



Industry
Health and Safety

INDUSTRY HEALTH AND SAFETY PROGRAM

April 2023 - March 2024 Annual Report

June 27, 2024



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INTRODUCTION AND REPORT HIGHLIGHTS

Working in partnership with WorkSafeBC, the Industry Health & Safety (IHS) Program strives to engage and support the BC's tourism and hospitality industry in creating and continually improving healthy and safe workplaces.

Below is an overview of key activities and accomplishments for the fiscal year April 1, 2023 to March 31, 2024.

OHS Awareness, Training and Support

Awareness

- **Continued to enhance new website:**
 - **Redesigned navigation, search function and key terms** to make it easier to find specific pages and resources
 - **Created new pages** to showcase organizational activities and areas of focus
 - **Updated main landing page** for Ski classification unit, enhanced resources and improved navigation on the page
 - **Created new webpages** for injury management, return to work, and first aid, as well as comprehensive FAQ document for injury management and return to work
 - **Bolstered website metrics and embraced Google Analytics 4** to facilitate stronger and more meaningful reporting that helps to instruct our future efforts
 - All health and safety webpages received **28,942 views** and there were **6,573 resource downloads**
- Delivered **37 presentations and webinars** on a variety of topics including mental health, new and young worker best practices, introduction to go2HR, first aid and return to work
- **Nine Indigenous businesses were contacted** directly, with a variety of additional connections developed through the HR & PH&S teams
- Began direct engagement efforts with worker community through attendance at **three wellness fairs**
- Maintained and enhanced employer, industry and career seeker contact information and distribution lists on our HubSpot CRM with an active contact list of **almost 40,000 records**
- Maintained an **active social media presence**, including LinkedIn, Facebook and Instagram. During the year, **352 health and safety related content pieces** were shared on social media, up from 195 the previous year
- Shared **39 eblasts** on health and safety and **110 content pieces** in go2HR newsletters
- Provided **4 articles** for industry association publications
- Provided **10 ads** for industry association publications
- Connected with **203 restaurants** to raise awareness of health and safety
- Sponsored a variety of industry events during the year including the Employees First award at the Tourism and Hospitality Industry Conference
- PH&S Coaches had **716 employer engagements** to discuss mental health and wellbeing
- **Completed phase three** of our Safer Spaces sexual harassment initiative. During this phase, we promoted the two training courses; one for employers and supervisors and the

other for workers. We continued to build awareness of the initiative, sharing information on the topic of workplace sexual harassment, promoting our webpage for Safer Spaces and accompanying resources to help prevent sexual harassment in the workplace

- Operationalized a **paid media campaign** to promote Safer Spaces to tourism and hospitality employers via social media, achieving **6,396 click throughs** and **1,378,276 impressions**
- **Reached more employers** across the province than ever before through our six Regional HR Consultants and two Psychological Health and Safety Coaches, who were able to raise awareness of the health and safety program offerings in all the tourism regions and greatly expand our reach

Training

- Added **two new on-line, asynchronous health and safety courses** to portfolio: joint health and safety committee training and Safety Basics orientation course
 - **Joint health and safety committee** course was launched in November 23 and attracted 109 enrolments for the remainder of the FY
 - **Safety Basics** was completed in March 24 and launch occurred in April (new FY) to coincide with summer season onboarding efforts
- Promoted the suite of **Safer Spaces** training courses; an online training course on the topic of sexual harassment, designed to **support employers, supervisors and workers** in creating sexual harassment free workplaces. The two courses attracted a total of **1,120 enrolments** compared to 657 during the previous year
- Maintained our training partnership with **Canadian Centre for Occupational Health and Safety (CCOHS)** in support of our goal to expand our health and safety training offerings for tourism and hospitality employers and workers. A total of **297 course enrolments** were recorded for the year compared to 352 during the previous year
- Offered **WHMIS** online course through our Learning Management System (LMS), with **227 enrolments**, up from 47 during the previous year
- **The top three health and safety courses** with the highest enrolments were: Foundations of Workplace Safety (1,254), OHS Program Fundamentals (686), and the Safer Spaces Worker Course (659)
- **Enrolments in OHS Program Fundamentals grew by 55%** compared to the previous year
- **Workplace Compassionate and Respectful Employer (CARE) certificates - mental health training for industry** – Level 1 (front line), Level 2 (supervisors/managers) and Level 3 (leaders) attracted a combined total of **463 enrolments**
- Across our expanded health and safety course offerings, there were **3,693 enrolments** in total
- **Targeted communications campaigns**, including eblasts, social media posts and newsletters, helped to generate awareness of our training offerings. Additionally, training was a popular topic, featuring in employer 1:1 meetings, email enquiries and covered in all presentations and webinars, as a key offering.

Support

- Received and responded to **1,278** (a slight decrease from the 1,538 last fiscal year) **safety@go2hr** emails from employers on a wide range of workplace health and safety topics. (Many employers prefer to use individual email addresses to get in touch with our team, particularly those who we have an existing relationship with)
- The health and safety team provided **153 consultations** to employers throughout the year
- The team reached out to **1,056 employers** during the year, as part of our outreach efforts
- In Q4 the **advisory service was reimagined** and relaunched, including a dedicated landing page, a flat-sheet and a new “contact us” form to facilitate easy consultation requests
- **The top three topics** requested during health and safety consultations were joint health and safety committee, worker health and safety orientation training, and first aid requirements, all areas that we prioritized for new resource development, training options and communications during the fiscal year
- **The Safety Basics Assessment Tool** was completed by **26 different businesses**
- **A Psychological Health & Safety Pulse Check** tool was developed and piloted with **10 employers**
- Expanded our **injury management and claims management initiative**, focusing on **all classification units**. This included developing a new landing page, enhanced navigation and the inclusion of an expanded Frequently Asked Questions document, including the duty to cooperate and maintain employment requirements
- **Partnered with WorkSafeBC** to deliver a webinar on the new duty to cooperate and maintain employment requirements, attracting 243 participants. The recording was also published on our injury management webpage

COR/SECOR Summary

- Developed and implemented a **COR communications plan** for the year
- Made extensive **improvements to COR content on the website**, improving user navigation, adding a new **COR preparedness page** featuring three different COR assessment tools to determine COR readiness, COR employer showcases, and updating resources
- **All COR webpages** combined received **8,321 views**
- **The main COR landing page** received **3,726 views** compared to 2,451 the year before
- A total of **2,425 COR related resources** were downloaded
- The **most popular viewed and downloaded resources** included the COR OHS audit tool, the COR corrective action plan template and the 10 steps to COR infographic
- Established a **new COR contact us form** on the website to facilitate easy contact by interested employers
- Received and responded to **3,267 COR related emails** via the safety@ inbox
- Developed and shared a **COR program newsletter** for external auditors with important updates
- Distributed a **COR program experience survey** to gauge COR employer satisfaction and identify opportunities for continual improvement within the program, with a **19% completion rate**

- Contacted **27 COR employers** to request interviews for COR testimonials for promotional purposes. Conducted **10 interviews** and published the testimonials in newsletters and on our website
- Carried out **two targeted COR campaigns** within the **hotel sector** based on experience rating and safety factors, **35 hotels** were contacted regarding COR during the fiscal year
- Conducted **research** into cleaning companies and continued **outreach efforts** to promote the COR program to various cleaning sector classification units (CUs 764014, 764018, 764011). **45 cleaning companies** were contacted during the fiscal year regarding COR
- **11 initial COR consultation meetings** were held with prospective COR employers (leads) to further their journey towards COR
- Received **two** new COR registrations, and **one** SECOR registration
- Conducted **one** onsite gap analysis for an employer seeking to pursue COR certification
- **Three** COR self-gap analyses were shared out with employers interested in the program
- Certified **two new** COR employers
- Supported **64** COR/SECOR employers in arranging and scheduling maintenance and recertification **audits**
- Processed a total of **79 COR audits**, including student, maintenance, certification and recertification audits
- An **affiliated account (joint) WIVA** was conducted for two accounts this fiscal year
- Reviewed and approved **100% of QA checklists** linked to each audit package that was received (79 in total)
- Refined and updated the **COR program database**, which is used to administer and track the specifics of the COR program internally
- **Reviewed, updated, and republished** the COR policies and procedures manual
- Implemented a new **COR Corrective Action Plan (CAP) Review service** to offer employers resources to correct deficiencies identified during audits and provide targeted support
- **39 CAP reviews were carried out** and returned to employers with supporting resources and additional insight
- Developed an optional **psychological health and safety audit element** and **piloted** it on a COR employer during their recertification audit. Used this data to further **refine the tool** and develop a supporting **guidance document**
- Hosted **four COR internal auditor training sessions**, training **35** new internal auditors, far exceeding our target of 20
- Supported **89 trained and certified internal auditors** in maintaining their internal auditor status
- Maintained a roster of **nine** active COR external auditors, located across the province
- Participated in WorkSafeBC initiated Certifying Partner meetings, as requested by the Partners Program
- go2HR retained its own **SECOR certification**, completing a successful recertification audit in December 2023

Further details of activities and measurements of industry engagement, training and resources and the COR program can be found in the metrics dashboard. (Refer to appendix 1).

