Annual Report — 2025

Canada Safety Council —
Your voice and resource
for safety





Photo credit: Sgt Johanie Maheu, Rideau Hall

Her Excellency the Right Honourable Mary Simon, Governor General 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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Table of Contents

Report from the Chair of the Board of Directors	05
Who We Are	06
Officers and Directors	07
Balance Sheet	08
National Safety Campaigns	09
Sponsorships	12
Training Courses	13
Publications and Additional Outreach	15
Looking Forward	16
Special Contributions and Supporters	18

Report from the Chair of the Board of Directors

As we reflect on the past year, I am pleased to share how the Canada Safety Council continues to advance its mission of promoting safety through education, advocacy, and innovation. In a period marked by evolving risks and rising expectations, CSC has remained focused on delivering practical, evidence-based programs and trusted public safety messaging to Canadians nationwide.

In 2025, CSC expanded its training portfolio with several new programs, including the Professional Winter Service Driver Improvement Course, the Paramedic Driver Enhancement Program, and the School Bus Driver Improvement Course. These initiatives strengthen our ability to support both professional drivers and everyday road users, while addressing the specialized demands of Canada's diverse transportation environment.

CSC was also actively engaged in funded projects through the Government of Canada's Skills for Success Program and the Government of Ontario's Skills Development Fund. These partnerships enabled the development and delivery of targeted safety initiatives across multiple sectors, extending our reach and reinforcing our role as a trusted collaborator with extensive subject matter expertise.

A significant focus in 2025 was the comprehensive redevelopment of the Defensive Driving Course. With modernized student materials and enhanced instructor resources, this major update reflects our commitment to continuous improvement and positions the program for widespread implementation in 2026.

To further strengthen program quality and relevance, CSC established advisory panels for its ATV and Motorcycle Training Programs. By bringing together experienced, in-the-field experts, we are ensuring that our training reflects real-world conditions and emerging trends. Building on this work, the Motorcycle Training Program is now undergoing a significant refresh, including the development of a new online course scheduled for release in 2026.

Beyond training, CSC continued to expand its impact through targeted digital outreach, strategic partnerships, and national campaigns. Our work across vehicle and road safety, youth safety, home and community safety, and workplace safety underscores our ongoing role as a trusted national safety advocate, resource and program provider across Canada.

To our members, supporters, volunteers and partners, thank you for your continued trust and engagement. Together, we are building a culture of safety: safer habits, and stronger, safer communities.

As my tenure as Chair draws to a close I wish to express my heartfelt gratitude to my fellow Board members and CSC staff, both past and present, for your steadfast support, dedication and invaluable contributions over the years. Our achievements are a direct reflection of your collective commitment and professionalism and none of our remarkable progress would have been possible without you. I am confident that the leadership, commitment and talent of our current cadre will continue to guide the organization forward to even greater success.



John Svensson
Chair, 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

Meet the leadership team guiding CSC's work in communities across Canada.



(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

Chairman 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

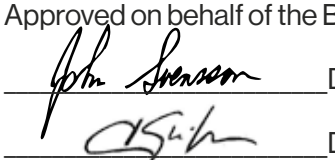
MICHAEL WEIL
Road Safety Association Ont., Keene, Ontario

Balance Sheet

as of December 31, 2025

		2025		2024
ASSETS				
CURRENT				
Cash	$	178,189	$	1,185,181
Short term investments		675,114		608,877
Accounts receivable		114,087		26,663
Due from Government		159,336		240,947
Inventory		139,285		145,721
		1,266,011		2,207,389
CAPITAL ASSETS		6,487		9,591
LONG-TERM INVESTMENTS		642,243		622,389
	$	1,914,741	$	2,839,369
LIABILITIES				
CURRENT				
Accounts payable and accrued liabilities	$	51,664	$	828,016
Deferred revenues		312,510		527,452
Accrued retirement leave benefit		136,868		82,591
		501,042		1,438,059
LONG-TERM				
Accrued retirement leave benefit		31,308		74,585
		532,350		1,512,644
NET ASSETS				
Operating Fund – unrestricted		721,656		717,044
– internally restricted		500,000		500,000
		1,221,656		1,217,044
Restricted Contribution Fund		160,735		109,681
	$	1,382,391	$	1,326,725
	$	1,914,741	$	2,839,369

Approved on behalf of the Board:



Director

Director

National Safety Campaigns

Through its national safety campaigns, in 2025 the Canada Safety Council secured more than 300 traditional media placements, reaching an estimated 11 million Canadians through earned media. This success reflects our ongoing commitment to delivering practical and evidence-based public education.



