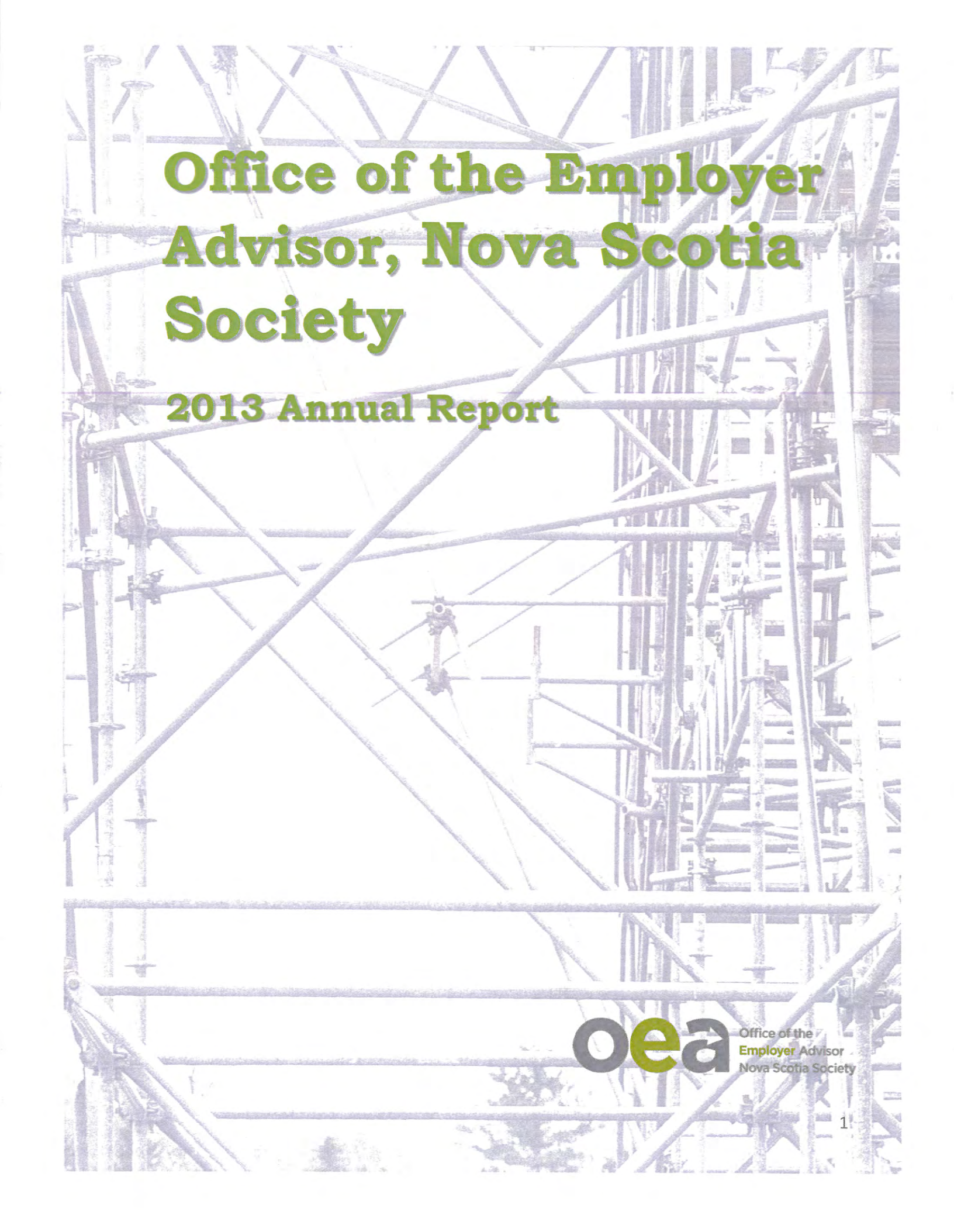




Office of the Employer Advisor, Nova Scotia Society