GOVERNANCE

The Health and Safety Advisory Committee provides valuable input into go2HR's IHS and COR Programs. The advisory committee supports the development and implementation of the IHS Program business plans and assists in the successful completion of activities and projects.

The advisory committee was recently expanded to include greater industry representation including: more tourism regions, Indigenous businesses, and worker representation. Efforts to obtain greater diversity, including worker participation, Indigenous business representatives and wider regional representation are ongoing.

Meetings took place on a quarterly basis:

- June 19, 2023
- September 26, 2023
- December 14, 2023
- March 18, 2024

Committee members during this fiscal year (2023-2024):

Partner and Stakeholder Members		
Alison Jones	Manager, OHS Consultation & Education Services	WorkSafeBC
Tim Pryde	OHS Consultant, OHS Consultation & Education Services	WorkSafeBC
Sigfrido Castro*	OHS Consultant, Divisional Services & Credentialing (DSC)	WorkSafeBC
Rommel Dela Resma**	OHS Consultant, Certificate of Recognition (COR)	WorkSafeBC
Dave Haralds	Executive Director	Employers' Advisers Office
Meghan Felbel	Executive Director	Workers' Advisers Office
Employer and Worker Representative Members		
Bill Senghera	Business Consultant/Risk Manager	White Spot Restaurants
Sandra Stewart	People & Culture Manager	Coast Hotels
Julie Wright	Director of Human Resources	Inn at Laurel Point
Marc White	Risk Management & Safety Programs Director	Sun Peaks Resort
Nadine Boyce	Owner Operator	Red Willow Adventures
Alithea Taylor	Director, Human Resources, Mountain Division	Northlands Group (Grouse Mtn Resort Revelstoke Mtn Resort Selkirk-Tangiers Heli Ski)
Sean Weins	Food & Beverage Manager	Fairwinds Golf Club
Ramneet Samra*	Talent & Culture Advisor	Fairmont Pacific Rim Hotel
Kira Cailes	Director Safety, Risk & Compliance	Rocky Mountaineer
Hailey Hutchinson	Benefits & Wellness Manager	Fairmont Vancouver Hotel
Bryin Munroe**	Director of Talent & Culture	Fairmont Vancouver Hotel

*left committee during the year

**joined committee during the year

Note: In addition to the Health and Safety Advisory Committee, the go2HR CEO along with the Board of Directors provide support, strategic direction, and operational oversight for the IHS and COR Programs.

STAFFING

The IHS team is led by Arun Subramanian, the Senior Vice President, Health, Safety and People Practices

go2HR staff with primary responsibilities for IHS/COR activities include:

Stephanie Mallalieu – Director, Industry Health and Safety
Alanna Harrison – Specialist, Certificate of Recognition
Lonnie Burnett – Specialist, Industry Health and Safety
Adelina Ortega - Specialist, Industry Health and Safety (departed during the fiscal year)
Nicole Howlett – Specialist, Industry Health and Safety
Erin O’Byrne - Workplace Psychological H&S Coach
Oksana Yashnyk – Coordinator, Industry Health and Safety

Teams with partial responsibilities for IHS/COR activities include Communications and Training.

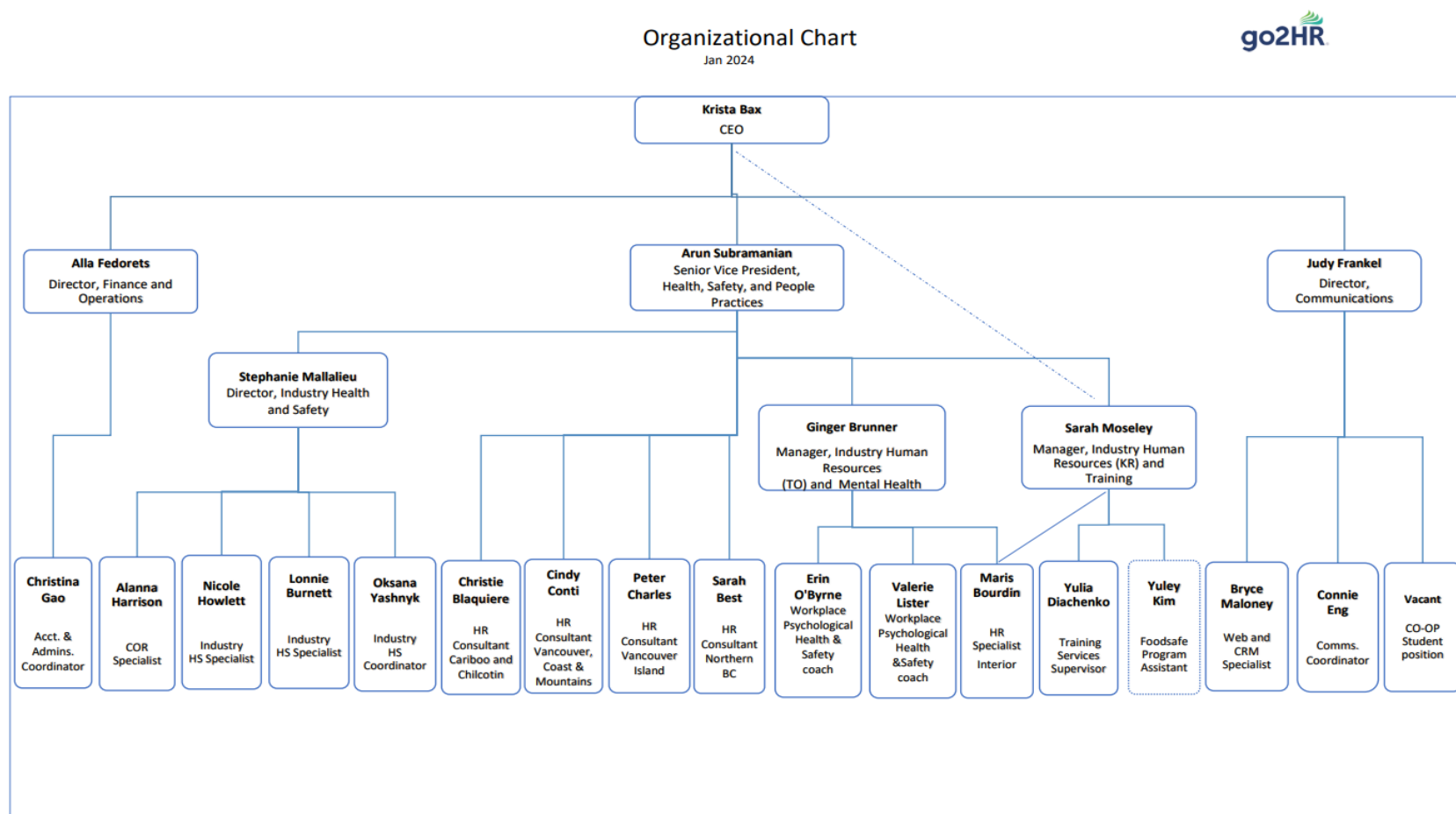
Judy Frankel – Director, Communications
Bryce Maloney – Web and CRM Specialist
Connie Eng – Coordinator, Communications

Sarah Moseley - Manager, Industry HR & Training
Yulia Diachenko – Training Services Supervisor

With a team of six Regional HR Consultants located around the province, our IHS and COR efforts are able to be amplified substantially, with networking and on the ground resources available. (These positions do not have specific IHS/COR responsibilities. However, this province-wide amplification serves to extend our health and safety reach).

IHS/COR activities are also supported by Leadership, Finance and Operations.

