



Ontario Hunter Education Program

Ontario hunters have one of the best safety records anywhere. Mandatory hunter education was introduced in Ontario at the urging of the OFAH in 1960, and since then, more than a million people have been trained to think “safety first” when taking part in the hunt. Working under the direction of the Ministry of Natural Resources, the OFAH administers this important program.

20 new instructors took training in the winter to become certified. Most of these new instructors have already put on their first course and are well on their way to becoming excellent instructors.

Applications are, as always, being accepted for future instructor training, and there are a few areas in the province where there is a shortage of instructors; an example is eastern Ontario in the Cornwall area, where there are currently no instructors. The Toronto area is also a priority for new instructors, given its large population, number of inquiries and distance students are driving to take a course.

Ontario Hunter Education Course registration has risen every year for the last nine years:			
2002	10,799 students	2006	13,638 students
2003	10,830 students	2007	15,592 students
2004	11,449 students	2008	17,330 students
2005	12,355 students	2009	17,410 students
		2010	17,645 students

New Agreement

In March, we signed a new four-year agreement with the Province of Ontario, which includes the administration of the Ontario Hunter Education Program (OHEP) and the Wild Turkey Hunter Education Program. There are many new aspects to this agreement, especially in the reporting of revenue and expenses.

Hunter Education by the numbers

- # of instructors: 313
- Courses run: 1,586
- One-stop courses: 1,219
- Stand-alone courses: 582
- Average # students per class: 10.8
- Average # courses per instructor: 5.5
- 2010 students 17,645

Assessment Audits

OHEP staff have been developing hunter education course audits as part of an ongoing effort to improve program delivery. The course audit consists of two parts, an instructor knowledge assessment and an anonymous student evaluation of the course delivery. For the student evaluation portion, an online survey program will be utilized which will take approximately five minutes to complete. The survey will provide meaningful data that will be a benefit to the program. MNR approval of the student portion was nearing completion by year end.

Safety First

Ontario’s more than 441,000 licensed hunters have a long record of safe hunting. Unfortunately, there was one fatal hunting accident and four nonfatal incidents reported in 2010. The fatal accident occurred when the hunter fell and accidentally discharged his firearm, resulting in a self-inflicted wound.

Hunter Education Conference

The 19th Annual OFAH Hunter Education Instructors Conference was held in London in April. A committee of hard working instructor volunteers from the London area ensured everything went well. The conference welcomed 72 instructors, and 130

Instructor Training

In 2010, we worked with the MNR to develop a criteria for selecting individuals to receive hunter education instructor training from a pool of applicants. Those chosen for training needed to reside in the geographic areas of the province identified as having a shortage of hunter education instructors; namely Bancroft, Toronto, Cornwall and Windsor.



people attended the Saturday evening banquet. Conference speakers addressed a range of topics such as celebrating 50 years of mandatory hunter education in the province, youth hunting initiatives in southwestern Ontario, and proper field care in wildlife taxidermy.

Oliver Barriault of Val Caron was presented with the Hall of Fame Award in recognition of 46 years of service in making Ontario hunters safe, responsible hunters.

Celebrating 50 Years!

2010 marked 50 years of mandatory hunter education in Ontario. In 1957, fish and game clubs began voluntary training of new hunters. In 1960, training for all first-time hunters became mandatory, and today well over one million people have successfully completed a hunter education course. In April, we issued a press release and an article was written for the *Angler & Hunter HOTLINE* celebrating 50 years of mandatory hunter education. The 50th anniversary was also celebrated at the Hunter Education Conference in London.

Youth Hunter Education Scholarship (YHES)



In 2010, the YHES fund celebrated its 10-year anniversary. Since its inception, we have received 481 applications; 362 scholarships were awarded and 319 recipients have graduated.

In total, the YHES fund has provided \$53,290 in scholarship support. Many thanks go to OFAH Zones F, H, J for their donations, OFAH clubs, Safari Club International Ontario Chapter and the Ottawa Valley Chapter, and the Hunter Education Conference Committee in London for their support.

