



Motor Safety Association 2025 Annual Report

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.

Submission Date: March 26, 2026

Proudly Submitted By: Ryan Bast, Executive Director

- Statistics used for setting goals and for reporting of the goals were taken, and will continue to be taken, from the fourth quarter statistical data supplied to the Motor Safety Association from the WCB. These results may differ slightly from the year-end statistics reported by the WCB in their annual report and/or website due to timing of when they were processed.

STRATEGIC GOALS

Goal #1

Reduce the time loss Frequency for our Industry designated rate codes from:

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

2.4% in M41, M72, M91, M94 in 2023 to 2.0% by year-end 2026.

2023	2024	2025	2026
1.3% Codes 2.4% M Codes	1.1% C Codes 2.6% M Codes	1.3% C Codes 2.6% M Codes	n/a

Goal #2

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

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.

2023	2024	2025	2026
3.0% C Codes 6.7% M Codes	2.6% C Codes 6.3% M Codes	2.9% C Codes 6.3% M Codes	n/a

Note: Refer to Appendix A- WCB Total Claims Data Chart.

Communication (Code 1.1)

Objective

To communicate effectively with employers, workers, industry partners and colleagues.

Activities Completed in 2025 to Meet this Objective:

- Increased MSA's online and social media visibility and engagement through a stronger presence on Facebook and Instagram.
- Actively engaged M-Code members to collect historical documents from PIMA, AMC, SMISA, and SASM to expand and enhance MSA's online virtual museum. **Refer to Appendix C – Virtual museum updates.**
- Installed MSA promotional signage at the Saskatoon North Kart Racers Track in Martensville and Regina Red Sox Currie field in Regina.

- Successfully launched the new MSA logo, strengthening brand consistency and maintaining industry recognition.
- Developed a comprehensive MSA marketing plan and annual marketing budget.
- Enhanced weekly member announcements to include member industry near misses, dangerous occurrences, and close-call learnings.
- Improved visibility of MSA brand through marketing placements in industry partner newsletters, publications and websites.
- Rotating targeted poster campaign: For each new course we rolled out, it was supported by a publication that was shared virtually as well as when we met with members during on-site visits.

Activities Completed in 2025	Quantity
Blitz/Member Visits (In Town Regina & Saskatoon)	535
Blitz/Member Visits (Out of Town)	579

Targeting – Serious Injury (SI)/Ergonomic Strategy (Code 1.2)

Serious Injury Goal:

Lower the number of serious injuries (SI) 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.

Note: Refer to Appendix B - Serious Injury Summary by Rate Code Chart.

2023	2024	2025	2026
113 C Codes	106 C Codes	102 C Codes	n/a
52 M Codes	52 M Codes	62 M Codes	

Activities Completed in 2025 to Meet this Goal:

- Monthly analysis of WCB injury statistics to identify trends and serious injury (SI) claims requiring targeted follow-up by MSA Safety Consultants.
- Strategically assigned targeted claims among Safety Consultants based on geography, prior relationships, and the nature of work being performed.
- Conducted surveys with SI-identified companies to better understand injury causation and inform prevention-focused interventions. Here is a summary of survey responses:

Serious Injury Companies Surveyed 2025		
Is this your company's first serious injury?	Yes	40%
	No	60%
Was the injured worker employed:	Full Time	100%
	Part Time	0%
	Seasonal	0%
Was the injured worker trained for the required work task?	Yes	93.1%
	No	6.9%
Was an investigation of the incident completed?	Yes	80%
	No	20%
Has an incident happened before while performing the same task?	Yes	16.7%
	No	83.3%
Were controls put into place to prevent a similar incident from occurring?	Yes	70%
	No	30%
Does your company have a designated person to manage WCB claims and RTW program?	Yes	90%
	No	10%
Is the injured employee back at work?	Yes	70%
	No	30%
Are Managers/Supervisors trained for their responsibilities when dealing with safety of employees in the workplace?	Yes	83.3%
	No	16.7%

Ergonomic Strategy Goal:

To achieve and sustain a 15% reduction in bodily reaction and exertion Ergonomic 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.

