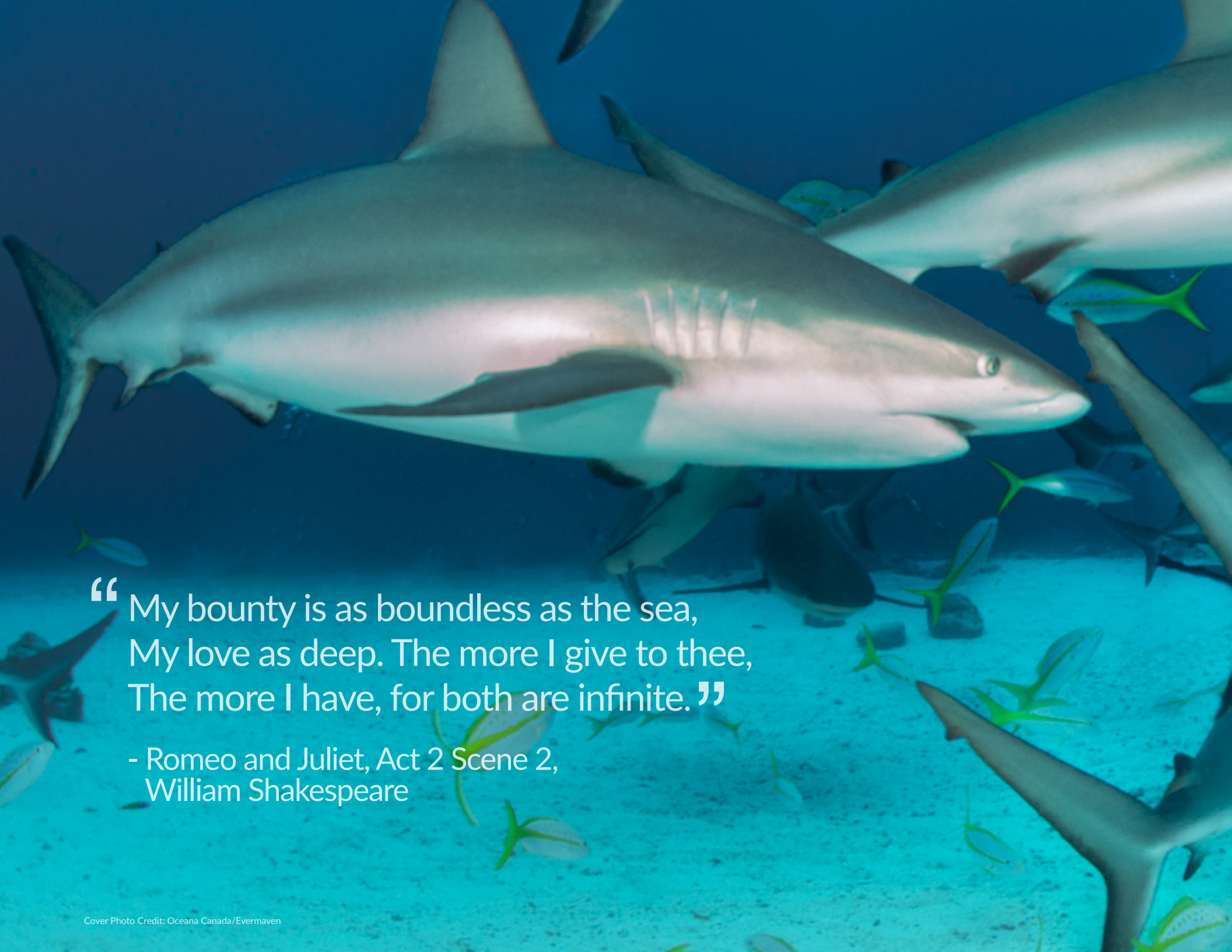




OCEANA Protecting the
World's Oceans

Oceana Canada

Annual Report
2018-2019

A large shark, likely a Great White, is the central focus, swimming towards the right. It is surrounded by a school of smaller sharks. The water is clear and blue, with some green seaweed visible on the sandy bottom. The lighting is bright, highlighting the shark's sleek body and the surrounding environment.

