. In fact this is truly an area where the divide between land and sea is a little blurred. When the land gets too runny to plough, well then they call it water!

Although designed as a boat for beach launching stations, the Harlingen station has a 10.6-metre Valentine class RIB lifeboat which lives on its own specially constructed cradle and crane combination near the harbour mouth. This is the north of Holland and the icy winter winds blow straight from the depths of the frozen continent. In order to ensure the lifeboat is always ready to go, flexible pipes lead from the cradle into the engine bays and blow warm air through

#### ARIE VISSER BUILD





VALENTINE LAUNCH



10.6m Valentine class icy water cooling facility

them ensuring the twin 430hp diesels are always warm, dry and ready for action.

Unlike the “Arie Visser” class boat this is an open wheelhouse RIB, and so lacks the benefit of a closed superstructure to provide buoyancy and a righting lever in the event of an inversion. In order to provide self righting capabilities the wheelhouse roof comprises a buoyant hollow chamber to provide a righting lever. Earlier boats incorporated an air bag in there as well, but modifications to the boat now mean that the chamber is sufficient in itself. However in these shallow waters I would think one of the dangers of an inversion would be the superstructure jamming itself into the seabed and preventing any hope of self righting. When I mentioned this to the crew they just grinned and replied that sometimes one might have to swim!

With the boat lowered from its cradle we set off into a mirror calm sea with a slight mist that blurred the transition from sea to sky. In the narrow channel we had some 10m of water, but on leaving the buoyed path the depth fell away rapidly and in no time we were well aground on a shallow bank where the cox'n had deliberately put us to demonstrate the abilities of the waterjets. The boat backed off the bank with its



Mirror calm sea off Harlingen

jets blasting away the sand in its path. Sand and water swilled over the aft deck as the crew opened the bleed valves on the water filters to help prevent sand entering the cooling system. This is a normal practice for them when the boat grounds, but I was more concerned over the health of the jets and their impellers.

Jets are unpopular in my home waters due to concerns over sand and pebbles damaging the impeller. In fact one of our local ferries which works in shallow water, came equipped with jets from a different manufacture, and has been beset with problems since it arrived, and has worked for only a handful of days in the last year. But this lifeboat



crew assure me they have no problems with the Hamilton waterjets, and had no qualms about running the vessel through the shallows which make up their rescue area. The jets certainly make for a fast and incredibly manoeuvrable boat. On the way back in and at night on its 30 plus knots top speed, the cox'n dropped the buckets into reverse as we passed a channel buoy. With a dip of her bow the boat stopped in her own length and was immediately reversed around the buoy and out of the channel again and then set off at full speed ahead from the other side. With no gearbox to worry about, the throttle levers remained untouched whilst the buckets were used to force the propulsion in the required direction.

This Valentine boat is another example of modern lifeboat developed in Holland. Introduced in 1991 primarily as a fast beach launched lifeboat to replace the previous 7.5 knot clinker built double enders, the very speed of these agile boats contributes much to their safety. The old displacement boats could not hope to outrun the waves. Their answer to big seas was a passive one. Sitting in the sea and riding the waves that presented themselves and working the casualty when the seas would let them alongside. The cox'n of one of these newer fast boats has a more active answer to dangerous seas. Reading the sea in front of him, he can dodge the worst of the breaking waves and

then the agility of the jet drives allows him to choose the place and the moment to approach the casualty.

It is easy to think when looking at one of these sophisticated craft, bristling with aerials for its up to the minute electronics, that it is a far cry from the heroism of cork lifejackets and the men of steel that manned the slower lifeboats with little in the way of navigational aids or life preserving devices. Traditional navigation techniques may have been possible in those vessels, but in a boat pounding along and crashing from wave to wave at speeds in excess of 30 knots a GPS plotter and all the other electronics are not luxuries but necessities for such a fast vessel. And whilst a short trip in a fast lifeboat over calm water was for my wife and myself an experience we would not have missed for the world, it would be completely different on a shout. Navigating in that featureless bay at speed in daylight calm conditions looked difficult, but at night in a howling gale and driving rain with a need to keep the pace up – well that needs a special sort of crew.