2023	2024	2025	2026
293 C codes	302 C codes	273 C codes	n/a
175 M codes	182 M codes	172 M codes	

Activities Completed in 2025 to Meet this Goal:

- Increased awareness of ergonomics through ongoing marketing and conversations with MSA members.
- Worked directly with members on-site to observe, identify, and control ergonomic hazards and risk factors in both industrial and office environments.
- Proactively identified and flagged ergonomic hazards during member inspections, with findings embedded into inspection reports.
- Conducted industrial and office ergonomic assessments for interested members.
- Explored and evaluated digital tools to improve the effectiveness and consistency of onsite ergonomic assessments. As a result of the review, we purchased Tumeke software and completed staff training before launching in 2026.

Ergonomic Assessments	2023	2024	2025	2026
	89	75	89	n/a

Education/Training/Webinars/Course Delivery Development (Code 1.3)

Objective:

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

Activities Completed in 2025 to Meet this Goal:

- Developed staggered transition plan to close out MSA's learning management system (LMS), while converting and developing course content into SkillsPass LMS.
- Advanced online course development and launches of Forklift, Overhead Crane, Rigging, Respiratory Protection, Mobile Elevated Work Platforms (MEWP), Guarding, and Racking, with several courses launched or scheduled for release. **Refer to Appendix D – Sample Course Launch Poster.**
- Collaborated with CraneMasters to review and strengthen crane related course contents and incorporated their professionally developed instructional videos in our MSA Overhead Crane and MSA Rigging courses.
- Subscribed to EHS Analytics, providing members with access to data-driven tools to monitor and improve safety performance and measurement.
- Improved virtual training quiz delivery by transitioning from Google Classroom to Microsoft Forms to address participant access challenges.

<ul style="list-style-type: none"> Finalized a 2026 training course calendar to support member planning and delivery consistency. Confirmed recognition from the BCRSP, allowing MSA courses to count toward continuing education maintenance points Better safeguarded MSA training certificates to include QR codes to validate training authenticity and integrity. 	
Activities Completed in 2025	Quantity
Course Delivery	43

Course Type (YTD)	# of Attendees
OHC 1 – Live Virtual	223
OHC 1 - Classroom	48
OHC 2 – Live Virtual	157
OHC 2 – Classroom	36
Safety Fundamentals for Managers & Supervisors – Live Virtual	106
Safety Fundamentals for Managers & Supervisors – Classroom	104
Workplace Ergonomics – Classroom	9
Quarterly Webinars	100
Online Courses	3048
Rights & Responsibilities – Young Workers - Classroom	77

Prevention/Consulting Services/COR (Code 1.4)
Goal:
<i>To have 75 COR certified companies by year end 2026.</i>
<i>We finished 2025 with 47 COR certified companies.</i>
Activities Completed in 2025 to Meet this Goal:
<ul style="list-style-type: none"> Completed the annual review and update of COR audit tool, standards, and perception surveys in collaboration with the MSACOR Advisory Members Committee’s annual review. Updated COR interview and location sampling guidelines to better align with the larger facilities we serve.

- Maintained ongoing engagement with COR-certified companies through site visits, signage, banner distribution, and regular follow-up. **Refer to Appendix E – Member COR Recognition.**
- Conducted numerous facility inspections and provided hands-on mentoring to support member companies in developing and strengthening safety programs and supports as needed.
- Observed increased demand for MSA prevention consulting services from new members following Occupational Health and Safety (OHS) officer inspections.

Activities Completed 2025	Quantity
COR Audit	18
Baseline Audit	3
Safety Program Mentorship	129
Perception Surveys	71
Facility Inspection	216
Development of Site-Specific Inspection Checklist	24
Assist Member with JHA & Risk Assessment	19
Noise Level Testing	44
Dosimeter Testing	2
LUX Testing	0
Fall Protection Evaluation	16
Emergency Response Planning	27
Toolbox Talk Conducted	6
Assist Member to Set Safety Goals	31
Return-to-Work Mentorship	18
OHC Mentorship	33

Relationship Building/Industry Events/Networking (Code 1.5)

