



Strategic Plan

Year 3, of the

3-year plan

2026-2026

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Regina, Saskatchewan

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Motor Safety Association
of Saskatchewan



MotorSafetyassociationofsk



@MotorSafetySK

MISSION

Reduce time loss injury frequency rates and durations through the building of effective relationships with employers, employer groups and government agencies and through public awareness, education, training and motivation of targeted employers.



VISION

Achieve the safest possible working environment for all employees in our industry.

COMMUNICATION
PREVENTION
EDUCATION & TRAINING
RELATIONSHIP BUILDING & MANAGEMENT
TARGETING STRATEGY
LEADERSHIP
CONTINUOUS IMPROVEMENT

OUR TEAM

Ryan Bast
Executive Director

Nathan Costron
Programs Services Manager

Ken Kostyniuk
Senior Safety Consultant

Bunty Harmen
Senior Executive Assistant

Kevin Milligan
Senior Safety Consultant

Chris Parnitsky
Safety Consultant

Kristy Bradshaw
Admin. Assistant & Marketing

Kyle Allin
Safety Consultant

Nicole Vanhouwe
Safety Consultant

Ijaz Chatha
Safety Consultant

Board of Directors

Keane Johnson
Past President & Chair Nominations Committee

Gord Gibson
President & Finance Committee

Richard Shyluk
Vice President, Finance Committee & Nominations Committee

Laurie Wishira
Treasurer & Chair Finance Committee

Rob Taylor
Secretary & Nominations Committee

Dustin Ast
Director

Chad Mario
Director

Jennifer Fox
Director

Rihana Vanderleest
Director

Sheldon Puff
Director & Finance Committee

Michael Tymiak
Director & Nominations Committee

Tammy Mack-Zerebeski
Director

Chris Greif
Director

Erin Brown
Director

Beth Antoshkiw
WCB Non-Voting Member (C Code)

Guru Parekh
WCB Non-Voting Member (M Code)

The Motor Safety Association (MSA) will continue its efforts to reduce the frequency and severity of injuries for the designated rate codes. Additionally, MSA will remain committed to and recognize the value of injury prevention, safety and return to work education programs, services and training for both employees and employers in the designated rate codes.

ORGANIZATION OVERVIEW

We maintain staff in both Regina and Saskatoon. The Saskatoon staff will travel primarily in Northern Saskatchewan and the Regina staff primarily in the Southern portion of the province. This does not however negate the need for travel throughout the province when the need arises.

All work is scheduled by the Safety Consultants through consultation with the Executive Director. Planning is done in a team environment to maintain effectiveness and to ensure we are meeting our goals.

Safety Consultants will submit reports to the Executive Director monthly. Our strategic goals are then measured against the results of the data collected by the Workers Compensation Board (WCB) quarterly. The Executive Director reports to the MSA Board of Directors and the WCB quarterly.



MOTOR SAFETY ASSOCIATION...Who are we?

The Motor Safety Association (MSA) is a non-government, non-profit organization funded through an operational agreement with the Workers' Compensation Board. Our ultimate goal is to reduce the number of injuries and the duration of those injuries in our industry. We strive to educate our members on the benefits of developing and maintaining an effective Safety Management System.



The MSA mission is to reduce time loss injury frequency rates and durations through the building of effective relationships with employers, employer groups and government agencies and through public awareness, education, training and motivation of targeted employers.



SAFETY

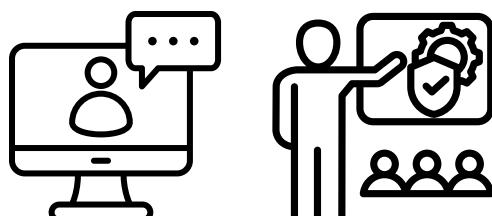
Saskatchewan

MEMBERSHIP

**4,000 business members
47,000 industry staff members**



TRAINING



SAFETY
SERVICE SALES
MANUFACTURING



MEAT CUTTING
DAIRY WELDING
MOTOR SODA

STRATEGIC GOALS

The Motor Safety Association has two major goals:

1

Reduce the Time Loss Frequency for our Industry:

1.3% in C61, C62 in 2023 to 1.0% by year-end 2026

2.4% in M41, M72, M91, M94 to 2.0% by year-end 2026.