2013 Annual Report



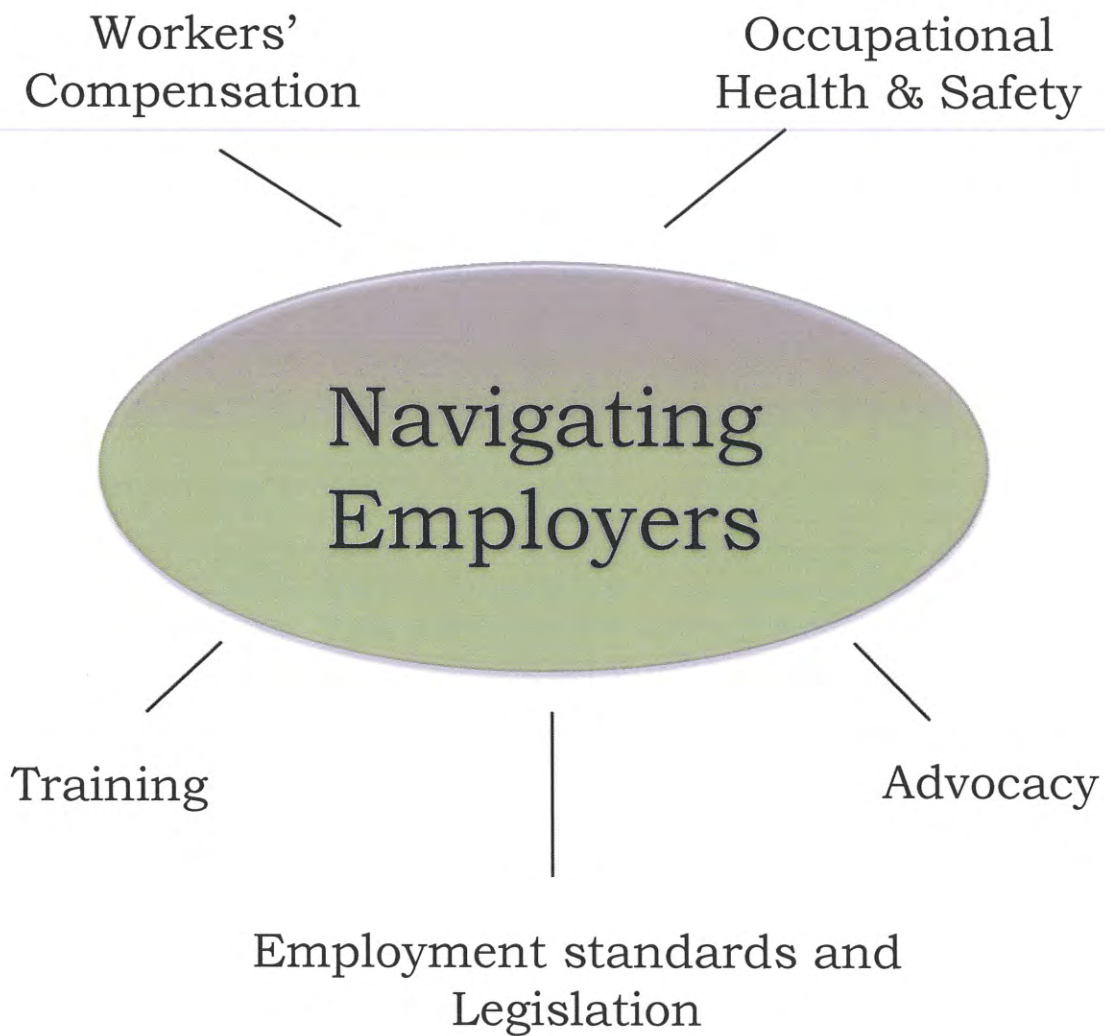
Office of the
Employer Advisor
Nova Scotia Society

