



ANNUAL REPORT





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SafetyDriven respectfully acknowledges the unceded traditional territories of Coast Salish peoples, and in particular, the ἀiἀeỳ (Katzie), ἀwɑːnλən (Kwantlen), Máthkwi (Matsqui) and se'mya'me (Semiahmoo) peoples on which our office resides.

FROM OUR CHAIR

On behalf of the Board of Directors, I am pleased to present the 2023 Annual Report of SafetyDriven — Trucking Safety Council of BC. This report highlights our operational accomplishments as well as our Audited Financial Statements for the fiscal year ending December 31, 2023.

Our core objective at SafetyDriven is to reduce workplace injuries and fatalities in BC's commercial road transportation and related industries through our programs and services. We remain committed to raising awareness of occupational health and safety (OHS), guided by our strategic objectives.

Throughout the year, the SafetyDriven team focused on fostering meaningful engagement and improving the safety culture of the trucking and moving and storage industries. We identified new opportunities to develop relevant, effective, and accessible resources and services that benefit both individual drivers and companies.

In 2023, we organized a record-setting number of Pop-Up Safety Barbecues for truck drivers, with over 49 pop-ups spread across British Columbia. These events were aimed at showing our profound appreciation for the dedication and hard work of professional drivers and promoting a culture of safety and well-being within the trucking community. Through accessible resources and delicious food, we sought to express our gratitude while reinforcing the importance of safety. These initiatives also allowed us to build meaningful connections with the individuals who play a vital role in keeping our supply chains moving.

I am proud to highlight some of our achievements that demonstrate our successes in 2023:

- Over 5670 hours in building safety programs were delivered by our Health & Safety Advisors
- 84 companies registered for the Certificate of Recognition (COR) Program
- 49 Pop-Up Safety Barbecues meant we reached out to more drivers than ever

I want to express my sincere gratitude to the members of our Board and Technical Advisory Committee for their invaluable contributions and unwavering support. I also want to thank Philip Choi, our Executive Director, and the SafetyDriven staff. Their dedication to promoting workplace safety is truly commendable. Throughout the past year, their efforts in helping to build comprehensive safety programs and boosting engagement have significantly contributed to fostering safer work environments throughout our province. Their expertise and collaborative approach have not only strengthened SafetyDriven's impact but have also inspired countless individuals and businesses to prioritize safety in their daily operations. We are incredibly proud of our team and their invaluable contributions.

In closing, I am privileged to reflect on the remarkable accomplishments and progress made by SafetyDriven, through the commitment of our team and the support of our partners and stakeholders. Our collective efforts to promote OHS best practices in the workplace have helped to cultivate a culture of safety across British Columbia. Moving forward, we are well-poised to build on this foundation, continuing to innovate and educate for the well-being of all those who contribute to our vital industries.

Hall

Matthew May Chairperson, Board of Directors



FROM OUR EXECUTIVE DIRECTOR

I am thrilled to reflect on SafetyDriven's accomplishments in 2023, a year that has seen remarkable strides in fulfilling our mission to reduce injuries and fatalities in the trucking, moving and storage, and related sectors.

It is essential for us as an industry-led association to not only provide safety programs and services but also actively engage with drivers and employers. We recognize that traditional safety communication and training methods may not suit all situations, especially when it comes to reaching professional drivers who are predominantly on the road. That is why we have devised innovative approaches, such as the Pop-Up Safety Barbecues and Safety Carnivals, to reach drivers without disrupting their daily operations.

In 2023, we successfully organized forty-nine Pop-Up Safety Barbecues across the province, and we were able to reach out to 2,177 drivers directly. This initiative has been one of our most popular and has seamlessly integrated into drivers' routines. We are proud to say that among those drivers, 84 were independent owner-operators who expressed keen interest in pursuing our Certificate of Recognition (COR) program, and 22 drivers benefited from our specialized safety training programs and have also become COR certified. Looking ahead, we have ambitious plans to expand the reach of our Pop-up Safety Barbecues, further solidifying our commitment to safety outreach.