Through YHES, young people between the ages of 12 and 17 can apply for financial assistance to help cover the cost of the hunter education course. YHES ensures that financial barriers do not prevent youth from pursuing their interest in becoming a hunter. Single family, low-income homes are the priority recipients, but other factors are also considered. It is worth noting that many instructors generously discounted and even waived course fees for those in need in 2010.

Through YHES, clubs, groups and individuals can help ensure a bright future for hunting. Visit www.ohep.net to apply for assistance, to make a donation to YHES, or to learn more.



Ontario Wild Turkey Hunter Education

Wild Turkey Hunter Education seminars continued to be a resounding success in 2010. The new standardized half-day course received praise from this year's attendees. The seminars were held in the spring and fall. During the spring sessions, 8,100 registrants took part in courses which were held in 46 locations from Thunder Bay, to Ottawa, to Windsor. Seminars at the Toronto Sportsmen's Show were a huge success, with all three show seminars filled to near capacity. Over 650 new turkey hunters were successfully trained during these three courses!

We also ran seminars in seven locations in the fall and over 700 people participated.

Judging by the fact that several seminars sold out, interest in hunting wild turkeys in Ontario is still strong, and frequent sightings of these birds throughout southern Ontario is quite possibly a strong incentive to take up the hunt.

We introduced a continuous improvement report in 2010 which is completed after each seminar to assist in identifying any areas for improvement. Input from staff, instructors, and attendees will help further improve delivery of these presentations.

We worked directly with the MNR on the development of a Wild Turkey Hunter Education home-study DVD course curriculum, which is slated for launch in 2011. The new version of the course will enable students to complete the learning portion of the course in the comfort of their own home, while the exam portion of the course will continue to be done under the direct supervision of a Hunter Education Instructor. To learn more, visit www.ofah.org/seminars.

Many thanks to supporters of the Ontario Hunter Education Program

The Ontario Hunter Education Program gratefully acknowledges the support of Excalibur Crossbow, Stoeger Canada, Zeiss Optics, Savage Arms and Winchester. Their contributions are invaluable to the success of the program.



Outreach and Education

With support from our partners, members and member clubs, the OFAH hosts a wide range of outreach and education initiatives because we know that engaging youth, women, and families in outdoor conservation activities is the very best way to continue our outdoor heritage and create tomorrow's conservationists.

OFAH|Mario Cortellucci Hunting & Fishing Heritage Centre



As soon as the ribbon was cut at the opening of the OFAH|Mario Cortellucci Hunting & Fishing Heritage Centre, we began delivering the kind of public day

tours, youth programs and special functions that the OFAH has always dreamed about. The expression on people's faces as they walk through the Heritage Centre doors reminds us every day about the importance of this conservation education facility. With the help of local media attention and advertising, articles in *Ontario OUT OF DOORS* magazine and word of mouth referrals, the OFAH|Mario Cortellucci Hunting & Fishing Heritage Centre welcomed an average of 300 to 400 visitors every week during its first summer.

In addition to daily tours and special group bookings, the Heritage Centre also featured a special speakers series and neighborhood evenings. As part of a special outreach initiative, the OFAH|Mario



Cortellucci Hunting & Fishing Heritage Centre, launched a two-week summer Get Outdoors Day Camp program. The camps provide a great opportunity for kids to learn about various conservation issues and take part in activities such as fishing and archery.

In September, the Heritage Centre welcomed its very first class field trip. Curriculum-linked programs focused on the Life Systems strand of the Ontario Curriculum for grades one through eight proved a great draw for educators. In a 16-week timeframe, the Heritage Centre hosted over 35 class visits and reached out to more than 1,000 students. Testimonials such as *"an amazing facility, fabulous presenters"* lead us to believe the Heritage Centre is already fulfilling its mandate to provide conservation education.

Shimano Fishing Pond

The Shimano Fishing Pond is now operated as a program of the OFAH/Mario Cortellucci Hunting & Fishing Heritage Centre. Summer staff were very busy with weekly fishing bookings from various community groups including day cares, retirement homes and special care agencies. We are appreciative of the many great comments received in person and in writing about the pond, the centre, and the professional and friendly service of centre staff.