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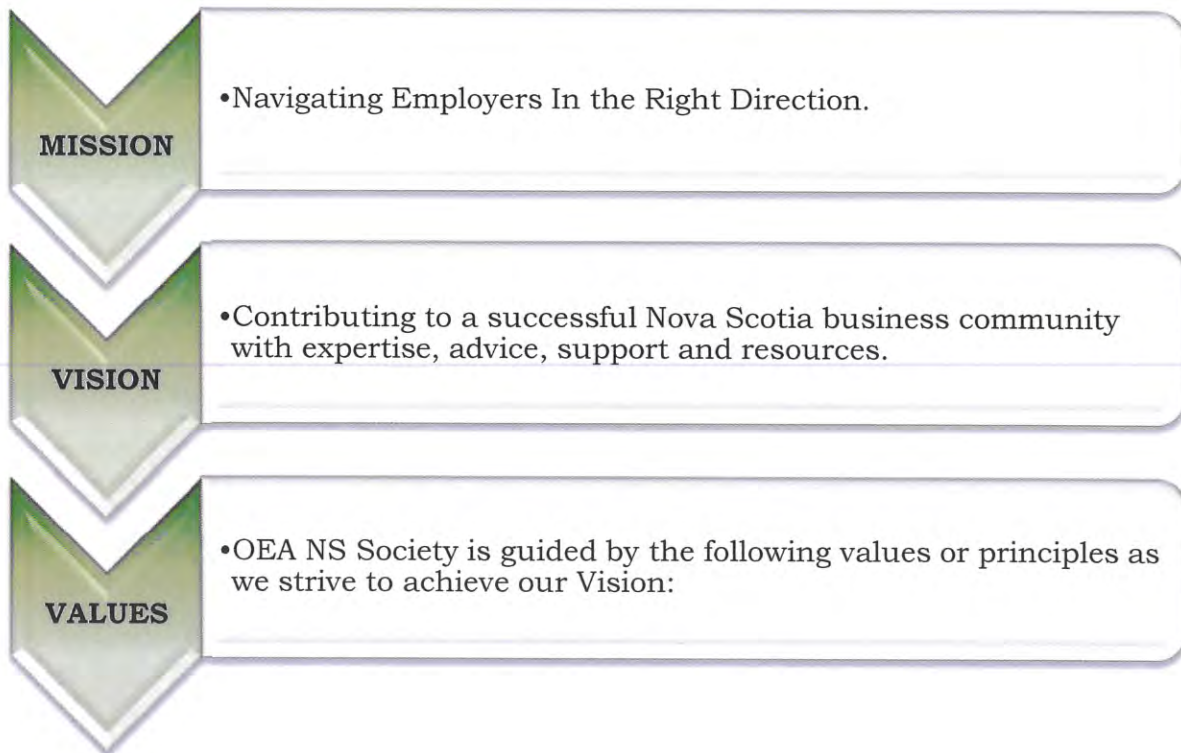
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Navigating Employers



Our Mission, Vision and Values



- **Healthy, Safe and Engaged Workplaces in Nova Scotia:** OEA NS Society delivers its mandate to assist and contribute to business success.
- **Self Management of OEA NS Society:** OEA NS Society will sustain a Governance Model, that supports and advances the mission of the Society, including Education – Support – Expertise – Communication – Advocacy, which in total produces sustainable and measurable system change and supports employers to create and maintain better workplaces in this province.
- **Change:** OEA NS Society strives for necessary and effective system change to benefit Nova Scotia employers in a positive and direct way. We value the change that can occur when programs and services which meet employer's needs, are accessible, represent good value and expert quality.

-
- **Accountability:** OEA NS Society works to provide effective, efficient governance, program and system assessment, communication and accountability to employers, partners, business associations and funding agencies.
 - **Transparency:** OEA NS Society gathers and maintains data within the framework of modern privacy practices, respecting access and delivery of services. We believe in keeping employers and employer associations informed on current issues and promoting open discussion.
 - **Collaboration:** OEA NS Society works with external agencies and departments. We recognize the value of combining strengths and perspectives to attain desired OEA NS outcomes.
 - **Client Focused Approach:** OEA NS Society considers all client outcomes and impacts when building and delivering programs and services.
 - **Outcome Driven Approach:** In the allocation of resources, OEA NS Society seeks to deliver results for clients, partners and funding agencies. Our outcomes support the Mandate, Mission, Vision and Values of the OEA NS Society.

OEA Board of Directors



Photo by: Dash Creative

From left to right: Rick Feehan, Treasurer; Henry Vissers Director; Christine Carruthers, Director; Bernadine MacAulay President; Luc Erjavec, Vice-President; Alan Angrignon, Director.