“ My bounty is as boundless as the sea,
My love as deep. The more I give to thee,
The more I have, for both are infinite. ”

- Romeo and Juliet, Act 2 Scene 2,
William Shakespeare



Reef sharks swim together. Canada, following a significant grassroots effort by Oceana Canada, became the first G20 country to ban the trade of shark fins within its borders.



Oceana Canada

Annual Report 2018-2019*

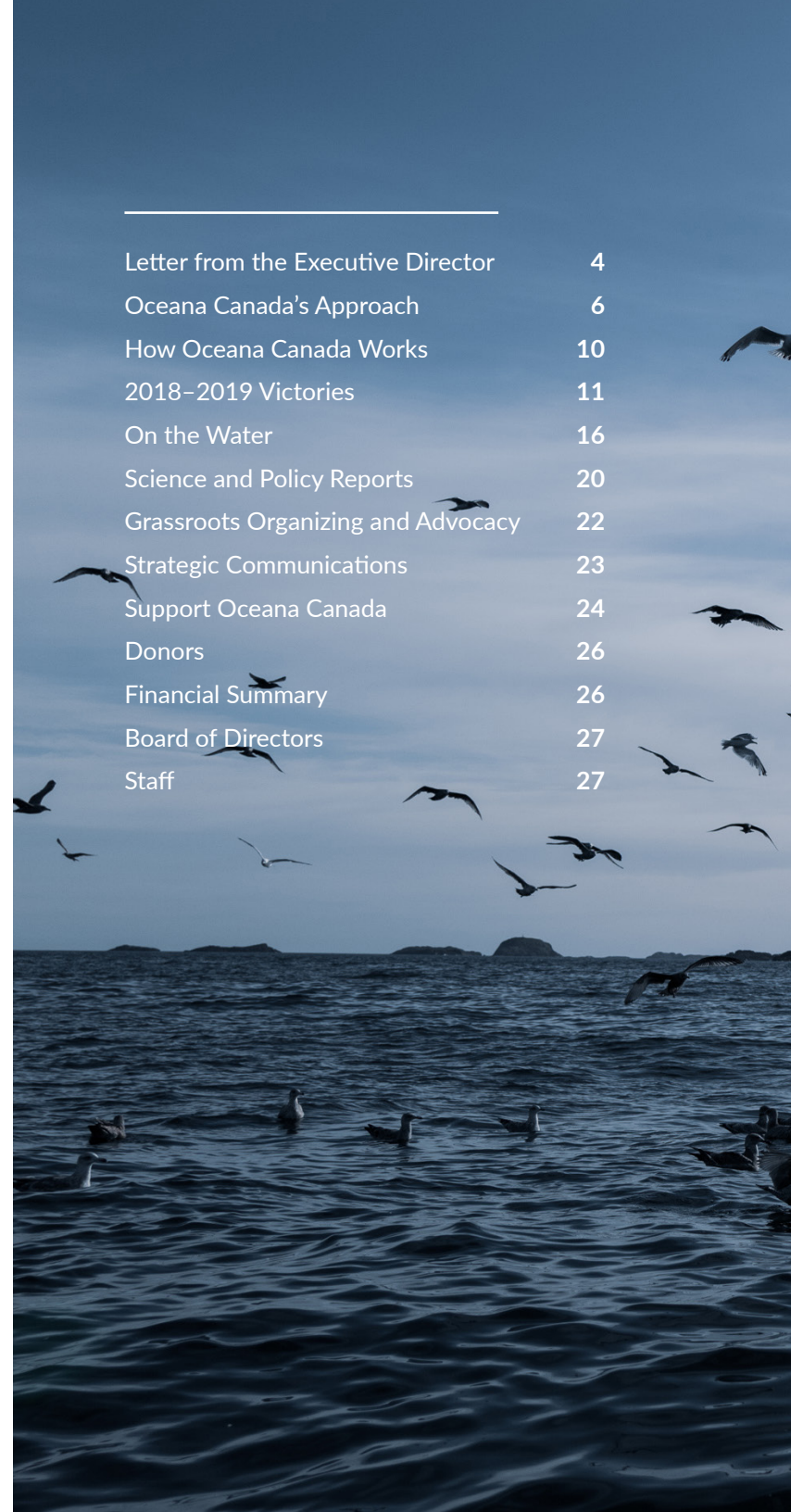
Oceana Canada was established as an independent charity in 2015 and is part of the largest international advocacy group dedicated solely to ocean conservation. Canada has the longest coastline in the world, with an ocean surface of 7.1 million square kilometres, or 70 per cent of its landmass. We believe that Canada has a national and global obligation to manage our natural resources responsibly and help ensure a sustainable source of protein for the world's growing population.