At SafetyDriven, we understand that extending our reach across the province is crucial in ensuring that safety education is accessible to all. This is why we placed significant emphasis on Joint Occupational

Health & Safety Committee (JHSC) regional training. In 2023, we successfully trained over 123 workers through this training. SafetyDriven's regional training efforts will continue to grow, allowing us to reach even more workplaces.

The Certificate of Recognition (COR) program has also made notable progress with the implementation of AuditSoft software, a tool that has streamlined COR's audit processes. SafetyDriven's clients will benefit greatly from its auditing and data analytics solutions which provide a deeper, contextualized view of occupational health and safety performance.

I would like to express my gratitude to the Board of Directors and Technical Advisory Committee for their support and direction throughout the year. Our industry partners, including the BC Trucking Association, Canadian Association of Movers, RoadSafetyBC, Road Safety at Work, and WorkSafeBC, have also contributed significantly to SafetyDriven's success.

Our three-year strategic plan is rooted in our mission, but making it happen depends on the dedication of our staff. I am grateful for our team's unwavering determination and exceptional efforts in advancing safety within our industry, fostering approachability and accessibility to ensure a safer workplace for all.

Thank you for taking the time to review SafetyDriven's remarkable endeavours throughout 2023. We are proud of our achievements and look forward to working with you to create a workplace culture that promotes safety awareness, empowers employees to take proactive measures, and ensures that everyone returns home safely at the end of each day.



Philip Choi Executive Director, SafetyDriven - TSCBC





WHO WE ARE

SafetyDriven — Trucking Safety Council of BC (TSCBC) 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 can reduce injury and fatality rates.

Our vision is to eliminate workplace injuries and fatalities in British Columbia's trucking and related industries.

VALUES

- Enhance human and financial capital and competitiveness by creating a safer trucking industry through education and training.
- Provide the training and support to influence the industry to adopt a safety culture where all workers are safe.
- ▶ Be a transparent, industry-led organization dedicated to strengthening the safety performance of the trucking sector and preventing injuries and fatalities through awareness, teaching, and certifications.
- Commit to reducing workplace injuries and fatalities by demonstrating leadership and high ethical standards, advocating for improvements in safety culture, promoting adoption of best practices, and being a valued resource to the trucking and related industries.

MISSION

An industry-led association dedicated to reducing injuries and fatalities through leadership, programs, services, communication and certification.