National Safety Campaigns

National Farm Safety Week (March 14 – 20) Protecting Lives, Livestock and Livelihoods



Farming is one of the most essential industries in Canada, providing food, economic stability, and employment across the country. However, it is also one of the most hazardous professions, with risks ranging from equipment-related injuries to exposure to hazardous materials.

National Farm Safety Week is March 14-20. The Canada Safety Council reminded agrarian workers that farm safety is a priority, not an option.



National Summer Safety Week (May 1 – 7) Stay Active and Sun-Safe This Summer

According to Statistics Canada, between 2000 and 2020 there were approximately 670 fatalities more than usual in the country's biggest cities during periods of extreme heat. This higher-than-average risk of death is notable especially in the context of Canada's rising temperatures. Berkeley Earth identified 2024 as the hottest year on record for the country, surpassing the previous record set in 2023.

National Summer Safety Week, held each year from May 1 to 7, offered a reminder to enjoy the season while keeping safety in mind.

National Road Safety Week (May 13 – 19) Speeding Still a Leading Cause of Road Crashes



According to the most recent available data from Transport Canada, 1,931 Canadians lost their lives in motor vehicle collisions in 2022 — a six per cent increase from the previous year and the second-highest fatality count in the past decade. Alarmingly, speeding was a contributing factor in 20 per cent of these fatal crashes, underscoring the urgent need to address this preventable behavior.

The Canada Safety Council called on all Canadians to recognize the deadly consequences of speeding and to make safer choices behind the wheel.



National School Safety Week (October 17 - 23) Safe Schools, Strong Futures

Violence in Canadian schools is climbing. National surveys show nearly one in three students report being bullied, the highest rate ever recorded. Online harassment is also common, with up to one in four students targeted in just a two-month span and almost three in 10 youth overall saying they've faced cyberbullying.

As classrooms refilled in the fall, the Canada Safety Council reminded parents, educators and policymakers that bullying and violence can't be solved by schools or families alone — it takes both working together

National Community Safety & Crime Prevention Month Safe Homes, Safe Communities



In 2024, according to Statistics Canada, non-violent crime (which includes property offences) dropped six per cent. Breaking and entering declined 11 per cent. Motor vehicle theft also saw a decline of 17 per cent in the same period.

In raw numbers, however, there were about 121,000 reported break-ins nationally. While these statistical declines are welcome, and speak to a larger trend toward the positive, they are cold comfort to those affected by the crimes.

During the month of November, marking National Community Safety & Crime Prevention Month, the Canada Safety Council offered advice on shoring up vulnerabilities and strengthening community safety.



National Senior Safety Week (November 6-12) Staying Connected, Staying Safe

Many older Canadians live alone, especially after losing spouses, friends, or family nearby. Scammers know this trend and tend to take advantage of it. When someone lacks frequent social contact, they're more likely to respond to unsolicited calls, messages, or requests for friendship.

During National Senior Safety Week, November 6 - 12, the Canada Safety Council reminded Canadians that connection is the greatest cybersecurity tool, encouraging people to check in often with their loved ones to prevent isolation and keep them safe from being targeted by scams.

National Home Fire Safety Week (November 24 – 30) Cooking Safely Through the Holidays



According to Firefighting in Canada, from 2011 to 2020 an average of 220 people died due to fires in our country every year. Statistics Canada also identifies almost a third of fires between 2015 and 2021 as being related to cooking.

During National Home Fire Safety Week, November 24 to 30, the Canada Safety Council reminded Canadians that the most common cause of home fires isn't candles or Christmas trees — it's unattended cooking.





National Safe Driving Week (December 1-7) Gone in a Flash

A 2021 Transport Canada estimate points to distraction as a contributing factor in more than 1 in 5 fatal collisions and more than a quarter of serious injury collisions. The Traffic Injury Research Foundation further identifies that young drivers between 16-19 were most likely to have been distracted.