Organizational Chart



2023/2024 ACTIVITIES

go2HR has two annual contracts with WorkSafeBC for:

1. OHS Awareness and Education as the HSA for the tourism and hospitality industry
2. COR program administration as the CP for the COR program

OHS Awareness, Training and Support

Creating awareness of our health and safety program offerings via a variety of outreach and communication activities continues to be a primary activity, enabling us to reach our audience and to educate them on workplace health and safety matters.

A key area of focus for the IHS team this year was to enhance and expand our online training offerings. This year, we were able to identify two new training courses that would provide invaluable support to employers and workers: joint health and safety committee (JHSC) training, and worker health and safety orientation training.

Joint health & safety committee training

Joint health & safety committees (JHSC) play a significant role in the workplace by bringing together employer and worker representatives to collaborate on, identify, and help resolve health & safety issues. Ensuring employer and worker representatives are well trained in their duties and responsibilities as part of the committee is essential to empowering them to understand their roles and contribute to the success of the committee.

To assist employers in this regard, we developed an online, asynchronous [training program](#) in the beginning half of the year which was officially launched in November, 2023. This course is designed to meet the 8-hour training requirement for new joint health and safety committee members outlined in [OHS Regulation 3.27](#), including the following topics:

- The duties and functions of a joint health & safety committee
- How to conduct regular workplace inspections
- How to participate in incident investigations
- How to address refusals of unsafe work
- Steps in evaluating the effectiveness of the joint health and safety committee

From launch date to the end of the fiscal year (just over three months), 109 participants registered for the course. Promotional activities included sending dedicated eblasts about this course, promoting it as part of our large suite of training offerings, including it in all presentations and webinars, sharing information with COR employers and providing details as part of our consulting services and COR corrective action plan review service (since JHSC is a common topic that we are asked about).

From post-course survey feedback, we have established the following:

- The majority of participants feel very confident that they can apply the knowledge and skills they've learned from the course into their work.
- More than 80% of the participants would recommend this training to friends or colleagues.
- Nearly 20% of participants self-identify with groups such as Indigenous, BIPOC, 2SLGBTQ+ and new comers to Canada.
- Quotes from participants included:
 - *“very detailed and offered resources and templates that we might need”*
 - *“straightforward and easy to navigate”*
 - *“the quizzes help solidify my knowledge”*
 - *“simple yet informative”*
 - *“used a variety of teaching techniques to keep me engaged”*
 - *“easy to digest, well organized, and broken down into relevant sections”*

Safety Basics orientation training

The tourism and hospitality industry is diverse and exciting, attracting workers from all over the world with various levels of knowledge and experience and English language abilities. New and young workers in our industry are at higher risk of being adversely affected by workplace hazards, are often reluctant to speak up and typically have a limited understanding of workplace health and safety risk mitigation strategies. Therefore, it is imperative that employers have a robust health and safety orientation program for new and young workers that is straightforward and accessible to all.

We developed an online, asynchronous [orientation course](#) through the last half of the fiscal year, which was officially launched April 2024. We conducted an environmental scan, compiled research on topics and approaches and consulted our Health & Safety Advisory Committee for input. This orientation course, paired with an onsite orientation, is designed to meet the requirements outlined in [OHS Regulation 3.23](#). Using interactive activities, industry examples and scenarios, and additional downloadable resources, topics covered in the course include:

- Workplace health & safety rights and responsibilities
- Health & safety legislation in BC and the role of WorkSafeBC
- Hazards and risks, including workplace emergencies
- Reducing risks by adopting a proactive approach to health & safety
- The Hierarchy of Controls and how to apply this concept to various situations
- Contributing to a positive workplace safety culture
- Important site-specific health & safety information that all workers need to know, including reporting hazards, workplace injuries, emergency procedures, and more

Other training

In addition to the launch of our two new health and safety training courses, we also maintained our Learning Management System (LMS), which houses our entire suite of training courses, including:

- OHS Program Fundamentals
- Safer Spaces Employer & Supervisor Course

- Safer Spaces Worker Course
- WHMIS
- Foundations of Workplace Safety
- COR internal auditor pre-requisite training
- An Introduction to Equity, Diversity and Inclusion for Tourism and Hospitality

Following on from a comprehensive course review and update in the previous fiscal year, the OHS Program Fundamentals course saw a 62% increase in enrolments compared to the year before, achieving a total of 686.

Across CARE levels 1, 2, and 3, there were 463 enrolments in the fiscal year. (The courses were taken offline during the fiscal year to be redesigned).

The Safer Spaces suite of courses saw an impressive 1,120 enrolments within the fiscal year, with 659 worker course enrolments and 461 employer and supervisor course enrolments.

In November, we added our first course on the topic of Equity, Diversity and Inclusion, to support building respectful and inclusive workplaces and enhancing the overall safety culture. The course attracted 62 enrolments over remainder of the fiscal year.

Through our continued partnership with the Canadian Centre for Occupational Health and Safety (CCOHS), we also continued to offer a variety of courses at no cost to our industry:

- Stress in the Workplace
- Dealing with Difficult Customers
- Hazard and Risk – Identify, Assess, Control and Evaluate
- Violence in the Workplace – Establish a Prevention Program

Engagement and Outreach Opportunities

Whether strengthening existing relationships through sustained engagement with employers who are familiar with go2HR or reaching out to the wider industry, go2HR heavily prioritizes engagement and outreach in order to advance our mandates and make a positive difference in our industry. A combination of tactics and approaches have enabled us to see considerable traction in our outreach efforts this year.

Throughout the fiscal year, we continued to offer employer support services and connected with a growing number of employers, reaching out to a total of 1,056 businesses in a health and safety advisory capacity. To facilitate our outreach efforts, we used the employer data lists provided by WorkSafeBC, engaged with employers through our Regional HR Consultants and Psychological Health and Safety Coaches and followed up directly with employers that we had connected with previously. We also developed and implemented a campaign to connect with all newly opened businesses and introduce our health and safety services.

In Q 3, we initiated a project to rebrand our advisory services, preparing a new landing page and contact form, to facilitate ease of contact. The intention was to raise the profile of the wide range of topics that we can support employers with and to be able to direct them to a landing page to learn more. This link has been included in all communications activities since launch, to encourage employers to get in touch. We organized the advisory services into the following categories to raise the profile of the key support topics:

- 1) Popular Health & Safety Topics
- 2) Safety Basics: Starting Strong
- 3) Beyond Basics: Advancing Health & Safety
- 4) Meeting Workplace Requirements: WorkSafeBC
- 5) Health & Safety Training offerings

Throughout the year, we received 153 employer-initiated enquiries to request information on health and safety across a variety of tourism and hospitality businesses:

- Restaurants and cafes (Food and Beverage)
- Ski resorts, mountain resorts, golf clubs, yacht clubs, rafting, museums (Recreation, Entertainment, and Outdoor)
- Large and medium size hotels (Accommodation)
- Airports (Transportation)
- Common topics covered during consultations included:
 - OHS program development
 - New First Aid requirements
 - Health and safety onboarding and orientations
 - Building a strong safety culture
 - Joint health and safety committees and training
 - Mental health and wellness

The safety@ email service continued to a popular option for employer to get in touch about workplace health and safety, and was listed as a call to action in many communications, with 1,278 emails received from employers through this inbox alone. (This number excludes COR communication received via this inbox, which are tracked separately).

We promoted the Safety Basics Assessment- the landing page received 1,917 views and the tool was completed 26 times.