2

Reduce the Frequency of Total Claims (time loss and no time loss combined) for our Industry:

3.0% in C61, C62 in 2023 to 2.5% by year-end 2026.

6.7% in M41, M72, M91, M94 in 2023 to 6.5% by year-end 2026.

Note: Statistics used for setting goals and for reporting of the goals were taken and will continue to be taken from the fourth quarter data supplied to the Motor Safety Association from the WCB. These numbers may differ from the year-end statistics reported by the WCB in their annual report and/or website.

TOP FIVE GOALS

1

**Programs Service Manager Role
Reinstatement and Transition**

2

**Member Training, Programs,
and Services Review**

3

**Strategic Financial Planning
and Member Levy Reduction**

4

**Protecting MSA's Legal
Interests and Reducing
Organizational Risk**

5

**Association Audit Preparation
and Compliance Plan**

ENTERPRISE RISK MANAGEMENT

MSA Top 4 Risks Identified



1

Succession Planning Risk

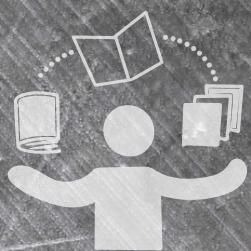
40%



2

Cybersecurity Risk

40%



3

Financial Oversight Risk

33%



4

Training Course Relevancy Risk

30%

COMMUNICATION

Communication is an integral function of our safety association. We recognize the necessity to keep our members informed. We will strive to keep our members up to date on various safety initiatives, safety events, injury trends and other safety related information pertinent to our industry.

Objective:

To keep employers, workers, industry partners and colleagues informed through multiple channels.

Attendance & Participation at Safety Events

Safety Handouts

Member Email Updates

Workshops

Facebook

Participation
with Industry
Partners

Safety
Shares

MSA

Website

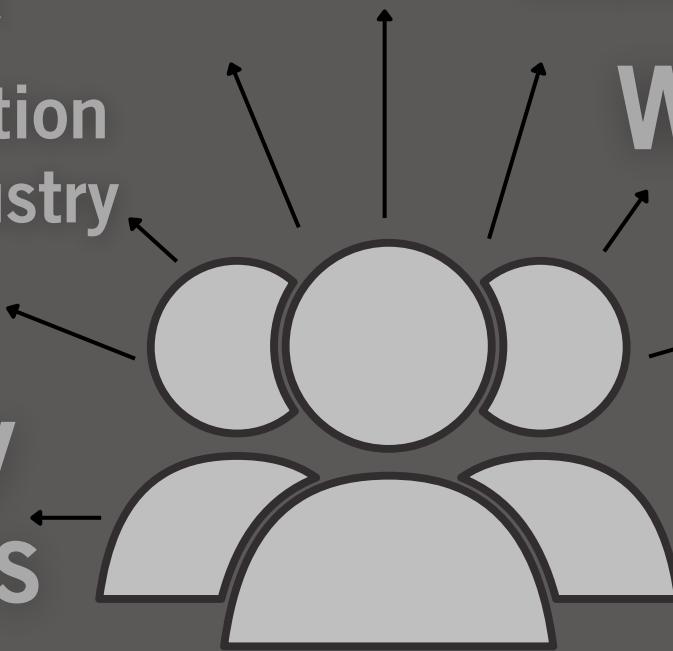
Instagram

Member Visits

Webinars

X

Member
Calls



TARGETING STRATEGY

Targeting companies and injury trends is a crucial component when trying to make a difference in a large industry. The use of a targeted approach assists our organization to make sound decisions about where to focus the majority of our resources. The strategy for 2026 will be to focus on the prevention and reduction of serious injuries in our industry.

