

SIX SIMPLE STEPS TO HELP YOUR CUSTOMERS

and capitalize on **SAFE BOATING AWARENESS WEEK**

May 19 - May 25, 2012

Many boaters are not aware of all the legally required and recommended safety equipment that should be on board.

Helping them be more aware can help build your bottom line and be a great service to your customers.

- 1. Create** a display of 'legally required' safety equipment to keep your customers legal and safe.
- 2. Host** a 'show and tell' session where you demonstrate to your customers the latest in lifejackets and provide guidance on how to properly fit life jackets, especially for kids.
- 3. Include** safety articles (free at www.smartboater.ca) on your website and in your customer newsletters, and post information on required safety equipment.
- 4. Arrange** a date to have a Pleasure Craft Operator Card course provider be on site.
- 5. Run** a weekly safety quiz on your website, at your marina or in your newsletter and offer boating safety related prizes.
- 6. Post** and distribute a Vessel and Operator Preparedness CHECKLIST (available at www.smartboater.ca)

Taking some time to make your customers more aware of what is required will help keep them safer out on the water and can also contribute to your bottom line.



Canadian Safe Boating Council
Conseil canadien de la sécurité nautique



Transport Canada Transports Canada

OFFICE OF **BOATING SAFETY**

BUREAU DE LA **SÉCURITÉ NAUTIQUE**

www.csbc.ca