During National Safe Driving Week, December 1 – 7, we teamed up with the Insurance Brokers Association of Canada to remind drivers how quickly distraction can cost everything: safety, licence, future.

Sponsorships

Insurance Brokers Association of Canada (IBAC)

For the seventh consecutive year, the Insurance Brokers Association of Canada provided vital support for National Safe Driving Week. This year's focus on digital-first audiences expanded the campaign's reach and strengthened engagement with new communities. Their sustained partnership continues to play an important role in advancing public awareness around distracted driving.

Employment and Social Development Canada

Through its Skills for Success program, Employment and Social Development Canada (ESDC) offered timely and necessary support in the ongoing work on the Commercial Driving Fundamentals program. This support helped strengthen the program's accessibility and workforce relevance, ensuring that learners across the country can build foundational commercial driving knowledge through a flexible, self-paced format.

Regional Paramedic Services

Regional paramedic services in Brant, Hamilton, and Simcoe played a key role in supporting the development of the Paramedic Driver Enhancement Program.

Their operational insight and frontline experience helped ensure the curriculum reflects real-world conditions and professional standards.

This collaboration strengthened the program's relevance and practical value.

407 ETR

In 2025, 407 ETR continued its support of Canada Safety Council's professional driver training initiatives through its contribution to the Paramedic Driver Enhancement Program.

Their support for the development of high-quality video training materials strengthened the course's instructional value and accessibility.

This collaboration reflects a shared commitment to advancing road safety through practical, well-designed education.

Ontario Skills Development Fund

Support from Ontario's Skills Development Fund was instrumental in launching the four new online programs that comprise the Specialty Vehicle Operations Ready (SVO Ready) suite.

This investment enabled the development, delivery, and early evaluation of these courses, helping to expand access to high-quality, safety-focused training during the pilot phase.

Training Courses

The Canada Safety Council expanded five safety training programs in the 2025 calendar year, strengthening its national portfolio.

Prominently, the Specialty Vehicles Operations (SVO Ready) suite of courses officially launched, delivering defensive driving training for operators of motorcycles, winter service vehicles, paramedic vehicles and school buses. Designed to increase accessibility and consistency in specialized driver education, the suite represents a significant addition to CSC's online training portfolio. It is supported by pilot funding from the Government of Ontario's Skills Development Fund.

Commercial Driving Fundamentals



Building off the success of the Commercial Driving Fundamentals (CDF) online training program following its launch in 2024, the four-hour CDF program has seen remarkable uptake and positive reviews, with employers and students alike praising its accessibility and interactive, self-paced learning model.

Professional Motorcycle Operators



The Professional Motorcycle Operator course is a seven-module online program within CSC's SVO Ready suite. Designed for professional and occupational riders, it combines practical riding principles with risk awareness and defensive strategies to support safe operation in real-world conditions.

Winter Service Driver



The Winter Service Driver Improvement Course (WSDIC) officially launched in 2025, following preparations and development in 2024.

The hands-on training offers professional winter service drivers, including operators of snowplows and salt-spreaders, industry-specific defensive driving training.

Paramedic Driver Enhancement



The Paramedic Driver Enhancement Program (PDEP) officially launched in 2025 following its development the year prior.

Developed in partnership with paramedic services in Brant, Hamilton and Simcoe, the PDEP seeks to elevate paramedic driver safety and performance, enabling them to make safe decisions under pressure while protecting patients.

School Bus Driver



The School Bus Driver Improvement Course (SBDIC) is designed to enhance school bus driver safety. The course is approximately seven hours in length and covers day-to-day defensive driving practices along with advanced, industry-specific topics.

The SBDIC is undergoing final review in Ontario and is available across most of Canada.

Training Courses

In 2025, the Canada Safety Council delivered safety training to 47,481 Canadians, reflecting the breadth of CSC's national training portfolio.



Occupational Health & Safety

The Canada Safety Council offers interactive, self-paced compliance and awareness safety training courses. In 2025, Canadian employers and employees continued to prioritize workplace safety, putting their trust in us to deliver important information in easily accessible formats.

