

Annual

— 2024

Canada Safety Council —
Your voice and resource
for safety

Report





Photo credit: Sgt. Johanie Maheu, Rideau Hall

Her Excellency the Right Honourable Mary Simon, Governor General and Commander-in-Chief of Canada, became the viceregal Patron of the Canada Safety Council for the duration of her term in office.

We are pleased to have Her Excellency lend her general endorsement to the goals and mission of the Council.



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Report from the Chair of the Board of Directors

John Svensson
Chair, Board of Directors
Canada Safety Council

It is with great pleasure that I present highlights from the past year that exemplify the Canada Safety Council's unwavering dedication to building a safer Canada through education, advocacy, and innovation. In 2024, we broadened our reach with bold new training programs, impactful awareness campaigns, and a revitalized communications strategy—all crafted to tackle the evolving safety challenges facing our nation.

Among our proudest accomplishments this past year was the launch of two transformative driver training programs designed to embrace best practices and enhance road safety: the Commercial Driving Fundamentals Course and the Professional Winter Service Driver Course.

- The Commercial Driving Fundamentals Course equips aspiring professional drivers with essential skills and knowledge—hazard awareness, vehicle mastery, and regulatory expertise—to navigate Canada's roads with confidence and care. With the demand for skilled commercial drivers on the rise, this program ensures that newcomers to the industry are not just prepared, but empowered, to uphold the highest safety standards.
- Equally vital, the Professional Winter Service Driver Course meets the pressing need for expertise in operating large vehicles amid Canada's unforgiving winter conditions. From icy highways to blinding snowstorms, this training arms drivers with the tools to stay safe, protect others, and keep our roads moving.

These programs are more than industry investments—they're tangible steps toward safer communities nationwide.

Beyond these training initiatives, we took a bold stand on a critical public health crisis by spearheading a one-time awareness campaign on opioid-related poisonings. As these incidents continue to climb, our campaign delivered a clear message: education and action save lives. Through digital platforms, public service announcements, and collaboration with community partners, we raised awareness about the dangers of opioid misuse, championed harm reduction, and highlighted naloxone's life-saving potential. This effort brought vital resources to Canadians and underscored our commitment to confronting urgent safety issues head-on as well as provide crucial resources to those in need.

To further amplify our messaging and ensure that vital safety information reaches Canadians far and wide, we strengthened our voice this year by expanding our communications team. This strategic move will bolster our digital presence, deepen proactive public engagement, and forge stronger ties with our partners across key sectors. By expanding our presence, we're cementing our role as a trusted safety leader and ensuring that our educational initiatives continue to resonate with Canadians.

Looking to the future, the Canada Safety Council stands resolute in its mission to promote safety across all facets of Canadian life. We will continue to innovate, educate, and advocate for a safer future. Our strides in 2024 validate that education and awareness are powerful catalysts for preventing harm and preserving lives.

However, none of this would be possible without the passion of our team, the dedication of our volunteers, and the generosity of our supporters. On behalf of the Board of Directors, thank you for making our mission a reality—together, we're shaping a safer tomorrow for all Canadians.

John Svensson, Chair
Canada Safety Council Board of Directors





Who We Are

The Canada Safety Council

is a national, non-government, charitable organization dedicated to safety.

To minimize avoidable death, injury, and damage to property.

Vision:

The Canada Safety Council is an independent, knowledge-based, charitable organization dedicated to the cause of safety. We provide national leadership in safety through information, education and collaboration. We are Canada's voice and resource for safety.

As a not-for-profit, non-government organization, the Council draws upon the dedication and commitment of its directors, committee members and instructors. Contributions from corporate and individual members enable a small professional staff to maintain programming and respond to inquiries from the public, professionals, the media and others.

Mandate:

Focusing on safety education as the key to long range reduction in avoidable deaths and injuries, the Council serves as a national resource for safety programs, working with and through partner organizations who deliver and/or fund these programs.

Our mandate is to serve as a credible third party acting on the sole basis of our commitment to safety for Canadians. We do not accept funding that is conditional on taking a stand contrary to the best interests of Canadians.

