

2025

to

2028



SafeCare BC

Empowering Partnerships for Safer Workplaces: A Strategic Growth Plan

OUR MISSION

To empower workplaces that provide care to create a culture of safety through evidence-based education, advocacy for safer workplaces, leadership, and collaboration.

OUR VISION

Safe, healthy, injury-free workplaces

OUR VALUES

At SafeCare BC, we put our people first by focusing on their well-being and success. We embrace a failing forward mindset, viewing failure as a learning opportunity and understand that taking risks is essential for growth and innovation. We value collaboration across diverse groups to solve challenges today and to anticipate what's next. Collaboration fuels our creativity, allowing us to explore new ways to achieve our goals. We want every interaction to be positive and strive to make people smile. You'll see this in our personal connections and our casual, friendly approach. We're a team that wants to make a difference by delivering relevant, timely and engaging programs that meet the evolving needs of our community and partners.

OUR STRATEGIC OBJECTIVES



Increase access to training and resources to prioritize health and safety

- 1.1 Support the development of a culture that **prioritizes safety** across BC (i.e. through leadership training, proprietary certificate).
- 1.2 Develop resources and deliver **quality training courses** through diverse learning modalities on high-risk topics to employers
- 1.3 Develop and disseminate **resources, guidelines, and leading practices**.
- 1.4 **Establish communication channels** and forums for ongoing collaboration, sharing best practices, and addressing emerging issues effectively.



Develop and strengthen strategic collaborations with partners

- 2.1 **Foster partnerships** to collectively address workplace safety challenges.
- 2.2 **Engage with relevant government agencies**, such as WorkSafeBC and the Ministry of Health, to understand their priorities and seek collaboration opportunities.



Build capacity to support sustainable growth and impact

- 3.1 Explore **innovative revenue-generation avenues**, such as fee-for-service training programs, consulting services, or product sales related to workplace safety.
- 3.2 **Explore expansion** in adjacent sectors
- 3.3 Invest in **staff development** and organizational infrastructure to effectively manage growth and ensure operational efficiency.
- 3.4 Demonstrate the **value proposition** through data including the impact of cost savings to employers.



Promote the highest standards of workplace health, safety, and well-being for workers

- 4.1 **Increase organizational influence** by participating in consultations, working groups, and advisory committees to provide input on health and safety-related initiatives and strategies at the provincial level.
- 4.2 **Collaborate with other key partners**, including industry associations, accreditation bodies, unions, and advocacy groups, to collectively advocate for improvements in workplace health and safety.
- 4.3 **Enhance visibility and credibility** through targeted communication efforts, including PR campaigns, conferences, and industry events.