



1976
Annual Report

EXECUTIVE MEMBERS AND BOARD OF DIRECTORS

1976 - 1977

W. G. McInnis - President
A. P. McDonald - 1st Vice President
Vic Sotropa - 2nd Vice Resident
Hugh McLeod - Treasurer

Al Popoff

Les Betker

Ed Amaolo

Sylvia Atkinson

Ray Berscheid

George Bothwell

Mrs. Marion Dutton

John Houston

Mrs. Kay Jefferies

Mrs. Helen Jones

Mrs. Merle Kennedy

Jack Lax

John Leier

Fred Maddex

Mrs. Barbara Millar

Prof. Moh Sachdev

Dave Schnell

Dave Shockey

George Solomon

Lloyd Turner

Ken Wagner

Gerry Werry

R.R. Wigmore

PRESIDENT'S REPORT

It is my pleasure to present my annual report on the Council for 1976. The Board of Directors has met three times and the executive committee in dealing with routine Council operation has met seven times since the last annual meeting.

The Safety Council staff has been extensively involved in a Seat Belt Information Program and in promoting Traffic Safety Year. An Advisory Council has been established with representatives from the major associations, police and municipal organizations in the Province in an effort to increase citizen participation in achieving the objectives of Traffic Safety Year.

The Council programs of Defensive Driving, Professional Driver Improvement, Motorcycle Training, Bicycle Safety, Babysitting, Block Parent and others are reported in more detail in this report but have achieved a varied level of acceptance. They will continue to be promoted as actively as Council resources will allow.

I wish to express the appreciation of the Council to the Province of Saskatchewan, Highway Traffic Board and to the Saskatchewan Government Insurance Office for their generous support in providing operating grants in 1976. We also acknowledge the support of our membership and other organizations including the Motor Vehicle Manufacturers Association and the Insurance Bureau of Canada who contributed materially in support of the Council. A sincere "thank you" is expressed to the hundreds of volunteers who organize and teach our programs, assist in promotion of safety materials, attend division meetings, serve on our Board of Directors and help to make our province a safer place to live.

The media have been most generous in their support, both from a public service aspect and from an editorial point of view. Our Council offices have been moved to a new location which is better suited to our needs and which will enable the staff to serve in a more efficient manner. We express our gratitude to the staff for their service this past year as well.

Respectfully submitted;

W. G. McInnis

COUNCIL ACTIVITIES REPORT FOR 1976

1976 was a busy year for all facets of Council operations. It was an eventful year that saw our active participation in the Province of Saskatchewan Seat Belt Information Program and a move to new offices in November.

The Recreation, College and School and Home Divisions merged on a trial basis and a recommendation will be presented to the Annual Meeting concerning the results of the trial year. The main disappointment of the year was the lack of response to our Traffic Safety Workshop planned for October. The Traffic Division may consider another attempt at the conclusion of Safety '77.

The Farm Division welcomed a new farm safety film which has been purchased for the Council Film Library. The Seat Belt Convincer formed the basis for our displays at Mexibition in Saskatoon and Regina and we express appreciation to the Family Farm Improvement Branch for allowing our exhibit into these two major exhibitions. A Traffic Safety Opinion Poll was conducted again in 1976.

The Occupation Division sponsored a successful 3rd Annual Industrial Safety Seminar in Saskatoon with 219 safety personnel registered for an intensive two day program. Plans are under way for an industrial safety training course at the University of Regina to begin in Spring 1977.

In 1976 the Saskatchewan Safety Council graduated 2,502 persons from the Defensive Driving Course. This figure is 20% less than the 3,146 graduated in 1975, and only slightly under the 2,575 graduated in 1974. After a shaky, initial start a number of community colleges have picked up this program and 1977 is expected to be a better year for D.D.C.

Up until November 1976 the Trucking Industry had shown a marked lack of interest in the Professional Driver Improvement Course. In November, Trimac Transportation Systems of Regina purchased an instructor's kit and the course was off and running. Since November 30 persons including 3 instructors have graduated from P.D.I.C. Instructor's kits have been purchased by Van-X Driving School in Yorkton and the Federated Co-operatives Ltd. in Saskatoon. 1977 is expected to be a better year for P.D.I.C.

In 1976 the Motorcycle Training Course Program was continued in Saskatoon, reinstated in Regina and begun in Moose Jaw. The total number of graduates was 132 (113 in Regina, 10 in Saskatoon, and 9 in Moose Jaw). The Regina figure includes 12 driver educators trained at Fort San to form an advisory committee on this program for the Saskatchewan Department of Education. Student response to this course may be summed up in one word "Terrific" !

The Block Parent Program has been successfully launched in Regina and Prince Albert and committees are being organized in Yorkton, Moosomin and Melfort. Where it has been launched as a community based and supported program it has survived and succeeded. We plan to co-operate with Block Parent Committees in the organizing stage of the program whenever requested to participate. The Queen City

Kinette Club has purchased a print of the film "Where can you Run" for the Council library.

