



SafetyDrivenTM

Driven to Improve Safety

2013 ANNUAL REPORT

TRUCKING SAFETY COUNCIL OF BC

DRIVING FORWARDS TOWARDS SAFETY



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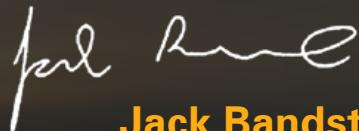
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Message from the Chair

In my past year as chair of the Board of Directors of the SafetyDriven - Trucking Safety Council of BC I have truly come to appreciate the value of the council and the contribution that we on the board can make towards supporting its objectives. I have been impressed with the professionalism of the council's staff, their passion to make a difference, and the work they have done to make the council a success. Their efforts to take the message of workplace safety out into our industry can only be commended.

This has been a year where industrial accidents have been in the news both in British Columbia and across Canada. We have all watched news footage of major incidents with large loss of life, and tremendous damage to property. Places like Burns Lake and Lac Megantic, which many of us may never have heard of before, have become nationally recognized for the worst of reasons. Many of these accidents have involved the transportation industry, although thankfully not the British Columbia trucking industry. I would say it should be the collective goal of our industry to ensure that remains the case.

Helping us all to reach that goal is the task of the Trucking Safety Council of BC. As such, it is a task for which it is well prepared. It is also a task that we, on the Board of Directors, are here to support. As a board, we have the opportunity to promote safe and healthy workplaces not only in our own businesses but throughout our industry.



Jack Bandstra
Chair,
SafetyDriven - Trucking Safety Council of BC

Message from the Executive Director

When reviewing the past year it is notable both for what has been done and for the opportunities that have opened up for the future. It seems that the more that we accomplish the greater the opportunities there are to strive to accomplish more. With that in mind the past year has seen a number of accomplishments and successes with regard to our brand, management systems, staff, and services. We have also seen our positioning as a respected and trusted safety advisory resource to industry strengthened as more employers engage with our services and programs.

In 2012 the council made the move to establish the SafetyDriven Brand and launch the distinctive SafetyDriven Certificate of Recognition (COR) logo. In 2013 that initiative was carried forward with great success and our logo is now one of the most recognizable on the safety landscape.

Now I'd like to highlight some of the SafetyDriven achievements over the past year. In 2013 we took the major step of investing in the development of a customer relationship management system, or CRM. This represents a major upgrade in our ability to manage our clients' needs and provide them with outstanding service. Our systems upgrade has also included a refresh of our website, and the development of resources to further enhance the COR Program, such an eAudit Tool and a GAP eTool to help employers establish their readiness for COR.

After a pilot, we formally launched our Mentorship Program which offers employers a GAP analysis and up to 20 hours of consultancy service from our team of safety professionals. We have continued to facilitate training courses, attended many trucking and transportation events to spread the word, and added many educational resources and useful tools to our website.

We have continued to strengthen our working partnership with the BCTA, ICBC, CVSE, CLAC, Teamsters and others.

We also welcomed several new staff to our team in the past year, who have added to our already diverse blend of experience, skills, education, and industrial backgrounds. These additions have allowed us to expand many of our existing services such as our education and mentorship programs. As a growing organization we also introduced the council's Employee Handbook, which establishes our personnel policies and staff performance expectations. This year also saw the introduction of the council's Board of Directors Manual, which establishes the board's governance roles and responsibilities.

One of the recurring themes of our day-to-day operations is that of continuous improvement. No sooner have we developed a new tool or program than we can see ways that it can be done better. So, while this has been a productive and innovative year we can already see that next year is going to be even better.

During the past year we were also recognized for our achievements as a not for profit safety organization, winning three awards at a special ceremony hosted by the North American Occupational Safety and Health Week committee and the Canadian Society of Safety Engineering.

In closing, I offer my sincere thanks to Chair Jack Bandstra, whose guidance, counsel and direction I have greatly appreciated over the past year. I would also like to acknowledge the dedication and work of the Management Committee, the Technical Advisory Committee and the Board of Directors. Last but not least, I would like to recognize the talented, passionate and dedicated team we have at SafetyDriven, whose commitment and hard work is helping us towards our goal of reducing injuries in the sector we serve.