Powering through big seas may be fun in small doses. But heavy landings with back jarring shocks as the boat comes off the top of the waves with the ever present risk of being thrown across the wheelhouse to be smashed into metal superstructure, for not just a few minutes but for hours on end, soon becomes something that can only be



*Valentine class powering through choppy seas.*



*Arie Visser class KNRM lifeboat being roll tested in calm water.*

endured by the fittest and most able seamen.

Modern KNRM lifeboats are built to recover from inversions; the designers recognise the risk of inversions is very real in the extreme weather that lifeboats work in. The pictures show the new lifeboat we saw under construction being roll tested in calm water with the aid of a crane.

But lifeboats do roll over occasionally for real!

At the beginning of November an "Arie Viser" class boat just like the one we saw being built and tested at the Aluboot factory rolled completely three times on a service to a grounded coaster in 12-metre seas! And still our Dutch heroes volunteer to go to sea



on these boats in all weathers to help their fellow man. And with the need to get to the casualty quickly whilst keeping the boat and the crew safe at high speed by navigational and helming skills, whilst enduring this punishment – well then you need super heroes.

And to me that is what they are, these volunteers from the modern KNRM – men and women of steel, and maritime superheroes!

Dave Mallett

Originally Published in RIB International Issue 75



The KNRM was the special Guest of Honour at May's RIBEX 2007 in England. Crews brought the all-weather Arie Visser class lifeboat to England for the event.

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On May 27, CCGA-P Unit 25 Gulf Islands held a christening ceremony for their new maritime safety and training vessel the *Amarah Gabriel*. Members of the unit, Coast Guard crewmembers, and representatives from the CCGA-P Management Team and Board of Governors were all on-hand for the christening, which took place at the Ganges Coast Guard dock on Salt Spring Island. The vessel was officially christened by its namesake Amarah Gabriel, a long-time unit member and member of the Gulf Islands Marine Rescue Society, who raised funds for vessel construction costs.

Unit 25 Gulf Islands conducts marine search and rescue in tandem with the Coast Guard crew in Ganges. The *Amarah Gabriel* provides the unit with a dedicated training vessel that will be used as part of the on-water component of the CCGA-P Training Program.

The *Amarah Gabriel* will also be used for safe boating initiatives such as transporting members throughout the Gulf Islands to schools, marinas, and yacht clubs for safe boating education, presentations, and safety courtesy checks for boaters. The vessel will also be used in the provision of a safe boating course for teens and a junior Auxiliary program for Salt Spring Island youth.



Members of CCGA-P Unit 25 Gulf Islands take the *Amarah Gabriel* (right) out for its inaugural run with the Coast Guard 47-foot motor lifeboat Cape Kuper.

Photo courtesy Lawrence Melious

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## SAR training – lessons from the World Maritime Rescue Congress

As an ARTE member, coxswain, and member of the simulator project team my focus for information gathering at the World Maritime Rescue Congress was firmly rooted in learning more about other SAR training programs around the world. I was not alone. Many of the delegates were very interested in enhancing their organization’s training approach.

We had many opportunities to discuss training systems, standards, and policies with other organizations. There was much to learn and the experience, as a whole, was both informative and humbling.

### Questions to Answer

Through discussions with many in the CCGA-P there have been several burning questions that seemed appropriate to ask. Some of these were fairly subjective in nature and others more empirical and quantitative:

#### Subjective Questions:

1. How do our training standards compare to the rest of the world?
2. How does our training approach compare to the rest of the world?
3. What are some key lessons learned from your organization?

4. What is the standard policy for electronic navigation operation?

Getting subjective qualitative detail was easy but it seemed like it would also be a good idea to try and collect some quantitative results and compare the different organizations. Having just completed the SEN/L course as part of our own simulation program development project, I focused on navigation and coxswain training standards. We are looking at dramatically enhancing our ability to train for blind pilotage with our new simulator and the timing of the congress couldn’t have been more perfect to gauge the proposed methodology.

#### Quantitative Questions:

1. What kind of radar training is being conducted?
2. How long (minimum time) does it take to become a coxswain?
3. Is external validation (certification) required for coxswains?
4. Is sea time a component of certification?
5. What mode of radar is standard?
6. Are the crews 100% volunteers?
7. Do you use simulation based training?



The Secretary General of the IMO officially opens the World Maritime Rescue Congress.