Missing: Christopher Ipe, Director; Pam Sullivan, Director; Jim Cormier, Director.

Message from the Board of Directors

Business success is built on partnerships, leadership and vision. The OEA Board of Directors is a unique partnership of committed business leaders from Nova Scotia employers, relying upon the strength of individual and collective expertise which each Director brings to the organization and a shared passion for business success in Nova Scotia. In business, where typically different industry sectors might not work in such an aligned manner, the OEA Board of Directors exemplifies that when business has a shared goal of bringing business success to every employer through key navigation, they will make it happen!

In 2008 OEA NS opened in Nova Scotia after a decade of negotiations and discussions about the right model for employers in the province. The OEA Board works in an oversight governing role to ensure OEA provides to employers what is needed.

By Employers, For Employers – that is our Board’s philosophy of operation. Our volunteer Board provides invaluable insight, management expertise and we extend considerable gratitude and thanks to the companies and associations that enable our Board members to be active in OEA NS! The support we have received from Nova Scotia business in the five years since opening has been nothing short of tremendous as OEA continuously grows, year after year.

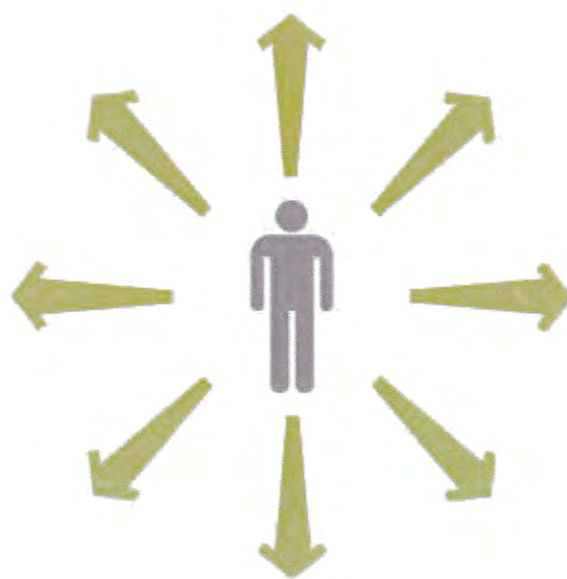
2013 was a year of accomplishment and internal drive for the OEA Board, having completed our strategic plan one full year ahead of schedule. That has meant an exciting new plan and careful thought and planning about the future, our resources, our mission, values and vision for OEA NS. We operated throughout 2013 in a financially solid manner, completing significant projects and with record numbers of navigations and training completed. We extend our appreciation to OEA staff for their dedication to OEA clients and delivering superb outcomes!

We were able to implement a comprehensive benefits package for OEA employees in 2013 with corresponding policies and practices to ensure OEA is a competitive employer. This enhancement was an important part of our strategic plan.

After three years of detailed planning OEA fully implemented new software and our own server in 2013 to meet our need for improved data management, report generation and record management. This data management project was implemented within our existing funding budget.

2013 was a year of increasing our relationship of trust with business, primarily being driven by consultation with employers and business associations. The response and feedback to OEA’s consultation process, responding to two draft policies issued by WCB, was unprecedented in our five years of operation. We reached out to and connected in lasting partnerships to hundreds of business groups that were previously unaware of OEA. We thank the system agencies, employers and business groups for their continued support of OEA NS as an integral system partner.

The OEA Board of Directors invite you to review our 2013 Annual Report and provide us with any comments. Our Board is committed to continuing to build on the trust and business partnerships we have developed together. We look forward to the years ahead!



Board of Directors 2013: Organizations



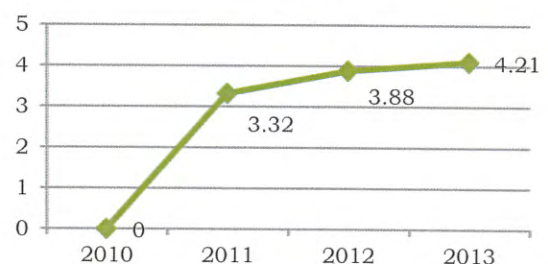
The OEA NS Society Board undertakes an annual performance review and evaluation through a survey of Board Governance standards.