John McMahon
Executive Director,
SafetyDriven - Trucking Safety Council of BC

PURPOSE AND MANDATE

PURPOSE

SafetyDriven, the Trucking Safety Council of BC, is an organization which focuses on promoting occupational health and safety in the trucking and related industries (transportation, supply chain logistics and waste management) by providing programs and services that will lead to a reduction in injury and fatality rates.

MANDATE

In fulfilling its purpose, SafetyDriven has the following mandate:

TO develop and deliver occupational health and safety programs to the trucking and related industries in British Columbia.

TO develop and deliver a trucking and related industries Certificate of Recognition.

TO promote sound occupational health and safety practices and an improved culture of safety in British Columbia's trucking and related industries.

TO provide a forum for the exchange of ideas related to occupational health and safety management.

TO provide leadership in advancing improved occupational health and safety in the trucking and related industries.

TO keep members informed on matters respecting occupational health and safety in the trucking and related industries.

TO co-operate with other safety and industry organizations for the advancement of this mandate.

VISION, MISSION AND VALUES

VISION STATEMENT

SafetyDriven's vision is the elimination of workplace injuries and fatalities in the British Columbia trucking, transportation and related industries.

MISSION STATEMENT

SafetyDriven is an industry led association dedicated to reducing injuries and fatalities through leadership, programs, services, communication and certification.

VALUES

The following key values guide SafetyDriven in carrying out its mission:

Enhance safety

Promote competitiveness

Support industry

Develop a culture of safety

Be industry-led

Further safety awareness

Provide training, education and certification

Foster recognition of the importance of occupational health and safety

Reduce workplace injuries and fatalities

Use best practices

SafetyDriven™

THREE YEAR STRATEGIC PLAN

2012 → 2014

To achieve its purpose the council has developed an ongoing strategic plan with the four goals of

AWARENESS

PARTICIPATION

IMPROVEMENT

CERTIFICATION

GOAL 1

Increase industry AWARENESS of the existence and purpose of the council.

In order for the council to achieve its vision, the trucking and related industries must be made aware of its existence and purpose. Membership in the council is very large and composed primarily of small employers. The council needs to be creative in reaching out and making contact with this small employer membership base that is disbursed throughout the province. This contact will be made using a comprehensive communication program that builds upon and highlights the benefits of the Certificate of Recognition, and occupational health and safety management. Relationships with other industry and safety organizations will be used to extend the council's message.

GOAL 2

Increase PARTICIPATION in the council's existing, expanded, and new programs and services.

The council has, and is developing, quality programs and services that will be valuable resources to employers implementing and maintaining a health and safety management system in their workplace. The council must ensure that it is continually aware of and responsive to industry needs if it expects employers to subscribe to these programs and services. Participation will be encouraged if there is ease of access, the cost of involvement is kept reasonable, and the benefits of occupational health and safety can be expressed in a clear, practical and precise manner. Using partners to provide value added incentives to employers who participate in council programs could further encourage participation.

GOAL 3

Establish an IMPROVEMENT in safety culture on the part of employers in the trucking industry.

In order to implement a health and safety management system workplaces must have a culture of safety which supports positive safety attitudes and safe performance. The council must foster an improved culture of safety within the trucking industry in order to give traction to the work it does and to provide the basis for improving the record of safety in the industry.

GOAL 4

Increase the number of employers that receive COR CERTIFICATION.

The Certificate of Recognition, or COR, is the council's most visible and recognized program. Increased COR participation can be the vehicle for advancing other council services and initiatives.

Board of Directors

The council is guided by a board of directors representing the industry sectors for which it provides services. The council recognizes and appreciates the time and effort that these volunteers contribute to make the council a success.