### Notes from the Results

The organizations with less than 100% volunteers usually were due to a requirement to have paid masters for larger SAR vessels (some groups had vessels well over 20m) and/or engineers based on government requirements. Radar Mode was almost universally Unstabilized Head-Up however it’s important to note that AIS is also almost universal. Every SAR vessel fitted with e-nav systems we saw at the congress had an AIS transponder. The forms of external certification were varied but everyone had at least one. The RYA Yacht Master kept coming up. Many organizations require their coxswains to achieve this prior to starting their own internal training program. Some teach it in-house but most contract out this training.

Apart from sea time there are two other areas where the CCGA-P shows a marked difference: formal radar training and time-to-coxswain. We are currently working on both these aspects with the radar training to be a major component of our Simulation Training Program and the release of the coxswain standard on the horizon. Our simulation program, being a complete electronic navigation course will be more than just radar. The release of the coxswain standard will formalize coxswain training and likely put our training program time line more on par with the rest of the world.

	RNLI	Finland	New Zealand	KNRM
% Volunteer	90%	100%	100%	100%
Time to Cox’n	5-8 years	6-8 years	5-8 years	5-7 years
Simulation Training	yes	external	external	yes
Sea Time Component	yes	yes	yes	yes
Radar Training	Formal cert	Formal cert	Formal cert	Formal cert
Radar Mode	N-Up Stb+AIS	H-Up UnStb+AIS	H-Up UnStb+AIS	H-Up UnStb+AIS
External Certification	RYA + Commercial	Commercial	RYA + Commercial	Commercial

Formal Cert – This is commercial certification training specified by their local government which in most cases is the same as commercial SEN training in Canada

RYA – The Royal Yachting Association’s Yacht Master Standard

Commercial – Commercial external certification refers to training such as the 60 and 350tn masters tickets from Transport Canada.



**Delving Deeper**

When looking at the other SAR organizations in the world, there are certainly some common themes. Every organization has adopted a competency based training approach similar to what we have at the CCGA-P where members must demonstrate the ability to meet certain performance standards but unlike the CCGA-P every other organization includes a sea-time component in these standards. In most cases the sea time is measured in hours (an average of about 300 hours at the coxswain level) and time from a commercial maritime background can count for a certain percentage of the required time. There is also a common desire to use more simulation based training even if they are not currently doing it in-house (many of the commercial certifications include some amount of simulation based training).

During the development of our advanced crew and coxswain standards there was concern expressed that we may be asking too much of our volunteer crews. It is also clear from the results that most organizations ask far more of their volunteers (including the external certifications and the RYA/commercial prerequisites) and from discussions with the crews and trainers alike the common theme was that they were always eager for even more.

When asking what lessons had been learned in the realm of training another common theme emerged.

Everyone was finding that there was a shift in the experience of new crew members joining their organizations. In the past most new members came from a professional maritime background whereas now many new members have no maritime training or experience at all. Perhaps surprisingly, most found that this made training their crews much easier. Experienced mariners

can sometimes need to un-learn ingrained habits whereas the ‘landlubbers’ come in as a ‘clean slate’ This places a greater demand on the training system in terms of hours and instruction which is the main reason most groups now have regional training centres with full time instructors.

**Radar Training**

Since radar training was a focus it warrants a closer look. As a general rule most use unstabilized radar in Head-Up mode. The standard policy was to focus on its use for collision avoidance. In every case except Norway these other organizations required formal radar training including, at least, all the aspects that were part of the SEN/L curriculum.



In most cases the required training more closely matched the full SEN training standard. Both the trainers and the crews felt learning formal radar plotting and navigation techniques was essential to use the radar properly despite the fact that everyone agreed those skills were impossible to use directly on a small vessel traveling at 30 knots. It was the essential background understanding that was key. This is an exciting concept because the CCGA-P is currently gearing

up to offer precisely this type of training through the Simulator Program. In fact, with our on-line NETsim component we should actually be able to provide far more accessible training than most.

**Where we Stand Internationally**

As I mentioned before, meeting with the world’s SAR training community was a humbling experience. It would be safe to say that in general, the crews of the SAR organizations interviewed have more training levels than the CCGA-P. They spend more time training before they can be operational and it takes longer to become a coxswain. The good news is that in many areas we are already working to meet or exceed what others are doing, and we’re doing so on a much smaller budget! If all our current initiatives come to fruition (coxswain standard, simulator program, training centre, etc.) we are poised to be right in line with other SAR organizations from across the globe and even to exceed training programs in some areas.