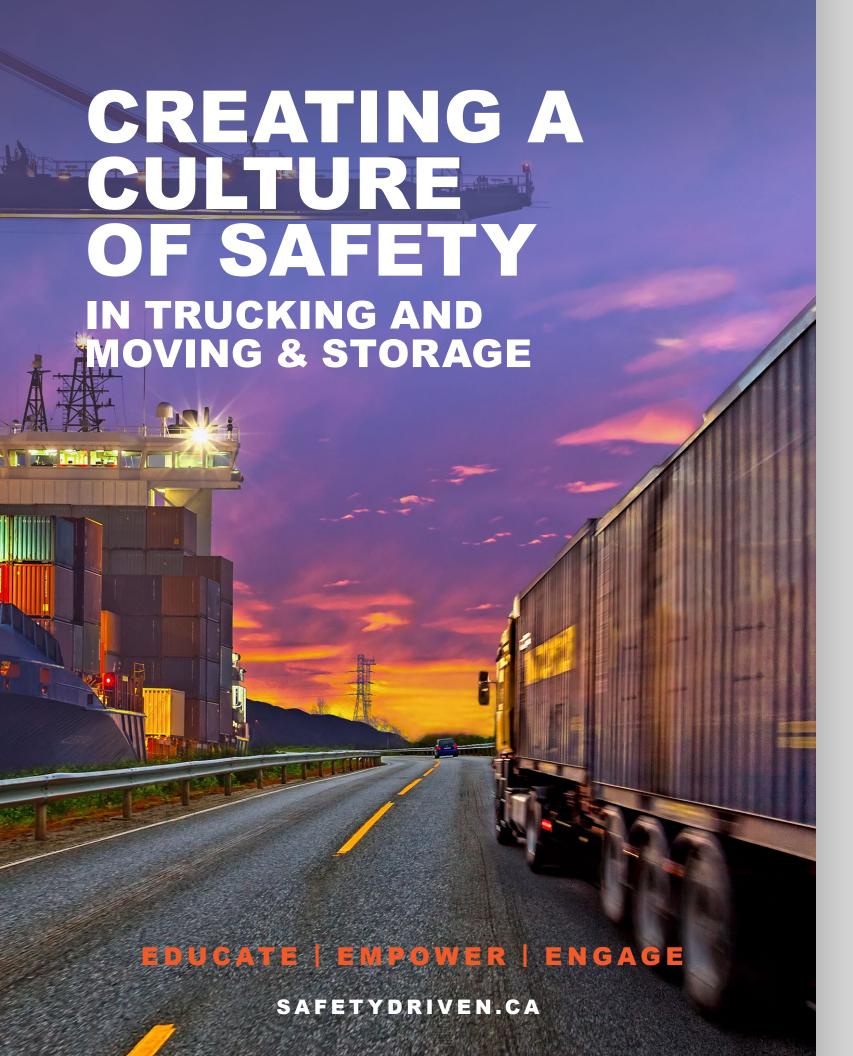
MANDATE

In fulfilling its purpose, SafetyDriven – TSCBC has the mandate to:

- ▶ Develop and deliver occupational health and safety programs to the trucking and related industries in British Columbia.
- Develop and deliver a Certificate of Recognition Program for the trucking and related industries.
- Promote sound occupational health and safety practices and an improved culture of safety in British Columbia's trucking and related industries.

- Provide a forum for the exchange of ideas related to occupational health and safety management.
- Provide leadership in advancing improved occupational health and safety in the trucking and related industries.
- ► Keep members informed on matters respecting occupational health and safety in the trucking and related industries.
- Co-operate with other safety and industry organizations for the advancement of this mandate.





OUR STRATEGY

STRATEGIC PLAN 2023 - 2025

Lead the Safety Culture for the Road Transportation Industry

In a highly complex and multifaceted sector, SafetyDriven will be a beacon of clarity providing a one-stop shop for safety. It will be universally respected for its leadership, knowledge, and expertise in all safety-related aspects.

Establish a Clear and Sustainable Organization

Clearly define SafetyDriven's identity, target audience, scope, and value proposition.

Engage the Road Transportation Industry and Respond to Their Needs and Priorities

To enable SafetyDriven to offer relevant services and programming, we must continue to show value to all of our members, regardless of size, scale, or geography.

Make a Measurable Difference in Safety Outcomes

To understand the effects of our work and justify the ongoing investment of resources, evaluation must be incorporated in all of our activities. We will strive to maintain balance among quality, value, and effectiveness to all stakeholders.

FOLLOW US AND SHARE:









GOVERNANCE

SafetyDriven – TSCBC is guided by a board of directors representing the industry sectors for which it provides services. SafetyDriven recognizes and appreciates the experience and expertise of these volunteers, as well as their continuous engagement that helps make our organization a success.

VOTING MEMBERS:

General Trucking[Classification Unit 732019]

Andy Ellison
Coldstar Solutions

Evan EdbomSutco Contracting

Kevin Bandstra* (Director-at-Large)Bandstra Transportation Systems

Lora Covinha* (Director-at-Large)
Phoenix Truck & Crane

Matt Cook

Arrow Reload Systems

Robert Dike

Triple 8 Transport

Steven Bauer F&G Delivery Ltd.

Labour

Don MundyChristian Labour Association of Canada

Larry Sargeant
Teamsters

Transportation & Warehousing Related Classification Units

Justin Cheverie
Paz Fuels

Matthew May* (Chairperson)
Coast 2000 Terminals Ltd.

Nick Zivkovic Transdev Canada

Scott SadlerWaste Management of Canada Corp.

Todd Nicklin* (Treasurer)
Enex Fuels Ltd.