Margins from training programs and sponsorships contribute to overhead. Corporate and individual members fund the Council's non-revenue-generating work through annual contributions. With this support, plus a dedicated, knowledgeable staff and cost-effective operations, we fulfill our safety mandate.

In the public policy arena, we suggest, support and promote safety legislation, with strong emphasis on gaining public understanding and acceptance of such laws and regulations.

General Information

Registered Address

1020 Thomas Spratt Place
Ottawa, Ontario
K1G 5L5

Website Address

canadasafetycouncil.org

Officers and Directors

Introducing the leadership team committed to promoting safety across the country.



(01) John Svensson
Chair, Board of Directors



(02) Gareth Jones
President and CEO



(03) Paul Field
Vice-Chair, Board of Directors



(04) Anouk Guillaume
Treasurer, Board of Directors



(05) James Terry
Secretary, Board of Directors

Chair of the Board of Directors
JOHN SVENSSON, Executive Director
DriversAmericas Inc., Guelph, Ontario

President and CEO
GARETH JONES, President and CEO
Canada Safety Council, Ottawa, Ontario

Vice-Chair of the Board
PAUL FIELD
Hamilton, Ontario

Treasurer
ANOUK GUILLAUME
NAV Canada, Ottawa, Ontario

Secretary
JAMES TERRY
Dragonfly Training, Barrie, Ontario

Directors

PIERRO HIRSCH
Virage Simulation, Montreal, Quebec

LISA KING
Motor Registration Division, Digital
Government and Service NL Central, Western/
Labrador, Mount Pearl, Newfoundland

ROBYN ROBERTSON
Traffic Injury Research Foundation, Ottawa,
Ontario

JACK SMITH
Ottawa, Ontario

MICHAEL WEIL
Road Safety Association Ont., Keene, Ontario

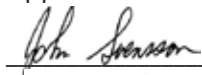

Balance Sheet

as of December 31, 2024

ASSETS

	2024	2023
CURRENT		
Cash	\$ 1,185,181	\$ 1,022,959
Short term investments	608,877	596,741
Accounts receivable	26,663	49,112
Due from Government	240,947	86,130
Inventory	145,721	109,497
Prepaid expenses	—	4,026
	2,207,389	1,868,465
CAPITAL ASSETS	9,591	9,779
LONG-TERM INVESTMENTS	622,389	466,696
	\$ 2,839,369	\$ 2,344,940
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 828,016	\$ 66,712
Deferred revenues	527,452	798,642
Accrued retirement leave benefit	82,591	80,791
	1,438,059	946,145
LONG-TERM		
Accrued retirement leave benefit	74,585	61,994
	1,512,644	1,008,139
NET ASSETS		
Operating Fund – unrestricted	717,044	738,305
– internally restricted	500,000	500,000
	1,217,044	1,238,305
Restricted Contribution Fund	109,681	98,496
	\$ 1,326,725	\$ 1,336,801
	\$ 2,839,369	\$ 2,344,940

Approved on behalf of the Board:

 Director
 Director

National Safety Campaigns

Every year, Canada Safety Council campaigns reach more than 300,000 Canadians from coast to coast, with messaging ranging from road safety to occupational safety and everything in between! Read on for this year's highlights.



National Safety Campaigns

National Farm Safety Week (March 14 – 20) Avoiding Rollovers and Runovers on the Farm

According to a 2023 report by Canadian Agricultural Injury Reporting (CAIR), between 1990 and 2020 the country averaged 91 agriculture-related fatalities every year. Though the fatality rate declines from 2006 onward, it is worth noting that more than half of the farms in Canada in 1990 are no longer in operation.

March 14 – 20 is National Farm Safety Week, and we reminded Canadians in the agriculture industry that some risks are not worth taking.



National Summer Safety Week (May 1 – 7) Adventure Safely: Essential Camping and Hiking Tips

There's something special about nature that consistently draws in adventure-seekers of all ages, whether it's through a hike in the forest or a cozy night under the stars at a campsite. In the midst of this outdoor adventuring, though, it's crucial to prioritize safety and preparedness.