**The Future**

Of course, no one knows what the future will bring but several aspects of the WMRC were very encouraging – including the complete willingness of everyone to continue sharing and exchanging information. Through the IMRF web site ([www.international-maritime-rescue.org](http://www.international-maritime-rescue.org)) we now have a forum in which to continue to discuss training with others from across the globe. We hope to collect more examples and training resources from other organizations and put these to use to enhance and expand training for the CCGA-P.

Scott Baker  
CCGA-P Member



The Swedish Sea Rescue Society demonstrates scooping up a person in the water with the ‘Rescue Runner’.

## Marketing – lessons from the World Maritime Rescue Congress

The responsibility of being the media liaison for my unit steered my focus at the World Maritime Rescue Congress to marketing and fundraising. Along with the opportunity to discuss current trends in both of these areas with the other members of the world’s volunteer SAR community, there were also several lectures and workshops on these subject.

### Key Messages

The key issues surrounding marketing and fundraising from the congress include:

- Media relations
- Branding
- Marketing of the crew

Each of these topics was presented in detail and additional information was gleaned through sidebar discussions and observation. Much of the insights herein stem from the RNLI who are generally considered one of the best organizations at marketing and fundraising in the world’s SAR community. With an annual budget in excess of three million pounds (\$6 million) and no government funding, it’s easy to imagine why.

### Media Relations

The RNLI stressed the importance of timely information being presented to the media. The concept of ‘timely’ has changed drastically in the last decade. With the In-



Consistent branding in the Swedish Sea Rescue Society fleet

ternet generation placed the expectation for news is on the order of minutes rather than days, with a suggested time of 15 minutes to notify the media following any SAR launch. The effectiveness of this concept was clear during my stay in the UK with nightly national news from the BBC frequently featuring at least one story in which an RNLI lifeboat crew had conducted some sort of rescue. It was explained that to achieve this level of media coverage required a dedicated media liaison who is informed immediately whenever a lifeboat crew departs. This dedicated contact person can then build key relation-

ships with the media and feed information directly to the appropriate people.

They also noted that the media is generally not concerned about which organizations were involved and tend to make statements like “Rescue crews were called out tonight...” focusing more on the potential human tragedy than the organization responsible for the rescue. Because of this they made it clear that it becomes the organization’s responsibility to ensure that the organization’s name and/or logo are ‘introduced’ into the story.

One of their ideas for ensuring this happens is to issue a one double-sided page handout to every member each year that contains current facts, stats, and the “Key Messages” for the year. They call this “Loud and Clear” and it comes folded into a wallet sized pack.

### Branding

If there is anything one notices about the RNLI, it is their branding. It is simply everywhere and is always consistent. They have gone to great lengths to ensure that across the country their logo is always displayed the same way. Their crews have the same branded kit, their boats carry the logo in a consistent manner, and anyone wishing to purchase goods with that branding can do so – at a myriad of locations, via telephone, and/or online. Not only does the

**Loud and clear**  
RNLI key messages (UK)

**The core message**  
To go on saving lives at sea ... means training and equipment which costs money ... and, as a charity, the RNLI ...

**The RNLI – a charity that saves lives at sea**  
The Royal National Lifeboat Institution is a registered charity that saves lives at sea. It provides, on call, a 24-hour lifeboat search and rescue service to 100 nautical miles out from the coast of the United Kingdom and Republic of Ireland and a seasonal lifeguard service on beaches in the east, south and south west of England. The RNLI, which provides nine out of ten sea rescue launches, continues to rely on voluntary donations and legacies for its income.

Lifeboat services in 2006		Lifeguard services in 2006	
Launches	Total people rescued	Incidents	People assisted
8,377	8,015	9,411	10,448
(average 23 a day)	(average 22 a day)	(during Summer season)	

The RNLI ‘Loud and Clear’ handout





Map showing the many locations where RNLI branded items may be purchased by the public

ubiquitous nature of their brand ensure that people recognize their organization – the consistency actually saves them money: by purchasing hundreds of life jackets at a time all from a single supplier and with common branding, not only is their branding consistent, but they also save money on the life jackets by placing a large order.