Objective:

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

Activities Completed in 2025 to Meet this Objective:

- Maintained a strong relationship with industry associations and partners through memberships, sponsorships, tradeshow, presentations, and panel participation, increasing awareness of MSA programs and services. **Refer to Appendix F – Panelist Participation WCB Conference**
- Engaged post-secondary partners through career fairs, safety fairs, and Skills Canada events to support youth safety.
- Maintained inter-provincial collaboration with Made Safe Manitoba and S2SA Manitoba industry safety associations for conversations on strategic initiatives.
- Strengthened regulatory partnerships through ongoing meetings with OHS officers, participation in WCB focus groups, rate-setting discussions, and attendance at WCB AGMs and events.
- Collaborated with SkillsPass on a Federal government pilot project to make Commercial Driving Fundamentals training course safety training available to our members with \$300.00 rebates paid out to students enrolled through MSA.
- Supported youth safety initiatives by partnering with Service Hospitality Safety Association for Youth Safety Education Day events in Regina and Saskatoon.
- Advanced collaboration with WorkSafe Saskatchewan through collaborative provincial focus groups on Manufacturer Ergonomics and hand signals standards for PME and Cranes.
- Committed to sharing provincial fatigue management survey data with members to provide their input in provincial survey.

Leadership/CSL/Professional Development (Code 1.6)

Objective:

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

Activities Completed in 2025 to Meet this Objective:

- Successfully hosted breakfast, lunch & learn meetings in Saskatoon, Regina and Swift Current. Planned expansion of this initiative for Humboldt and Yorkton.

- Recognized individual staff member leadership by presenting Safety Leadership Awards to members demonstrating excellence in health and safety at their workplaces.
- Staff participated in StrengthsFinder exercise to highlight their personal strengths and celebrate the way each staff member uniquely serves our members.
- Top 5 strengths were highlighted for each staff member and a framed MSA printed jersey with the year they started employment at MSA was individually created for each staff member. This activity shows all staff are on team MSA!
Refer to Appendix G – StrengthFinders Collaboration.

Activities Completed 2025	Quantity
CSL Promo/Invitations	21
MSA Leadership Awards Presented	15

Continuous Improvement/Staff Meetings/Updating Resources (Code 1.7)

Objective:

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

Activities Completed in 2025 to Meet this Objective:

- Enhanced financial and administrative processes, including CAFT training and updated expense, Mastercard, and reporting templates.
- Updated noise level reporting, decals, and testing processes to align with OHS regulations and CSA standards.
- Developed and implemented an AI policy to guide responsible technology AI usage.
- Initiated creation of a comprehensive MSA Board Member Information Manual.
- Adjusted training schedules and service delivery based on member feedback.
- Updated associate member agreements to align with timing of WCB's payroll reporting requirements.
- Secured and maintained member discounts with various suppliers.
- Relocated the Saskatoon office to a safer, modern space, accessible without staircases, plug-in parking, private washrooms and kitchen, windows, LED lighting, in a low-traffic industrial park area. New space has improved morale and is consistent with the office space the Regina staff currently have. **Refer to Appendix H – Saskatoon Office Space.**
- Strengthened sensitive safety data privacy requirements with member authorization processes for third-party contractors that members chose to hire.

- Included a financial compliance statement in board reports confirming that CRA remittances are made in full accordance with legislative requirements, providing additional assurance to the board.
- As required in our funding agreement we offered an annual survey to our membership to seek feedback, here are the results for 2025:

Member Survey 2025 Results		
What service from MSA do you find most valuable.	Inspections	25%
	Noise Level Test	13%
	Ergo Assessments	9%
	Consulting	39%
	Other	14%
What program from MSA do you find most valuable.	Training	70%
	COR Cert	25%
	CSL Designation	2%
	Other	3%
How do you prefer to hear from MSA	Weekly Announce	30%
	In Person Site Visit	10%
	Phone Call	5%
	Email	55%
All MSA programs & services are available at no charge to our members. Has your company utilized our services in the past?	Yes	92%
	No	8%
How often do you visit the MSA website – www.motorsafety.ca ?	Daily	9%
	Weekly	30%
	Monthly	27%
	Not Frequently	34%