Tailored communication directed at specific groups or regions tends to resonate well and connects the audience to a particular topic or interest or concern. In this way, we are able to direct industry employers to our advisory services, based on their unique needs, and at the time they need it. As part of these efforts, we covered the following groups and topics:

Group	Targeted Outreach Topic
Newly opened businesses	go2HR HSA introduction email and follow up emails to promote specific services
Food & beverage employers	New risk advisory for F&B
Ski employers	JHSC training course launch
Small ski employers	Health and safety manual template
Vancouver Island employers	Onsite consultations with our Health & Safety Specialist
Northern BC Employers	Promotion of in region workshop and presentation
Webinar participants	Return to Work webinar recording and resources
Indigenous businesses	Contacted nine employers for targeted support

Presentations and Webinars

Presentations and webinars provide a great opportunity to share health and safety information with large groups of employers in an engaging way, allowing for:

- use of visual assists like informative slides and interactive learning
- higher levels of engagement and participation
- demonstration of concepts and industry-related examples
- question and answer periods
- recording, dissemination and post-session follow-up opportunities with employers

go2HR facilitated 37 health and safety focused presentations and webinars during the fiscal year, both in person and online, including the following topics:

Topic	Audiences
Health and Safety Orientations	Hotel Employers
Creating Safer Spaces	Hotel Employers
New & Young Worker Best Practices	Ski Employers
Changes to the Workers Compensation Act and Occupational Health and Safety Regulation	Ski Employers Tourism Industry Association of BC board Hotel Association of Vancouver
Mental Health Related: <ul style="list-style-type: none"> • Building Psychologically Safe Workplaces: Mitigation of Risk • Building Psychologically Safe Workplaces: Post Injury • Leadership and Mental Health Tools • Mental Health Continuum and Leadership Conversations • Mental Health Champion Toolbox • Workplace Burn Out • Mental Health and Leadership • Time Management, Communication and Boundary Setting • Empathic Leadership 	Ski Employers Ski Employers Golf Specific Golf Specific Restaurant Specific Ski Employers Ski Employers Restaurant Specific Hotel Specific Hotel Specific

<ul style="list-style-type: none"> Resolving Stress Cycles 	Hotel Specific
Return to Work Related: <ul style="list-style-type: none"> RTW Workshop Webinar with WorkSafeBC Return to Work Workshop and Case Study 	All Employers Prince George Employers
WorkSafeBC Updates	Prince George Employers
Employee Engagement & Retention	Prince George Employers
Introduction to go2HR Services and Support	Cowichan Employers Victoria HR Professionals Revelstoke Chamber Tofino Chamber

New business outreach

We launched a new initiative to communicate in a targeted way to all newly opened businesses. Using the quarterly WorkSafeBC data, we identified all of the newly opened businesses for each quarter and sent a series of three emails using a phased approach, gradually introducing them to more information with each interaction. We began by introducing ourselves as their HSA and encouraged them to take a look at our website and sign up for our newsletters. We followed up with an email to promote some of our health and safety training options and completed the series with a third email to promote our advisory services and inviting them to get in touch if they needed help with anything. The response rate was low, suggesting that it was not the right time to connect with these businesses or that the contact information provided through our WorkSafeBC data lists was not the most appropriate person to be sharing this information with.

Regional HR Consultants

go2HR continues to leverage connections with employers in all corners of the province through cross-departmental referrals from our Regional HR Consultants. This approach has resulted in one-on-one meetings with employers, collaborating with Regional HR Consultants to deliver tailored presentations to employers or industry partners in region, or hosting a larger presentation or webinar. The Regional HR Consultants continue to amplify our health and safety program offerings to their individual employer networks, providing valuable connections and supporting a broader awareness of our program activities.

A primary way in which we collaborated with the HR team this year was to deliver a “Fast Track your Future” webinar series to BC Hotel Association members. This initiative comprised a total of six sessions, linking HR to health and safety best practices and designed for HR leaders. The webinar sessions included:

- Hiring and Onboarding
- Intro to Company Culture and Respectful Workplaces
- Coaching and Performance Management
- HR Technology and Software
- Workplace Safety
- Retention Best Practices

Each session attracted 30-40 participants and the average satisfaction score was 4.8/5 across all six sessions.

Collaborative Initiatives and Partnerships

Mental Health – Partnership with Canadian Mental Health Association BC (CMHA BC)

The main goals of our mental health initiative include one-on-one coaching support, promoting online resources, and providing access to training programs that help individuals in our industry better understand the role mental health plays in the workplace. This includes:

Marketing, Communications, Outreach

- Increase awareness of workplace mental health and psychological health and safety, promotion of services, training and support available for tourism and hospitality industry employers

The Hub

- Expand content, resources and training available and increase utilization of BC's Hub for Workplace Mental Health

CARE training

- Promote and encourage participant enrolment and completion of the CARE mental health training program levels 1, 2 and 3

Workplace Psychological Health and Safety Coaches

- Promote, develop and deliver training, programs, resources and support for industry employers, with the goal of encouraging psychologically healthy and safe workplaces within BC's tourism and hospitality sector

This fiscal year's key projects included presentations (webinars and in person) to a variety of audiences, developing a newly created Psychological Health & Safety Pulse Check tool, as well as creating and piloting the addition of an optional Psychological Health & Safety audit element to support the existing COR audit tool. An industry survey was also launched at the end of the fiscal year to gauge how businesses experience and prioritize workplace mental health.

Our Psychological Health and Safety Coaches took an assertive approach to connecting with industry employers, establishing themselves as the go to option for support. Through targeted outreach, one-on-one meetings with employers, as well as presentations and connections made at industry events, they were able to connect employers with reliable information and support a total of 716 times. Through these growing relationships, the coaches were able to assist employers in implementing strong, positive psychological health and safety practices addressing a wide range of specific topics. These topics are all interconnected, contributing to the development of a positive psychological health and safety workplace culture. We have categorized these contributions into six categories based on the National Standard and ISO 45003:2021. The categories are provided below, along with some of the supporting resources that were developed or curated within this fiscal year and made available to employers on our website.

Categories of Psychological Health & Safety	Resources
Healthy Life-Work Balance	Mental Health Continuum Tool Healthy Coping Strategies Handout Helping Co-Workers Article Having the Conversation Handout Name, Claim, Reframe Article
Reasonable Job Demands	Performance Management Article Regular Check Ins Article Workload Management Article Workload Stress Article Actions for Workload Management Article Psychological Demands Video
Being Valued & Respected	Inclusive Leadership Article Civility and Respect Resources Article Civility and Respect Defined Video Safety Talk: Person First Language Video
Feeling Safe at Work	Good Leaders Make You Feel Safe Video Building Trust Article Healthy Boundaries Article Leadership Vulnerability Article Addressing Unsafe Situations Article
Having Challenging & Engaging Work	Clear Leadership Expectations Video Involvement & Influence Defined Video Engagement Video Levels of Stress Article
Growth & Development	Mentorship Article Recognition & Reward Ideas Article Recognition & Reward Defined Video Growth & Development Defined Video

The development of a Psychological Health and Safety Pulse Check tool was an important addition to our outreach offerings. Supported by the Psychological Health and Safety Learning Coaches, 10 employers utilized this tool to evaluate their current programs, pinpoint areas for enhancement, and access tailored resources to support their improvement efforts.

Indigenous Employers

We continued to build our outreach and engagement with Indigenous businesses and First Nations communities. Our collaboration with Indigenous Tourism BC (ITBC) is strengthening and evolving to ensure that we continue to meet their unique stakeholder needs. The main goals of this initiative include:

- 1) Coaching support for their stakeholders in addressing workplace health and safety needs, developing health and safety plans and policies, and fostering a culture of safety in their workplaces
- 2) Online resources that employers can download, customize, and use in their workplaces to assist in developing health and safety frameworks for their business
- 3) Utilize our existing training programs where participants will learn fundamental health and safety knowledge and skills that is applicable to their workplace and position (aligned with ITBC's broad Indigenous Tourism Training Initiative)
- 4) Develop and deliver tailor-made presentations with a health and safety focus to enhance participant understanding of health and safety and human resources overlap, while highlighting the unique needs and circumstances of their business based on size, type, location and over-arching regulations (often done in collaboration with our Regional HR Consultants)

This fiscal year's key projects included increasing presentations (webinars and in person) to a variety of audiences. In addition to the collaborative work with ITBC, increased direct community, Nation and Indigenous employer contacts were established to better support their specific needs. There were nine consultations between the health and safety team and Indigenous businesses during the year.

Justice Canada- Safer Spaces Sexual Harassment Initiative

This fiscal year was the third and final year in the three-year [Safer Spaces Project](#) funded through Justice Canada that assisted in raising awareness of and addressing the prevalence of sexual harassment in tourism and hospitality workplaces.

In years one and two, a suite of training programs was created and launched (an employer/supervisor course and a worker course). In the third year, we continued to promote the training courses and began our final project evaluation activities. We performed a review of the employer/supervisor course and enlisted an instructional designer to make the required changes. We reviewed and updated a variety of resources on our website and embedded within the training courses. We also continued to promote the initiative through a range of communication campaigns, in order to generate interest in the topic and awareness about the availability of the training courses. We engaged a third-party communications agency to develop and launch two social media campaigns, resulting in 6,396 click throughs and 1,378,276 impressions.