Oceana Canada has successfully campaigned to end the shark fin trade, make rebuilding depleted fish populations the law, improve the way fisheries are managed and protect marine habitat. We work with civil society, academics, fishers, Indigenous Peoples and the federal government to return Canada's formerly vibrant oceans to health and abundance. By restoring Canada's oceans, we can strengthen our communities, reap greater economic and nutritional benefits and protect our future.

Join the cause at oceana.ca.

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* This report features editorial content through June 30, 2019 and financial information for the 2018 fiscal year.



*An abundant ocean is possible.
Rebuilding fish populations can
be our legacy.*



Letter From The Executive Director



Credit: Oceana Canada/
Neil Ever Osborne

There has never been a time of greater need or greater opportunity to transform the way Canada manages its fisheries and oceans. They are facing growing threats and greater uncertainty: overfishing, climate change, habitat destruction and pollution are putting oceans and the marine life we all depend upon at risk.

The good news is that, with new laws and an increased investment in science, Canada has reached a historic turning point, one that can change our trajectory from declining fish populations to rebuilding abundance. We have a rare opportunity for ambitious progress to create change on the water, increasing the number of healthy stocks and building resilience to climate change. We just need to seize it.

This annual report documents the progress Oceana Canada and its allies have made in the last year in winning policy changes. You will find much to be encouraged by.

For the first time in Canada's history, we have a law that requires that our collapsed fish populations be rebuilt to abundance. It will no longer be enough for policy-makers to claim credit just for not making bad things worse. Sustainable overfishing, where continued fishing on a collapsed population keeps it at dangerously low levels, must stop. Following three years of lobbying by Oceana Canada and its allies, rebuilding collapsed fisheries is now the law. This is good for Canadian fishers and coastal communities, and it's good for the world.

To realize the full impact and intent of a modernized *Fisheries Act*, the government must create strong regulations that outline what rebuilding plans must include. Oceana Canada is advocating that, at a minimum, they specify a timeline and target, aimed at rebuilding populations to healthy levels as quickly as possible. In the year ahead, Oceana Canada will be working to ensure the government harnesses this opportunity to rebuild fish populations by

developing effective regulations and swiftly enforcing existing policies.

There's another reason to celebrate, too. Built into the amended *Fisheries Act* is a ban that ends the import and export of shark fins throughout Canada – which, up until recently, saw the highest number of shark fin imports outside of Asia. Oceana Canada helped garner more than 300,000 signatures for a petition supporting the ban that was sent to Prime Minister Justin Trudeau and the Minister of Fisheries and Oceans. Oceana Canada's campaign also convinced more than 20,000 people to directly contact their members of Parliament and the Minister of Fisheries and Oceans to demand change.

Canada has made great progress in marine protection, both in conserving our oceans and adopting new standards that ban industrial activities such as oil and gas, mining and destructive bottom-contact fishing activity in newly created Marine Protected Areas. Oceana Canada called on the government to implement strong protection measures, and the new standards address this by protecting fragile habitats that provide nursery, spawning and feeding areas for marine wildlife.

Oceana Canada's expedition to the deep waters off the west coast of Vancouver Island – an expedition that included Fisheries and Oceans Canada, the Haida Nation and Ocean Networks Canada – discovered six new seamounts and mapped, for the first time, 13 others. These newly mapped and newly discovered seamounts revealed ideal environments for species like coral and sponges, which form the base of important marine habitats that many species including fish, octopuses and whales depend on. Based on the discovery of ancient and fragile coral forests and sponge reefs, Oceana Canada is now campaigning for the permanent protection of these important biodiversity hotspots.

Fisheries and Oceans Canada used data from Oceana Canada's 2017 expedition to the Gulf of St. Lawrence to support the protection and management of a new Marine Protected Area (MPA), called the Banc-des-Américains. Announced in early 2019, this MPA protects an area that nurtures commercially valuable species like crab and shrimp, as well as endangered ones like the North Atlantic right whale and Atlantic wolffish.

