

The logo for NIMMSA, featuring the letters 'NIMMSA' in a bold, white, sans-serif font. The letter 'I' is replaced by a stylized white silhouette of a fish or whale, swimming to the right. The logo is set against a solid blue rectangular background.

NIMMSA

MEMBERSHIP GUIDE

Nov 2025



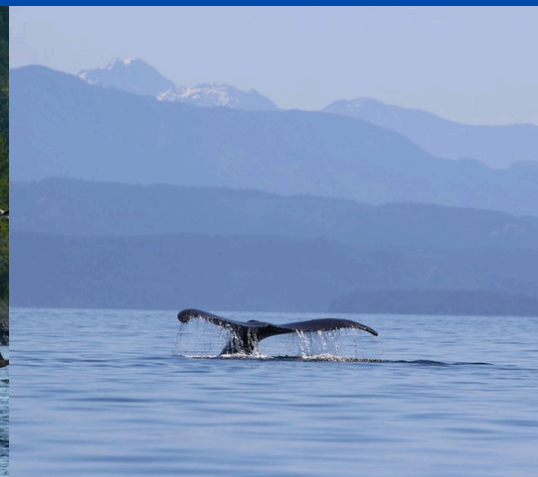
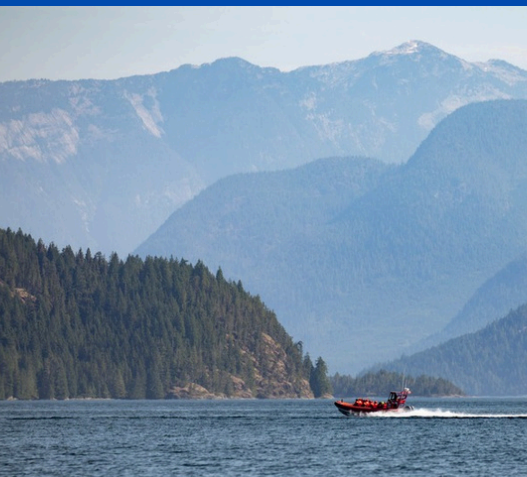
NIMMSA Membership

NIMMSA is a membership-based association and any business or organization with an interest in responsible marine tourism and stewardship on Northern Vancouver Island may apply to become a NIMMSA member.

Voting Members: NIMMSA's voting members include licensed marine tourism operators and businesses directly involved in marine mammal viewing or related stewardship activities within the North Island region.

(Tier 1 & 2)

Non-Voting Members: NIMMSA's non-voting members include research organizations, community groups, and industry partners who share our commitment to marine stewardship but do not operate marine tourism businesses. (Tier 3 & 4)



Membership Criteria



You.....

- Are the legal or appointed representative of an organization that benefits from the presence of marine mammals and conducts operations anywhere southeast of a line between Cape Sutil and Cape Caution and northwest of a line between Salmon Point and Atrevida Reef. (See Map on next page)
 - Hold the necessary legal approvals to perform your/the businesses operations.
 - Can provide evidence that organization personnel are knowledgeable about the NIMMSA area of operation, and the wildlife within it.
 - Are committed to donating at least \$2.50 (2026) from each paying client per day while operating guided tours to view marine mammals within the NIMMSA area of operation to the NIMMSA Conservation Fund by November 30th each year.
 - Agree to follow NIMMSA bylaws and code of conduct.
-



Membership Operating Area

Where Our Members Operate

NIMMSA's membership area covers the waters from Cape Sutil to Cape Caution in the north and Salmon Point to Atrevida Reef in the south.

Membership is open to organizations operating within this region that contribute to responsible marine tourism, research, and stewardship.

This shared area of operation allows members to collaborate, learn from one another, and uphold consistent standards of safety and marine protection.

Our Commitment on the Water



Guided by Respect, Responsibility, and Stewardship

As NIMMSA members, we share a collective commitment to protecting marine life and modeling responsible wildlife viewing practices. Our Code of Conduct reflects the highest standards of professionalism and care on the water.

We Commit To:

- **Respect Wildlife** – Follow Be Whale Wise guidelines and federal marine mammal regulations.
- **Operate Responsibly** – Minimize disturbance, reduce noise, and maintain safe approach distances.
- **Collaborate & Communicate** – Share sightings and coordinate respectfully with fellow operators.
- **Lead by Example** – Reflect responsible practices in marketing, education, and guest engagement.
- **Uphold Reconciliation** – Operate with the Truth and Reconciliation Commission's Call to Action #92 in mind.

Together, we ensure that marine stewardship remains at the heart of every experience.

 [Read the full Code of Conduct at \[nimmsa.org/code-of-conduct\]\(https://nimmsa.org/code-of-conduct\)](https://nimmsa.org/code-of-conduct)



Membership Benefits

Marine Conservation Impact

Support local marine conservation efforts through your contribution to the NIMMSA Conservation Fund.

Advocacy and Regulatory Relationships

NIMMSA actively advocates for the protection of marine ecosystems and promotes responsible wildlife viewing practices through its established relationships with government regulators and industry stakeholders.

Exclusive Networking Opportunities

Join a community of like-minded businesses and organizations committed to marine stewardship for collaboration and support.

* Access to PWWA App

Use the PWWA app to log sightings and interactions, helping contribute valuable data that supports marine mammal protection and enhances safety for wildlife and tour operators alike.

*Available to Voting Members only. Non-members can apply for access through the PWWA.