Ontario Family Fishing Events



Twice a year, during February and July, the province declares licence-free fishing days aimed at encouraging families to try fishing. During these designated days, Canadian residents don't need to buy the otherwise mandatory fishing version Outdoors card.

Ontario Family Fishing Events (formerly Ontario Family Fishing Weekend) has two objectives: to get children and their families outdoors and discovering the fun of fishing, and to instill in participants a love and respect for our natural resources.

The winter weekend is held in February and runs for three days, including the provincial Family Day holiday. In 2010, the province expanded the long running summer event from two days to nine days, encompassing two full weekends. The new summer dates run concurrently with the Canadian Sportfishing Foundation's National Fishing Week, providing even better cross-promotional opportunities for these of two outreach initiatives.

In 2010, event hosts included many OFAH clubs, community groups, service groups and other agencies. The number of Ontario Family Fishing events grew, with the summer program reaching over 70 communities and the winter program topping a dozen.



The OFAH heads the steering committee, which is comprised of the Ministry of Natural Resources, Fisheries and Oceans Canada, and the Canadian Sportfishing Industry Association.

The OFAH provides planning, promotion and materials, such as children's participation certificates and activities. We also host the website (www.familyfishingweekend.com).

OFAH TackleShare



The OFAH TackleShare program introduces youth and their families to fishing all over Ontario. For more than a decade, this program has provided rods, reels, and tackle supplies to OFAH TackleShare loaner hosts, such as public libraries and parks, who in turn loan the supplies to novice anglers. Through OFAH TackleShare, thousands of children and families have borrowed gear and experienced the thrill of fishing. Last summer, Ontario Power Generation signed on as the program's lead sponsor, which enabled us to host events such



as the Toronto Island Family Fishing Day in July, which had a terrific turnout. Ontario Power Generation's "Stay Clear Stay Safe" message is now being delivered to OFAH TackleShare users throughout Ontario. Canadian National Sportsmen's Shows, Bass Pro Shops, Shimano, Lucky Strike, and Berkley, also provided support for this important program. Visit www.tackleshare.com to learn more.

Ontario Angler Awards



The OFAH Ontario Angler Awards (OAA) is a province-wide program that promotes and recognizes recreational fishing efforts by resident and nonresident anglers.

OAA entries are showcased online, and thousands visited the website (www.ontarioanglerawards.com) in 2010, generating tremendous profile for the OFAH and program sponsors including Cabela's, Canadian National Sportsmen's Shows, Shimano, *Ontario OUT OF DOORS*, G-Loomis and the Ontario Ministry of Natural Resources.



Women's Outdoor Weekend



For the past 16 years, the OFAH has been actively supporting women's growing interest in fishing and hunting through our Women's Outdoor Weekend. This annual event is based at the Kinark Outdoor Centre near Minden, and over 100 participants and volunteers converge at the centre for a full weekend of fishing, skeet shooting, fly-tying, archery and outdoor survival workshops. Cabin style accommodation, delicious meals, and entertainment make for a memorable experience for all.



OFAH Get Outdoors

Summer Leadership Camp



Once again, great kids, hard working staff and AMAZING VOLUNTEERS made the OFAH Get Outdoors Summer Leadership Camp a program that should be the envy of conservation-minded organizations around the world. The four-day experience for OFAH youth members combines leadership, team building, conservation education and outdoor exploration including fishing, target shooting and archery. No other summer camp delivers so much programming for such great value. This year marked the Get Outdoors Camps' 9th anniversary and to meet the demand for program registration we added a third camp. We appreciate all the great volunteers who give up their personal family vacation time to help OFAH staff with every aspect of camp.

Youth Leadership Conference

For nearly a decade, the OFAH Get Outdoors Program has welcomed youth to its Leadership Conference, held in conjunction with the OFAH Annual General Meeting and Fish & Wildlife Conference. In 2010 the conference welcomed an enthusiastic group of participants. The program included trips to the Boulderz Climbing Centre for rock climbing and the Toronto Sportsmen's Show (TSS), as well as a visit from "Sciensational Ssnakes" which provided a hands-on lesson about Ontario's native reptiles, and Greg Balch, who presented a wildlife management workshop.



