



**SAFETY
SERVICES
NOVA SCOTIA**

ANNUAL REPORT 2022

STRATEGIC STATEMENT

OUR VISION

Your trusted partner recognized for putting the service into safety toward safer communities.

OUR PURPOSE

To provide quality safety solutions through passionate and highly skilled professionals and community engagement.

VALUES

- Client Focused

We are passionate about serving our clients and meeting their needs. We are committed to building long-term relationships that are mutually rewarding. We show respect to our clients, while demonstrating respect for one another.

- Invested in Community

As a non-profit organization we show responsibility by investing in community programs, which support a safer & healthier NS.

- Solution Based

We take the initiative and time to understand our clients' needs and design services that meet that need.

- Innovative

We are proactive, unique and cutting edge in our approach, often partnering with others to enhance our abilities.

- Quality Services

We recruit and retain passionate, highly skilled professionals to provide high quality services and demonstrate this through our ISO 9001:2008 Quality System.

- Collaborative

Ideas, opinions and input are encouraged from all stakeholders. We work as a team with our partners to provide the best safety services possible.

MESSAGE FROM THE CHAIR



As I reflect and look back over the past year, it was another year of uncertainty, unrest, unprecedented effects of climate change and learning to live with a global pandemic.

The pandemic left us all scrambling. We all previously faced challenges and had to pivot to understand and adapt to our "new normal". The pandemic not only shocked us because it made us face the unimaginable but also temporarily took away what we considered to be ours forever, like the freedom to move, to travel, to meet, to work in our offices, to go to the cinema or theatre, or to go shopping.

But the reality still exists, everything is still constantly changing, we are still constantly adapting, and we're not even sure we're out of it yet. We have learned to put our faith in and rely on the experts.

Our resilient nature as safety experts has set us apart. We've all had to build innovative and creative solutions to problems we never previously considered. We have joined forces with our peers to learn, debate and discuss what the future needs to look like.

We have been asked to share our best practices and our wise practices; brainstorm solutions and pick the brains of industry experts about ongoing challenges. Bring our own organizational challenges and spark innovative solutions through discussion and networking.

For Safety Service Nova Scotia (SSNS) it was a year of huge transformation. SSNS was not only dealing with all the outside pressures and influences, but the organization also went through tremendous internal change.

Craig Whitehead took on the President / CEO role halfway through the year. Craig, who just recently joined SSNS in February, was in a very steep learning curve to begin with, but with the CEO title, engagement opportunities at the senior level with the safety community stakeholders, became the table stakes.

Craig worked with the community, ensuring alignment, he also had to learn the business, ensure the business delivered on the financial goals, rely on long standing crucial members of the SSNS Team, and recruit key roles. I can attest first and foremost, Craig's professionalism and resiliency shone through.

Craig and I have spent many hours mapping out what success should and would be for the predictable long-term sustainability of SSNS. Craig's entrepreneurial drive was front and center in every conversation and clearly articulated in his approach. I would advise Craig in our conversations, more often than not, that maybe 2023 should be a year of caution, to stabilize, ensuring a sustainable approach. Craig would always reply "My entrepreneurial style is backed by a solid business approach that will create and support sustainable growth for SSNS going forward." Everything I have seen to date supports Craig's actions.

Craig has adapted an open and transparent work environment. Craig has ensured that his Team is well informed and are always part of the decision making. Craig is building a people first workplace that is built on the foundation of Inclusion, Diversity, Equity and Accessibility (IDEA).

Speaking as the Chair and on behalf of the Board of Directors, we look forward to a very successful 2023. We are fully supportive of Craig and the entire SSNS staff. We will continue to serve in our governance role, offering guidance and support as required.

Thanks to Craig and the staff for all the hard work you do, it does not go unnoticed.

Sincerely,

Brad Doell, Chair

MESSAGE FROM THE PRESIDENT & CEO

2022 was certainly a year of change & stability at Safety Services. A full year at our new location in Bayer's Lake, the return of all staff to the office, and changes to personnel all contributed to a year that challenged the organization in many ways.

I cannot emphasize enough how professional the whole team at Safety Services have been in responding to change, and how the new staff have brought a revitalized energy to the organization, whilst longer serving employees have embraced change. A new & sustained excitement is evident throughout the team, that establishes a solid foundation for future growth, and sustainability.

Considering all the transitional factors, The Safety Services brand did extremely well, both our Motorcycle & Firearms programs saw another record year of registrations, with the overall demand in Drivers Education & Occupational Health remained consistent.



As we transitioned out of the Pandemic, industry leaders were apprehensive of the natural impacts to business, & how the last 2 years of the new norm would impact a transitional return to the office. New Hybrid work models, return to work strategies were all factual impacts of uncertainty. To support the changing canvas of industry, Safety Services increased its classroom availability by offering to rent our classrooms to those who required meeting space.