The Safer Spaces courses maintained high Net Promotor Scores (NPS) throughout the year. (A score of above 20 is considered "great" and indicates high satisfaction levels and a high likelihood of recommending the product to others). At the end of the fiscal year, the NPS were as follows:

- Safer Spaces Employer/Supervisor Course: NPS 42
- Safer Spaces Worker Course: NPS 36

We also developed some new resources on the topic of bullying and harassment more generally. We created a series of Safety Talks that were added to the Resource Library, covering the following topics:

- Bullying and Harassment Overview

- Bullying and Harassment Policies and Resources
- Navigating Negative Conversations
- Cyberbullying

Biosphere Program

We continued to support the Regional Destination Management Organizations (RDMO's) through each region's [Biosphere Commitment Program](#) by offering direct support to committed tourism and hospitality employers across BC in the areas of health and safety, mental health and training. Specific supports were delivered through six direct one-on-one meetings with industry employers as well as in-person presentations and webinars on a range of health and safety, mental health and HR related topics through our ongoing partnerships with the Thompson Okanagan Tourism Association and Tourism Vancouver Island.

Stakeholders

Industry Associations

go2HR has established and continues to maintain longstanding stakeholder partnerships with a variety of industry associations within the province and beyond. Through collaborative goals, insights, and work activities, both go2HR and industry stakeholders are able to proudly amplify and strengthen the support and services for the tourism and hospitality operations within our province.

Continuing our efforts from previous years, we leveraged strong partnerships with key stakeholders across all six tourism regions and a variety of sectors including those identified below. Partnership activities ranged from one-on-one and group meetings, providing articles for publications, sharing content for amplification, to delivering presentations to their membership groups on specific topics, and attending industry events to show support and make further connections.

- Regionally:
 - Destination BC (DBC)
 - 4 Vancouver Island (4VI)
 - Destination Vancouver's VCM Regional Department
 - Thompson Okanagan Tourism Association (TOTA)
 - Cariboo Chilcotin Coast Tourism Association (CCCTA)
 - Kootenay Rockies Tourism Association (KRTA)
 - Northern BC Tourism Association (NBCTA)
 - A variety of Community Destination Management Organizations (CDMO's)
- Industry Specific:
 - Tourism Industry Association of BC (TIABC)
 - Indigenous Tourism BC (ITBC)
 - BC Hotel Association (BCHA)
 - Canada West Ski Areas Association (CWSAA)
 - BC's Alliance of Beverage Licensees (ABLE BC)
 - BC Restaurant and Foodservices Association (BCRFA)

- Restaurants Canada
- BC Lodging and Camping Association (BCLCA)
- HeliCat Canada
- Golf BC
- Chef's Table Society
- BC Craft Beer Association
- A variety of other smaller industry associations

go2HR continued to be a prominent supporter of industry excellence through a variety of sponsorships that align well with our mandate of driving strong workforces and safe workplaces in BC's tourism and hospitality industry. We sponsored the Employees First Award at the Tourism and Hospitality Industry Conference, a signature event in the tourism and hospitality industry. This award recognizes a BC tourism and hospitality industry employer who has upheld high standards of excellence in the workplace. Other sponsorship opportunities included:

- CWSAA Fall, Spring Conference and Fall Meetings (October 2023 April and October 2023)
- BCHA Summit (May 2023)
- Restaurant Association of Whistler (June 2023)
- Chef's Table Society Cooks Camp (Sept 2023)
- TOTA Golf Tournament (Sept 2023)
- Spark Conference (Oct 2023)
- TOTA (Oct 2023)
- Chef's Table Society (Feb 2024)
- Williams Lake Chamber of Commerce (Feb 2024)

Kelowna Hotel and Motel Association (KHMA)

We continued to attend monthly meetings during which we promoted health and safety, mental health and our training programs to members. We also presented to the group on specific topics including Stigma, Healthy Coping Strategies, Mental Health Continuum, and PH&S supports.

Canadian Associations for Safe Hospitality (CASH)

CASH exists as a collaborative effort among provincial organizations with a vested interest in safety in the hospitality industry. Membership continues to grow across Canada and associate members include CCOHS and the Canadian Safety Council. As a member of this association, we participated in two meetings during the year. Meetings serve as a way to share information and resources and consider ways to collaborate on common interest topics.

Key Performance Indicators

Website

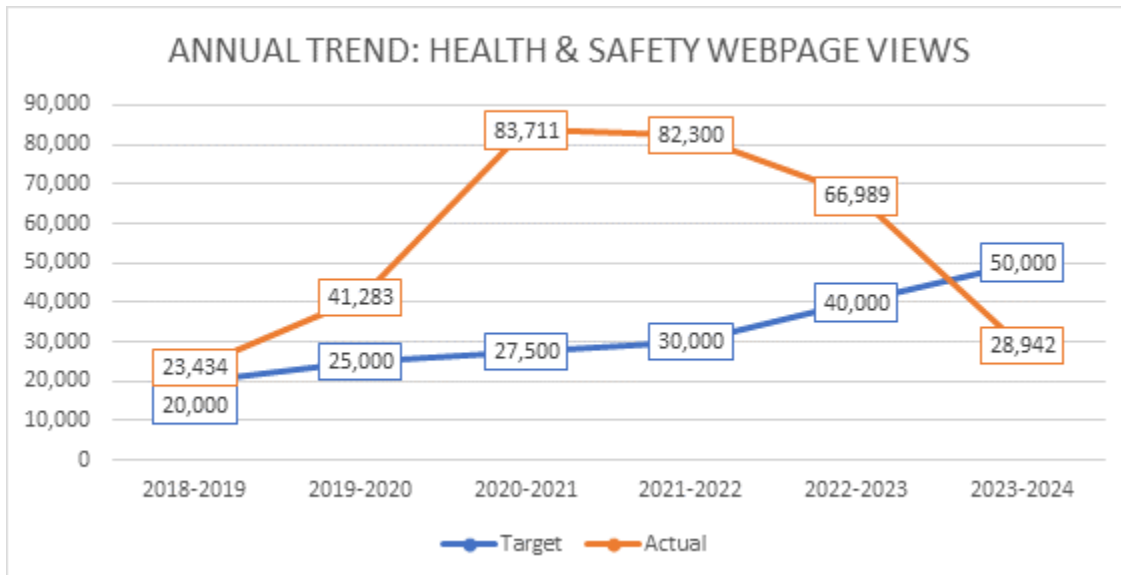
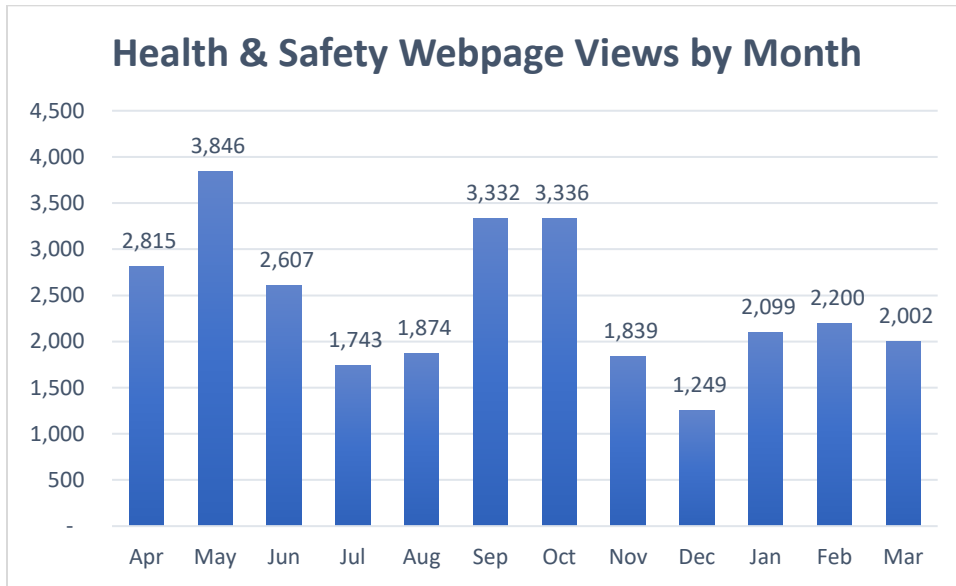
go2HR's website is central to our outreach and awareness activities. Considerable effort has been made to continue refining and optimizing our website content, since we transitioned to a new website. By providing relevant, credible health and safety information and sharing content with industry via eblasts, newsletters and direct contact, we are able to direct traffic back to our site, to facilitate ongoing engagement with our products and services.