OFAH Wild Turkey Registry

The OFAH Wild Turkey Registry continued to provide a public showcase for successful wild turkey hunters in Ontario in 2010. A giant 29-plus pounder was registered in the spring hunt, once again confirming this province's world class turkey hunting opportunities. Historically, hunters have learned from each other's experiences, and the OFAH Wild Turkey Registry is an electronic extension of this practice. Participants enjoy reporting their first turkey, a giant bird, a bird with multiple beards, or the call they used. This program attracts the young and not so young alike to our fold each year.

For a small fee, hunters of all ages may submit their harvest information for inclusion in the registry. They enjoy collecting a different OFAH turkey pin every year, which becomes a memento of their turkey hunting experience. In 2010, we accepted 140 entries to the OFAH Wild Turkey Registry.

Thanks to the generosity of sponsors such as Walmart, this program will continue to grow for years to come.



OFAH Record Fish Registry

The OFAH Record Fish Registry is the official scoreboard for recreational anglers who dream of some day landing the "big one." In 2010, two new records were set. Rob Jackson of Ashton reeled in a record Longnose Gar on the Ottawa River that weighed in at 15.79 pounds, and Mike Martin of Belleville caught a 21.53 pound Freshwater Drum in the Bay of Quinte. Each record setter will receive a beautifully crafted, hand painted, fiberglass replica of their fish created by internationally acclaimed Advanced Taxidermy & Wildlife Design. Visit www.ofah.org/fishresources



OFAH Membership

Members are the lifeblood of the OFAH. The Federation was formed by conservation-minded anglers and hunters more than 80 years ago, and remains strong to this day through the loyalty and dedication of its members.

Membership Growth

Few membership organizations in Canada can boast record-breaking membership retention and growth rates as experienced by the Ontario Federation of Anglers and Hunters.

This 2010 OFAH Annual Report is the third consecutive annual report that announces another all-time historic OFAH membership record. In April of 2010, the OFAH reached 83,953 members breaking the previous record of 83,547 in 2009 and formerly the record of 83,040 that was reached in 2008. At year end, OFAH membership is 83,557—the strongest we have ever held for the month going into a new fiscal year.

As always, our success in membership retention and growth is a reflection of a solid team effort by OFAH staff and members who work diligently to remind fellow anglers and hunters about the importance of OFAH membership. Constant dialogue with non-OFAH members about the importance of standing up for conservation is critical step in membership campaign success.

In 2010, the OFAH developed a record number of membership offers that were presented via a combination of print advertising, television advertising, direct mail, trade show sales and web campaigns. The exposure provided through these campaigns not only resulted in hundreds of thousands of dollars worth of impressions for the OFAH, it also generated our best individual campaign results. Through product and advertising opportunities, we continued to present timely membership offers to key outdoor markets and interests.

Member Services

Monthly Giving

Through the OFAH Monthly Giving program, 2,597 OFAH members contributed to conservation in Ontario in 2010, with total contributions in excess of \$260,000. In addition to the convenience of automatically donating a fixed amount monthly, Monthly Giving members receive a tax receipt for their donation, less the cost of their membership.



Life Members

Our Life Member numbers climbed again in 2010, to 528 members and the life member couples also rose. OFAH Life Members are among the most dedicated and loyal supporters of our conservation work. Over the next 20 to 30 years, the OFAH stands to benefit from this form of generosity, as long as we ensure that our members are aware of the opportunity to include the OFAH in their wills.

Club Growth

At the close of 2010, our membership count stood at 670 clubs, a slight increase over 2009. The OFAH welcomed new clubs that recognized the advantages of our insurance offer, even as other insurers were declining coverage to clubs that use firearms or have remote hunt camps.

Member Benefits

Great North Wildlife Affiliates (GNWA) – public liability insurance

No changes were made to the coverage provided by the GNWA or the insurance rate of the policy for 2010. There are, however, many improvements that will become effective in 2011. The outdoor federations of British Columbia and Manitoba showed interest in joining the Great North Wildlife Affiliates.