I want you, as a supporter of Oceana Canada, to know that all the policy victories reported in

this latest annual report are yours. None of them are possible without your generosity. Oceana Canada raises virtually all of its funds every year in voluntary philanthropic contributions from supporters like you. An essential part of its job is pressing government policy-makers to do the right thing for ocean conservation. That requires having the independence to speak and to act with integrity and demonstrate that it is supported by thousands of Canadians. Your support is the guarantee of that independence. With your continued support, Oceana Canada will keep pushing for what has to be done today to ensure an abundant and healthy ocean for the future.

Thank you. Together we are saving the ocean and feeding the world.

Sincerely,



Josh Laughren
Executive Director, Oceana Canada



Oceana Canada's Approach

Oceana Canada is committed to restoring Canada's oceans by securing policy changes that increase biodiversity and abundance through science-based fisheries management.

This mission matters because healthy marine ecosystems full of wildlife can support fisheries that will help feed more than a billion people globally in a sustainable way. We can preserve our natural wonders for future generations while protecting a food source – wild seafood – that requires no fresh water or arable land to produce, produces minimal greenhouse gas emissions and provides cheap, healthy protein to people around the world.

Just 29 countries and the EU account for 90 per cent of the global fish catch. We can, on a country-by-country basis, restore healthy oceans through responsible policy making at the national level. Evidence from fisheries around the world has shown that when the right measures are put in place, fish populations bounce back.

Oceana Canada fights for policies that are based in science and relies on proven strategies that help restore healthy oceans.



Rebuild
Abundance



Protect
Habitat



Stop Seafood
Fraud



Protect North
Atlantic Right
Whales



Reduce
Bycatch

A striped pink shrimp in the Gulf of St. Lawrence. Marine Protected Areas like the newly created Banc-des-Américains MPA provide habitat for commercially important species like crab and shrimp.



Rebuild Abundance

Managing the amount of fish taken from the ocean by establishing and enforcing science-based catch limits maintains the health of wild fish populations—and in many cases can lead to a dramatic increase in numbers. Learn more at oceana.ca/RebuildAbundance.

Credit: Poelzer Wolfgang



Protect Habitat

Protecting vulnerable ecosystems will preserve places that play crucial roles in the life cycles of marine animals. Oceana mounts expeditions and collects scientific data to help win protections for key ocean habitats and places. Learn more at oceana.ca/ProtectHabitat.

Credit: OET, WHOI MISO and Northeast Pacific Seamount Expedition Partners



Stop Seafood Fraud

Canadians are routinely given little or no information about exactly what seafood we're eating. Meanwhile, the information we are given can be misleading, which affects our oceans, our wallets and our health. Not only does this undermine honest businesses and fishers that play by the rules, but it also puts our oceans and even our own health at greater risk. Seafood sold in Canada should be safe, legally caught and honestly labelled.

Learn more at oceana.ca/StopSeafoodFraud.

Credit: Oceana/Jenn Hueting



Protect North Atlantic Right Whales

North Atlantic right whales are one of the most endangered large whales on the planet. Scientists estimate that even a single human-caused North Atlantic right whale death a year threatens the species' chances of recovery. To prevent extinction, these whales must be protected from fishing gear entanglements and ship strikes. Oceana's campaign calls for reducing the amount of vertical fishing lines in the water and requiring ships to slow down in areas where right whales may be present.

Learn more at oceana.ca/RightWhaletoSave.

Credit: Nick Hawkins



**With your help,
Oceana Canada will
continue to fight for the
measures that will restore
our oceans. We can save
the oceans and help feed
the world.**

Credit: Shutterstock

How Oceana Canada Works

The good news is that the oceans can be restored to their former abundance. Oceana affiliates around the world have won, together with our allies, more than 200 victories and protected more than 12 million square kilometres of ocean. Oceana is campaigning in countries that account for one-third of the wild fish caught across the globe. In addition to Canada, this includes Belize, Brazil, Chile, the European Union, Mexico, Peru, the Philippines and the United States. We are:

✔ Campaign Driven

We focus our resources on strategic, directed campaigns to achieve measurable outcomes that will protect and restore our oceans to former levels of abundance. Our campaigns are specific, targeted and designed to be won in a three- to five-year timeframe.

✔ Fact Based

Our advocacy relies on scientific research to help us understand the ocean's problems and identify practical, effective solutions.