The top courses for 2025 include:

- Ladder Safety
- WHMIS
- Safety in Fire Prevention
- Personal Protective Equipment
- Forklift Safety

Babysitter & Home Alone

The Home Alone Program and Babysitters Training Course continue to see positive uptake. These programs, offered as off-the-shelf materials, serve as staples in CSC's safety offerings targeted at youth and continue to be some of CSC's most popular courses.

In 2025, we shipped more than 9,000 Babysitter Training kits and more than 13,000 Home Alone kits to interested Canadians. These programs combine to help youth feel empowered and confident in their abilities to look after themselves and others.

Gearing Up Motorcycle Training

Following a successful Chief Instructors conference on Nov. 8, 2025, CSC is updating its flagship Gearing Up motorcycle training program. In tandem with a working group of long-time motorcycle program instructors, CSC is working on an update to the Gearing Up program, with student experience at the centre.

The updates will include new visual identity, a new presentation slide deck, updated and improved student workbooks, and an option to take the theory portion of the training online.

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 standard for Canadian safety training, have continued to see positive impacts year-over-year.

The 2025 calendar year saw CSC establish an advisory committee of ATV and UTV instructors. This in-the-field expertise and experience will be used to help inform and support product revisions and updates.

"Regular renewal of our driver training programs ensures they continue to meet the needs of today's learners and instructors."

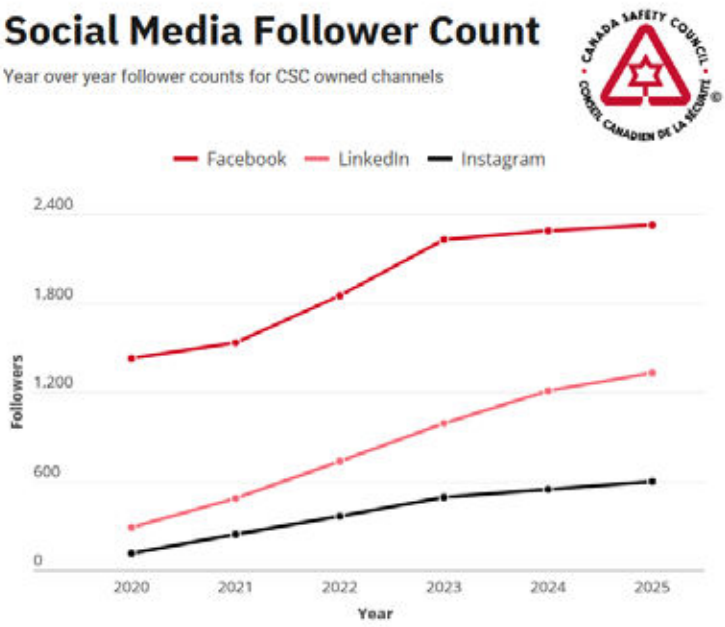
-Gareth Jones, President & CEO
Canada Safety Council

Driver Training Programs

Following the success of the 2023 Professional Driver Improvement Course (PDIC) refresh and update, CSC turned its attention to the Defensive Driving Course (DDC). The DDC underwent significant development in 2025, including modernized student materials and improved instructor resources. Its relaunch is planned for spring 2026.

The redevelopment process focused on strengthening instructional clarity and incorporating current best practices in defensive driving. By investing in both content modernization and instructor support tools, CSC is positioning the updated DDC to remain a practical and trusted cornerstone of its driver training portfolio.

Publications and Additional Outreach



CSC continues to see steady growth on social channels.

On Facebook, Instagram, and LinkedIn, the Canada Safety Council has once again seen its follower counts rise, a trend dating back to 2020.

Expansion

Following efforts to expand our social media presence and reach younger audiences, CSC joined TikTok in 2025 and can now be found at @canadasafetycouncil.

Across all active platforms, CSC's social media efforts reached more than 1.75 million users in 2025 and more than doubled year-over-year mentions (1,118 vs. 559 in 2024).

Instagram also continued to grow, adding 50 followers — a 10 per cent increase over the previous year.

Safety Canada

The official member newsletter of the Canada Safety Council

Our quarterly member newsletter, distributed in January, April, July, and October, shares timely safety information and organizational updates with members nationwide.



