



2022 - 2024

Strategic Plan

EXECUTIVE SUMMARY



1.0 Introduction

Originally established in 1989, CSAM is honoured to be THE trusted source for anything related to safety and health. With over three decades of serving Manitoba's building construction industry, we have earned the reputation as a leader in the provincial safety landscape, as well as nationally as a member of the Canadian Federation of Construction Safety Associations (CFCSA). This reputation has been fueled by our focus on providing exceptional customer service, quality, and value for our clients.

The original slogan of, "A program by the industry, for the industry," evolved in 2002 into, "Practical Solutions for a Safer Workplace." This remains a cornerstone and guiding principle for the implementation of CSAM's objectives:

- To provide information regarding accident prevention methods and changes to health and safety regulations.
- To develop information, resources, tools, and training programs to enable contractors to meet their legislated responsibilities.
- To provide guidance with respect to establishing comprehensive safety programs tailored to meet the needs of individual companies both large and small.
- To act as the Authority Having Jurisdiction to grant COR® Certification and SECOR® Certification.

As safety and health in construction continues to adapt and evolve, we too, have grown, adapted, and evolved to meet the needs of our industry. CSAM's 2022 - 2024 Strategic Plan builds upon the history, knowledge, and steadfast commitment to exceptional customer service, quality, and value you know and trust. CSAM is here to help and serve our clients — with our new strategic plan guiding our association's evolution in building for the future.

We are YOUR Construction Safety Association of Manitoba — welcome to the evolution of safety.

2.0 Overview – Executive Summary

We are pleased to present CSAM's three-year strategic plan for 2022-2024, which reflects areas identified by the Winnipeg Construction Association (WCA) Board of Directors, CSAM Advisory Committee, and CSAM staff as essential to maintaining and strengthening our position as the recognized leader in safety within our industry and Manitoba. Our three-year plan is supported by three foundational principles:



Building upon the success of our previous strategic plan, we remain steadfast in our vision of continuous improvements that serve the evolving needs of our clients and helping make Manitoba's construction industry the safest in Canada.

Executive Summary - continued

Through a focused approach to collecting and analyzing quality information, we will implement practical solutions and initiatives that add value for our clients, program, and services. Leveraging technology, enhancing efficiencies, and creating innovations will remain key components to providing our clients with relevant information and resources in a quick and efficient manner. Partnerships and relationships that have been cultivated over the past three decades continue to provide access to information and best practices from across Canada that are beneficial to our clients here in Manitoba. The strategic plan includes an unwavering commitment to providing exceptional customer service, quality, and value for our clients.

This three-year strategic plan includes a targeted action plan which sets annual objectives and measurement targets that will serve as an internal reference for staff and the CSAM Advisory Committee. Annual action plans will be updated quarterly to regularly monitor and guide the Association's programs, services, and day-to-day activities in relation to the following:

Work in consultation with stakeholders to provide relevant, practical and valued products and services to our clients.

Create specific communication and marketing strategies to ensure pertinent information reaches relevant audiences.

Explore current and new technologies to innovate and enhance processes for both CSAM and our clients.

Leverage our national partnerships to harmonize safety and health programs and training across Canada.

Develop data driven initiatives that are focused and deliver impactful results to the construction industry in Manitoba.

Work with our provincial partners to develop safety and health training standards for Manitoba.

MAIN OBJECTIVES

TARGET ACTIONS

Work in consultation with stakeholders to provide relevant, practical, and valued products and services to our clients.

- Conduct a needs assessment based on client survey mined data and provincial/national trends.
- Update products, services, and training based off analyzed information.
- Host semi-annual COR® Companies meetings.
- Meet with industry groups identified as most at risk to discuss industry reports and strategies for improvement.

Explore current and new technologies to innovate and enhance processes for both CSAM and our clients.

- Develop and implement a new database to consolidate all information and services in one place.
- Enhance the CSAM App.
- Create online interactive forms and tools for clients.
- Enhance delivery of services using new and current technology and platforms.

Develop data driven initiatives that are focused and deliver impactful results to the construction industry in Manitoba.

- Develop safety and health improvement strategies specific to industry groups.
- Mine, analyze, and report on data from internal and external data resources.
- Develop impactful training based of statistical information.
- Analyze COR® audit results and develop action plans based on findings.

3.0 Operational Plan 2022 - 2024

MAIN OBJECTIVES

TARGET ACTIONS

Work with our provincial partners to develop safety and health training standards for Manitoba.

- Participate on the Manitoba Training Standards Council.
- Assist in the development of training standards relevant to the construction industry.
- Update CSAM Training courses using the Manitoba Training Standard template.
- Become an accredited training organization for all approved Manitoba training standards applicable to the construction industry.

Create specific communication and marketing strategies to ensure pertinent information reaches relevant audiences.

- Create an annual detailed communication and marketing plan based off analyzed information from client surveys, statistical data, and provincial/national trends.
- Leverage new and current technology and streams to ensure information reaches relevant audiences.

Leverage our national partnerships to harmonize safety and health programs and training across Canada.

- Participate in CFCSA meetings and on CFCSA committees.
- Update COR® Audit tool to clearly align with national standard.
- Work with national partners to harmonize training.
- Work with national partners to implement a national designation for supervisors (NCSS).



HEAD OFFICE
1447 Waverley Street
Winnipeg, MB R3T 0P7
1.204.775.3171
safety@constructionsafety.ca

WESTMAN OFFICE
950 10th Street
Brandon MB R7A 6B5
1.204.728.3456
safety@constructionsafety.ca