Objective:
Lower the number of serious injuries in our industry by 10% by year-end 2026.

C61, C62 averaged 113 serious injuries/year for the past 4 years.

M41, M72, M91, M94 averaged 52 serious injuries/year for the past 4 years.

- Companies will be targeted by the MSA based on WCB quarterly statistics on injuries that could develop into serious injury.
- Any companies targeted by the WCB or Labor Relations Workplace Safety (LRWS) as having a serious injury will also be targeted by MSA.
- Targeted companies will be divided among safety consultants, taking into consideration the company's location, who, if anyone they had previously worked with, as well as the type of work to be performed at their place of business.
- Safety Consultants will meet with the employer. During the first meeting, the consultant will review the details of the serious injury(s), set health and safety goals for the company and develop an action plan to ensure this type of injury does not happen again.
- After the initial meeting, the safety consultant will meet with the employer regularly to help them reach their goals.
- The Safety Consultant will prepare written reports detailing each visit and enter this information into the MSA Database. Reports will include any major initiatives, what was accomplished, what activities may have been delegated and proposed activities for the next visit.





ERGONOMIC INITIATIVE

Injuries coded by the WCB, as "Bodily reaction and exertion" are known as ergonomic or musculoskeletal injuries (MSI). Ergonomic injuries or MSI caused by vibration, strains, repetition, sprains, and tears can be extremely painful to the body, especially in an aging workforce and are often preventable. MSA currently has Certified Ergonomic Specialists (CES) to help members assess the work process and/or workplace to find solutions to lower the risk of an ergonomic injury.

To achieve this goal MSA plans to:

- Increase awareness of ergonomics through ongoing marketing and conversations.
- Promote ergonomics training courses, webinars & onsite Ergonomic Toolbox Talks and prevention services.
- Work to observe, identify, and control ergonomic hazards and risk factors.
- Actively identify and flag ergonomic hazards while conducting inspections and embed results into inspection reports.
- Conduct industrial & office ergonomic assessments.

Objective:

To achieve and sustain a 15% reduction in Bodily Reaction and Exertion WCB claims by year-end 2026.

C61, C62 averaged 293 Ergonomic Bodily Reaction/Exertion WCB claims in the past 5 years.

M41, M72, M91, M94 averaged 175 Ergonomic Bodily Reaction/Exertion WCB claims in the past 5 years.

EDUCATION & TRAINING



Many studies show that education & training are two of the most important factors in successful businesses. Good leaders understand the importance of educating employees when it pertains to safety and efficiency.

Objective:

To provide our members affordable access to quality education & training that pertains to the safety needs in our industry.

Training: Classroom - Virtual - Online - Webinars

- Supervision and Safety
- Occupational Health Committee (OHC) Level 1 & 2

Online Courses

- Automotive Lifts
- Cargo Securement
- Claims Management
- Combine Operator
- Driving Defensively
- Eye, Hand and Back
- Forklift Operator Safety
- Hazard Analysis, RA's & Wkpl. Ctrl Measures
- Intro to Power Mobile Equipment
- Intro to Workplace Safety 2025
- Lock Out Tag Out (LOTO) Online
- MEWPs Operator Safety
- Office Ergonomics
- Operating Power Mobile Equipment
- Overhead Crane Safety Essentials
- Practical Evaluator Courses
- Racking Safety Essentials
- Respiratory Protection Training
- Rigging Safety Essentials
- Safety Management System
- Towing a Trailer
- Tow Truck Operator Safety
- Tractor Operator
- Transportation of Dangerous Goods
- WHMIS
- Workplace Ergonomics

** New Webinars are produced quarterly and added to MSA's growing webinar library.*

PREVENTION

The prevention of incidents should not be left to luck. There should be systems in place to help prevent incidents from occurring – no matter what size the company is. The MSA has a host of tools at our disposal to assist our members with their prevention goals and needs.