**Marketing the Crew**

A critical point stressed during the fund- raising lecture was the studies that had been conducted as to why people donate to SAR organizations. The realization that the majority of people do not donate because of the services that are provided or for equipment needed, nor to prevent loss of life, but instead because of the bravery of the crews, was paramount. Everything else was secondary to this facet of the motivation for people to donate. As a result the RNLI and by observation, several other organizations have focused their fundraising efforts around their volunteer crew members. With statements like “Every day our lifeboat crews leave the safety of shore. Every day they put their RNLI training to the test. Every day these ordinary volunteers do something extraordinary.” What the RNLI found was that for many of the general public that live

further inland the mere concept of going out to sea was inherently “scary” and that anyone volunteering to do so in inclement weather, in order to help others, was worthy of their consideration. They didn’t care about the equipment – but they do care about the ‘brave’ people.

Following this observation, they have subsequently found that the single most powerful public relations and marketing effort has been to hold open houses at their lifeboat stations (our “units”) – encouraging members of the public to ‘meet the crew’.

They also noted several other marketing concepts including placing “This Area Served By...” signs at all the local marinas and beaches (complete with their logo of course) that identify the local station.

**What we Can Learn**

It’s obvious that some of these concepts are outside the current abilities of the CCGA-P, however there are several important premises that we can easily learn from, the most significant being the marketing of the crew. It’s encouraging to know that a forum such as the IMRF exists in which we can learn from others and hopefully expand our own horizons and improve the resources of our organization.

Kellei Baker  
CCGA-P Member



Examples of how RNLI is marketing their crews



Consistent branding in the Royal National Lifeboat Institution fleet

## UNIT UPDATE ~ PORT SIMPSON

On June 27, CCGA-P Unit 65 Port Simpson (Lax Kw'alaams) took possession of the loaned regional northern 733 vessel. Northern Area Representative Duncan Peacock did a full day of training with the group and was very impressed with their skills. The unit is currently building a Titan cabin rigid hull inflatable vessel, expected to be operational some time next year. The opportunity to have a loaned vessel is greatly appreciated by all unit members.

CCGA-P Unit 65 has been operational since the early 1980s as part of the Auxiliary. Their original vessel, a community owned dedicated response vessel, is no longer serviceable and has been out of the water for two years, leaving the community with no dedicated rescue vessel. Many commercial vessels and sport fishermen have been assisted over the years in this beautiful but sometimes inhospitable area.

Port Simpson, also known as Lax Kw'alaams, is an Indigenous village community in Prince Rupert. It is the home of the so-called "Nine Tribes" of the lower Skeena River, which are nine of the fourteen tribes of the Tsimshian nation.

Lax Kw'alaams derives from Lax̱gu'alaams, which means "place of the wild roses." It is an ancient camping spot of the Gispaxlo'ots tribe and in 1834 became the site of a Hudson's Bay Company trading post called Fort Simpson, then Port Simpson. Today Lax Kw'alaams is the largest of the seven Tsimshian village communities in Canada and home to one of the CCGA-P's most remote units.



CCGA-P Unit 65 members pose in front of (top) and on the loaned region's 733 dockside. The boat will remain in Port Simpson as the unit's dedicated response vessel until construction on their own vessel is complete. While fundraising for a new vessel is extremely difficult in a community as small as Port Simpson/Lax Kw'alaams, significant funding has come from the British Columbia Gaming Policy and Enforcement Branch.

Photos courtesy Duncan Peacock



*Legacies live forever.  
Legacies give forever.*



## **Leaving a Legacy Means Making a Difference!**

There are many ways you can leave a legacy to the CCGA-P:

Planned gifts accepted by the CCGA-P include charitable bequests, gift annuities, charitable remainder trusts, gifts of life insurance, and other deferred gift arrangements that benefit the CCGA-P and its volunteers. Donations of boats in working condition to the CCGA-P can be handled as a tax-deductible contribution.

Major contributions may be recognized through the naming of a rescue vessel after a donor or family. This highest level of private donation creates a legacy that will ensure continued search and rescue support for years to come.

The decision to make a gift through your will to the CCGA-P is an enduring expression of leadership to continue building the best community possible.

Contact (250) 480-2798 for more information on our legacy programs. Information is also available online at [www.ccg-p.ca](http://www.ccg-p.ca) under our **Donate Now** section.

# CCGA-P Unit 36 (Saanich)



[www.ccg-p.ca](http://www.ccg-p.ca)



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