✔ Expedition Powered

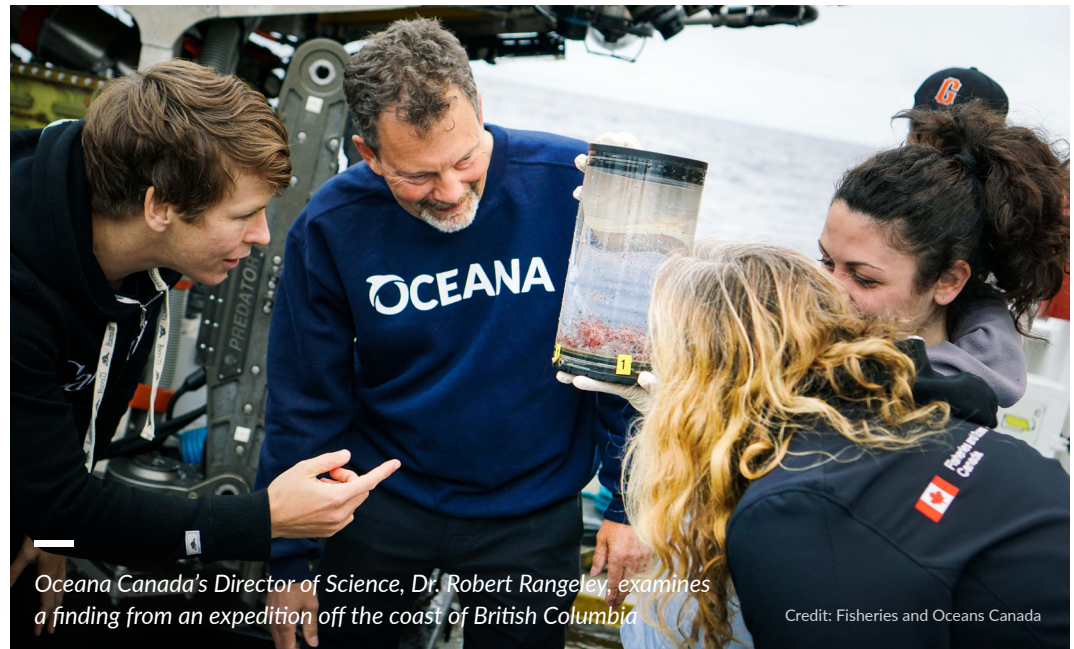
We recognize that getting on the water – with scientists, divers, underwater photographers and campaigners – and bringing to life the most important marine places helps us make the case for needed protections. Oceana's expeditions have empowered our campaigns and led to victories across the globe.

✔ Multi-Disciplinary and Expert

Our network of expertise includes scientists, economists, lawyers, communicators and advocates working to achieve tangible results for the oceans.

✔ Supported by Citizens and Allies

The global Oceana network has a base of more than five million supporters, including more than one million Wavemakers. In Canada, we work with civil society, academics, fishers, Indigenous Peoples and the federal government to return Canada's oceans to health and abundance.



2018-2019

Victories

Oceana and allies have helped win more than 200 policy victories that restore ocean abundance since the organization's global founding more than a decade and a half ago.

Oceana leverages law, science, grassroots activism, lobbying and strategic communications to win policy victories around the world. Here's what Oceana Canada accomplished between July 2018 and June 2019.



Canada Passes New *Fisheries Act*: A Historic Win for Canada's Oceans

Canada's new *Fisheries Act*, passed into law on June 18, 2019, requires, for the first time in Canada's history, science-based rebuilding of all depleted fish populations. The passage of this modernized law puts Canada on the path to restoring its oceans to abundance.





Canada Bans Shark Fin Trade, First of G20 Countries

Canada, following a significant grassroots effort by Oceana, became the first G20 country to ban the import and export of shark fins. The practice of shark finning has been illegal in Canadian waters for years; however, Canada was the largest importer of shark fins outside of Asia. Oceana's campaign generated more than 300,000 petition signatures and thousands of emails and phone calls to members of Parliament calling on them to protect sharks. This ban is part of Canada's new *Fisheries Act*.