The Babysitting Course continues to enjoy an excellent response with 650 graduates from 40 courses held in all areas of the province. Certain areas of the course will be revised and expanded as the demand warrents.

The other Council programs have continued at their usual level of activity with the exception of the bicycle course which has dropped considerably from previous years in spite of an increased interest in cycling.

BALANCE SHEET

December 31, 1976

	<u>1976</u>	<u>1975</u>
<u>ASSETS</u>		
Current:		
Cash	408	1,961
Accounts receivable	4,045	5,825
Prepaid expenses	1,520	--
Inventories, at lower of cost and net realizable value	<u>7,221</u>	<u>6,855</u>
Total current assets	13,194	14,641
Fixed:		
Office and safety promotion equipment - cost	<u>10,281</u>	<u>9,148</u>
	<u>\$23,475</u>	<u>\$23,789</u>
<u>LIABILITIES AND EQUITY</u>		
Current:		
Accounts payable	<u>\$12,958</u>	<u>\$15,201</u>
Equity:		
Fixed Assets	10,281	9,148
Surplus (deficit)	<u>236</u>	<u>(560)</u>
Total equity	<u>10,517</u>	<u>8,588</u>
	<u>\$23,475</u>	<u>\$23,789</u>

SASKATCHEWAN SAFETY COUNCIL

STATEMENT OF REVENUE, EXPENDITURE AND SURPLUS

Year Ended December 31, 1976

Revenue:	1976	1975
Grants received from:		
Saskatchewan Government Insurance, including grant to match memberships from other insurance companies	\$11,500	\$11,500
Highway Traffic Board - Province of Saskatchewan	<u>30,000</u>	<u>26,250</u>
	41,500	37,750
Membership contributions from:		
Insurance companies	1,500	1,500
Other associations and companies	5,120	5,280
Urban municipalities	1,410	1,105
Rural municipalities	850	647
Individual	<u>712</u>	<u>382</u>
	9,592	8,914
Bank Interest	<u>--</u>	<u>366</u>
	51,092	47,030
Net revenue from safety promotion and research projects	<u>21,442</u>	<u>19,333</u>
Total Revenue	<u>72,534</u>	<u>66,363</u>
Expenditure:		
Annual meeting	74	142
Canada pension plan	593	575
Equipment rental and maintenance	653	--
Film and library expense	603	1,471
Insurance premiums	366	271
Memberships	172	226
Miscellaneous	1,033	478
Office and equipment maintenance	1,084	488
Office and safety equipment purchases	1,133	278
Postage and express	1,671	1,370
Printing and stationery	2,671	2,632
Publicity and promotion	470	127
Registered retirement savings plan	2,557	1,695
Rent	4,520	2,180
Safety meetings and conferences	360	982
Salaries	49,863	35,227
Telecommunications	803	574
Travel	2,204	389
Unemployment insurance	<u>898</u>	<u>462</u>
Total Expenditure	<u>71,738</u>	<u>50,067</u>
Excess revenue over expenditure	796	16,296
Deficit, beginning of year	<u>560</u>	<u>16,856</u>
Surplus (deficit), end of year	\$ 236	\$ (560)

SAFETY PROMOTION AND RESEARCH PROJECTS

SCHEDULE OF REVENUE AND EXPENDITURE

Year Ended December 31, 1976

	<u>1976</u> <u>Revenue</u>	<u>1976</u> <u>Expenditure</u>	<u>1976 NET</u> <u>REVENUE (LOSS)</u>	<u>1975 NET</u> <u>REVENUE (LOSS)</u>
Be Safe Be Seen	32	145	(113)	131
Bicycle Licensing (Manual)	7,208	3,205	4,003	5,416
Block Parent	1,958	2,602	(644)	---
Circle Check Program	167	174	(7)	37
Defensive Driving Course	17,587	9,733	7,854	6,191
Defensive Driving League	1,841	1,428	413	228
"Elmer" Safety Project	589	507	82	224
Farm Safety - SMV Program	---	700	(700)	(197)
Home Babysitting Course	3,659	2,323	1,336	1,350
Industrial Safety Seminar	11,784	7,966	3,818	595
Lenny & Frank Calendar	2,642	2,514	128	---
Mile Swim Awards	574	288	286	519
Motorcycle Course	13,096	5,508	7,588	(419)
Other Safety Promotion Programs	581	1,416	(835)	(295)
Pedal Pusher Club	48	147	(99)	119
Safe Bike Course	153	436	(283)	557
Safe Driving Week Promotion	(2)	2	(4)	(168)
Safety Pamphlet Program	1,237	670	567	292
School Poster Program	740	715	25	1,138
Seat Belt Campaign	6,664	6,347	317	---
Seat Belt Convincer Program	318	2,160	(1,842)	(1,058)
Snowmobile Program	80	334	(254)	---
Traffic Safety Workshop	1,560	1,754	(194)	---
Recovery of Prior Year Expenditure				<u>4,673</u>
	<u>\$72,516</u>	<u>\$51,074</u>		
Net Revenue			<u>\$21,442</u>	<u>\$19,333</u>