Club Liability Insurance/Membership

We continued to remind our clubs that they must maintain 100 percent membership in the OFAH to enjoy the club liability insurance benefit. Court decisions have forced the insurance industry to require that 100 percent of an organization's members contribute to their insurance benefit. Failure to do so will result

in the expulsion from liability insurance coverage. Our members value the liability insurance benefit highly, so it is essential that every club member maintains their OFAH membership.

Angler and Hunter Insurance (Canada Brokerlink)

Many OFAH members took advantage of great rates on home, auto, ATV, and snowmobile insurance needs through Angler and Hunter Insurance, a valuable membership benefit.

ALL Insurance

Our members have the peace of mind of \$4,000 of accidental death or dismemberment insurance, thanks to our partnership with AIL Canada. AIL offered in-person appointments with AIL agents to selected OFAH members who were contacted by mail.

Bank of Montreal MasterCard

A new five-year agreement was signed with the Bank of Montreal in 2010, which included some new and exciting promotions designed to increase the profile of the card, and uptake from our members. The regular and strong presence of the Bank of Montreal credit card offer on our website (www.ofah.org) was effective in generating applications from members throughout the year.

Motel 6

Motel 6 is known for reasonable rates across Canada and throughout the United States. In 2009, Motel 6 became the first hotel chain to offer a discounted rate to OFAH members (using the OFAH corporate ID number). We encourage all members to consider supporting Motel 6 when travelling. Reserve online, by calling the hotels directly, or by calling 1-800-4-MOTEL 6 (1-800-466-8356).

Mark's Work Wearhouse

The annual donation by Mark's Work Wearhouse was comparable to that of recent years. Regular priced items purchased by OFAH members showing their card receive a 10 percent discount. Even though sale items don't qualify for the discount, be sure to show your membership card so that the OFAH will receive a donation.

The Brick

Throughout 2010, our members enjoyed savings of 10 to 40 percent on the purchase of home appliances, televisions and furniture at The Brick. Need a card? Call us and we will send you one.

Sustaining Members

Gold: AIL Canada, Allen Insurance Group, Bass Pro Shops, Big Foot Shoe Clinic, BoaterExam.com/HunterExam.com, Bushnell Outdoor Products, Cabela's, Canada Brokerlink/Anglers & Hunters Insurance Brokers, Cedar Valley Hunting Supply, DT Powersports, Edgar Enterprises, etfs, Excalibur Crossbow Inc., Fox 40 International Inc., Graywood Sporting Group Inc., Imagewear, Johnson Outdoors Canada Inc., Ontario Stewardship, Realstar Hospitality, Shimano Canada Limited, Stoeger Canada Ltd., The Brick, Toronto and Region Conservation Authority, Toronto Sportsmen's Show, TSC Stores, Zeiss Sports Optics

Silver: Northern Ontario Aquaculture Association

Bronze: Commercial Press & Design Inc., Idris Insurance Brokers Ltd., Long Point Region Conservation Authority, Long Point Waterfowl, Niagara Peninsula Conservation Authority, Office Connection, Ontario Drive and Gear Ltd., Peterborough Midas, Pro Maxx Sports, The Vincent Press Ltd., W.I. Villager Ltd.

OFAH Strategic Planning



Setting goals and working strategically to achieve them is what the Ontario Federation of Anglers and Hunter has always done best. For over 80 years, our forward-thinking attitude and strategic approach to

planning and resolving issues has resulted in a long list of achievements for anglers, hunters and conservation.

Four years ago, the OFAH embarked upon a major strategic planning exercise that will ultimately help the OFAH set more goals and achieve more results in the years ahead.

The OFAH Strategic Planning Committee consisting of staff and Board members have invested hundreds of hours of work to develop ten fundamental strategic planning documents including Vision and Mission Statements, OFAH key strategies and core values, as well as Strengths, Weaknesses, Opportunities and Threats (SWOT).

In 2010, that strategic plan was officially presented to the OFAH Board of Directors and all OFAH staff, and the OFAH Board ratified the strategic plan at its September 2010 Board meeting.

