
Certificate of Recognition (COR)

go2HR: 2022/23 Work Plan

Approval in Principle by
Organization
Board Chair:

Heidi Romich

Date Approved

September 9, 2021

OVERVIEW

The 2022/23 Certificate of Recognition (COR) workplan provides our formal road map for the delivery of WorkSafeBC's COR program. It articulates our program's objectives, activities, key performance indicators (KPI) and timeframes. It also details the governance guiding the program as well as resources to support delivery.

go2HR and WORKSAFEBBC

About us





go2HR is BC 's tourism and hospitality human resource and health and safety association with a proud 40+ year history as one of the foundational pillars of the tourism and hospitality ecosystem in BC. We have diligently served and supported industry employers and other key stakeholders through years of unprecedented growth and challenges within our province. We are proud of the many milestones our organization continues to achieve through its long tenure.

Our **purpose** is to drive strong workforces and safe workplaces that deliver world-class tourism and hospitality experiences in BC.

Our **mission** is to empower employers to have a strong human resource and health & safety culture that supports strong business performance.

- We offer programs, tools, information, and consulting services to elevate employers' human resources and health and safety practices
- We educate and train the current and future workforces
- We inform government, stakeholders and communities on labour market conditions and strategy.

Our **services** focus in the following four core service areas:

	HUMAN RESOURCES - We offer HR tools, templates, information, and consulting services to employers to help employers have effective HR to attract, develop and retain their workforce.
	HEALTH AND SAFETY - We offer occupational health and safety (OHS) tools and templates, information, COR and consulting services to help employers have effective OHS systems to keep their teams healthy and safe.
	TRAINING - We offer a suite of training options for new and experienced tourism and hospitality workers to gain the skills to support a strong workforce and safe workplaces. We bring awareness to career opportunities and what the industry has to offer.
	RESEARCH AND STRATEGY - We lead and are a trusted source of labour market information, research and strategies. By providing credible, relevant, up to date research, we play a supporting cast role to organizations advocating for the industry.

Our **values** define who we are and inform our work every day. They guide how we interact and behave internally and externally in executing our business.

- We will be **inclusive**. All employers, all workers, all sectors, all regions; committed to indigenous rights and social equity
- We will be **collaborative**. Two-way, meaningful engagement for mutual benefit, providing value for stakeholders
- We will be **curious**. Understanding needs, how can we help/solve problems; finding the best, most innovative ways to do things
- We will be **trustworthy**. Be the credible, 'go2' source for ideas, insights and information; you can count on us to deliver, trusted for quality programs/services

Partnership with WorkSafeBC

In 2006, WorkSafeBC approached go2HR to take on the role of Health and Safety Association and Certifying Partner for the tourism, hospitality and food and beverage industry. After considerable consultation, five major industry associations (BC Hotel Association, Restaurants Canada, BC Restaurant and Foodservice Association, Canada West Ski Areas Association, Alliance of Beverage Licensees of British Columbia) endorsed this concept and signed letters of support for go2HR to take on this role on behalf of the industry.

A contract with WorkSafeBC was signed in January 2009. go2HR has implemented the Health and Safety Association (HSA) and Certificate of Recognition (COR) Certifying Partner (CP) programs through developing an internal team dedicated to these initiatives, with support and oversight from go2HR as a whole.

As per WorkSafeBC's strategic plan 2018-2022, the COR program was "developed to provide financial incentives to employers who meet or exceed an occupational health and safety audit standard."

COR PROGRAM DELIVERY LESSONS LEARNED

The past year in so many ways has been one of the most difficult ones for tourism and hospitality employers. The pandemic and a consequent loss of business, followed by a start and stop of reopening, plagued by labour shortages, followed by wildfires have all had a devastating impact on the viability and operations of many tourism and hospitality businesses. Needless to say, these factors have also impacted current and potential COR employers. Furthermore, soliciting employer support for the new COR and proof of concept (POC) created additional challenges. Some key lessons from the year gone by include:

- The need to think creatively and work collaboratively with COR employers, the Partners Program and auditors to facilitate maintenance and (re)certification audits
- The importance of constant communications to reassure employers during times of significant uncertainty and change
- The need for increased support to carry out audits (internal and external) due to reduced staffing at COR businesses

- Small businesses find requirements for COR certification much more onerous, and the incentive less attractive, as compared to larger businesses, making them less interested in the program
- The high level of coordination required to facilitate POC and WIVA audits

In light of the tumultuous year gone by, continuing concerns about the pandemic, and the uncertainties surrounding the new COR offering, we anticipate the uptake for COR will be depressed in the next FY as well. Nevertheless, there may be an opportunity to target larger restaurant chains and cleaning companies, due to a heightened focus on health and safety because of the pandemic.