Website Listing

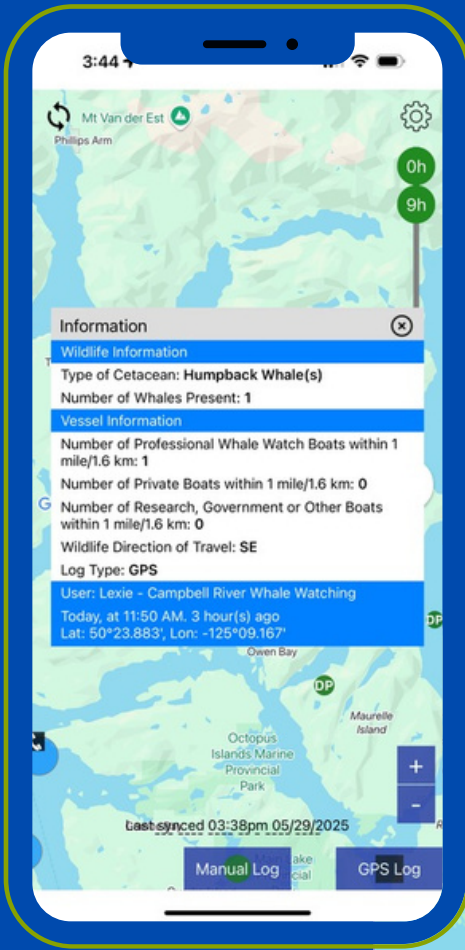
Featured on the NIMMSA website, promotional materials, and networking opportunities to boost business visibility.

Development Opportunities

Access workshops, training, and resources aimed at enhancing your knowledge of marine conservation, wildlife, and sustainable tourism practices.



The PWWA App



Supporting safer, more informed, and more coordinated operations on the water.

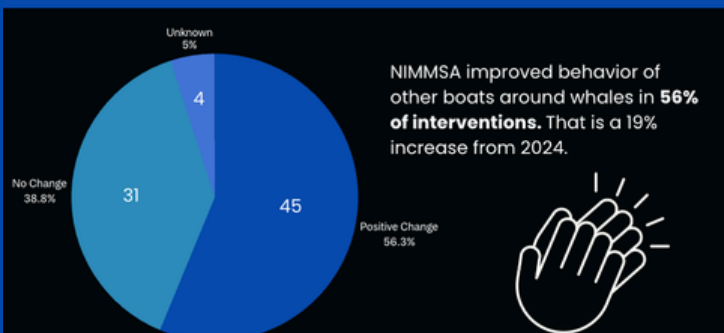
The PWWA App is one of the most valuable tools available to our operating members. It provides real-time marine mammal sightings, vessel activity, and shared situational awareness that helps reduce disturbance, increase safety, and strengthen stewardship across the region.



Key Features

- Real-time marine mammal sightings
- Live vessel presence information
- Shared awareness and coordinated responses among operators
- App access available to Voting Members (Tier 1 & 2)
- Nonprofit members can request access to the data sets for research purposes.

Effectiveness of Sentinel Actions



2025 Impact Snapshot

- 10,144 NIMMSA sightings logged
- 9,482 were cetacean sightings
- 147 Sentinel Actions recorded



Membership Tiers

Voting

1

First Tier: A company that operates and advertises daily or multi-day tours where marine mammal viewing is a key feature, whether as the primary purpose or part of a broader experience.

**Fee: \$300 + \$5 a seat/berth,
3 votes**

2

Second Tier: A company that operates and advertises tours where marine mammal viewing is not a primary feature but may occur during operations.

**Fee: \$100 + \$5 a seat/berth,
1 vote**

Non -Voting

3

Third Tier: A company that meets NIMMSA membership criteria but does not operate marine mammal tours.

Fee: \$200, no votes

4

Fourth Tier: A non-profit or charitable organization that meets NIMMSA membership criteria.

Fee: Free, no votes



The NIMMSA Conservation Fund

The NIMMSA Conservation Fund is the heart of our stewardship work. Each year members commit to donating \$2.50 from each paying client per day. These contributions fund local projects that enhance marine mammal protection, advance scientific understanding, and strengthen community-based stewardship.

2025 funding recipients include:

- **Marine Education and Research Society (MERS)** – for research and education on humpback whale behaviour and entanglement prevention.
- **Bay Cetology** – for field studies on killer whale population monitoring and vessel interaction data.
- **Pacific Orca Society (Orcalab)** – for long-term acoustic monitoring and public education on orca conservation.
- **Mamalilikulla First Nation** – for marine stewardship initiatives within their traditional territory.
- **Salmon Coast Field Station** – for ecosystem-based research supporting coastal biodiversity.



Collective Impact



8 Years

33 Projects

\$239,662

Learn More about Conservation fund Projects at www.nimmsa.org/conservation-fund-recipients/

Your Impact in Action

Celebrating the people behind the actions that protect our waters.

Every act of stewardship makes a difference — and many of the most impactful actions happen quietly, one decision or one moment at a time. NIMMSA's **Stewardship Shoutouts** program celebrates those individuals who go above and beyond in demonstrating leadership, care, and responsibility on the water.



Why It Matters

- Showcases the positive impact of individual actions
- Reinforces a culture of responsibility and collaboration
- Inspires crews, guides, and operators to lead by example
- Highlights stories of stewardship happening across the region
- Strengthens our collective commitment to marine protection

How It Works

- Anyone can submit a nomination through NIMMSA's online form
- Selected individuals are featured through our "Stewardship Shoutout" spotlight
- Stories are shared with the broader community to inspire action

A Growing Culture of Stewardship

From thoughtful vessel slow-downs, to exemplary whale encounters, to innovative safety practices, these shoutouts reflect the heart of NIMMSA: people who are committed to learning, improving, and protecting marine life every single day.

Nominate someone for a Stewardship Shoutout Today!
<https://forms.gle/wKgXpQgTpgWHE2d69>



Become a Member

Complete the application form today! Visit:

<https://nimmsa.org/become-a-member/>