Canada Creates Banc-des-Américains Marine Protected Area

The Government of Canada established a 1,000 square kilometer Marine Protected Area (MPA) in the Gulf of St. Lawrence called the Banc-des-Américains. This new MPA protects one of Canada's most diverse and productive marine areas. In 2017, Oceana Canada and Fisheries and Oceans Canada partnered to conduct an expedition in the Gulf of St. Lawrence, including the Banc-des-Américains. The government used data from the expedition to support protection and management of important habitat, including habitat-forming corals and sponges, forage fishes like capelin and herring, commercially important species, such as crab and shrimp, and the iconic and highly endangered North Atlantic right whale.





Canadian Government Bans Industrial Activity in Marine Protected Areas

Canada adopted new standards that ban industrial activities such as oil and gas, waste dumping, mining and destructive bottom-contact fishing activity in newly created Marine Protected Areas (MPAs), bringing Canada in line with international best practices. In the past few years, Canada has been protecting more of its ocean, but within these areas, industrial activities, including oil and gas, were not explicitly prohibited. The new standards help protect fragile habitats that provide nursery, spawning and feeding areas for marine wildlife from harmful practices.

On The Water

Around the world, Oceana expeditions reveal the stunning detail of essential underwater areas that need protection. Oceana documents unique habitats and, using the photos, video and scientific data gathered on these expeditions, collaborates with local communities and partners to win the victories that protect these places.

Oceana Canada's 2017 exploration of the Gulf of St. Lawrence resulted in the most comprehensive visual exploration of the Gulf in Canada's history. The government used data from the expedition to support the protection and management of a new MPA, called the Banc-des-Américains (American Bank). Announced in early 2019, this MPA protects an area that nurtures commercially valuable species like crab and shrimp, as well as endangered ones like the North Atlantic right whale.





Northeast Pacific Seamounts

In July 2018, Oceana Canada set sail on a 16-day, 2,500-kilometre expedition, discovering six new seamounts while observing an incredible abundance and diversity of marine life. Fisheries and Oceans Canada, the Haida Nation and Ocean Networks Canada partnered with Oceana Canada on this expedition aboard the Ocean Exploration Trust's E/V Nautilus. The mapping of 13 known seamounts and discovery of six additional seamounts revealed ideal environments for species like coral and sponges, which form the base of important marine habitats. Based on the discovery of ancient and fragile coral forests, Oceana Canada is now campaigning for the permanent protection of these important biodiversity hotspots.



Six new seamounts were discovered during this expedition.

Credit: Fisheries and Oceans Canada



Credit: Fisheries and Oceans Canada



Credit: Fisheries and Oceans Canada



Credit: Fisheries and Oceans Canada



Oceana Canada achieves its goals by identifying the key decision-makers and then leveraging science, law, grassroots engagement, advocacy and strategic communications to win victories for the oceans.

Science & Policy ▶

Grassroots Organizing & Advocacy ▶

Strategic Communications ▶

Science & Policy Reports

Oceana Canada wins victories for the oceans through effective campaigns based on science and research. Reports and papers published in 2018 and through June 2019 include:

- The Impact of Widespread Seafood Mislabelling on Canadians: Presentation to the House of Commons Standing Committee on Fisheries and Oceans
- Economic and Social Benefits of Fisheries Rebuilding
- Oceans of Opportunity: The Economic Case for Rebuilding Northern Cod
- Rebuilding Canada's Fisheries: Submission to the Senate Standing Committee on Fisheries and Oceans
- Comments on the Draft National Fishery Monitoring Policy
- Comments on the DFO Document for Consultation: Proposed Elements of a Regulation to List Major Fish Stocks and to Describe Requirements for Fish Stock Rebuilding Plans



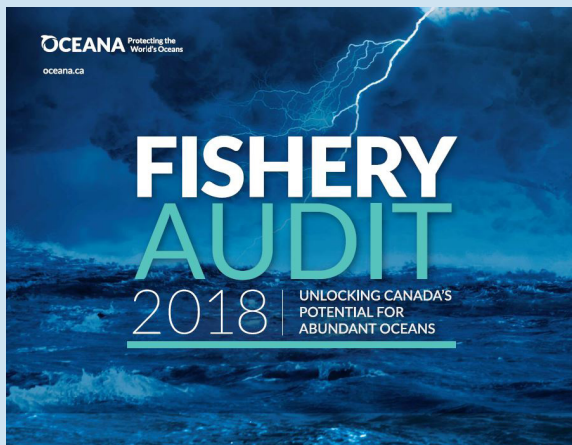
Seafood Fraud and Mislabelling Across Canada

This national investigation into seafood fraud and mislabelling – the most comprehensive national study ever conducted in Canada – found a shocking 44 per cent of the seafood samples tested were mislabelled. The report looked at nearly 400 seafood samples from five cities across Canada: Halifax, Ottawa, Toronto, Vancouver and Victoria. It received significant national and local media coverage and helped secure a House of Commons Standing Committee briefing on the impact of widespread seafood mislabelling.