NON-VOTING MEMBERS:

Dave Earle*

BC Trucking Association

Jacqueline Morrison WorkSafeBC

Sergeant Patrick Davies
Royal Canadian Mounted Police

Steven HaywoodCommercial Vehicle Safety and Enforcement

*Management Committee member



HEALTH AND SAFETY ASSOCIATION (HSA)

SafetyDriven partners with clients to build their safety programs. Our occupational health and safety advisors provide one-on-one coaching and guidance on the bigger picture of how to implement and manage safety programs on a companywide scale. SafetyDriven's worker- and driverfocused training programs are tailored to improve the skills and knowledge foundation required in the industry. Our programs include coaching for building and maintaining a safety program; engaging management; providing resources, free training, and seminars; and offering one-on-one support.

We partner with employers so they can:

- Become safer
- Improve efficiency
- Prevent accidents
- Protect workers and cargo
- Save money on premiums

HSA IN ACTION

Clients will benefit from our one-on-one coaching and guidance and can enhance their team's safety knowledge and skills through SafetyDriven's tailored workshops, our library of online courses, and on-site safety events. These programs have directly impacted over 1,040 workers, with approximately 80% being employees and 20% being owner-operators.

We provide our safety services across the province with a number of tools available online, including our downloadable website safety resources. Our efforts have resulted in delivering more than 5,670 hours of building safety programs. This represents a 56% increase from 2022, ensuring comprehensive safety training and support for workers across various industries.



Hours of Mentorship Delivered

40,921

Web Resource Downloads

Online Safety Courses Used by Clients



Total JHSC Training Sessions:

Workers Trained: 123



CERTIFICATE OF RECOGNITION (COR) PROGRAM

SafetyDriven is the certifying partner for the trucking and related industries for WorkSafeBC's Certificate of Recognition (COR) program.

COR is awarded to employers who implement and maintain an occupational health and safety management system that meets or exceeds the requirements for COR Certification. SafetyDriven's programs provide guidance on how to create an efficient operation that meets the safety standards for a COR audit. By demonstrating they are meeting an independently audited standard, companies can provide a safer working environment and enjoy more business opportunities, less operational risk, and recurring financial benefits.

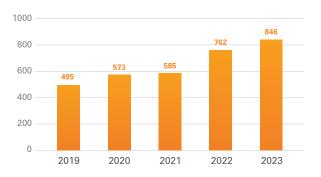
COR is for every company concerned with minimizing risk to their operations and financial viability. It is not confined to safety but also provides best practices for an efficient operation. COR is also useful for owner operators who do not have a safety background or dedicated specialists on staff.

A COR audit confirms that there is a comprehensive and functioning health and safety program to ensure workers and workplaces are safe and secure from injury, illness, and disease. This is accomplished through identifying, assessing, and controlling risks of workers in all workplaces. The scope and complexity varies according to the type of workplace and the nature of the business.

COR IN ACTION

In 2023, the total number of companies who registered for the Certification of Recognition program grew to 846. There was a total of 35 COR certified companies in the same year.

Companies Registered 2019 - 2023



COR Certified Companies 2019 - 2023



Clients Receiving Their First COR Certification:

Client Employees
Trained as
Auditors:

MARKETING AND BUSINESS DEVELOPMENT

AWARENESS

SafetyDriven focused on digital marketing again this year to target specific audiences, interests, behaviours, and locations, which will lead to more effective and efficient campaigns. Our in-person activity allowed us not only to build stronger relationships with our clients but also helped promote awareness of our services in a variety of ways. By networking and getting involved in the community, we increased our visibility and once again established ourselves as a trusted provider of the skills and resources needed to create and maintain compliant safety programs and worksites.