Our annual business planning incorporates objectives for Board development, based directly on the survey outcomes.

The OEA NS Society Board has nine Directors. The Board President, Bernadine MacAulay is Group Corporate Counsel with Scotia Investments Ltd.

Survey results demonstrate increasing Board effectiveness and performance outcomes.

Year End Results: Overall Board Effectiveness



Message from the Executive Director

It is my pleasure to present the OEA NS Society Annual Report for 2013. Creating the pages of this report and what ultimately results in graphs and statistics are the employers and business associations we have met and worked with during the past year. We could not do our work without the support and response from the Nova Scotia business community! Each interaction with an employer is an opportunity to improve their business, a responsibility we acknowledge. "Thank You!"

With a simply stated Mission Statement; ***"Navigating Employers"***, we assist businesses every day to find the right direction, right decision, right involvement. And it is making a difference. With three staff, the outcomes shown in this report are tremendous. OEA NS has an aggressive business plan built on employer input and trust and we endeavor every day to succeed so that business can also succeed.

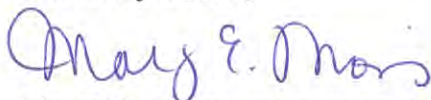
I would like to express thanks to the OEA Board of Directors, the OEA/WCB Steering Committee and many colleagues and companies who provide behind the scenes support and assistance to OEA NS. Working collaboratively builds better workplace outcomes for everyone. Support to OEA can range from strategic management advice to the use of meeting space or committee work – each contribution helps OEA programs and services to be the high caliber they are and to enable us to reach the numbers of employers we assist.

2013 was our busiest year since opening in 2008, with more navigations opened, more consultations carried out, more outreach services, and more lasting partnerships built. We look forward to 2014 and thank you for the trust you have placed in OEA NS.

Enjoy reading our Annual Report for 2013 and if we may be of any assistance to business operation let us know.

Thank You.

Sincerely Yours,



Mary Morris BN, RN, COHN(C), COHN, CRSP, CHRP
Executive Director

OEA Employees



Mary Morris

Executive Director,
Employer Advisor



Angela Peckford

Employer Advisor



Erica Nichols

Administrative
Coordinator

Photos by: Krochko Photography
& Dash Creative

Mary Morris, Executive Director, Queen Elizabeth II Diamond Jubilee Medal Recipient

In January 2013 Mary Morris was named a recipient of the Queen Elizabeth II Diamond Jubilee Award and was formally recognized at a dinner hosted by the Canadian Nurses Association (CNA) in Ottawa in March. The medal was presented by the Federal Health Minister.

CNA honoured 30 RNs from across the country with Queen Elizabeth II Diamond Jubilee medals for their outstanding contributions to nursing and health care in Canada. These commemorative awards recognize Canadians who have dedicated themselves to the service of their fellow citizens, their community and their country.

Mary has been employed in Occupational Health and Safety for more than three decades in manufacturing, construction, hotels and gaming, aviation, trucking, private consulting and land development. Mary joined OEA in 2008 as the organization's first employee. Congratulations on your award, Mary!



2011-2014 Strategic Plan/ Business Plan

The Office of the Employer Advisor, Nova Scotia (OEA NS) was opened in 2008 to provide leadership and expertise to employers and business associations dealing with the complexities of the Nova Scotia Workplace Safety and Insurance System (WSIS) and other employment matters.

OEA's first strategic plan, developed in 2008 allowed the OEA Board, (then, the "Employer's Council") working with our Employer Advisor, to establish plans for the pilot phase of the program, which ended in June 2011.