Oceans of Opportunity: The Economic Case for Rebuilding Northern Cod

This report revealed that a rebuilt northern cod fishery could provide 16 times more jobs and have a net present value worth up to five times more than today. With low fishing pressure and favourable environmental conditions, the fishery could recover in as few as 11 years. The report underscored the importance of setting science-based quotas and revealed the long-term cost of delaying recovery.



Fishery Audit 2018: Unlocking Canada's Potential for Abundant Oceans

Oceana Canada's annual *Fishery Audit* reports on the state of fish stocks and tracks progress on how well the government is meeting its policy and management commitments. The 2018 report revealed that Canada's fisheries are in trouble: only 34 per cent are considered healthy and 13 per cent are critically depleted. This report helped inform the successful passage of the historic new *Fisheries Act*, which now mandates rebuilding depleted stocks.

Grassroots Organizing & Advocacy

Five million plus supporters and advocates - ranging from local on-the-ground fishers to activists on social media - help Oceana and our allies win victories all over the world.



Victory for Sharks

A grassroots effort by Oceana Canada pushed for the passage of Bill S-238, to ban the importation and exportation of shark fins. This effort resulted in more than 300,000 petition signatures and thousands of emails and phone calls being made to Members of Parliament calling on them to protect sharks. This public support and campaigning by Oceana Canada and other groups led to Bill S-238 being incorporated into Canada's new *Fisheries Act* which passed into law on June 18, 2019.

Strategic Communications

Oceana Canada's campaigners design media and communications strategies that target key decision-makers, inform the public and help achieve policy change. Here are some of our press highlights from 2018-2019:

Jonathan Wilkinson: Feds Banning Oil-and-Gas Industry from Marine Protected Areas

HUFFPOST

Legislation Increasing Protection For Fish and Habitat Clears Senate



Seafood Fraud Rampant in Canada, Says Advocacy Group



Study Shows Economic Benefits of Patient Approach to Northern Cod Recovery

NATIONAL POST

Do You Actually Know What's for Dinner Tonight? We Are All Victims of Food Fraud

NATIONAL POST

Deep Sea Expedition Drives Home Need for Seamount Protection

iPOLITICS

Fisheries Act Makes Canada the First G20 Country to Ban Shark-Fin Trade

THE GLOBE AND MAIL

Canada's Marine Fish Stocks Are on a Steady Decline, With Only a Third Considered Healthy, Report Finds



Ottawa Looks the Other Way at Seafood Fraud

TORONTO STAR

Shark Fin Trade is Officially Banned in Canada and Canadians Are Overjoyed

NARCITY

How Ted Danson is Helping Conserve the Ocean



Ottawa Takes Aim at Illegal Fishing and Discarded Fishing Gear



Support Oceana

Donate to Oceana

Each of us has the power to help save the oceans and feed the world. Your support allows Oceana Canada to carry out targeted campaigns to stop overfishing, protect habitat, stop seafood fraud, protect North Atlantic right whales and reduce bycatch. Oceana Canada works to restore ocean abundance and biodiversity for generations to come. Become part of a growing base of ocean advocates by joining Oceana Canada today. You can provide financial contributions to Oceana Canada via web, phone or mail. Credit card donations may be made on a sustaining basis by designating a monthly, quarterly or annual contribution. Cheques may be mailed to the address below.

For more information, visit oceana.ca/donate.

Giving via Phone or Mail

Oceana Canada
Attn: Operations Department
18 King Street East, Suite 505
Toronto, ON M5C 1C4
Phone: 1.416.583.2350
Toll-free: 1.844.362.3262
Email: info@oceana.ca

Tax Deduction for Donations

All donations to Oceana Canada will receive a charitable tax receipt. Oceana Canada Charitable Registration Number: 82161 8139 RR0001.

