



November 30, 2020

## November 2020 Newsletter: Transport Canada seeks feedback on Pleasure Craft License, PCOC program changes

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### From the Desk of Sara Anghel, President, NMMA Canada

As you will read in the next article, Transport Canada (TC) has announced changes to the Pleasure Craft Licensing and the Pleasure Craft Operator Card programs. Changes to the licensing program have been in the works for many years. In fact, I recall it being considered when Stephen Harper was Prime Minister. Alas it did not make its way through until now.

NMMA Canada will be making a formal submission to the consultation process offering our insight which will namely call out the need for improving the licensing system. As many of you know NMMA Canada produces a statistical abstract each year using the licensing data from TC to estimate total retail sales. So it is extremely important for the data that TC provides us is updated and accurate. If anyone has any specific comments they want us to raise, please let me know.

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### Transport Canada seeks public feedback on changes to Pleasure Craft License, PCOC programs

Transport Canada's Office of Boating Safety is asking for public feedback on proposed changes to the [Pleasure Craft Licensing \(PCL\) Program](#) and the [Pleasure Craft Operator Competency \(PCOC\) Program](#). The consultation window runs from November 12, 2020 to January 15, 2021. Highlights of the proposed changes include:

#### PCL Program

- Introduce a \$15 service fee for pleasure craft licenses;
- Reduce the pleasure craft license validity period to five years;

- Expand the requirement for a mandatory pleasure craft license to include any vessel over 6 metres (except human-powered boats like canoes or kayaks), whether it has an engine or not;
- Shorten the timeframe for vessel owners to report a name/address change from 90 to 30 days.

### **PCOC Program**

- Introduce a \$5,000 accreditation fee to course providers every five years, and a test materials access fee of \$8.50 for each Pleasure Craft Operator Card issued;
- Require course accreditation to be renewed every five years;
- Remove the Rental Boat Safety Checklist as an acceptable proof of competency (i.e. anyone renting a boat would need to possess a PCOC or equivalent).

NMMA encourages members to submit feedback through the Transport Canada [Let's Talk Transportation](#) webpage before January 15, 2021. Please also feel free to share a copy of your submission with Jim Wielgosz, director of federal and provincial government relations, at [jwielgosz@nmma.org](mailto:jwielgosz@nmma.org).

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## **Federal Update — Government retools CanExport SMEs program to help businesses access global markets**

With the pandemic grounding most international travel, the federal government recently announced tweaks to the CanExport SMEs program that will allow small businesses to expand their global market access from home. Eligible businesses can receive up to \$75K to fund activities such as:

- Developing/expanding their e-commerce presence by covering partial costs associated with online sales platforms and digital strategy consulting, as well as advertising and search engine optimization;
- Attend virtual trade shows and other business-to-business events;
- Navigate new COVID-19-related trade barriers by helping pay for new international market certifications and requirements

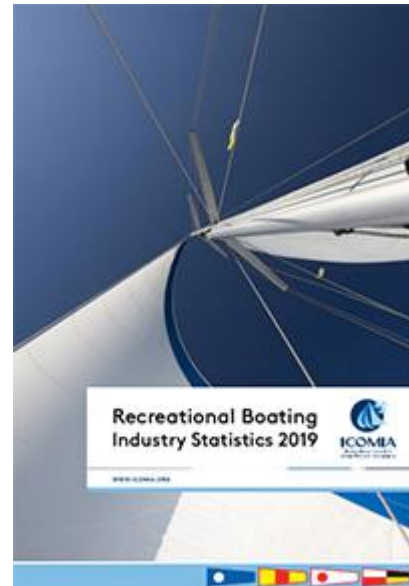
Over the years, NMMA Canada has successfully secured grants totaling over \$525K to offset costs of members attending international marine trade shows through the CanExport for Associations program. The CanExport SMEs program nicely compliments this funding and we urge small- and medium-sized companies to apply today: <https://www.tradecommissioner.gc.ca/funding-financement/canexport/sme-pme/index.aspx>.

## ICOMIA 2019 Statistics Book Now Available

The International Council of Marine Industry Associations (ICOMIA) has released the latest edition of its Recreational Boating Industry Statistics Book and NMMA is [providing access to the report for its members at no charge](#). The annual ICOMIA Statistics Book provides key data and analysis from the NMMA and other marine industry associations from around the globe. NMMA's Business Intelligence team contributed data and analysis on the U.S. and Canadian recreational boating markets to this report.

Highlights of the 2019 ICOMIA Statistics Book includes:

- 2019 global data and 2020 midyear snapshot of COVID-19 impact on the industry
- Global summaries of key product segments from 25 countries
- Export/import data for international trade in boats from 43 countries
- International Boat Show statistics (courtesy of the International Federation of Boat Show Organizers)



Access the 2019 ICOMIA Statistics Book here: <https://www.nmma.org/statistics/publications/recreational-boating-industry-statistics-book>.