Paid media (advertising)

- Digital banner ads
- Social media ads
- Google ads

Earned media

Social media platforms (X, LinkedIn, Facebook, Instagram)

Owned media

- SafetyDriven.ca
- Newsletters: Safety News and Training & Events
- Segmented email marketing

EVENTS & SPONSORSHIPS

- **▶** BC Trucking Association
 - Golf Tournament
 - Spring Dinner
 - Annual General Meeting and Management Conference

SafetyDriven

- · Pop-up BBQ events
- Safety Carnivals

MVTN

- · Metro Vancouver Transportation Night
- South Central Trucking and Industry
 - · Charity Golf Tournament
- Canadian Materials Handling & Distribution Society
 - Golf Tournament
- Waste Management Association of BC
- Golf Tournament



PARTNERSHIPS

Our partners in safety are critical to SafetyDriven's success. With their support, we are able to extend our reach through the province while helping them achieve their own workplace health and safety and industry support goals.

Our key partners in 2023 included:







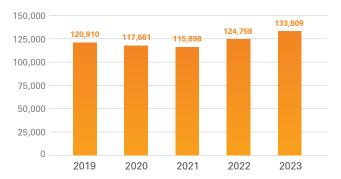


SAFETYDRIVEN.CA

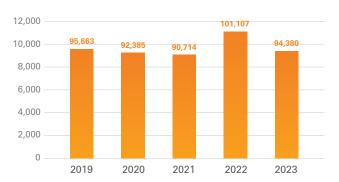
Over the period of the year, there was a significant improvement in SafetyDriven's website metrics, indicating that SafetyDriven.ca was performing better and attracting more visitors than ever. Key improvements over 2023 included:

- Increased traffic. Page views have increased by 7.3%.
- Visitors who stick around. Bounce rate has decreased by 6.6%. People are finding relevant content on our website on their first visit.
- Our conversion rate has increased by 10.9%. This uptick underscores the growing engagement with our safety resources, indicating a heightened reliance on our platform.

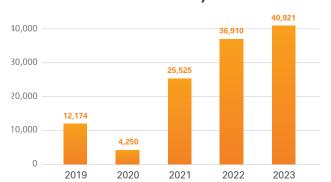
Web Page Views for SafetyDriven.ca



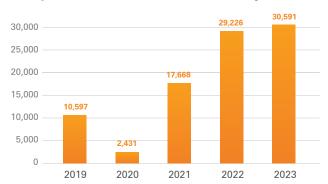
Web Unique Page Views for SafetyDriven.ca



Transactions Used on SafetyDriven.ca



Unique Transactions Used on SafetyDriven.ca



Transactions are defined as page views, downloads of templates, posters, forms or BiteSized guidance; videos and articles viewed; interactive tools used; and podcasts listened to.

TRUCKLOAD OF SAFETY RESOURCES

Discover everything essential in the trucking, moving, and storage industries at SafetyDriven.ca. Our commitment to accessibility means our extensive resource library is freely available to the public. Whether you're seeking posters, videos, podcasts, or policy templates, our resources page offers a wealth of tools that can be easily downloaded and modified.

Covering topics from commercial vehicle safety to health and safety for managers, supervisors, drivers, and workers, our evolving collection ensures there's something for everyone. In 2023, we witnessed an increase in resource downloads. Over the past few years, we have continuously worked to ensure the relevancy of our resources. Our strategies aimed at attracting, engaging, and converting users have contributed to this growth. The uptake of our customizable templates, informative podcasts, and safety videos underscores the increasing awareness and utilization of SafetyDriven's resources.

Top 2 Resources Downloaded



Joint Health & Safety Committee Minutes Template

			*
ocation:	Date:	Time:	
Organized by:	Participants	:	
Observations			
- Feedback			
Feedback			
Feedback			
Feedback			
Feedback Improvement Actions	By Whom	By When	Sign Of
	By Whom	By When	Sign Of

Emergency Drill Record Template

A TRUCKLOAD OF FREE SAFETY RESOURCES

SAFETYDRIVEN.CA

Visit our website to access the many resources that will help:

Managers & Supervisors

Owner Operators

Workers & Drivers

Health & Safety Representatives

The Resources tab will lead you to a collection of:

Videos

Posters

Podcasts

Templates and Forms

Safety Talks

You can also search a list of Safety Topics to find relevant and ready-to-use materials about:

Site Safety

Fatigue Management

Overexertion

Wellness

Personal Protective Equipment

...and more!