Follow Oceana

Follow Oceana on social media for breaking news from all around the world and insights into our research and campaigns.



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@Oceana Canada

Take Action

Become a Wavemaker and join supporters from across Canada who have signed up with Oceana Canada to save our oceans from destruction. Being a Wavemaker means you won't stand by while endangered marine life is caught up in harmful fishing gear or as our fisheries remain in a critical state. With your help, Oceana Canada can fight these and other threats.

Take action to help protect our oceans by visiting oceana.ca/support.



By the Numbers:

Facebook Followers:

91,428

Twitter Followers:

9,104

Instagram Followers:

8,128

Wavemakers:

28,462

Canadian Supporter Actions:

41,949

Financial Summary

Oceana Canada benefits from significant multi-year grant commitments. In 2018, total revenue was \$2,561,264 and total expenses were \$2,561,264.

Oceana Canada used these funds to advance its efforts to preserve and rebuild ocean life, including conducting an expedition off the Central Coast of British Columbia and the Northeast Pacific Seamounts and developing reports on seafood fraud, the economic and social benefits of fisheries rebuilding and the *Fishery Audit*.

Financial data was derived from audited financial statements, copies of which are available at oceana.ca/Financials or by contacting info@oceana.ca.

2018 Donors:

This work would not be possible without the generous support of many donors. Thank you.

Oceana Canada's Board of Directors and staff extend their deepest appreciation to Oceana Canada contributors for their support and generosity during 2018.

Contributions of \$5,000 or more

Donner Canadian Foundation
Fisheries and Oceans Canada
Gordon and Betty Moore Foundation
Strategic Charitable Giving Foundation
The George Kostiuik Family Private Foundation
The Maja Foundation at the Calgary Foundation
The Nikita Foundation
The Wyss Foundation*

* *Contribution was made to Oceana, Inc.*

Board of Directors

Valerie Van Cleave, Chair

Valerie's business career encompasses work in mergers and acquisitions, sales and marketing and new business development. She has spearheaded successful fundraising efforts for political campaigns and conservation advocacy. She co-founded and co-chairs SeaChange, a record-breaking benefit for Oceana.

David Delagran

David practices civil litigation at Beard Winter LLP. He has appeared and argued cases before all levels of court in Ontario and has extensive trial and appellate court experience. David maintains a diversified litigation practice, which includes

contract, tort and estates cases. He has directed a full range of commercial litigation matters, including partnership disputes, secured creditors' remedies, property disputes, commercial fraud, mortgage priority issues and a broad range of employment matters.

Pamela Hillen

Pamela is a Hicks Morley Knowledge Management Lawyer. She enhances collaboration and knowledge sharing at the firm by ensuring its intellectual capital is captured through a collection of precedents and practice group resources on the firm's leading-edge intranet. She is involved in monitoring and delivering updates on legislative and case law developments in areas of the firm's expertise, as well as generating timely client communications, including FTR Now

updates and posts on the firm's blogs, *Human Resources Legislative Update* and *Case in Point*.

Simon Sidamon-Eristoff, Past Chair*

Simon leads the tax-exempt organizations group at Kalbian Hagerty LLP. He has deep experience working with national and international non-profit organizations, both as a board member and as a staff member. His non-profit experience includes chairing the boards of both the Chesapeake Bay Foundation and American Friends of Georgia. He has also served as General Counsel for American Farmland Trust and as a staff attorney for the Trust for Public Land and the Rails-to-Trails Conservancy.

**Served until November 2018.*

Staff

Toronto

Josh Laughren, Executive Director
Sarah Cameron, Online Engagement Associate
Diana Demjanenko, Executive Assistant
Melinda Hung, Finance and Administration Coordinator
Alex Ivankine, Director of Finance and Administration
Kara-Ann Miel, Communications Director (interim)
Jennifer Whyte, Online Engagement and Content Manager
Lesley Wilmot, Communications Director

Halifax

Devan Archibald, Fisheries Scientist
Robert Rangeley, Director of Science
Alexandra Vance, Marine Scientist

Ottawa

Kim Elmslie, Campaign Director
Sayara Thurston, Seafood Fraud Campaigner







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