MSA RATE Codes & Total Industry Payroll 2025	
C61 (Implement Sales & Service)	\$1.16
C62 (Automotive Service Shops, Towing)	\$1.54
M41 (Dairy Products, Soft Drinks)	\$1.73
M72 (Processing Meat, Poultry, Fish)	\$1.83
M91 (Agricultural Equipment)	\$1.23
M94 (Iron & Steel Fabrication)	\$1.44
Total combined Industry payroll YTD (C61, C62, M41, M72, M91, M94)	\$2,525,106,922

BOARD MEMBERS 2025

Name	Company	Role	Employee/ Employer Rep
Keane Johnson	Finning Canada	EXEC/Past President & Chair Nominations Committee	Employee Rep
Gord Gibson	Industrial Scale	EXEC/President & Finance Committee	Employer Rep
Richard Shyluk	Brandt Tractor	EXEC/Vice President & Finance & Nominations Committees	Employee Rep
Laurie Wishira	Kal Tire	EXEC/Treasurer & Chair Finance Committee	Employer Rep
Rob Taylor	Johnston Equipment	EXEC/Secretary & Nominations Committee	Employer Rep
Chad Mario	Regina Auto Body	Board of Director	Employer Rep
Jennifer Fox	Auto Electric Service	Board of Director	Employer Rep
Sheldon Puff	CAA Saskatchewan	Board of Director	Employee Rep
Dustin Ast	C E Maintenance Solutions	Board of Director	Employer Rep
Chris Greif	Brandt Ind. Canada	Board of Director	Employee Rep
Michael Tymiak	Ag Growth Ind.	Board of Director & Nominations Committee	Employee Rep
Rihana Vanderleest	Armour Steel Fabricators	Board of Director	Employer Rep
Erin Brown	Saputo Dairy Products	Board of Director	Employer Rep
Tammy Mack - Zerebeski	Prairie Pride Natural Foods	Board of Director	Employee Rep
Beth Antoshkiw C- codes	WCB	Non-Voting	Advisory Rep

Note: MSA Board of Directors strives to have 50% Employee and 50% Employer representation and one board member from each rate code we serve in accordance with our funding agreement and corporate bylaws.

Acronym	MSA Industry Partner Associations
AED	Associated Equipment Distributors
AIA	Automotive Industries Association of Canada
AMC	Agricultural Manufacturers of Canada
ARA	Automotive Retailers Association
CAAR	Canadian Association of Agri-Retailers *
CACD	Canadian Association of Chemical Distributors
CADA	Canadian Auto Dealers Association *
CCA	Canadian Carwash Association
CICC	Convenience Industry Council of Canada
CME	Canadian Manufacturers & Exports *
CPA	Canadian Propane Association
CRA	Canadian Rental Association
CVRAS	Commercial Vehicle Repairers Association of SK *
GDAS	Glass Dealers Association of Saskatchewan *
NAEDA	North American Equipment Dealers Association *
RRAS	Roadside Responders Association of SK *
SAAR	Saskatchewan Association Automotive Repairers *
SADA	Saskatchewan Auto Dealers Association *
SEVA	Saskatchewan Electric Vehicle Association *
SKRVDA	Recreational Vehicle Dealers Association
TIA	Tire Industry Association
WCTD	Western Canadian Tire Dealers *