A new IT team was formed, and in doing so a new strategy was developed. A new secure Cloud based operating system was implemented that allows for all staff the to work remotely in the event of a building closure, either short or long term.

The 2022 Atlantic Conference was offered as a Hybrid option. We saw over 267 delegates participate in the Conference, of which 80 attended from the comfort of their home or office, whilst the remaining 187 attended in person. With last minutes venue changes due to unforeseen circumstances, I would like to thank The Prince George Hotel, Halifax for offering to step in, and make the conference the success it was.

To the Board of Directors led by our Chair Brad Doell, I would like to thank you all for your engagement, hard work & dedication that you have shown throughout the year. I would like to emphasize the collective support & direction you have provided our leadership team, and the value such occupational diversity brings to Safety Services.

I would also like to thank our membership for continuing to support us, we appreciate you have a choice.

The passion & commitment consistently demonstrated by all staff & board members is testament to why Safety Services has maintained its reputation as a leading provider of occupational & recreational training.

I am extremely honored to lead a team of professionals in delivering safety solutions to the population of Nova scotia.

Stay Safe.

Craig Whitehead
President & CEO

SUMMARIZED FINANCIAL POSITION

STATEMENT OF FINANCIAL POSITION

	2022	2021
Assets		
Current	496,292.00	850,047.00
Capital	106,563.00	101,354.00
Fund	226,901.00	190,261.00
	\$ 829,756.00	\$ 1,141,662.00
Liabilities		
Current	339,481.00	210,989.00
Long Term	-	41,932.00
	\$ 339,481.00	\$ 252,921.00
Net Assets		
Unrestricted Fund	263,374.00	698,480.00
Restricted Fund	226,901.00	190,261.00
	\$ 490,275.00	\$ 888,741.00

FINANCIAL STATEMENT

Revenue		
Workplace Safety	326,346.00	351,209.00
Road Safety	277,043.00	280,512.00
Motorcycle Safety	852,159.00	841,087.00
Membership, Conference & Community	291,091.00	208,155.00
Firearms Safety	640,279.00	475,159.00
Other Revenue/Subsidies	116,886.00	82,676.00
	\$ 2,503,804.00	\$ 2,238,798.00
Expenses		
Cost of Services	1,560,161.00	1,305,930.00
Business/Admin	845,757.00	519,427.00
Personnel	504,513.00	276,635.00
	\$ 2,910,431.00	\$ 2,101,992.00
Net Revenue from Operations	\$ (406,627.00)	\$ 136,806.00
Other income	8,160.00	-
Net Revenue	\$ (398,467.00)	\$ 136,806.00

2022 BOARD OF DIRECTORS

Brad Doell (Chair), Nova Scotia Liquor Corporation

Carol Logan, Prince George Hotel

David Carmichael, Michelin North America

Heather Wright, Scotia Recycling Group

Paul Collier, Acadian Seaplants

Robert Kay, The Municipal Group

Richard Carter, Northern Pulp

Matthew Duffy, Fisheries Safety Association

Nick Power, Comeau's Sea Foods LTD

Denise Crouse, South Shore Regional Centre of Education

2022 STAFF

Jackie Norman, President & CEO (Jan-June), Craig Whitehead, President & CEO (July-Dec)

Joe Treen, Director of Programs

Ed Snow, Motorcycle Training Manager

Craig Whitehead Program Manager (Feb-June), Stephen Williams, Program Manager (July-Dec)

Jill Schwartz, Finance & Office Manager (Jan - Aug)

Dakota Wallace, Road & Workplace Safety Supervisor

Heather Kerley, Supervisor Firearms (Jan-June)

Jenny Fountain, Client Services (Jan- April), Angela Madore, Client Services (April-Dec)

Melissa Ossinger, Client Services (Oct)

Kerry Selig, P/T Client Services

Amanda Singer, Client Services/ Data Entry Clerk

Lauren Whalen (PR Student)

John Liddard & Jim Liddy - IT Department

Tony Fountain, Motorcycle Mechanic & Chief Instructor

PROGRAM STATS 2022

DRIVERS EDUCATION 194 Students



DEFENSIVE DRIVING 400 Students



FIREARMS SAFETY EDUCATION:

Non-Restricted 5984 Students

Restricted 1910 Students

Hunters Education 88 Students



MOTORCYCLE TRAINING: 1430 Students

MEMBERSHIP

MEMBERSHIP BENEFITS:

- Discounts up to 25% on services
- One free 30-minute consultation
- Exclusive networking opportunities
- OHS update subscription
- Right to vote at our Annual General Meeting
- Membership certificate and materials

RATES:

- 1 employee: \$100
- 2-4 employees: \$200
- 5-19 employees: \$400
- 20-99 employees: \$550
- 100+ employees: \$650

COMMUNITY EVENTS



Our amazing graduates



Christmas Toy Drive



Motorcycle Show & Shine



Various trade shows

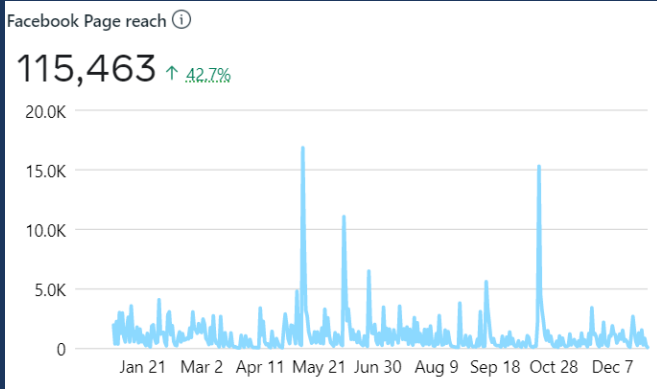


School Bus Safety Campaign

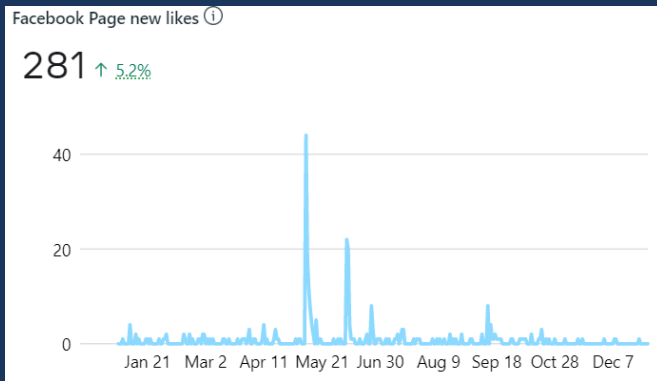


Community BBQs

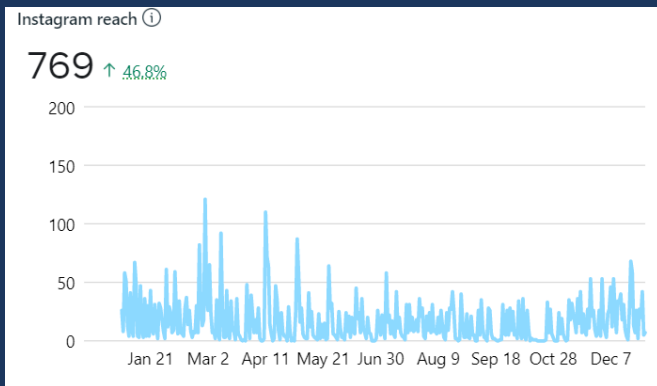
SOCIAL MEDIA STATISTICS



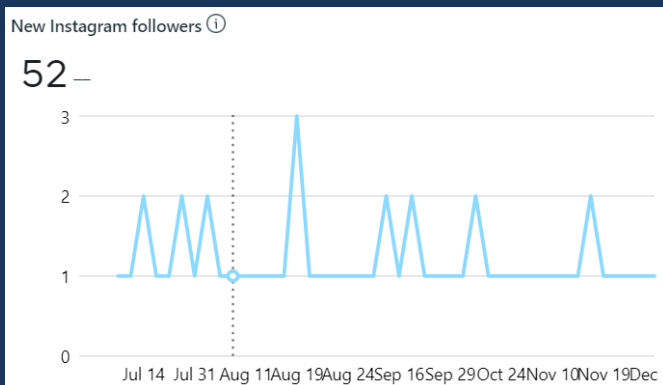
Facebook audience reach



Facebook new likes



Instagram audience reach



Instagram new followers

TRANSITION TO A NEW NORMAL

As we transition out of the pandemic, early indications on how we best learn are becoming more evident. Whilst there will always be a need for online learning, a gradual transition to the in-office workplace is identifying a strong need for a hybrid learning model.

An increase to in person training, heightens the need to ensure we protect our staff & clients to the new norm.

“The health & safety of our employees & who we serve will always be our number one priority. We are working hard to maintain a safe & healthy workplace that exceeds the needs of our clients & staff”.

Craig Whitehead, President & CEO

Address

127 Chain Lake Drive, Unit 9, Halifax NS, B3S 1B3

Open Monday-Friday

8:30am-4:00pm

Contact Information

Tel: +1 (902) 454-9621

Toll-free: +1 (866) 511-2211

Fax: +1 (902) 454-6027

Contact@safetyservicesns.ca