2025 Committees

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

Canadian Association of Chiefs of Police: Traffic
Canadian Association of Road Safety Professionals
Canadian Coalition on Distracted Driving
Canadian Drowning Prevention Coalition
Canadian Council of Motor Transport Administrators Research and Policy (Task force: Distracted Driving Working Group)
Canadian Council of Motor Transport Administrators Vulnerable Road User Committee
Canadian General Standards Board
Canadian Institute for Safety Wellness and Performance Stakeholder and Advisory Committee
Canadian Standards Association
National Highway Traffic Safety Administration
Traffic Injury Research Foundation's Impaired Driving Coalition of Canada
Transport Canada National Advisory Committee for the Vulnerable Road User versus Heavy vehicle
Transport Canada's School Bus Safety Advisory Panel
Transport Canada's Transportation of Dangerous Goods

Looking Ahead: 2026–2028 Strategic Plan

In 2025, the Canada Safety Council finalized its 2026–2028 Strategic Plan, establishing clear priorities to guide organizational growth and long-term sustainability.

These priorities will guide CSC's decisions, investments and partnerships over the next three years.



Financial Stability & Growth

Ensuring stable, diversified and sustainable revenue streams to support CSC's mission.



Technology Integration & Digital Transformation

Modernizing operations, communications and training delivery to improve accessibility and efficiency.



Program Development & Delivery

Expanding, enhancing and modernizing CSC program offerings to meet evolving safety needs.

Looking Ahead: 2026–2028 Strategic Plan



Communications & Advocacy

Strengthening CSC's voice as Canada's leading safety advocate through strategic outreach and public engagement.



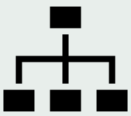
Operational Excellence & Resources

Equipping CSC with the tools, people and processes required to lead in safety education nationwide.



Partnership & Stakeholder Engagement

Expanding and deepening partnerships to enhance CSC's reach, credibility and collaborative impact.



Governance and Leadership

Clarifying governance structures and leadership responsibilities to support CSC's long-term success.

Special Contributions and Supporters

Special Contributions

407 ETR

BIS Safety Software

Bluedrop ISM

Bombardier Recreational Products

Brant-Brantford Paramedic Service

CanadaHelps.org

Canadian Association of Chiefs of Police

County of Simcoe Paramedic Services

Crime Stoppers

CSA Group

EatSleepRide

Employment and Social Development Canada

Government of Ontario (Skills Development Fund)

Hamilton Paramedic Services

Helen Moore

Instructor Advisory Groups

Insurance Brokers Association of Canada

Insurance Bureau of Canada

Lyft

Medical Data Carrier

MotoCanada

SimLeader Inc.

Stantec

Transport Canada

Vaughan Driver Training Centre

Vubiz Inc.

Members

Active Group Inc.

Advantage Fleet Services Inc.

Alberta Transportation

Avid International Limited

Axiome Génie Conseil International Inc.

Cameco Corporation

Centre patronal de Santé et sécurité travail du Québec



Commercial Logistics Inc.

Communications Pierre Tremblay (Formation VTT)

ConX Wireless

Dana G. Smith Consulting / The Mindful Trucker

Members (cont'd)

Dragonfly Training

École de Conduite Tecnic

Elegant E-Learning Inc.

Enserva

Expedition Rentals

FACT Plus Inc.

Faizan's Defensive Driving School

Gore Mutual Insurance Company

Digital Government and Service NL

Ignis Services Canada Inc.

Interoute

Lac Ste. Anne County

Leavitt Machinery

Levitt Safety Limited

Litteprairie Contractors

Mohawk Online Limited

Mountain Transport Institute Limited

MSJL Training

MyBoatCard.com

NAV Canada

Northbridge General Insurance Corporation

Old Republic Insurance Group Canada

Ontario Duct Cleaning - Stouffville

Ontario Trucking Association

Ottawa Safe Drivers

Partenariat communauté en santé (PCS Yukon)

Pelmorex (The Weather Network)

Perley-Robertson, Hill & 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 and Consulting Limited

Spirits Canada Association of Canadian Distillers

Techbridge

The Canada Life Assurance Company

Traffic Injury Research Foundation

TST-CF Express

Virage Simulation

Yukon Driving Academy

Thank you for your support!



SAFETY.

IT'S FOR *EVERYONE.*

CANADA SAFETY COUNCIL

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