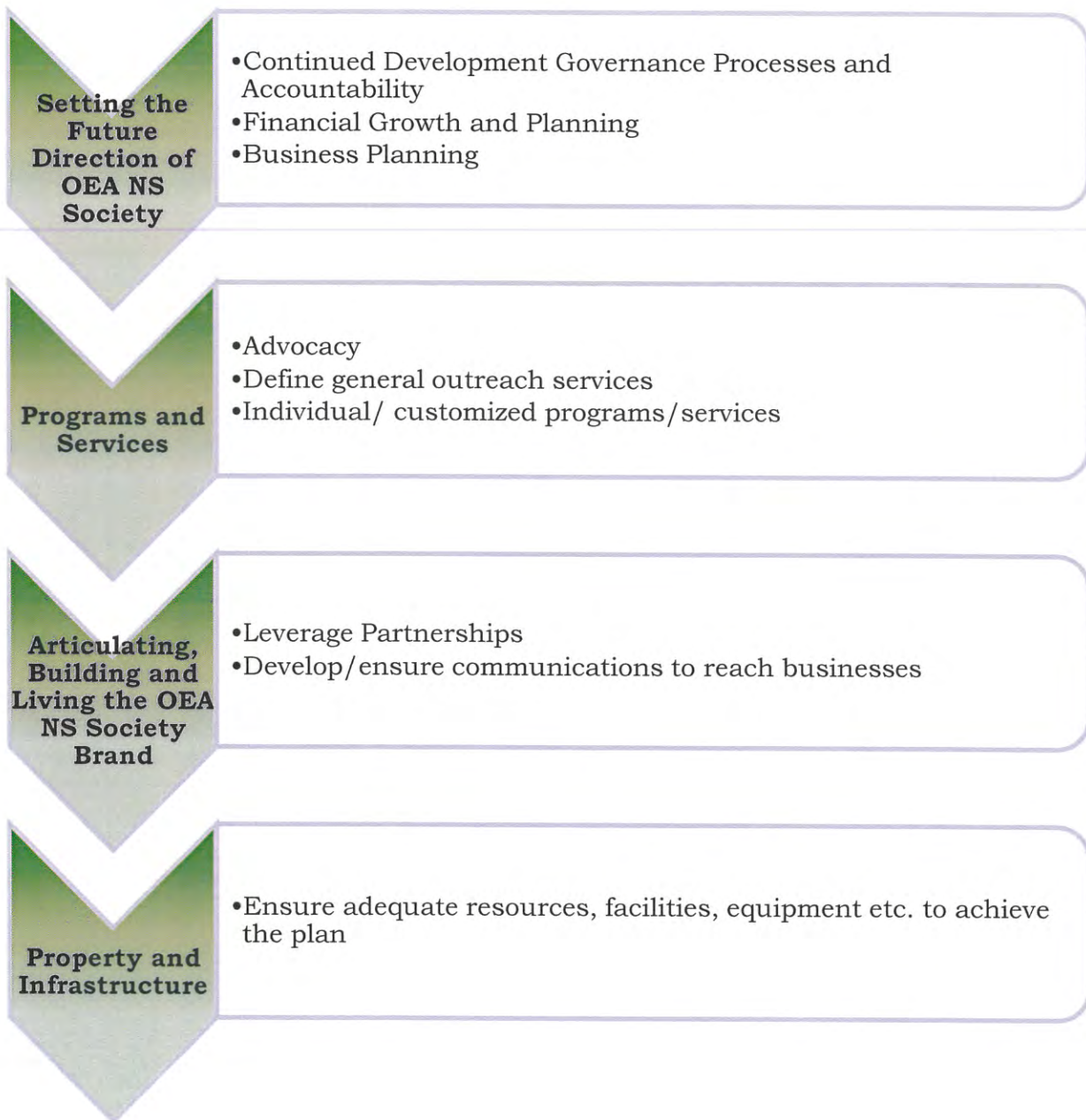
The OEA NS Society lives its vision: ***"Navigating Employers in the Right Direction"***.

The **2011 – 2014 OEA NS Society Strategic Plan** built upon both our knowledge and aspirations and what we have learned through our work with employers. On January 18, 2010 The OEA NS became a registered society, under the ***Societies Act of Nova Scotia***. The strategic direction below for 2011-2014 was validated at the March 2011 Annual General Meeting of OEA NS Society.

In 2013, OEA NS Society completed, one year ahead of schedule, its strategic plan and is in the final phase of issuing its 2014-2017 plan! We look forward to a very positive future with Nova Scotia business and helping them achieve success!