We will also apply some of the learnings from this year to augment our own internal processes, procedures, staff support and training to better serve COR employers, and to continue to promote COR in a changed industry landscape.

WORK PLAN

Our 2022/23 COR work plan is centered around 3 objectives:

1. High quality delivery and continuous improvement of the COR program and performance as certifying partner (CP)
2. Increase participation in the COR program amongst BC tourism and hospitality industry and other related sectors
3. Support WorkSafeBC's COR program renewal

Timelines reflect the fiscal year - April 1 - March 31.

Objective 1: High quality delivery and continuous improvement of the COR program and performance as certifying partner (CP)		
Activities	Timeline	KPI
1.1 Support COR employers with their program activities and the ongoing impacts of COVID-19 <ul style="list-style-type: none"> • Scheduling/rescheduling audits based on evolving needs 	Ongoing	100% COR certified employers retention
1.2 Provide exceptional customer service to COR employer inquiries on COR administration and health and safety program development <ul style="list-style-type: none"> • Maintain updated COR employer database • Regular communication to COR employers on program changes • Communicate program certification deadlines • Email and phone support • Annual survey for COR employers 	Ongoing	Database is maintained with accurate contact information and COR lifecycle information Positive employer feedback on program participation
1.3 Maintain high quality resources to support COR program participation: <ul style="list-style-type: none"> • Online training offerings are reviewed and updated • Program resources are reviewed and updated • COR internal auditor training materials are reviewed and updated 	Periodic review and updating, as needed	Resources are up to date 2000 visits to COR landing page
1.4 Offer health and safety program development training for employers through go2HR's LMS <ul style="list-style-type: none"> • Foundations of Workplace Safety • Occupational Health & Safety Program Fundamentals 	Ongoing	500 Foundations of Workplace Safety course completions 100 Occupational Health and Safety Program Fundamentals course completions

Objective 1: High quality delivery and continuous improvement of the COR program and performance as certifying partner (CP)

Activities	Timeline	KPI
<p>1.5 Maintain roster of certified external and internal auditors, tracking professional development</p> <ul style="list-style-type: none"> • Deliver training for internal and external auditors • Ongoing professional development of internal and external auditors is tracked • External auditor information on website is maintained up to date, to support employers when enlisting auditor services • Professional development opportunities are provided and communicated to auditors (webinars, training) 	<p>Internal auditor training - Q1, Q3 External auditor training - as needed Continuing professional development is reported annually (internal and external auditor declarations)</p>	<p>New internal auditors attended COR internal auditor training session: 20</p> <p>Internal auditors certified or recertified: 21</p> <p>External auditor annual declarations: 10</p> <p>Internal auditor declarations: all active auditors</p>
<p>1.6 Perform desktop quality assurance (QA) for all COR audits</p> <ul style="list-style-type: none"> • Follow up with auditors where improvement is needed or if plagiarism is suspected 	<p>Ongoing As needed</p>	<p>100% of audits</p>
<p>1.7 Perform external auditor quality assurance audit (EAQA) on 10% of external auditors</p>	<p>Q4</p>	<p>1 EAQA (10% of current roster)</p>
<p>1.8 Perform internal program monitoring and evaluation activities - including:</p> <ul style="list-style-type: none"> • customer service standards and employer expectations • coaching of QA reviewers (industry specific context of audits and standards for conducting QA reviews) • review QA findings to ensure consistent approach across QA review team and adherence to service agreements • team professional development 	<p>Ongoing</p> <p>As per Annual Professional development plan for staff</p>	<p>All completed audit files reviewed prior to being authorized for release</p> <p>Professional development as per individual performance plans</p>
<p>1.9 Perform WorkSafeBC Initiated Verification Audits (WIVAs)</p> <ul style="list-style-type: none"> • Notify employer(s) • Request audit quotes and select suitable auditor(s) • Arrange audit with employer(s) • QA review of all audit documentation • Completion of WIVA reporting forms to WorkSafeBC 	<p>As requested by WorkSafeBC</p>	<p>2 WIVA</p>