Our current Board:

Rick Viventi, Arrow Transportation Systems Inc.
Jack Bandstra, Bandstra Transportation Systems Ltd.
Ken Davey, Accord Transportation Ltd.
Nick Zivkovic, BFI Canada Inc.
Matthew May, BST Management
Shay Prescott, Williams Moving & Storage
Glen Wakefield, Sutco Contracting
Justin Cheverie, Triton Transport
Colleen Tieman, Purolator Courier
Tony vanHengel, Christian Labour Association of Canada
Robert Ingraham, Shadow Group of Companies
Stuart Jones*, Ken Johnson Trucking
Layne Mahon, Thrifty Foods
Larry Sargeant, Teamsters Local 31

**(Thank you to Stuart Jones for his dedicated service on our Board.)*

Non-voting members:

Louise Yako, BC Trucking Association
John McMahon, SafetyDriven(TSCBC)
Kevin Bennett, WorkSafeBC
Shelagh Locke, WorkSafeBC
Gary McLeod, Northern BC Truckers Association
Mark Ordeman, WorkSafeBC
MaryAnne Arcand*, Central Interior Logging Association
Sonny Senghera, Insurance Corporation of BC
Perry Dennis, Commercial Vehicle Safety and Enforcement

*IN MEMORIAM

MaryAnne Arcand, Executive Director of the Central Interior Logging Association, recently passed away at the age of 59. MaryAnne was a non-voting member of the Trucking Safety Council of BC's Board of Directors. As a member, she was able to contribute from her past experience as director of the BC Forest Safety Council's TruckSafe program. Her insights and contributions will be missed by her fellow board members and by the council. The council and the board offer their thoughts and condolences to her family and colleagues.



THREE AWARDS IN ONE DAY

SafetyDriven TSCBC is proud to have been selected for three awards for its participation during the North American Occupational Health & Safety (NAOSH) Week earlier this year.



THE AWARD CATEGORIES ARE:

- 2013 CSSE – BC Achievement of Recognition Award “Safety Specific Non Profit Association”
- 2013 NAOSH Special Contribution Award
- 2013 NAOSH Honorable Mention Award



Strategic Milestones

In 2013 the council advanced all of its strategic goals of Awareness, Participation, Improvement, and Certification by achieving a number of milestones.

Strategic Goal: Awareness

BiteSize eNews

In a move to provide the most current information about developments with the council and in the occupational health and safety field the council stopped producing its quarterly newsletter and initiated a daily eNews service.



Five days a week short, bite-sized news articles are featured on the council's website and emailed out to subscribers. The uptake on this service has been very favourable and it is now being delivered to over 2000 subscribers every week .

Outreach

Our staff continues to attend trade shows throughout the province to connect directly with members of the industry and promote the council's services. In addition, they attended other related events such as the National Truck Driving Championship and the BC Launch of National Occupational Safety & Health (NAOSH) Week. In recognition of its activities in support of NAOSH Week, the council received three awards from the Canadian Society of Safety Engineering.

Media & Communication

The council continued to run radio campaigns in 2013 to promote the council and road safety. Radio is still a relevant media for much of the driving profession. The council also ran advertising and public relations releases in the industry trade magazines, and in WorkSafe Magazine. Recognizing its importance as a means of reaching a large part of the trucking population the council has continued its social media campaign.

Strategic Goal: Participation

Mentorship Program

The SafetyDriven Mentorship Program has continued to evolve. This program, which is unique to SafetyDriven, provides one-on-one coaching and support to clients to assist them with the development of their safety programs. Mentorship is provided by the council's safety advisors, who are individually assigned to each client. The service is free to members and application to the mentorship program is automatic with application to the COR program.





Website Refresh

The internet is connected to all facets of society and business. As such, it can be a powerful tool to reach people and to provide information. The council's website is, by far, its primary point of contact with its clients.

From initial contact, through registration, and for ongoing business it forms the communication channel through which most of the council's business is conducted. Recognizing that importance the council carried out a major refresh of its website in 2013.

The new format provides an easy to access, graphically friendly web environment that allows users to quickly access the information or service that they are looking for.





Strategic Goal: Improvement

CRM

In order to take customer service and the council's management systems to a higher level the council has invested in the development and implementation of a Client Relationship Management system, or CRM. The CRM will provide a relational database of COR and health and safety association activities, client records, communications, and program management activities. It replaces a series of spreadsheets, electronic folders, and paper files which would have been unsuited for a growing organization.