SafetyDriven Handouts

Get in touch or visit us at the office for tools that will help bring safety with you, including safety info cards, decals, and handouts.

Info@SafetyDriven.ca

604-888-2242

SIGN UP TO OUR TRAINING & EVENTS NEWSLETTER FOR MORE ON:

- Upcoming Courses & Workshops
- Industry News & Events

And more!



ONN. & MINE

DRIVER APPRECIATION

SafetyDriven recognizes professional commercial transportation drivers all year long through driver appreciation Pop-up Safety Barbecues. It is an opportunity for us to show drivers that their work is valued and appreciated, and that we recognize the

dedication of these men and women who often spend long hours on the road to bring us the goods we need. This year we held a record number of Popups, and we aspire to break that record in 2024.





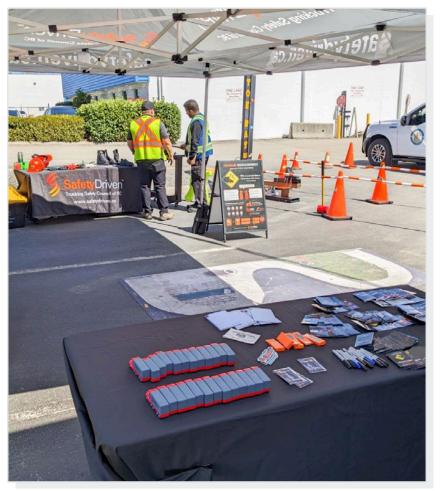


SAFETY CARNIVALS

In the spirit of fostering a culture of safety and promoting proactive measures in the workforce, SafetyDriven organized and hosted a series of engaging and informative Safety Carnivals throughout the past year. These events were held directly at the sites of various companies, creating an immersive experience for participants.

The Safety Carnivals serve as a platform for companies to actively engage their employees in a range of activities, reinforcing the importance of workplace occupational health and safety in a handson and interactive manner. From engaging workshops on hazard recognition and proper use of safety equipment to interactive demonstrations showcasing emergency protocols, the carnival aims to equip participants with essential safety knowledge and

SafetyDriven recognizes that creating a safe working environment is a shared responsibility, and our Safety Carnivals play a pivotal role in empowering both employers and employees to actively contribute to this collective effort. As we reflect on the success of these events in the past year, we remain committed to expanding this impactful initiative.



SIGN UP!

Our newsletters will help you stay informed and up-to-date on a range of safety topics that matter to your job.

Visit SafetyDriven.ca to subscribe













Additional Services

Certificate of Recognition



Get rewarded for your safety practice with greater Safety Program



Let one of our dedicated health and safety advisors help build



SafetyDriven's newsletters cover a wide range of topics related to occupational health and safety. From driver fatigue and distracted driving, to manual material handling and site safety, our newsletters provide comprehensive information and resources for the safety issues that you face on a daily basis.

SAFETY NEWS:

The latest developments in workplace safety, operations, regulatory requirements and more

TRAINING & EVENTS:

Up-to-date times and venues for industry presentations and seminars



OUR TEAM



Philip Choi Executive Director



Ramon Tickner
Finance & Operations
Manager



Grace Chuang
Events
Coordinator



Teju KapadiaBusiness Administrative
Coordinator



OPERATIONS

Elise Smythe
Business Administrative
Coordinator



Jas Purewal Communications Specialist



Manraj Dhillon Communications Coordinator

HSA



Garry Crawford
Occupational Health
and Safety Manager



Darshan GillOccupational Health and Safety Advisor



Prabhjot Kaur Occupational Health and Safety Advisor



Brad Dunwoody
Occupational Health
and Safety Advisor



Brad Zall
Occupational Health
and Safety Advisor

COR



Earl GalavanCertificate of Recognition
Program Manager



Sasan Chaichi Certificate of Recognition Advisor



Shay RyanOccupational Health
and Safety Advisor



Deep GroverOccupational Health and Safety Advisor



Michelle ByunOccupational Health
and Safety Advisor



Manmeet Sidhu Occupational Health and Safety Advisor



Wai Wong Certificate of Recognition Advisor

FINANCIALS



STATEMENT OF OPERATIONS

(Unaudited) December 31, 2023

2023 Operating Expenses:	
Depreciation	\$ 19,081
Total Expenses	\$ 19,081
Operating surplus (deficit)	(\$ 19,081)
Interfund Transfers (unrestricted)	\$ 53,621
Excess of Revenues Over Expenses	\$ 34,540