Objective:

To have 75 COR certified companies by year end 2026.

MSA will achieve this by offering assistance, explaining the importance, and advising members to take advantage of the knowledge and safety services MSA has to offer. With the use of our tools and mentorship, COR Certification or the creation of a Safety Management System is attainable for all committed parties.



Safety Management Systems and COR Certification:

- Promote the importance of implementing a sound Safety Management System.
- Assist with the implementation of a Safety Management System.
- Promote the benefits of COR Certification to our members.
- Assist in becoming COR Certified.

MSA PREVENTION SERVICES



- ✓ **Industrial & Office Ergonomic Assessments**
- ✓ **Employee Safety Perception Survey Tool**
- ✓ **Safety Management System Development**
- ✓ **Worksite Inspections**
- ✓ **Safety Management Implementation**
- ✓ **Site-Specific Inspection Checklist**
- ✓ **Risk Assessment**
- ✓ **Development Hazard Analysis & Controls**
- ✓ **Job Hazard Analysis**
- ✓ **Safety Goals & Objectives**
- ✓ **Development & Measurement**
- ✓ **Return to Work Development & Implementation**

RELATIONSHIP BUILDING & MANAGEMENT

Building and maintaining healthy relationships is an important process to ensure the trust, respect, integrity and success of the association.

Objective:

Build and maintain healthy relationships with many parties, including our members, colleagues, government agencies, post-secondary institutes, and other safety associations.

Attendance and participation at industry partner functions maintains and builds positive relationships.

MSA maintains strong relationships with other safety associations and Government agencies by:

Attendance, representation and input at Safety Association meetings.

Collaboration with other safety associations as needed.

Continue to collaborate with Work Safe Saskatchewan for the promotion of Mission Zero.

Continue a positive working relationship with the Saskatchewan Worker's Compensation

Board and the Labor Relations and Workplace Safety staff and leadership teams



LEADERSHIP

For the MSA to influence a company's safety culture, we need to gain buy-in from the company's senior leadership. Without a commitment from the company's leadership change will never happen.

Objective:

To develop our own leaders both internally as well as externally within our membership.

The MSA has taken a leadership role in Saskatchewan's safety society for years now and will continue to do so by:

- Promoting and endorsing the principles of Mission Zero.
- Continuing to develop safety leaders in our industry by offering the Competent Safety Leader designation (CSL).
- Offering "young workers training" to students (future leaders) attending post secondary institutions.
- Participating on the Saskatchewan Polytechnic Safety Certificate Program Steering Committee.
- Hosting Saskatchewan Polytechnic Occupational Health and Safety Program (OHSP) practicum students.
- Encouraging employees to become involved in a leadership capacity with organizations.
- Ensure staff receive the professional development they need to succeed as leaders.

CONTINUOUS IMPROVEMENT



We will strive to identify and act upon opportunities for improvement in all our programs and services. Improvements will be based on small changes when needed or identified, not large shifts of focus.

Objective:

To continually improve as a business while offering quality programs and services to our members.

To identify manners in which to improve, we rely on three important stakeholders:

- MSA Employees
- MSA Members
- MSA Board of Directors

MSA Employees

- Engage staff through discussion, meetings, and review of course development.
- Keep an open mind and door policy for employees to share ideas and opinions on how to improve the quality of program or service offerings.
- Empower staff to take a leadership role in the identified changes/improvements.

MSA Members

- Use surveys to measure the effectiveness and quality of our programs and how to improve them.
- Use of surveys to assist in deciding the types of new training/services members may need.
- Use of evaluations for training provided to continually improve offerings.

Board of Directors

- Board feedback and suggestions.
- Welcome board members to sit on committees such as COR program Review Committee.
- Ensure transparency to the Board of major changes to our programs & services.



THANK YOU

The MSA 2026 Year 3 of 3 Strategic Plan aligns with our Vision and Mission while also fulfilling our obligations to the Safety Association Funding Agreement and Guidelines.

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