Objective 1: High quality delivery and continuous improvement of the COR program and performance as certifying partner (CP)

Activities	Timeline	KPI
<ul style="list-style-type: none"> Confirmation of WIVA result to employer(s) 		
<p>1.10 Continual improvement of COR program administration</p> <ul style="list-style-type: none"> Conduct internal audit of program processes Seek ways to improve quality of program and service delivery Solicit feedback from advisory committee COR is an agenda item at advisory committee meetings, with updates provided by Partners Program at every meeting Implement changes to improve efficiency of COR program administration Staff professional development 	Ongoing	<p>Completed internal audit</p> <p>4 advisory committee meetings</p>

Objective 2: Increase participation in the COR program amongst BC's tourism and hospitality industry and other related sectors

Activities	Timeline	KPI
<p>2.1 Continually update COR program information on website</p> <ul style="list-style-type: none"> Showcase a different COR employer each month Publish upcoming COR internal auditor training Commission articles and publish on COR related topics Add newly certified COR employers to landing page Review COR pages to maintain accuracy of information 	Monthly	<p>2000 visits to COR landing page</p> <p>Update COR employer showcase box each month</p>
<p>2.2 Increase employer awareness and engagement in health and safety program offerings, to encourage them along the continuum towards COR program participation:</p> <ul style="list-style-type: none"> Promote training offering Promote Safety Basics content on website and Safety Basics Assessment Tool Conduct COR gap analyses Schedule regular outreach 	Ongoing	<p>500 Foundations of Workplace Safety course completions</p> <p>100 Occupational Health and Safety Program Fundamentals course completions</p> <p>Safety Basics Assessment Tool completions: 50</p>

Objective 2: Increase participation in the COR program amongst BC's tourism and hospitality industry and other related sectors		
Activities	Timeline	KPI
<ul style="list-style-type: none"> Promote specific tools and resources to help in the development of their health and safety programs 		COR readiness gap analyses - offer service to all new COR registrants New COR registrations - 8 New COR certifications - 3
2.3 Develop and publish annual social media calendar to increase awareness of COR program, opportunities for engagement and recognition of COR employers	Ongoing	12 social media posts
2.4 Secure earned media to increase awareness of COR program, opportunities to engage with and recognize COR employers: <ul style="list-style-type: none"> Articles in partner publications 	Ongoing	2 articles
2.5 Leverage Biosphere program in Thompson Okanagan region as an entry pathway for COR participation	Ongoing	4 Biosphere engagements (1 per Q)
2.6 Sponsorship at industry events, conferences and publications	Ongoing	4 sponsorships
2.7 Execute targeted outreach campaigns to particular industries, including: <ul style="list-style-type: none"> Restaurant chains Commercial cleaning and janitorial services companies 	Q1 & Q3	2 targeted outreach campaigns

Objective 3: Support WorkSafeBC's COR program renewal		
Activities	Timeline	KPI
3.1 Support Partners Program POC related activities: <ul style="list-style-type: none"> Ongoing participation in consultation sessions Analysis of feedback from 2021 POC Input into proposed amendments to audit materials Solicit further employer participation in 2022 POC audits (where appropriate), if pilot is extended 	As scheduled by WorkSafeBC	
3.2 Support POC volunteer employers and external auditors who participated in 2021 POC on next steps:	According to lifecycle of POC volunteer employers	TBD WorkSafeBC

Objective 3: Support WorkSafeBC's COR program renewal		
Activities	Timeline	KPI
<ul style="list-style-type: none"> • Provide clarity with regard to 2022 audit plans (ability to revert to current state or continue in future state "stream") • Identify whether internal or external auditors will conduct 2022 audits and assist with scheduling of audits • 2022 audits 	and as advised by WorkSafeBC	
3.3 Communicate to COR employers about the state of the POC pilot and keep them updated about the future direction of the program	As required, according to information being released by WorkSafeBC	
3.4 Identify and assess potential program administration impacts of future state COR and prepare plan for transitional activities	As advised by WorkSafeBC	