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## 2021 NMMA Canada Hall of Fame — Call For Nominations

Nominations are now being accepted for the 2021 National Marine Manufacturers Association (NMMA) Canada Hall of Fame. Inductees in the NMMA Canada Hall of Fame include those who have, or those who continue to, generate substantial and lasting contributions toward the advancement of the marine industry. The due date for nominations is December 1, 2020. The 2021 NMMA Canada Hall of Fame inductee will be announced virtually in January at the NMMA Canada State of the Industry event.

“The NMMA Canada Hall of Fame is the Association’s highest honor and a way to recognize the significant contributions to recreational boating by one of our industry leaders,” said Sara Anghel, President of NMMA Canada. “The boating industry plays a significant role in Canadian recreation and our national economy—we are proud to be able to showcase the dedication and innovation of one of our boating leaders each year and put a spotlight on our industry.”

To nominate an individual for the 2021 NMMA Canada Hall of Fame, please fill out the nomination form [here](#) and email it to Sara Anghel at [sanghel@nmma.org](mailto:sanghel@nmma.org). To be eligible to submit a nomination, one must be an active member of NMMA.

## Reminder: Metstrade Connect on December 10th

Although the physical METSTRADE 2020 has been cancelled due to COVID-19 restrictions, Amsterdam RAI, organizers of the event, are inviting the industry to participate in [METSTRADE Connect 2020](#), taking place December 10. The event offers an entirely new platform that will connect the leisure marine industry and enables professionals to meet new people and check out inspirational presentations and discuss pressing issues.

There is still time to establish your participation in METSTRADE Connect 2020. Opportunities are available, whether you are interested in exhibiting or attending this year's event. If your company is interested in participating, contact [metstrade@rai.nl](mailto:metstrade@rai.nl). You can register at <https://www.metstrade.com/connect/>.

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## Boating Ontario Takin' Charge Tuesdays webinar series

Our friends at Boating Ontario are hosting an upcoming series of webinars targeted at marine professionals. [Takin' Charge Tuesdays](#) will bring in top speakers from

across North America to address specific topics that are both timely and relevant to our industry. Sessions will run 10 am to 12 noon EST and will feature an experienced, dynamic speaker who will share their insights in a presentation format followed by an open Q&A period. Regardless of how many slips you have, boats you sell, techs you carry, or lines you offer, these educational sessions are designed to help you prepare for 2021 and beyond.



The sessions run from Tuesday, December 1st to Tuesday, February 16th. Pick and choose the sessions that will best help you take charge of your business OR tune in to the whole series & save 10% when you grab a Four Pack. Registration is available at the member rate (a 50% savings) by calling (888) 547-6662. For full details and to register, please visit: <https://www.boatingontario.ca/cpages/takin-charge-tuesdays>.

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## Provincial update — Ontario tables 2020 *Protect, Support, Recover* pandemic budget

Ontario finance minister Rod Phillips tabled the province's budget earlier this month, [committing \\$45 billion over three years](#) to support people and businesses through the pandemic and help spur the economic recovery. Apart from general cost/tax relief for businesses, the following items are relevant to the recreational boating industry:

- A new **tax credit of up to 20% for Ontario residents who spend on tourism within the province in 2021**, the “year of the Ontario staycation”;

- Connecting workers in the tourism and hospitality sector and others most affected by the pandemic to training and jobs with an investment of \$180.5 million over 3 years, including a **skilled trades strategy**, an additional **\$100 million of dedicated investments through Employment Ontario for skills training**, a redesigned Second Career program, and **\$59.5 million to acquire in-demand skills**;
- Investing one-time funding of **\$6 million to electrify more campsites**, and revitalize and expand the number of roofed accommodations;

As well, a reminder that the Ontario Made product database is now up and running with 1,500 manufacturers and over 6,000 products. Ontario Made is a government-sponsored initiative, spearheaded by Canadian Manufacturers & Exporters (CME), aimed at showcasing companies that make products in Ontario. There is no cost to register and it's free publicity for your business — please visit <https://www.supportontariomade.ca/register-products> to learn more.

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## Upcoming Webinar: Grow Your Business in the European Union with CETA

The federal government's Trade Commissioner Service (TCS) is holding a free virtual seminar from December 2–4, 2020 titled [“Grow Your Business in the European Union with CETA”](#). The seminar is for any Canadian export-ready company, especially small and medium-sized enterprises (SMEs), who are either looking to start or grow exports of products and services to the European Union (EU).

The seminar will explore how Canadian companies can grow their business to markets in the EU and take advantage of the benefits presented by the Canada-EU Comprehensive Economic and Trade Agreement (CETA). Participants will also discover how to capitalize on resources, programs and services offered by the TCS and partner organizations that will ease their expansion into this lucrative market.

To register for this free event, please visit <https://registration.international.gc.ca/en/event/grow-your-business-european-union-with-ceta/> and use invitation code 'CETA3RD'.

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## In the News

[Canada, U.K. strike transitional post-Brexit trade deal](#)