National Summer Safety Week is May 1 – 7. We equipped Canadians with the tools and knowledge required to stay safe on the trails and in the wild.

National Road Safety Week (May 14 – 20) Navigating Wildlife Encounters on the Road

According to data published by the Traffic Injury Research Foundation (TIRF), 570 people were killed in wildlife-vehicle collisions between 2000 and 2020. This represents 1.1 per cent of all motor vehicle fatalities in that time. More than half of these collisions involved moose, while 32 per cent involved deer.

In 2024, National Road Safety Week was held May 14-20. We urged Canadians to be prepared in the event of interaction with wildlife on the road.



Special Campaign Opioid-Related Poisonings – an Issue of National Concern

The impact of the opioid crisis in Canada have been well documented and cannot be overstated. Between January 2016 and December 2023, there was more than 44,000 apparent opioid toxicity deaths, and more than 42,000 people were hospitalized for a reported opioid-related poisoning with 65% reported as accidental.

In this one-off campaign, we urged Canadians to be aware of the signs of an accidental opioid overdose, their role in helping manage the crisis, and what to do in case of emergency.



National School Safety Week (October 17-23) Strengthening School Emergency Preparedness

In recent years, we have seen high temperatures records being broken. Droughts, wildfires, hurricanes and flooding have become more and more prevalent. In fact, more than one-third of Canadians report having been personally impacted by severe weather.

During National School Safety Week, October 17-23, we urged schools and communities to focus on proactively strengthening emergency preparedness protocols.

National Community Safety & Crime Prevention Month Cybercrime on the Rise

According to the Canadian Anti-Fraud Centre, between January 1 and June 30, 2024, there have been 15,941 reported victims of fraud in Canada, with \$284 million lost to fraudulent activity. Given the nature of cybercrime, it is likely that instances are underreported due to victims feeling shame at having been ensnared.

During November, we shone a spotlight on the alarming rise in cybercrime across the country.



National Senior Safety Week (November 6-12) Home Safety Starts with You

As seniors age, their homes may need adjustments to ensure safety and comfort. In Canada, falls are one of the leading causes of injury among older adults — in 2022, Statistics Canada identified falls as being responsible for 88.6 per cent of all injury-related hospitalizations among adults aged 65 and older.

During National Senior Safety Week, November 6 – 12, we raised awareness of the numerous ways to make a home more senior-friendly, reducing the risk of trips, falls, and other common hazards.

National Home Fire Safety Week (November 24 – 30) Essential Tips for a Safe Holiday Season

According to Statistics Canada, open flame is one of the two leading causes of residential fires, behind only cooking equipment. Further, home fires accounted for three quarters of the 202 fire-related deaths in the country in 2021.

During National Home Fire Safety Week, November 24 – 30, we encouraged Canadians to be mindful of fire hazards to ensure a safe and joyous holiday season.



National Safe Driving Week (December 1-7) Head in the Clouds? Don't Drive High

According to the Government of Canada, cannabis-impaired driving remains a leading contributor to road accidents. A report from Public Safety Canada in 2023 found that 23.3 per cent of cannabis users nationwide admitted to driving within two hours of consumption.

During National Safe Driving Week, December 1 – 7, we teamed up with the Insurance Brokers Association of Canada to highlight the risks associated with driving while under the influence of cannabis.



Featured Partners



INSURANCE BROKERS ASSOCIATION OF CANADA
ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA

Insurance Brokers Association of Canada (IBAC)

6y

For the sixth consecutive year, the Insurance Brokers Association of Canada offered their tremendous support during National Safe Driving Week. It's thanks in part to the tireless efforts of the entire IBAC team that we continue to see significant growth year-over-year in our reach metrics and heightened awareness across the country of the risks associated with distraction behind the wheel.

Thank you for your continued support!



Bluedrop ISM

Bluedrop ISM

Whether through efforts to digitize our off-road programs and certification process or their support throughout the launch of our Driver for Hire and Commercial Driving Fundamentals programs, the folks at Bluedrop ISM have been instrumental in helping the Canada Safety Council stay at the forefront of new technology and course offerings that improve the safety of Canadians from coast to coast.