GAP Analysis eTool

One of SafetyDriven's most successful programs is its GAP analysis service. A GAP analysis of a company's safety program is intended to evaluate its readiness for a COR audit and to identify any safety program deficiencies which might need to be addressed. This service is provided free of charge by the council's safety advisors to member companies. Always popular, this service has been enhanced with the development of an eTool. The GAP Analysis eTool replaces the former paper based service, and allows an analysis to be conducted more quickly to allow a faster turnaround time to the client.



Board of Directors Manual & Employee Handbook

In order to foster improvement in the internal operations of the council this year we introduced both a Board of Directors Manual and an Employee Handbook. The Board of Directors Manual details the roles and responsibilities of the council's directors. The manual is intended to establish solid principles of corporate governance which will guide and protect the council as it develops. The Employee Handbook establishes the employment expectations both of and for the council's staff. The handbook defines the professional performance standards that the council's clients can expect in the course of business. The introduction of the manual and handbook are key steps to SafetyDriven's continuing development as a first class professional services organization.



Strategic Goal: Certification

E-audit Tool

The most significant element of the Certificate of Recognition Program is the COR audit. The audit is actually a combination of two things, the audit instrument and the auditing process. During an audit an auditor reviews documents, interviews staff, and makes observations based upon the standards identified in the audit instrument. To date, the council has used a paper based audit instrument.

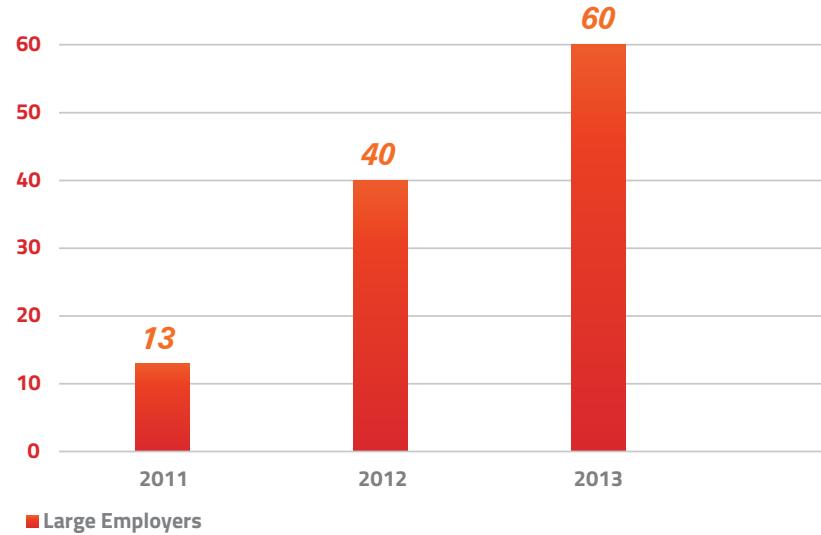
A major initiative of the COR program in 2013 has been the development of an eAudit Tool to replace the paper based audit. This upgrade does a number of things. First, it allows for a more versatile audit as it provides a menu of questions which can be tailored to a company's specific operations and hazards. Second, it ensures more accuracy in the scoring. Finally, its ease of use will permit audits to be conducted more efficiently.