**The OEA 2013 Business Plan can
be found at the following link:**

[http://oeans.ca/about-
us/business-plan](http://oeans.ca/about-us/business-plan)



OEA Mandate

Navigation of WCB and/or OHS and related employment issues.

Navigation through increased understanding and involvement in WSIS.

Navigation to obtain the right decision, from the beginning.

Navigation through Advocacy.

Navigation through collaboration and system improvements.

Navigation through learning and training.

Navigation of best practices to prevent injury and financial loss.

Navigation for a healthy and safe working Nova Scotia.

Navigation to improve Return to Work numbers.

Navigation through health promotion.

Navigation of complex issues, appeals and case management.

Navigation by increased employer participation on all system issues.

Navigation with program and policy development, procedure review, and innovative practices.

Navigation of legislation, codes of practice and regulations.

Navigation to create business success in Nova Scotia.

Benefits to Employers and Business Associations

All Employers: Services and programs are available to small, medium and large businesses; in all sectors and regions of the province, regardless of registration with WCB.

Ease of Access: Immediate attention, support and assistance to employers and employer associations, whether on the phone or at the worksite.

Staff Expertise and Experience: OEA employees have worked in numerous industry sectors and have a wealth of first hand experience and knowledge. That business experience sets them apart from any other organization. Our employees have expertise and advanced preparation and training in: OHS, workers' compensation, human resource practices, disability management, application and interpretation of employment legislation and requirements, policy, program development, training and appeal work.

Confidentiality: We do not release any information about our clients without express permission. Our services are confidential.

Free Core Programs and Services: Many of our key training programs and navigation services are free. Our objective is to help business achieve success and we are committed to that. We are a not for profit Society.

Employer Input: Programs and services are developed and implemented based on employer survey evaluations, face to face consultations, committees, and direct conversations to ensure quality delivery, based on needs.

Year End Review

Financials

THE OFFICE OF THE EMPLOYER ADVISOR, NOVA SCOTIA, SOCIETY
STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31, 2013

	2013	2012
	\$	\$
ASSETS		
CURRENT ASSETS		
Cash	138,015	117,476
HST receivable	7,152	5,885
Prepaid expenses	3,294	3,919
	<u>148,461</u>	<u>127,280</u>
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	16,210	13,744
Deferred revenue	92,297	94,685
	<u>108,507</u>	<u>108,429</u>
NET ASSETS		
UNRESTRICTED NET ASSETS	<u>39,954</u>	<u>18,851</u>
	<u>148,461</u>	<u>127,280</u>

THE OFFICE OF THE EMPLOYER ADVISOR, NOVA SCOTIA, SOCIETY
STATEMENT OF OPERATIONS AND NET ASSETS
FOR THE YEAR ENDED DECEMBER 31, 2013

	2013	2012
	\$	\$
REVENUE		
Workers Compensation Board of Nova Scotia	347,148	329,911
Other revenue	21,104	18,849
	<u>368,252</u>	<u>348,760</u>
EXPENDITURES		
Administrative expenses	<u>347,149</u>	<u>329,909</u>
EXCESS OF REVENUES OVER EXPENDITURES	21,103	18,851
UNRESTRICTED NET ASSETS - beginning of year	<u>18,851</u>	<u>-</u>
UNRESTRICTED NET ASSETS - end of year	<u>39,954</u>	<u>18,851</u>

Evaluations: Service Quality

Employers contact OEA for assistance with workers' compensation, occupational health and safety, employment standards and legislation.

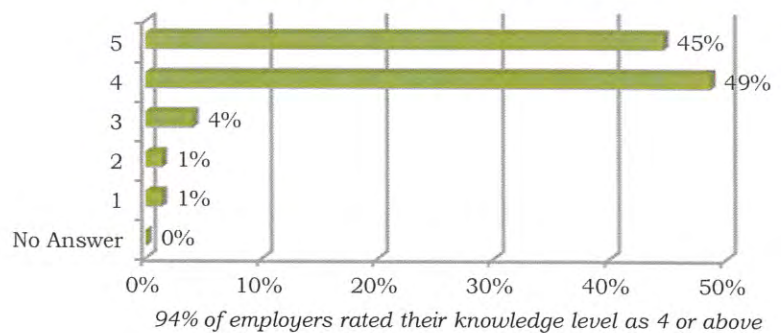
Employers are continuously surveyed to enable OEA to evaluate our service quality which the employer experienced.