GOVERNANCE

Board of Directors

go2HR is governed by a Board of Directors. The go2HR Board represents a cross-section of BC's tourism industry including tourism operators, industry associations, and educational institutions from a variety of regional areas of the province. Current board membership includes:

- Heidi Romich (Chair), Owner/Operator, The Heid Out Restaurant and Brewhouse
- Ian Powell (Past Chair), General Manager, Inn at Laurel Point
- Craig Blize (Vice Chair), Chief Operating Officer, Earls Restaurants
- Eoin Foley, Owner/Operator, Nancy O's Restaurant
- Jeff Guignard, Executive Director, ABLE BC
- Eda Koot, General Manager, Pacific Gateway Hotel
- Sarah McCullough, Director, Community & Government Relations, Whistler Blackcomb
- Jonathan Rouse, Director, Food, Wine and Tourism, Okanagan College
- David MacKenzie, Owner and General Manager, Pemberton Valley Lodge
- Don Fennerty, Vice President, Operations, Accent Inns/Hotel Zed
- Neil McInnes, Chief Financial Officer, Destination BC

Industry Health and Safety (IHS) Advisory Committee

The go2HR IHS advisory committee provides strategic oversight and insight to our health and safety portfolio. It is an industry driven group of employers (or their designated employees) representing the three major sectors of tourism and hospitality (food and beverage, accommodation and outdoor recreation). The committee remains actively engaged and meets quarterly.

Duties, functions and responsibilities of the committee include the following:

- To provide advice and feedback to go2HR's HSA and COR initiatives;
- To support the development of high-level strategies that will help the HSA in achieving its objectives;
- To represent the voice of industry in dialogue and decision-making;
- To ensure the HSA and COR initiatives are industry-driven and aligned with WorkSafeBC's mandate; and
- To support the development and implementation of the annual occupational health and safety and COR work plans for final approval of the go2HR Board of Directors and WorkSafeBC.

Current IHS advisory committee membership includes:

- Bill Senghera, Business Consultant/ Risk Manager, White Spot Restaurants
- Kira Cailes, Senior Safety Manager, Whistler Blackcomb
- Sandra Stewart, People and Culture Manager, Coast Hotels and Resorts
- Marc White, Risk Management and Safety Programs Director, Sun Peaks Resort
- Julie Wright, Director of Human Resources, The Inn at Laurel Point
- Shane Clarey, Safety Specialist/Technical Team Support, FlyOver Canada

- Dave Haralds, Executive Director, Employers' Advisers Office
- Liana Buljevic, Employers' Adviser, Employers' Advisers Office
- Lisa Houle, Manager, OHS Consultation and Education Services, Municipalities, Arts, Tourism and Hospitality, WorkSafeBC
- Lorne Scarlett, OHS Consultant, Consultation and Education Services, WorkSafeBC
- Mohamed Gad, Occupational Health and Safety Consultant, Certificate of Recognition Program (COR), OHS Consultation & Education Services. WorkSafeBC

We will continue efforts to expand and renew membership of the IHS advisory committee.

RESOURCES

Staff

Our dedicated IHS team that are responsible for the COR and HSA mandate include:

- Arun Subramanian - Vice President, Industry Health, Safety and Human Resources
- Stephanie Mallalieu - Manager, Industry Health and Safety
- Lonnie Burnett - Industry Health and Safety Specialist
- Sherry Henriquez - Coordinator, Industry Health and Safety
- Judy Frankel- Communications Manager
- Ginger Brunner- Senior HR Specialist
- Alex Mrazek - Digital Experience Specialist

Shared staff that also support the COR and HSA mandate include:

- Krista Bax- CEO
- Ellen Langton- CFO
- Christina Gao Accounting/Administrative Assistant

Contributing go2HR staff not financially supported by WSBC funding include:

- Andrea Hinck - Director, Industry Training
- Michael Dembek - Training Specialist
- Viktoriya Kammaeva - Training Coordinator