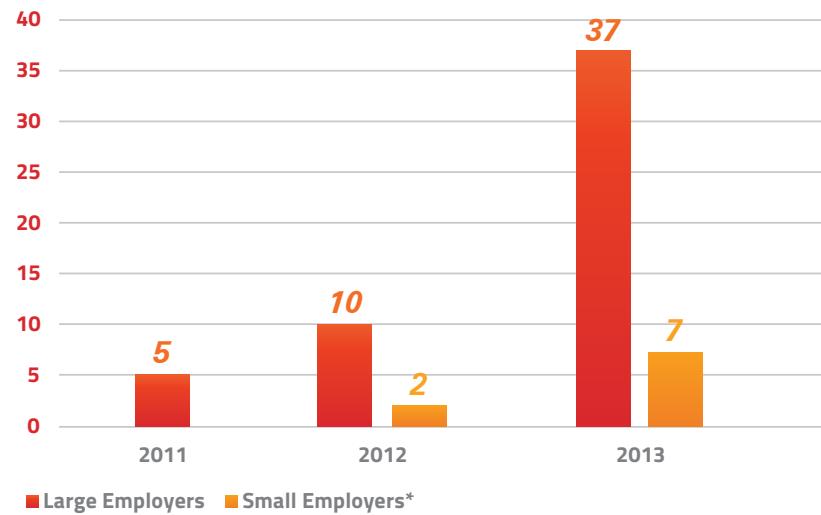


Activity Report for the Certificate of Recognition Program

Companies That Have Applied to the COR Program



COR Certified Companies



The SafetyDriven™ Team

The SafetyDriven team is a group that is diverse in education, experience, and skills. This diversity provides the ability to meet the challenges of taking the council forward towards achieving its goals.



Earl Galavan
Safety Advisory Services

Earl has more than 20 years of road experience in long haul transportation, and as a driver instructor. He holds a Diploma of Technology in Occupational Health & Safety from the British Columbia Institute of Technology.

Lisa Zwissler
Executive Assistant

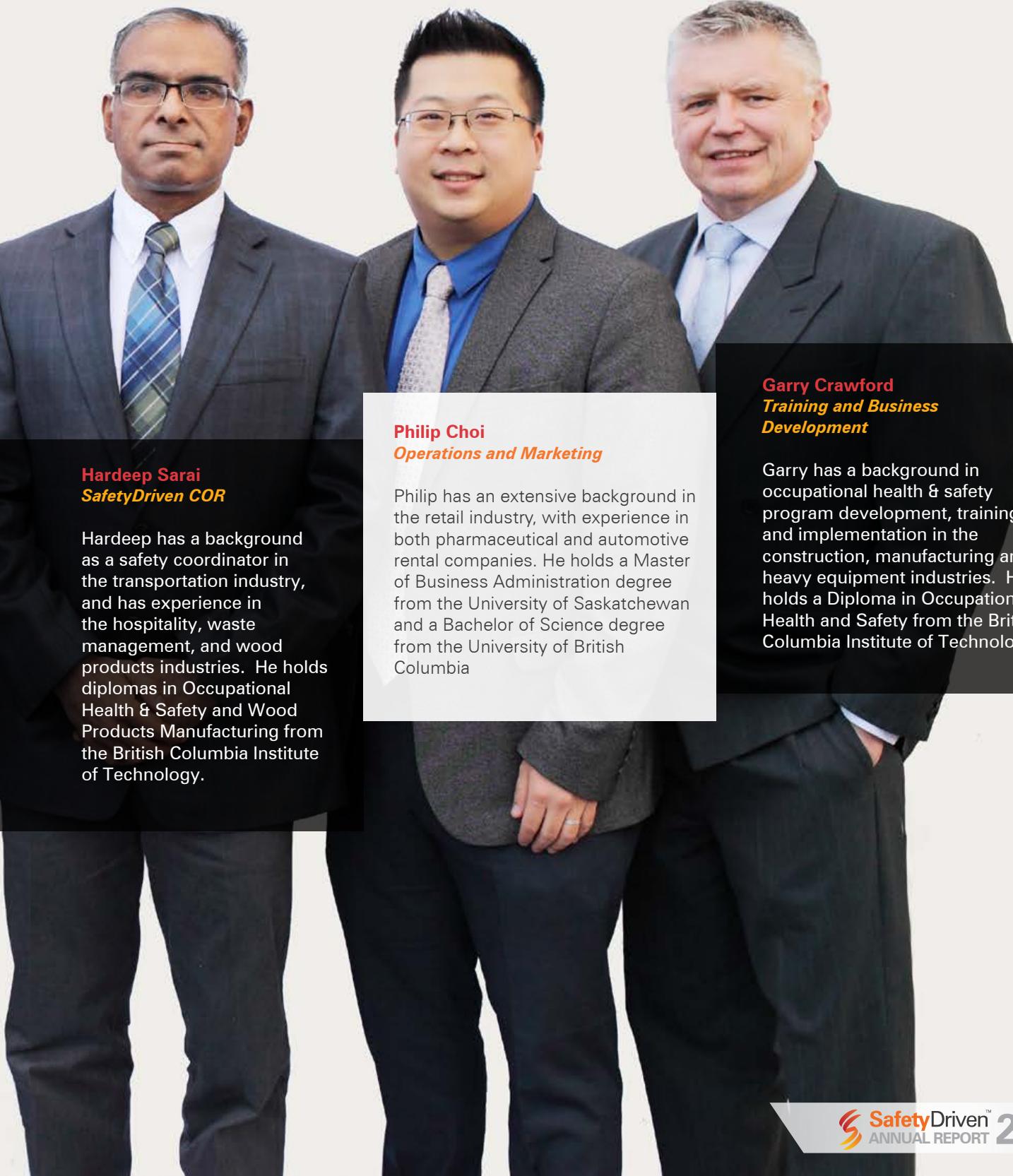
Lisa has worked as a disability case manager in the group life and health insurance industry. She supports the SafetyDriven team and its projects by coordinating events, meetings, training schedules, course registrations, and more.