We look forward to continuing to build on this partnership. A big thank you the team at Bluedrop for their dedication and devotion to helping keep Canada safe!



Emergent BioSolutions Inc. (EBSI)

The opioid crisis in Canada is well-documented — between January 2016 and September 2024, Health Canada reports 50,928 apparent opioid toxicity deaths in the country. Thanks to our partnership with Emergent BioSolutions Inc., we were able to dedicate a special campaign in July to this topic, discussing the issue, the solutions available, and the importance of timely administration of Naloxone, an opioid antagonist that temporarily reverses the effects of an opioid overdose.

Thank you for your support!



407 ETR

The 2024 calendar year saw the introduction of several new safety training programs to the Canada Safety Council's catalogue. Thanks to sponsorship from 407 ETR, we are pleased to now be offering a Winter Service Driver Improvement Course, targeted at professional snowplow operators to ensure safe operation of the specialized vehicles.

This project would not have been possible without the steadfast partnership of the team at 407 ETR. We deeply appreciate the support and efforts in enabling the creation of this training course!



Employment and
Social Development Canada

Emploi et
Développement social Canada

Employment and Social Development Canada (EDSC)


Building on the success of the early 2024 Driver for Hire program, Employment and Social Development Canada was an important partner in helping us expand our course offerings this year. Thanks to funding through the government's *Skills for Success* program, we were able to introduce the Commercial Driving Fundamentals program, designed to empower employers and driving schools with training to enhance the skills, safety and confidence of Class 1/A drivers.

It is with gratitude to EDSC that we look toward a safer future on Canadian roads for all road users. Thank you for enabling Canadians to acquire the skills needed to stay safe on the road!

Training Courses

The Canada Safety Council introduced five new safety training programs in the 2024 calendar year.

In following with our mission statement, the Canada Safety Council seeks to minimize avoidable death, injury, and damage to property. With safety education being the key to long-range reduction, read on to learn more.



Commercial Driving Fundamentals

98%

The new program, offered as an introduction and refresher for seasoned commercial drivers, has been immediately successful. A whopping 98 per cent of registrants agree that the training would benefit anyone working in commercial driving.



Driver for Hire

Advanced Driver Training

The Driver for Hire program is a nationally standardized program designed to improve driver skills, safety, confidence, and overall performance. The program focuses on delivery, rideshare, taxi and courier drivers to improve the essential and job-specific skills to keep safety front-of-mind throughout the entire task of driving.

Winter Service Driver

Launch Date 2025

The Winter Service Driver Improvement Course aims to improve safety skills for professional snowplow and heavy winter machinery operators. The program's development was finalized in 2024 and we look forward to introducing the program to the market in time for the 2025 winter season.



School Bus Driver Improvement

Launch Date 2025

The School Bus Driver Improvement program is designed to aid professional school bus drivers in building upon existing defensive driving skills to ensure safe transportation of school-aged children year-round.

Course curriculum has been finalized and this course is set to launch in 2025.




Paramedic Driver Enhancement

Launch Date 2025

The Paramedic Driver Enhancement program seeks to strengthen essential driving skills for ambulance and paramedic-related vehicle operators.

We are seeking to launch this program in 2025.





Training Courses

In addition, the Canada Safety Council trains more than 50,000 people every year through our extensive catalog of on- and off-road training, as well as online e-learning courses.



Occupational Health & Safety

The Canada Safety Council continues to offer compliance and awareness safety training through online e-learning courses. In 2024, more than \$20,000 of training was sold to Canadians from coast-to-coast, fostering a strong safety culture in our nation's homes and workplaces.

The top courses for 2025 include:

- Fall Prevention and Fall Arrest
- Transportation of Dangerous Goods
- Ladder Safety
- WHMIS
- Forklift Safety

Babysitter & Home Alone

The Home Alone Program and Babysitters Training Course continue to see positive growth. These programs, offered as off-the-shelf materials, continue to be a staple in CSC's safety offerings targeted at youth.

