

SAFE WORKERS OF TOMORROW



STRATEGIC PLAN

2016-2021

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INTRODUCTION

Safe Workers of Tomorrow was established in 1997 to provide safety awareness and education to students across Manitoba. The organization is governed by a board of directors, and funded through SAFE Work Manitoba.

The following plan represents the results of a planning session June 24, 2016. Participants attending the planning session included the following:

Blaine Duncan, President
Dan Lemieux, Vice President
Monica Girouard, Treasurer
Dr. Ian Altman, Board member
Ernest Muswagon, Board Member
Christine Reimer, prospective Board Member
Veronica Suszynski, SAFE Work Manitoba

Peter Reimer, Executive Director
Gratton Stefanation, Training
Coordinator/Occupational Safety Presenter
Marjorie Jenkins, Presentation and Volunteer
Coordinator
Torin Proulx, Community Liaison/Occupational
Safety Presenter
Kathryn Graham, MNP (Facilitator)



CURRENT STATE ASSESSMENT

Below is a summary of the current state assessment for SWOT.

Strengths and Challenges are internal to the organization. The strategies and objectives contained within this plan are intended to build on the foundation of the organization's strengths, and address the challenges to support achievement of Safe Workers of Tomorrow mission and vision.

Opportunities and Risks are external to the organization and beyond its control. Recognizing and capitalizing on an opportunity or taking action to reduce exposure to a threat *are* within the organization's control and a key responsibility of management and the Board.



MISSION

Safe Workers of Tomorrow provides information, resources and support to raise awareness and understanding of workplace health and safety, so that new workers may confidently engage in safe work as they enter the workforce.

VISION

In five years, Safe Workers of Tomorrow will be recognized as a leader in safety education, and be a mandated program in all schools in Manitoba. We will have developed the necessary capacity to meet demand, including a full presence in northern and rural Manitoba. Our ability to demonstrate clear impact and results will support ongoing secure, diversified funding.

VALUES & BELIEFS

We value ...

- Young worker safety
- Worker empowerment
- Inclusive team contributions
- Evidence based decisions
- Professionalism
- Passion for safety

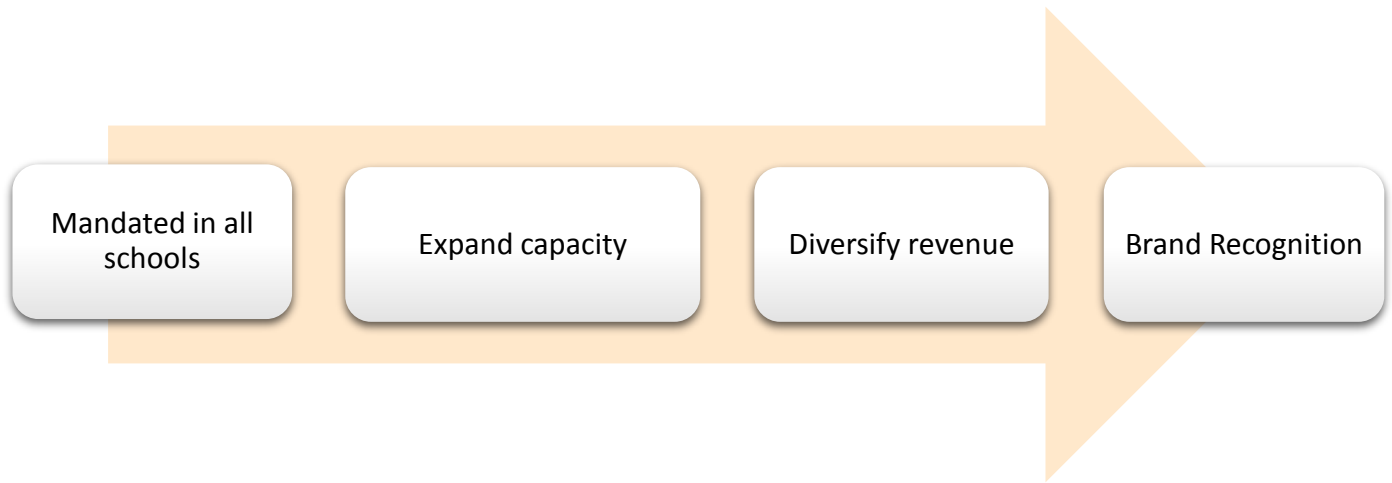
We believe ...

- Awareness and education improves safety.
- Safety awareness should be available to all Manitobans.
- All society benefits from healthy, safe workplaces.
- We can lead safety education for new workers in Manitoba and nationally.



STRATEGIES

Safe Workers of Tomorrow will pursue four main strategies to achieve its vision:



OBJECTIVES

Participants identified their priorities with red dots (●), after which timing was determined in discussion with the full group.

Towards a mandated program in all schools			
Objective	1 Yr	3 Yr	5 Yr
Inventory divisions, schools, and develop prioritized plan to secure mandate in curriculum ●●●●●●●●	✓		
Identify partners and funding	✓		

Towards capacity matched to demand			
Objective	1 Yr	3 Yr	5 Yr
Review, update governance policies ●●●●●●●●	✓		
Expand service delivery model, leveraging technology, volunteers, partners ●●●●●●●●		✓	
Develop key partner plans (who partner with, how work together) ●●●●●●	✓		
Establish a clear set of performance indicators and tracking systems ●●●	✓		
Establish professional development plans for staff to align with expertise needed by the organization		✓	

<i>Towards Diversified Funding</i>			
Objective	1 Yr	3 Yr	5 Yr
Establish a clear sponsorship policy	✓		
Develop a proactive corporate sponsorship strategy, including respective roles of Board and staff	✓		
Advocate for federal funding to support northern and rural indigenous communities		✓	

<i>Towards the Brand Being Recognized as a Leader</i>			
Objective	1 Yr	3 Yr	5 Yr
Establish a proactive communication strategy, including social media, interactive website, and links to a broad suite of resources ●●●●●	✓		
Publish an annual report and organize an open AGM event		✓	

KEY PERFORMANCE INDICATORS

Being able to clearly demonstrate impact and results requires a solid set of performance measures. The following is an initial set of Key Performance Indicators that will be further developed in consultations with funders

- Demand
 - # of new Canadians
 - # of divisions / schools / students in Manitoba
- Reach
 - Penetration (% of total reached)
 - Winnipeg / Rural and northern communities
 - Students / New Canadians
- Effectiveness
 - Participant / partner satisfaction
 - Awareness (SWMB survey)
- Stability
 - Per cent of revenue from sponsorship, other sources

IMPLEMENTATION

Progress against this plan will be reviewed quarterly by the Board, and will be reported formally on an annual basis. The fourth quarter review will include consideration of the next year's objectives and confirmation that longer term objectives remain valid. A fuller review of all aspects of the plan is expected to be required in 2019. Achievement of objectives and progress on key performance indicators will form part of ongoing communication with stakeholders.