Jimmy Sandhu
Safety Advisory Services

Jimmy has over ten years of experience as a truck driver in the commercial transportation industry. Pursuing an interest in improving the safety of the industry he then attended the British Columbia Institute of Technology, where he obtained his Diploma in Occupational Health & Safety.

John McMahon
Executive Director

John has held senior safety and risk management advisory roles in the trucking, transportation, logistics, distribution, operations, aviation, retail, and hospitality industries. He holds a Masters Degree in Business Administration from the University of Glasgow, an Honors Degree in Environmental Health, a Diploma in Occupational Safety Health from the University of Strathclyde, and is a Canadian Registered Safety Professional (CRSP).



Hardeep Sarai
SafetyDriven COR

Hardeep has a background as a safety coordinator in the transportation industry, and has experience in the hospitality, waste management, and wood products industries. He holds diplomas in Occupational Health & Safety and Wood Products Manufacturing from the British Columbia Institute of Technology.

Philip Choi
Operations and Marketing

Philip has an extensive background in the retail industry, with experience in both pharmaceutical and automotive rental companies. He holds a Master of Business Administration degree from the University of Saskatchewan and a Bachelor of Science degree from the University of British Columbia

Garry Crawford
Training and Business Development

Garry has a background in occupational health & safety program development, training and implementation in the construction, manufacturing and heavy equipment industries. He holds a Diploma in Occupational Health and Safety from the British Columbia Institute of Technology.

HEALTH AND SAFETY ASSOCIATION

FUNDING AND EXPENDITURES

Tuesday, December 31, 2013

2013 FUNDING:

Funding Balance, December 31, 2012	\$151,683.58
Less 2012 Program Expenditures	- \$151,683.58
WorkSafeBC 2013 Funding	\$734,100.00
Membership Dues	\$4,415.04
Conference Sponsorship	\$6,024.67
Total Funding:	\$744,539.71

2013 EXPENDITURES:

Advertising	\$30,000.00
Accounting & Legal	\$4,000.00
Board Expenses	\$3,768.47
Building and Services	\$3,076.85
Communications	\$4,600.00
Conferences and Convention	\$7,760.00
Consultants	\$126,605.51
Contract Management	\$16,000.00
Employee Benefits	\$42,589.20
External Events and Meetings	\$10,000.00
Furniture and Equipment	\$3,500.00
Office Supplies	\$5,250.00
Publication and Production	\$25,000.00
Rent	\$20,871.92
Salaries	\$269,351.26
Technology	\$38,000.00
Training	\$13,852.32
Travel	\$7,800.00
Total Expenditures:	\$632,025.53

Funding Balance, end of year	\$112,514.18
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Note: The funding balance at the end of the year, minus any balance from salaries and benefits, will be carried over to 2014 to complete ongoing projects.