Following the official re-launch of the website in April 2023, significant post-launch work continued throughout the year. This included auditing content, improving and updating information to align with the new website structure, and implementing enhanced search engine optimization.

Website analytics are key metrics that showcase the website's success in communicating our health and safety message as the Health & Safety Association for the industry and help to inform our future efforts. However, the website renewal brought some changes to the way that page views and resources are organized and downloads are captured and there were some gaps in reporting during April and May, as a result. Furthermore, the introduction of Google Analytics 4 has fundamentally changed the way that tracking is undertaken, leading to some metrics being underreported when compared to previous fiscal years. Whilst this change has led to some artificially low figures being logged, limiting our year on year comparisons and suggesting that some website targets have not been reached, it also presents some opportunities to reimagine key metrics to better align with the capabilities of Google Analytics 4 in the future.

Some key metrics to note include:

- There were 28,942 visits to the health and safety section of our website during this fiscal year, lower than our annual target of 50,000 and lower than last year's actual of 66,989.
- 6,573 resource library downloads were recorded this year, which was lower than our target of 17,500
- The Mental Health landing pages were viewed 2,016 times
- The Safer Spaces initiative landing page was viewed 2,180 times
- The Safety Basics Assessment landing page received a total of 1,917 views, which was higher than the annual target of 1,250
- After its Q4 launch, the new Advisory Services landing page was viewed 393 times in less than three months



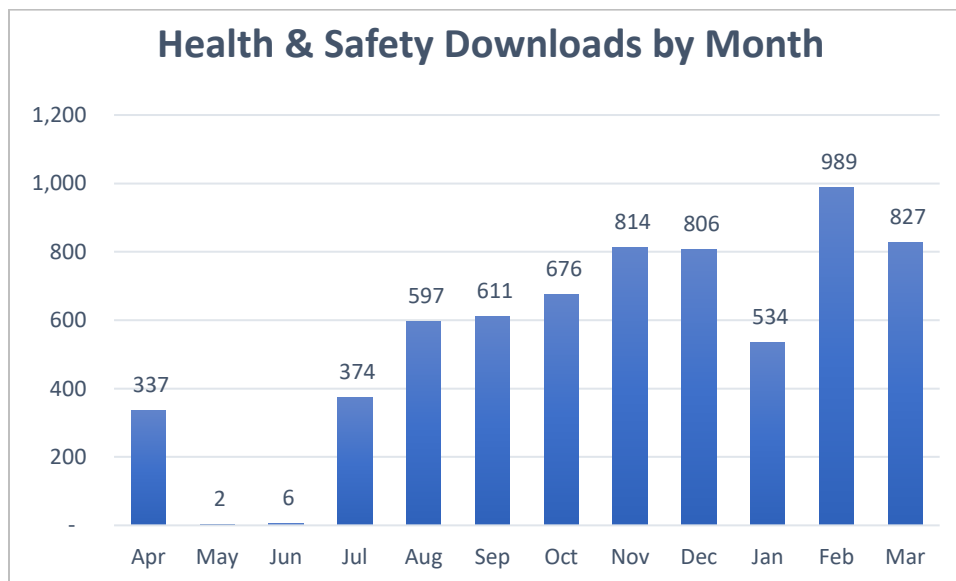
Resources and downloads

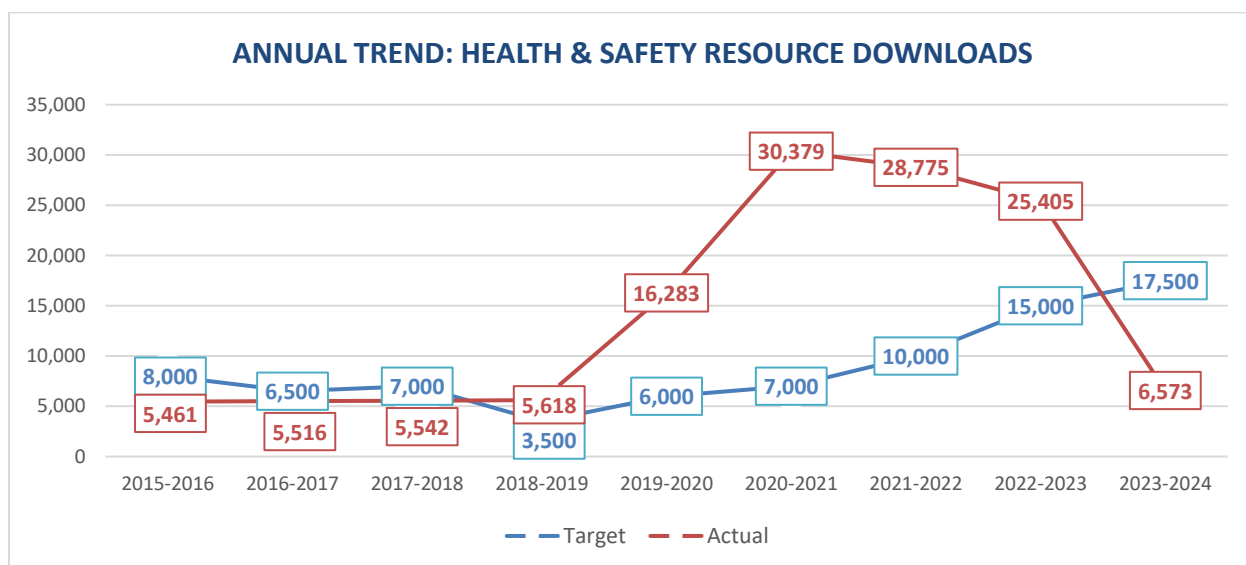
The Resource Library houses a variety of health and safety resources including customizable templates, safety talks, training checklists and much more and is a very popular area of go2HR's website. As a result of the introduction of Google Analytics 4, some page views and resource downloads were not recorded consistently across the fiscal year and were therefore underreported. This presents an artificially low figure and does not allow for effective year on year comparisons to be made.

During this fiscal year, a total of 6,573 resources were downloaded from the Resource Library, significantly lower than our target of 17,500. This shows a sizeable decline when compared to our actual figure the year before (25,405 resource library downloads).

Some of the most popular resources included:

Name of Resource	Number of Downloads
Employee Training Record Template	330
First Aid Assessment Worksheet	293
OHS Program Manual Template for Restaurants	173
Emergency Drill Record Template	158
OHS Program Manual Template for General Industry	82





Newsletters, eblasts and social posts

Each month, go2HR sends out a series of three newsletters to different audiences: Industry, Employers and Career Seekers. These provide an opportunity to share news, promote specific topics of interest and amplify content that has previously been shared through other channels, building greater awareness across our different audiences.

Eblasts are an effective way of communicating about a specific message to an audience and provides an invitation to the recipient to engage with the content and share it with their own networks, which we have seen a high level of success with. Targeted calls to action include clicking on a website link, downloading a resource or getting in touch with us to learn more about the topic.

During the fiscal year, we developed and shared 39 health and safety eblasts communicating on a variety of topics, including: Heat Stress, First Aid, Costs of a Workplace Injury, New Course Launches, Healthy Coping Strategies, and Claims & Injury Management, among others. This showed a considerable increase on the previous year, when we shared 21. We contributed 110 health and safety content pieces to our newsletters, compared to last year's figure of 114.

Our eblasts achieved an average open rate of 53.6%, compared to an industry average of 15%, an average click-through rate of 9.98%, and reached an audience of approximately 151,311 engaged recipients. This average open rate also exceeded our open rate the year before, which was 47%.

Social posts on platforms such as LinkedIn, Meta and Instagram provide an opportunity to amplify a message that has been shared in a newsletter or eblast and generally serves to boost our online presence. Throughout the fiscal year, we shared messages on social platforms 372 times.

Partner Publications

Over the fiscal year, we secured four opportunities to provide health and safety articles for partner publications on topics including sexual harassment, preventing sprains and strains in pubs, joint health and safety committee training, and WorkSafeBC planned inspections for 2024. We also contributed 10 ads in partner newsletters including BCRFA and BCHA, promoting programs such as the advisory services and Safer Spaces.