In 2024, more than 9,900 Babysitter Training manuals and approximately 15,000 Home Alone Training manuals reached interested Canadians. A generation of youth is gaining valuable knowledge, skills, and the confidence needed to manage being home alone for short periods of time and to safely look after younger children.

Gearing Up Motorcycle Training

The Gearing Up program was at the centre of the Toronto Motorcycle and Powersports Show. For the second year in a row, we put on the Moto-Intro program, providing a safe and structured first ride for would-be motorcyclists. Once again, we received tremendous feedback from trainers and students alike.

On the regular training front, Gearing Up saw a slight three per cent increase in trained students over 2023. Both the On3 and M2X programs continue to see strong pickup in Ontario, with more than 1,000 students trained in the latter. In 2025, we'll be updating the motorcycle courses to keep them fresh and engaging. Stay tuned!

Off-Road Programs

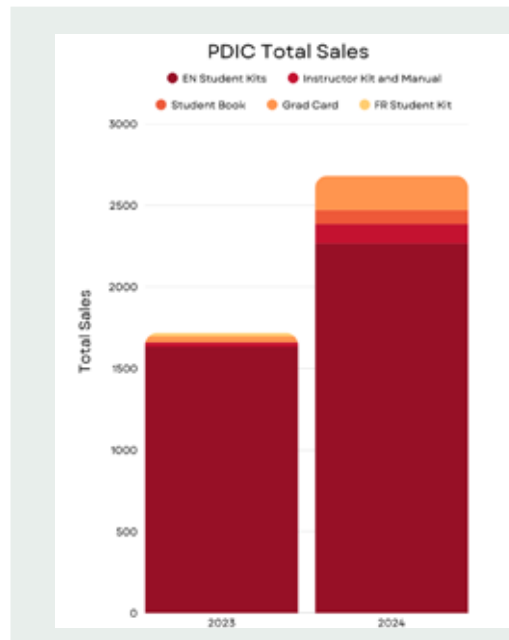
Whether through ATVs, UTVs, ARGO amphibious vehicles or snowmobiles, CSC is well represented on the off-road training stage year-round. These courses, widely recognized as the gold standard for Canadian safety training, have continued to see positive impacts year-over-year.

While the snowmobile program declined slightly in 2024 due to the mild winter season, all of the ATV, UTV and ARGO programs have either stayed steady or increased training numbers — a sign that there continues to be demand we can meet for specialized training to assure safety on these vehicles.

Driver Training Programs

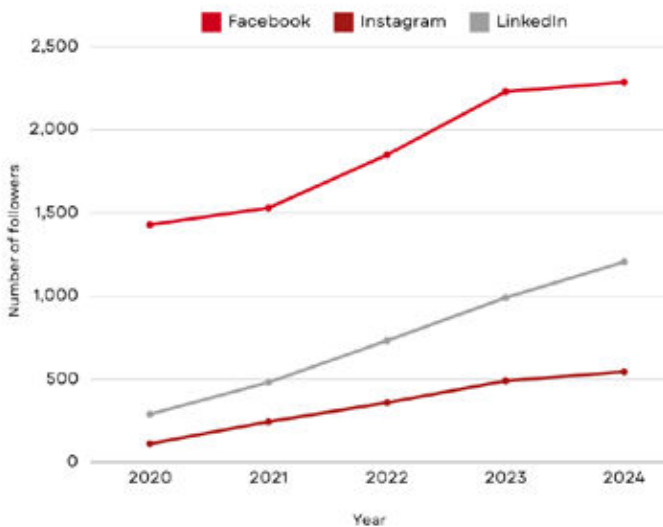
Fresh off a 2023 overhaul, the Professional Driver Improvement Course (PDIC) saw tremendous growth. With more than a 50 per cent increase in training materials sold relative to the year prior, feedback on the new offering has been very positive in driving growth to this program, designed to reduce collisions, vehicle abuse, injuries and operating costs for professional drivers.

We intend on building on the success of this redevelopment in applying the same approach to our Defensive Driving Course (DDC) in 2025, which has consistently been one of our more well-loved courses. Our 55 Alive Driver Refresher Course, meanwhile, continues to provide Canadians over the age of 55 with the confidence and skills to remain on the road and adjust their driving habits to remain safe in their older years.