 SafetyDriven™ (Trucking Safety Council of BC)

CERTIFICATE OF RECOGNITION PROGRAM

FUNDING AND EXPENDITURES

Tuesday, December 31, 2013

2013 FUNDING:

Funding Balance, December 31, 2012	\$240,541.33
Less 2012 Program Expenditures	- \$161,919.28
WorkSafeBC 2013 Funding	\$289,721.00
Course Fees	\$16,074.90
Total Funding:	\$384,417.95

2013 EXPENDITURES:

Advertising	\$25,000.00
Accounting & Legal	\$2,000.00
Board Expenses	\$942.10
Building and Services	\$695.00
Communications	\$2,226.79
Conferences and Convention	\$5,000.00
Consultants	\$87,600.00
Contract Management	\$3,998.00
Employee Benefits	\$11,445.14
External Events and Meetings	\$11,097.26
Furniture and Equipment	\$1,250.00
Office Supplies	\$3,500.00
Publication and Production	\$14,598.23
Rent	\$5,217.92
Salaries	\$98,983.06
Technology	\$16,500.00
Training	\$4,365.06
Travel	\$3,837.42
Total Expenditures:	\$298,255.98

Funding Balance, end of year \$86,161,971

Note: The funding balance at the end of the year, minus any balance from salaries and benefits, will be carried over to 2014 to complete ongoing projects.

Audited Accounts- Grant Thornton

TESTIMONIALS

BFI Canada engaged the SafetyDriven team as part of their COR preparation.

"My initial introduction to the team was overwhelmingly positive and they did not disappoint us with their willingness to make sure we succeeded. Along with the support from our senior management we all worked towards one goal, and a year later celebrated our certification.**"**

"SafetyDriven TSCBC has put together a team of COR professionals with a single, unified goal of making our industry safer and with every new company achieving certification, they are one step closer to making their dream come true.**"**

"For safety-orientated companies like ours, the partnership between SafetyDriven TSCBC only makes sense. We have now expanded our relationship with them and continue to use them as a safety resource through the available material on their webpage and wealth of knowledgeable people in the office. They are a vital component in our toolbox.**"**

Nick Zivkovic

*District Health and Safety Manager
BFI Canada Inc. (A Progressive Waste Solutions Company)*

In preparing for COR certification, Whistler Transit Ltd., a division of Pacific Western Transportation, assessed various certifying partners and saw a natural partnership with the SafetyDriven TSCBC. According to Mark Conklin, Director of Safety for PW Transportation,

“The SafetyDriven TSCBC team offered assistance in helping us prepare for the audit and was there for us along the way to answer any questions we had. By working with members of the SafetyDriven TSCBC and the contracted auditor, we were able to achieve COR certification with all Pacific Western Transportation operations in the province of BC.”

“The partnership between the SafetyDriven TSCBC and Pacific Western Transportation was a natural one as we share the view that safety is critical to the success of transportation operations,”

“The Pacific Western Group of Companies is driven by safety. It is our first core value, and is at the heart of all that we do. Within that, our goal is to ensure our staff, our customers and those around us are able to make it safely home. This perspective is shared by the SafetyDriven TSCBC and we would recommend any company with a similar safety focus to partner with them”

Mark Conklin

*Director of Safety
PW Transit Canada*



The SafetyDriven Technical Advisory Committee

The technical advisory committee is a cross section of representatives from industry and regulatory bodies which provides input into the development of the council's programs and policies. Their recommendations are invaluable in making sure that the council's services to industry are relevant and technically correct.



The SafetyDriven Technical Advisory Committee Members

Betty Ryan
Colleen Tieman
James Churchill
Jeff Haraga
John Wilson
Justin Cheverie
Ken Davey
Kevin Bennett
Kevin Lee
Layne Mahon
Sandra Kolberg
Stuart Jones
Suki Singh
Trula Normandeau
Hardeep Sarai
Earl Galavan

Human Resources and Skills Development Canada
Purolator Courier
Incognito Express Inc.
Overwaitea Food Group
Health and Safety Consultant
Triton Transport
Accord Transportation
WorkSafeBC
Clark Freightways
Thrifty Foods
WorkSafeBC
Ken Johnson Trucking
BST Management
North West Tank Lines
SafetyDriven TSCBC
SafetyDriven TSCBC



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