Training

Enrolments by course:

Course Name	Enrolment Target	Enrolment Actual
Joint Health and Safety Committee Training	No Target	109**
Safer Spaces Employer & Supervisor Course	600	461
Safer Spaces Worker Course	600	659
Mental Health Workplace CARE Certificate (Levels 1, 2, 3)	No Target	463
WHMIS	No Target	227
OHS Program Fundamentals	No Target	686
CCOHS Courses	No Target	297
Foundations of Workplace Safety	No Target	1,254
Safety Basics Orientation	500	0*
COR Internal Auditor Pre-requisite Training	20	35
Introduction to Equity, Diversity and Inclusion for tourism and hospitality	No target	62**

*launched in April of new fiscal year to support seasonal hiring

**launched in November

Joint Health and Safety Committee training

This new course launched in November and received 109 enrolments up until the end of the fiscal year.

Safer Spaces: Sexual Harassment Training

Between the two courses, we achieved a total of 1,120 enrolments, just below our combined annual target of 1,200 enrolments.

Mental Health: Workplace CARE Certificate

We promoted the suite of three CARE training courses. Together, they attracted 463 enrolments. The courses were unavailable towards the latter part of the fiscal year to facilitate course renewal activities.

WHMIS

This was the first full year of offering the WHMIS course and we attracted 227 course enrolments.

Occupational Health and Safety Program Fundamentals

This longstanding course is intended for safety champions and those with specific responsibilities for developing a health and safety program. As such, it's particularly popular with COR employers. This year a total of 686 enrolments were achieved, compared to 443 during the year prior. Modular

Canadian Centre for Occupational Health and Safety

We maintained our training partnership with Canadian Centre for Occupational Health and Safety (CCOHS) in support of our goal to expand our health and safety training offerings for tourism and hospitality employers and workers. go2HR bulk purchased course registrations at a discounted rate for CCOHS's online courses and we continued to promote and provide these to industry employers and workers throughout the fiscal year. The combined total of enrolments across all CCOHS courses was 297, slightly lower than the previous year of 352.

Foundations of Workplace Safety

This introductory level health and safety course, designed for new and young workers in tourism and hospitality, attracted 1,254 enrolments, compared to 1,519 the year before. The new Safety Basics Orientation course will replace this course.

COR Internal Auditor Training

This is an online, pre-requisite course intended to provide a foundational knowledge base for students, prior to attending the COR virtual classroom training. During the fiscal year, a total number of 35 new students completed this training, which greatly exceeded the target of 20.

An Introduction to Equity, Diversity and Inclusion for Tourism and Hospitality

This is an online, self paced course that was added in November. It builds upon some of the Safer Spaces course themes and supports a strong safety culture. Since its launch, it attracted a total of 62 enrolments for the remainder of the fiscal year.

COR PROGRAM ADMINISTRATION AND SERVICES

go2HR continues to administer the COR program as the Certifying Partner for the tourism and hospitality industry through a variety of activities that promote:

Communications and engagement
COR registrations and certifications
Internal/external auditor certification and maintenance
Quality assurance and continual improvement

Communications and Engagement

In order to plan our communications and engagement activities for the year, we developed a comprehensive COR communications plan. This plan involved a variety of different tactics that we employed throughout the year:

- Communicated with existing COR employers about the COR program
- Initiated contact with targeted employers, based on WorkSafeBC data
- Researched aligned industries and compiled contact information to reach employers with introductory information about the COR program
- Interviewed COR employers about their COR experience and showcasing these COR testimonials in newsletters and on our website to generate further interest in COR
- Maintained and enhanced COR webpages and COR program materials to support ease of navigation and use
- Added a new COR preparedness page featuring three different COR assessment tools for employers to determine COR readiness
- Created a new COR contact us form on the website to facilitate easy contact by interested employers
- Launched a new COR Corrective Action Plan Review Service to offer employers additional resources to support achieving their audit actions
- Developed a COR program newsletter, which we shared with our external auditors to communicate important updates
- Distributed a COR program experience survey to gauge COR employer satisfaction and identify opportunities for continual improvement within the program

Key results

- All COR webpages combined received 8,321 views
- The main COR landing page received 3,726 views compared to 2,451 the year before
- A total of 2,425 COR related resources were downloaded
- The most popular viewed and downloaded resources included the COR OHS audit tool, the COR corrective action plan template and the 10 steps to COR infographic

- We contacted 27 COR employers to request interviews for COR testimonials for promotional purposes. We conducted 10 interviews and published the testimonials in newsletters and on our website
- We completed 39 COR audit action plan reviews, offering employers resources to correct deficiencies identified during audits and providing targeted support with continual improvement efforts
- Our COR experience survey achieved a 19% response rate

Highlights

Targeted Outreach Campaigns

We carried out two targeted COR campaigns within the hotel sector based on low and high experience rating and different safety factors. In total, 35 hotels were contacted regarding COR during the fiscal year.

We also conducted research into cleaning companies, including locating different associations representing these organizations. After establishing contact information, we continued our outreach efforts to promote the COR program to various cleaning sector classification units (CUs 764014, 764018, 764011). A total of 45 cleaning companies were contacted during the fiscal year regarding the COR program.

COR Experience Survey

We created and distributed a COR program experience survey to gauge COR employer satisfaction with the COR program and Certifying Partner and identify opportunities for continual improvement within the program. The survey was sent at the end of the fiscal year to coincide with all 2023 COR audits having been completed and approved. We achieved a 19% completion rate with very positive results:

- 91.67% of respondents agreed or strongly agreed that staff provided quality responses to their questions regarding the program
- 100% of respondents agreed or strongly agreed that staff discussed the key points and benefits of the program with them
- 100% of respondents agreed or strongly agreed that COR communications, such as reminders about upcoming audits sufficient and helpful
- 100% of respondents agreed or strongly agreed that enough support was provided from go2HR during COR registration, certification, and to prepare for upcoming audits

Psychological Health and Safety Audit Integration

We developed an optional psychological health and safety audit element and piloted it on a COR employer during their recertification audit. We used the information gathered during the pilot to

make some further enhancements to the tool and created a supporting guidance document to facilitate consistency of approach when auditors are using the audit tool in the future.

COR Corrective Action Plan Review Service

We introduced this new service in order to raise the importance of corrective actions arising from the COR audit and to share relevant resources with employers to help them implement the recommended improvements. This initiative has proved very successful, with a total of 39 corrective action plans submitted for review and feedback since launch. The feedback is shared using a template, where additional suggestions and links are provided. This provides an opportunity to promote program products and services and support continual improvement efforts. The most common deficiencies noted included:

- Inspections
- Investigations
- Hazard identification
- Training

Based on the deficiencies, we were able to share appropriate resources including:

- Occupational Health and Safety Program Fundamentals training
- CCOHS Hazard Identification training
- WHMIS training
- Assessing and managing risks