Publications and Additional Outreach

Social Media Follower Growth



Social Media follower counts remain largely on the rise.

On Facebook, Instagram, and LinkedIn, the Canada Safety Council has seen its follower counts rise every year since 2020.

X (formerly Twitter)

Follower counts on X have been on the decline since 2022. Owing to platform instability and users leaving the platform, we ended the 2024 year at 5,698 followers — a decline of 97 followers over the year prior.

Though efforts have historically been focused on this platform due to the relatively higher follower count, this trend has resulted in an expansion of our social media efforts to spread time and content more cleanly across all our active platforms.

Safety Canada

The official member newsletter of the Canada Safety Council

Our quarterly member newsletter is distributed on the first of the month every January, April, July, and October. The publication underwent a minor refresh in 2024 to provide a more dynamic, engaging layout.



2024 Committees

CSC representatives participate and serve on a number of committees relating to important safety issues. These include:

- Canada's Safest Employer Awards
- Canadian Association of Chiefs of Police: Traffic
- Canadian Drowning Prevention Coalition
- Canadian Centre for Occupational Health and Safety Youth Safety Video Program
- Canadian General Standards Board
- Canadian Institute for Safety Wellness and Performance Stakeholder and Advisory Committee
- Canadian Standards Association
- Lyft Safety Advisory Council
- National Highway Traffic Safety Administration
- Traffic Injury Research Foundation's Impaired Driving Coalition of Canada
- Transport Canada's School Bus Safety Advisory Panel
- Transport Canada's Transportation of Dangerous Goods
- UL Standards & Engagement



Special Contributions and Supporters

Special Contributions

407 ETR
BIS Safety Software
Bluedrop ISM
Bombardier Recreational Products
CanadaHelps.org
Canadian Association of Chiefs of Police
Crime Stoppers
CSA Group
EatSleepRide
Emergent BioSolutions Inc.
Employment and Social Development
Canada
Helen Moore
Insurance Brokers Association of Canada
Insurance Bureau of Canada
Lyft
Medical Data Carrier
MotoCanada
SimLeader Inc.

Stantec

Transport Canada

Vubiz Inc.

Members

Advantage Fleet Services Inc
Avid International Limited
Axiome Genie Conseil International Inc
Cameco Corporation
Cascades
Commercial Logistics Inc
Communications Pierre Tremblay
ConX Wireless
Digital Government and Service NL
Dragonfly Training
Enserva
Expedition Rentals
FACT Pluc Inc
Faizan's Defensive Driving School
Gore Mutual Insurance Company
Groupe Tecnic Canada Inc.
Heartland Industrial Training Centre
Ignis Services Canada Inc.



Members (cont'd)

Interoute
Lac Ste Anne County
Leavitt Machinery
Levitt Safety Limited
Mohawk Online Limited
Moto Canada
MyBoatCard.com
NAV Canada
Northbridge General Insurance Corporation
Old Republic Insurance Group Canada
Ontario Duct Cleaning
Ontario Duct Cleaning - Halton
Ontario Trucking Association
Ottawa Safe Drivers
Partenariat communaute en sante PCS Yukon
Perley Robertson Hill and McDougall
Pioneer Offroad Rentals
Polar Ridge Resources Inc
Portage College Lac La Biche Campus
QEOSH EHS Staffing & Recruitment
Ride Rite Safety Training and Certification
Safe Drivers PEI
Saskatoon and District Safety Council
Sawyer Safety Training & Consulting Ltd
Spirits Canada Association of Canadian Distillers
Techbridge Innovations
The Canada Life Assurance Company of Canada
The Insurance Market
Traffic Injury Research Foundation
TST-CF Express
Virage Simulation
Wood Buffalo Safe/Healthy Community Network
Xtreme Safety Training
Yukon Driving Academy

Lifetime Members

Emile Therien
Jack Smith
Ken Morgan

Thank you for your support!





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COUNCIL**

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