HEALTH AND SAFETY ASSOCIATION

Revenues, Expenses, and Funding Balance (Audited) December 31, 2023

2023 Revenues:	
WorkSafeBC Funding	1,563,470
Refund of previous year surplus	(183,046)
Interest	49,734
Course Fees	-
Membership dues	10,250
Total Revenues	1,440,408

2023 Expenses:	
Salaries	909,715
Employee Benefits	192,395
Consultants	106,493
Rent	70,363
Technology	51,426
Advertising	46,350
Conference Registration & Meetings	46,083
Accounting & Legal Fees*	31,102
Travel	37,637
Furniture & Equipment	25,690
Communications	16,559
Building & Services	13,415
Training	11,275
Property Taxes & General Insurance	10,679
Publication & Production Costs	8,251
Office Supplies	3,750
Board Expenses	881
Other	6,325
Total Expenses	1,588,389
(Deficiency) excess of revenues over expenses	(147,981)
Funding balance, beginning of year	787,264
Funding Balance, end of year	639,283

CERTIFICATE OF RECOGNITION PROGRAM

Revenues, Expenses, and Funding Balance (Audited) December 31, 2023

2023 Revenues:	
WorkSafeBC Funding	896,528
Refund of previous year surplus	-
Interest	32,566
Course Fees	8,024
Membership dues	-
Total Revenues	937,118

2023 Expenses:	
Salaries	482,815
Employee Benefits	100,008
Consultants	86,131
Rent	46,693
Technology	26,557
Advertising	30,899
Conference Registration & Meetings	17,313
Accounting & Legal Fees*	20,735
Travel	9,369
Furniture & Equipment	17,126
Communications	11,200
Building & Services	8,943
Training	9,984
Property Taxes & General Insurance	7,119
Publication & Production Costs	5,501
Office Supplies	1,439
Board Expenses	587
Other	2,814
Total Expenses	885,233
(Deficiency) excess of revenues over expenses	51,885
Funding balance, beginning of year	347,180
Funding Balance, end of year	399,065

*Includes Contract Management

TECHNICAL ADVISORY COMMITTEE

The Technical Advisory Committee (TAC) provides our Board of Directors with information and recommendations on matters related to specific health and safety initiatives. The committee is composed of experts with unique knowledge and skills that complement our board members.

Thank you, TAC members, for your commitment and expert advice on matters when we needed it most. Your contributions this year have been greatly appreciated by the SafetyDriven team.

Amandeep Beesla

Jack Bal

Gayle Nieuwenhuizen, CCS

Randy Wasstrom Melissa Morden

Darren Gibbs

James Churchill
Alex Lee

Graham Pawlett

Tim Johnson Rob Farrell A J Gill Transport

Beesla Trucking

Centurion Trucking

Centurion Trucking

Coastal Training Consultants Employment and Social

Development Canada Hughes Trucking

I Fix Cats Mobile Repair

Insurance Corporation of British Columbia

Jazz Aviation

North West Tanklines
Phoenix Truck & Crane

Sgt. Patrick Davies

Darshan Gill Earl Galavan

Garry Crawford

Philip Choi Jeff Haraga

Robert Dike

Randy Pollard Scott Sadler

Catherine Hunchak

Jacqueline Morrison

Kim Stubbs

Rommel Dela Resma

RCMP Integrated Road Safety

SafetyDriven

SafetyDriven

SafetyDriven SafetyDriven

Save On Foods

Triple Eight Transport

Waste Management of Canada

Waste Management of Canada WorkSafeBC

WorkSafeBC

WorkSafeBC

WorkSafeBC