82nd OFAH Annual General Meeting and Fish & Wildlife Conference



The 82nd OFAH Annual General Meeting and Fish & Wildlife Conference welcomed over 400 delegates to the Delta Meadowvale Resort and Conference Centre in Mississauga in March. In addition to the annual general meeting, this three-day event

featured a variety of speakers on a range of outdoor related topics, award presentations, delicious food, and great entertainment.

The Honourable Linda Jeffrey, Minister of Natural Resources, gave the traditional Friday morning presentation, and keynote speaker, Manitoba MP Candice Hoepfner, delivered a compelling case for scrapping the federal long gun registry at the gala banquet on Saturday night.

At the same time as the main conference was running, a throng of enthusiastic youth were enjoying the OFAH Get Outdoors Youth Leadership Conference. Just a short shuttle bus ride away in downtown Toronto, the Toronto Sportsmen's Show was debuting at the Metro Toronto Convention Centre, where delegates took advantage of free Saturday admission. The 82nd Annual Fish and Wildlife Conference offered a memorable outdoor-themed opportunity for the entire family.

To learn more, visit www.ofah.org/conference



Fundraising

OFAH members and member clubs help raise funds that make fish and wildlife conservation initiatives possible.

36th Annual OFAH Conservation Lottery

Once again, a big “thank you” goes out to everyone who supported the 36th Annual OFAH Conservation Lottery. An amazing 41,380 books of lottery tickets, up from the previous year, were sold during our largest fundraiser.



Proceeds from the 36th annual lottery supported OFAH initiatives across the province, including working for better fish and wildlife management, reintroduction programs and habitat enhancement, and youth education and outreach.

The line-up of prizes totaled almost \$300,000, thanks to terrific sponsors. Dodge (Chrysler Canada) stepped up again as the major vehicle sponsor, Lund provided boats, and Yamaha continued their sponsorship with ATV's and outboard motors.

Anyone selling more than five books of tickets was eligible to order the limited edition lottery print, “The River Run - Wolves” by Trevor Tennant, and an impressive 1,800 members did so! In addition, 230 members took up the offer to have their print framed for an exceptional price.

Lottery winners were posted on the OFAH website and printed in the August issue of *HOTLINE*. Major prize winners hailed from Sharbot Lake, Massey, Marathon, Toronto and Listowel.

Top 5 outstanding ticket sales by OFAH member clubs:	
1. Georgian Bay Hunters & Anglers Inc.	751 books
2. Sudbury Game & Fish Protective Assoc.	691 books
3. South Central Ontario Fish & Wildlife Assoc. Inc.	688 books
4. NDHQ Fish & Game Club	639 books
5. Ontario Hunt Camps Assoc. Inc.	448 books

Clubs don't have to apply for licenses or pay any fees in order to sell O.F.A.H. conservation lottery tickets. Clubs are rebated \$6 for every book sold, with the funds to be used for projects in their home town. What a great way to support the OFAH and conservation!

OFAH Ontario Wildlife Calendar and Christmas Cards

The 2011 OFAH calendar was mailed out the end of September and included a record 18 member photographs, six as featured months. Calendar donations continued to be generous, with the average donation up slightly from 2009 at \$17.59, and a couple of donors sent in an incredible \$500 each for their copy.



2010 Christmas card sales brought in approximately \$23,000.

Merchandise

Our members continue to show their dedication to the OFAH by purchasing merchandise and proudly wearing OFAH branded apparel. Promotions were run throughout the year, including ads and multi-page flyers in several issues of *Ontario OUT OF DOORS*, and a 4-page insert in the 2010 Ontario Wildlife Calendar.

Nevada Lottery

In 2010, we received a two-year term for our break open ticket lottery licence, which will make the application and reporting processes less onerous for staff. We had approximately 25 locations open across the province. Our average net income per complete box sold was \$191.35, making our net income nearly \$62,000. The Alcohol & Gaming Commission again approved expenditures to support fish and wildlife conservation and education initiatives.

Conservation Dinners

The OFAH Conservation Dinner program brings outdoor enthusiasts together to celebrate conservation and raise funds for local and provincial fish and wildlife projects. In 2010, the OFAH assisted with six fundraising dinners that together generated over \$100,000, of which 85 percent was returned to participating committees to support local conservation projects.