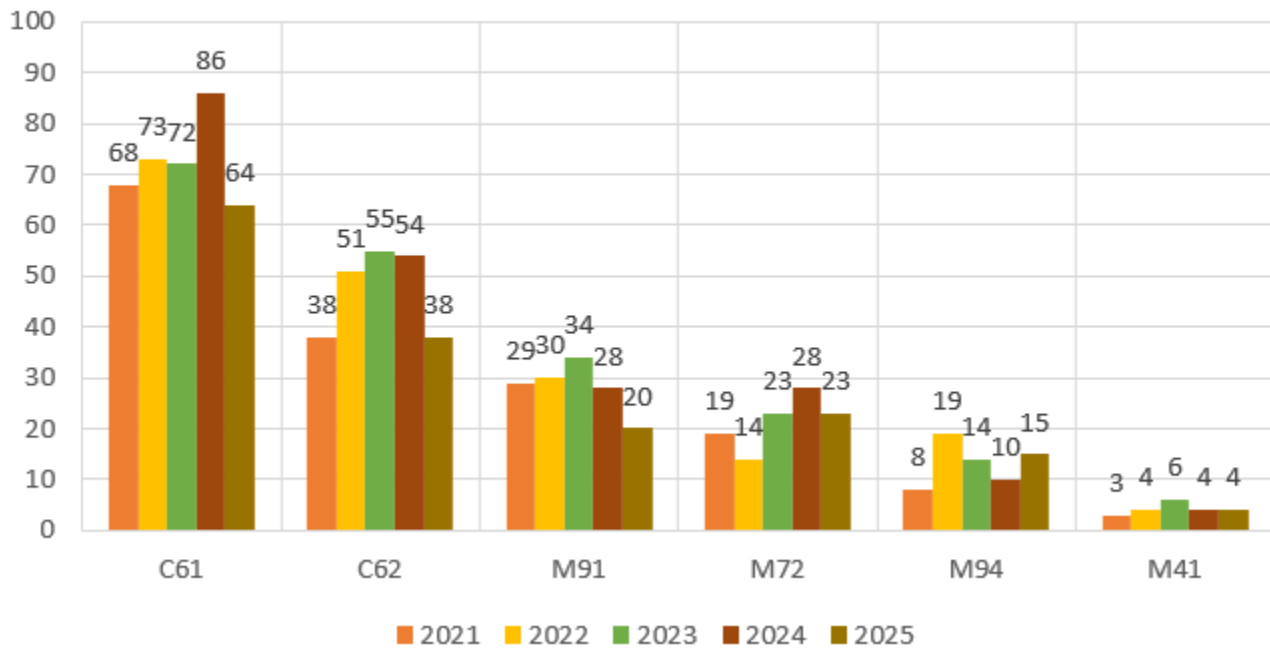
Note: * indicates the establishment of a membership agreement or partnership.

Appendix A- WCB Total Claims Data Chart

Year	Time Loss #	No Time Loss #	Fatality #
2025	728	944	1
2024	756	995	0
2023	740	1019	1
2022	720	1011	1
2021	701	951	1
Grand Total	3645	4920	4

Appendix B- Serious Injury Summary by Rate Code Chart

Serious Injury Summary by Rate code



Appendix C- Virtual Museum Updates



PIMA
Agricultural
Manufacturers of
CANADA

Safety Program

www.pima.ca

\$ ACCIDENTS COST MONEY! \$

The **PIMA Safety Program** is available to help companies reduce the human and financial losses associated with accidents.

Training

The PIMA Safety Program provides a variety of courses and seminars designed to address Management, Supervisor and Worker safety issues.