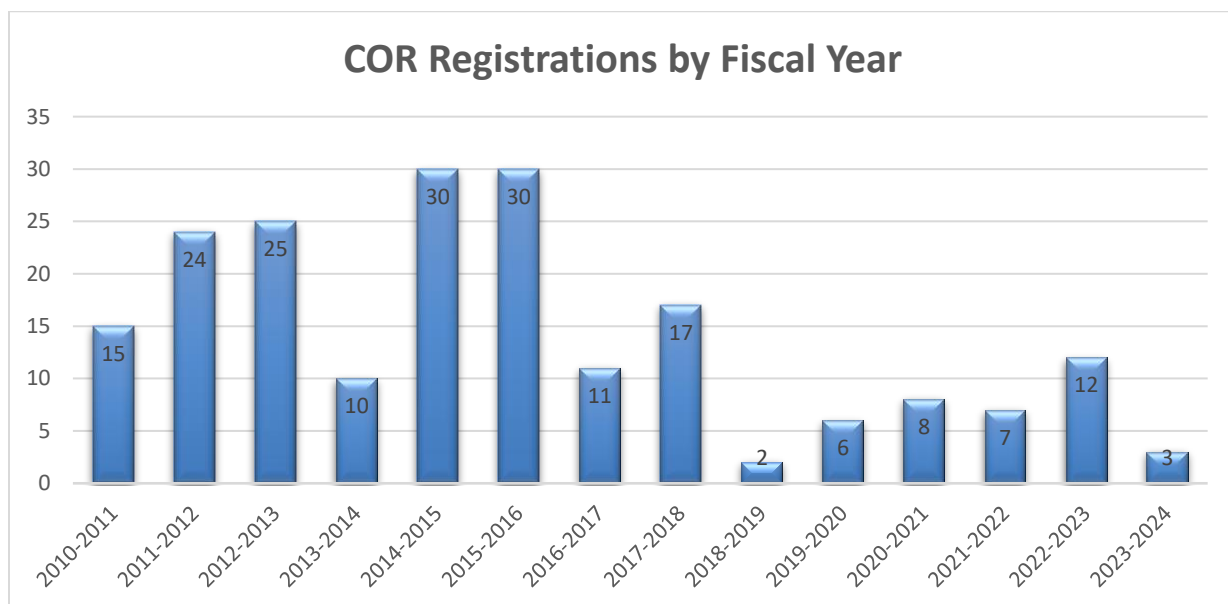
COR Registrations and Certifications

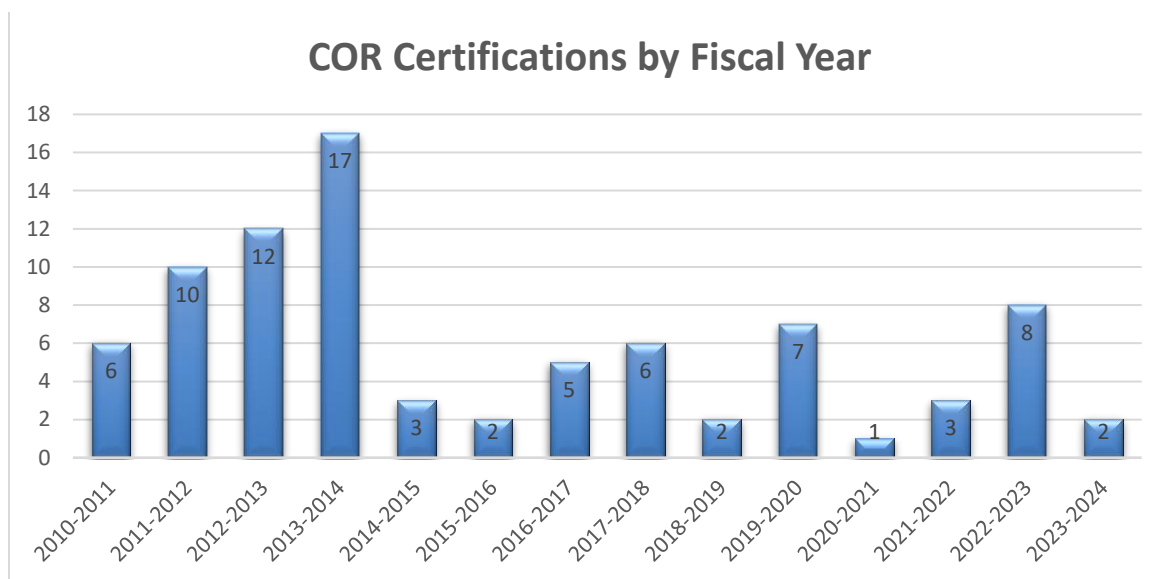
During the fiscal year, a total of three new employers registered for the COR program, including one SECOR registration. Employers who registered for the program are committed to taking the first step towards COR certification and some have already participated in our COR internal auditor training sessions since registration. We continued to drive interest in the program through ongoing outreach to both aligned and unserved CUs, establishing 11 new COR leads, as a result of our initial communication and engagement activities.

Highlights

- 11 initial COR consultation meetings were held with prospective COR employers (leads) to further their journey towards COR
- Received two new COR registrations, and one SECOR registration, against an annual target of 15
- Conducted one onsite gap analysis for an employer seeking to pursue COR certification
- Three COR self-gap analyses were shared out with employers interested in the program
- Certified two new COR employers, against a target of five

- Supported 64 COR/SECOR employers in arranging and scheduling maintenance and recertification audits
- Processed a total of 79 COR audits, including student, maintenance, certification and recertification audits
- Organized an affiliated account (joint) WIVA for two accounts this fiscal year
- Unfortunately lost one COR certified employer due to account amalgamation causing the account to become inactive
- go2HR successfully underwent recertification as a SECOR employer in December 2023 and has been proudly SECOR certified since 2017





Internal/External Auditor Certification and Maintenance

Internal Auditors

Throughout the year, four internal auditor training sessions took place with a total of 35 attendees. 25 new internal auditors were officially certified by completing training and a successful student audits. 89 existing internal auditors maintained their status by participating in maintenance audits and completing a declaration to show ongoing professional development. We continue to ask all certified internal auditors to complete an annual online declaration to report their continuing professional development and auditing involvement.

External Auditors

The total number of certified external auditors at the end of the fiscal year was nine. The external auditors are based across the province and conducted certification and recertification audits in various locations throughout the course of the year. External auditors are requested to submit an annual auditor declaration to report on their auditing activities as well as their continuing professional development.

Quality Assurance and Continual Improvement

Quality Assurance is a critical component of the COR program. go2HR is committed to ensuring that each audit undergoes a thorough, independent quality assurance review. This allows for a high level of confidence in the accuracy of COR audit results to be maintained, thus upholding the reputation and integrity of the program. Every audit is submitted for quality assurance to

ensure a consistent approach to audit approval. A QA checklist is also required for each QA review that is undertaken. This forms the final part of the audit approval process.

We reviewed and approved 100% of QA checklists linked to each audit package that was received (79 in total).

In an ongoing effort to ensure high quality service from external auditors, a quality review of one of our external auditors was carried out during the year (EAQA). This involved an onsite visit and the completion of a report with feedback provided to the external auditor.

We refined and updated the COR program database, which is used to administer and track the specifics of the COR program internally. We also reviewed, updated, and republished the COR policies and procedures manual.

ACKNOWLEDGEMENTS

We would like to acknowledge and thank WorkSafeBC, as well as members of our Industry Health and Safety Advisory Committee, our industry partners and go2HR's Board, who have remained supportive and highly engaged throughout the year.

APPENDIX 1 - INDUSTRY HEALTH & SAFETY AND COR PROGRAM PERFORMANCE MEASURES

Program	Metric	Target 2023-2024	Actual 2023-2024
IHS	All Health and Safety webpage views	50,000	28,942*
	Health and safety resource downloads	17,500	6,573*
	Safer Spaces landing page views	250	2,180
	Safety Basics landing page views	1,250	1,917
	Safety Basics Assessment Tool completions	75	26
	H&S Advisory Committee meetings	4	4
	Presentations and webinars	No target	37
	Emails regarding H&S received to safety@ inbox	No target	1,278
	Initial employer outreach	No target	1,056
	Health and safety consultations	No target	153
	Health and safety content in newsletters	No target	110
	Health and safety eblasts	No target	39
	Health and safety articles in partner publications	4	4
	Safer Spaces Employer & Supervisor course enrolments	600	461
	Safer Spaces Worker course - enrolments	600	659
	Safer Spaces Employer & Supervisor course - NPS	No target	42
	Safer Spaces Worker course - NPS	No target	36
	CCOHS courses - enrolments	No target	297
	WHMIS 2015 - enrolments	No target	227
	OHS Program Fundamentals - enrolments	No target	686
	Foundations of Workplace Safety - enrolments	No target	1,254
	Mental Health CARE levels 1, 2, 3 - enrolments	No target	371
Safety Basics Orientation - enrolments	500	-	
Joint Health & Safety Committee – enrolments	No target	109	

*Google Analytics 4 has fundamentally changed our website tracking. Instead of tracking page-views, sessions and downloads, it tracks individual events such as clicks, page scrolls, video plays and more. Therefore, effective comparisons between targets and actuals for the fiscal year 23/24 are not possible.

Program	Metric	Target 2023-2024	Actual 2023-2024
COR	ALL COR page views	2,250	8,321
	Employer showcases articles published	12	10
	New COR/SECOR Registrations	15	3
	New COR/SECOR Certifications	5	2
	WorkSafeBC Initiated Verification Audit (WIVA)	2	2
	QA reviews conducted by certifying partner	100%	100%
	Number of COR internal auditors trained	20	35
	Number of active COR internal auditors	No target	89
	Number of Large COR Certified Employers	No target	62
	Number of Small COR Certified Employers	No target	2
	Correction Action Plan (CAP) reviews completed	No target	39
	Number of initial COR consultation meetings	No target	11
	Follow up meetings with COR leads	No target	35
	Targeted outreach to cleaning companies	No target	45
	Targeted outreach to hotels	No target	31
	Emails regarding COR received to safety@ inbox	No target	3,267
	COR internal auditor prerequisite training enrolments	20	35