



President's Report 2015

November 14 2015

Ladies and Gentlemen, it has been my great honour and pleasure to serve as HAC's President & CEO for the last seven years.

It continues to be a challenging time for our industry, and for the Association, although HAC's members and Associates have remained incredibly loyal to the association.

As you may know, over 80% of the civil helicopters in Canada today are operated by HAC members. We currently have 121 Operator-members and 158 Associates, and 12 Corporate Sponsors. Our Membership and Associate revenue declined slightly last year, as the previous year was particularly difficult, and as a result of some industry consolidation that has been occurring. It was shaping up to be another difficult year in a string of six difficult years before that but the help that we were able to provide on fires salvaged the season for a number of operators in the face of bleak mining, exploration and Oil & Gas market. We appreciate the support that we receive from Operators, Associates, and Individuals, but particularly during challenging economic circumstances.

I am pleased to report that your association is still strong – financially, but particularly in terms of its recent advocacy efforts in Ottawa.

It has been a busy year. Some of the significant events and milestones were:

- Largely attributable to *your* efforts reaching out to your customers and MPs, and to the collaborative efforts of eleven national and regional associations, and the sensitivity of this

issue running up to a Federal Election, the *Notice of Intent* on Flight & Duty Time published in Canada Gazette I will have no effect on the helicopter industry. In fact, the course of this issue may be significantly effected by the change in government which occurred on October 19. We urge you to maintain a connection to your local MP – we may still need their help. HAC and other Associations forming part of the Coalition of Associations opposing Transport Canada’s direction on this issue met two weeks ago in Montreal and we have agreed to remain united on this subject and to connect with the new government early and often to highlight its importance for our respective industry-segments. While it is unclear where this issue will go in the coming few months, we remain united with other like-minded Associations. Our painful experience on this subject to-date has made us stronger. Last year at this time, you will recall that the Director General declared that he did not know if he was prepared to do anything about our objections to the NPA he tabled on September 15 of last year – and now I believe the progress of this issue had been set back from two to four years. We sincerely hope that Transport Canada will be more open to industry segment-specific solutions, moving forward. It is clear that this debate is not over yet – but it is also clear that we are stronger, together;

- While the future of the Draft Regulations affecting the development of Aerodromes is unclear at this point, the Gazette I version published earlier this year will have no impact on the development of helipads and heliports in Canada, owing in part to the advocacy efforts of your association;
- In June of this year, HAC’s offices moved from leased premises, to a small office-condo, that will serve as a more permanent home for the association for years to come;
- In BC, working with our Flight Schools and with the Ministry of Advanced Education we were able to mitigate some harmful problems in the transition to the new PICTIA, that will exercise some oversight over flight schools in the Province.
- For the fifth year, our Membership Fees and Associate fees, will remain unchanged as we experience cost-savings in our new office, and explore and develop new non-dues-related revenue sources;

- The largest tradeshow in the Association's history here in Vancouver this year is a testament to the loyalty of our Associates and Exhibitors. Thank-you for your support. Our tradeshow continues to grow as we extend our reach to new Associates and Exhibitors through the new Newsletter and our participation - as an exhibitor ourselves – at the trade show at Heli-Expo. Your association will be in Edmonton next year and in the Westin Hotel in Ottawa for our next Eastern Convention in 2017. Both venues will ensure that the trade show is unconstrained in size by the availability of floor space – so that we can meet the growing demand for space from our valued Associates and exhibitors.
- This year, marks our first full-on static display of six helicopters on the west terrace in Vancouver – an important milestone in the evolution of our growing trade show.
- Two new HAC Committees are in the process of forming at this year's Convention – a Human Resources Committee, and Transportation of Dangerous Goods Committee. Stand-by for more details, as their Terms of Reference Crystalize.
- Revenue from our new bilingual, biweekly newsletter through Multiview doubled from our previous year. It also provides HAC with an opportunity to communicate with our Members and Associates including our Francophone Members and Industry Supporters with more regularity, and provides the Association with a significant new source of advertising revenue – in the Newsletter and on our Website, that will help us hold-the-line on our dues levels going forward.
- At this convention, we will be releasing the results of our "*Economic Footprint for the Canadian Helicopter Industry*", being carried out by InterVISTAS Consulting. Thank-you to the operators and Associates that participated by completing our survey. We know that it took some time and effort and we appreciate your efforts. We welcome your comments and observations on the results that will be made known to you in a session with InterVISTAS at this convention. The study will help situate the importance of the Canadian helicopter industry in terms of the employment it generates and as an enabler for a variety of other industries, for communities and as an essential service provider. It will also serve as an important tool for the

Association in our advocacy efforts going forward – on issues of importance to us, like Flight & Duty Time.

- We continue to promote our HAC Group Health Insurance program with AON Hewitt, and our Template Policy Manual and our Template Employment Agreements, and our Template Averaging Agreement, which are continuing to grow in popularity among our Members and our Associates.
- Our plans to move forward with a Helipad Construction Best Practice and a General Air Taxi Operators Best Practice are maturing in the context of the Oil & Gas Committee and Air Taxi Committees, respectively.
- We continue to work cooperatively with the International Helicopter Safety Team (IHST) and I continue to serve as a Director on its Executive Committee. There are a number of new safety tools available on their website, but our efforts to refocus on achieving a “zero accident rate” are really about the journey, rather than the destination.

Particularly this year, there are few individuals that I would like to recognize for their help with this convention – and for some of them year-around:

First, Barb Priestley our “Membership Services-and-just-about-anything-else-important-that-requires-doing” person at HAC. For those of you that don’t know, Barb and I are the only two full-time employees of HAC. We try to appear larger...and we do that through the dedicated assistance of a number of contractors including Grace Vale and Darlene Kelly-Stewart of Venues – our Convention Planners. And with the dedicated assistance of Ashley Ha, Laura McAtamney, our summer students, Richard MacNeill and Patricia Hendrick – our CFO and Book Keeper respectively, of OTUS Group. I would also like to thank Katherine Cyr who has helped us on-site at the convention for the last couple of years. Their experience has helped us grow and evolve the convention. Thank-you also to the students at Heli-College for their volunteer help at the Convention – don’t forget, that they are here to learn AND find work!

I also wanted to recognize the efforts of Ken Glaze of VertiFlight International. Ken’s tireless efforts were invaluable as we prepared to execute on the Static display this year.

I also wanted to recognize the assistance of a number of people from Transport Canada whose efforts helped us realize the Static Display on the West Terrace. Getting six helicopters Temporary Landing Permits to land in downtown Vancouver was a monumental job that took us eight months, but it will serve as a template for this venue and potentially for others, moving forward. I wanted to recognize Shari Currie, Trevor Heryet, Stacey Mason, Danielle Rehm, and Rick Shobesberger for their help.

I want to thank all those companies and their employees – particularly those that served on committees - that contributed their time and resources to our achievements since this time last year. Without your passion and commitment to the industry, these would not have been possible.

Finally, I would like to thank the HAC Board for their unwavering support and their counsel and commitment in the last year, but I would also like to thank HAC's Members and Industry Supporters for your loyalty and patience as we continue to evolve your association to serve you better.