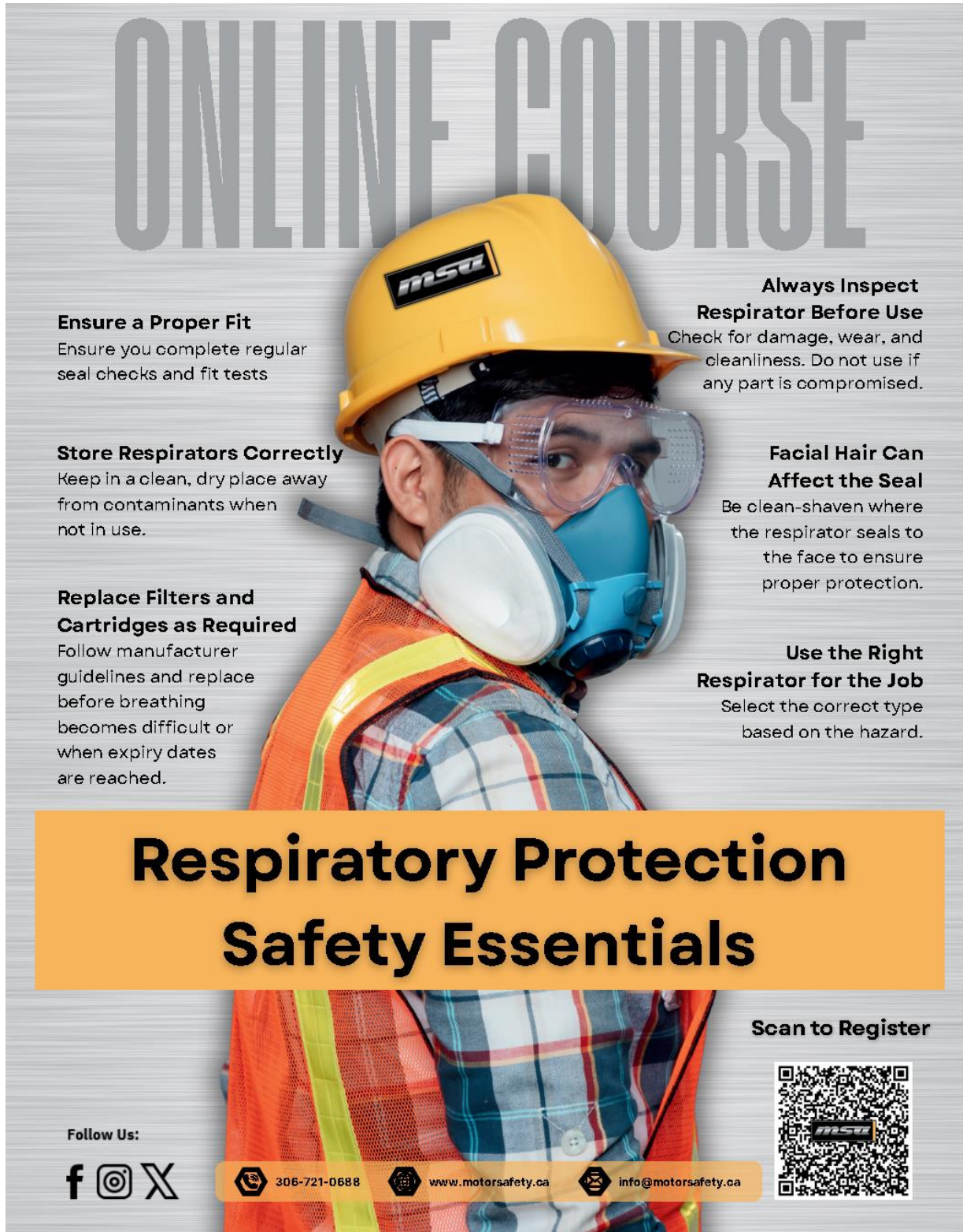
Services

PIMA Safety Programs provide a variety of services including, Safety Audits, Safety Inspections and noise level surveys to help companies identify areas of concern.

MEET THE TEAM

					
Phillip Germain Safety Manager	Chris Budzich Safety Advisor	Jason Owens Safety Advisor	Michelle Watson Safety Advisor	Morley Wishart Safety Advisor	Brooks Paisley Safety Advisor

Appendix D – Sample Course Launch Poster



ONLINE COURSE

Ensure a Proper Fit
Ensure you complete regular seal checks and fit tests

Store Respirators Correctly
Keep in a clean, dry place away from contaminants when not in use.

Replace Filters and Cartridges as Required
Follow manufacturer guidelines and replace before breathing becomes difficult or when expiry dates are reached.


Always Inspect Respirator Before Use
Check for damage, wear, and cleanliness. Do not use if any part is compromised.

Facial Hair Can Affect the Seal
Be clean-shaven where the respirator seals to the face to ensure proper protection.




Use the Right Respirator for the Job
Select the correct type based on the hazard.




Respiratory Protection Safety Essentials

Scan to Register



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 306-721-0688  www.motorsafety.ca  info@motorsafety.ca

Appendix E – Member COR Recognition



Appendix F – Panelist Participation WCB Conference



Appendix G – StrengthFinders Collaboration



Appendix H – Saskatoon Office Space



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