These are the results of our service quality surveys.

Year End Results: Employer's Rating of their Knowledge Level Before Contacting OEA*

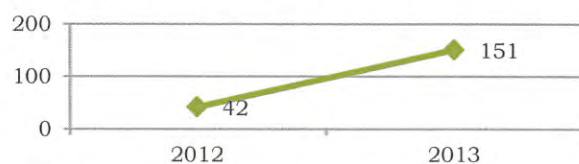


Year End Results: Employer's Rating of their Knowledge Level After Contacting OEA*

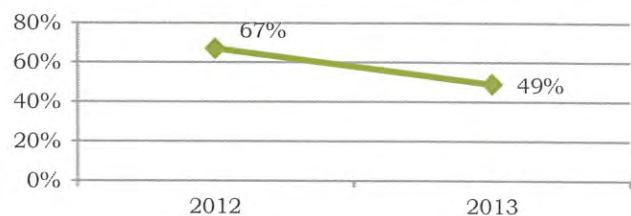


There was a 54% increase in employer knowledge reported by employers after they had contact with OEA.

Year Over Year: Number of Navigation Quality Surveys Issued

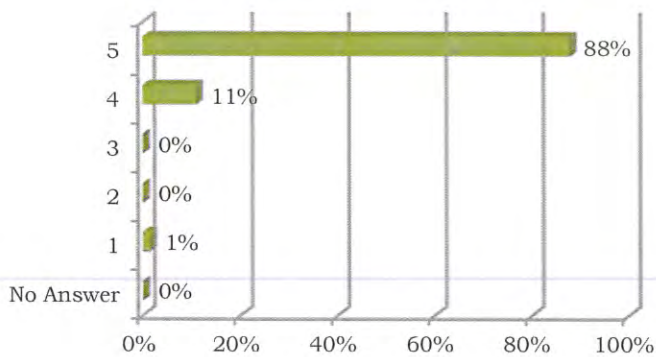


Year End Results: Return Rate on Completed Navigation Quality Surveys

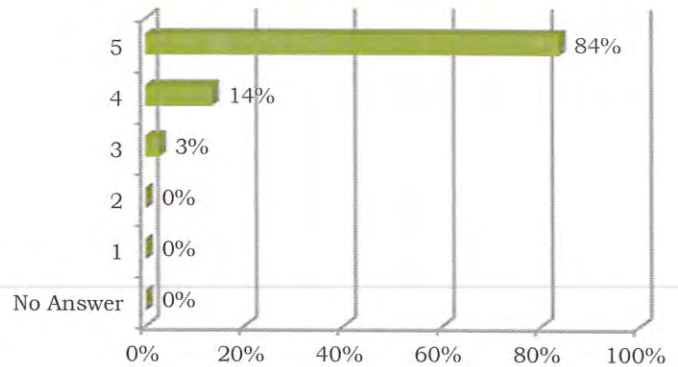


*Note: 1=Poor and 5=Excellent

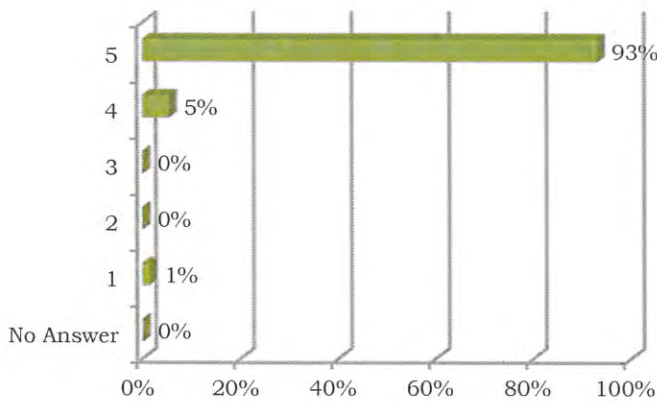
Year End Results: Rating of Professionalism of Service During Employer Contact with OEA*



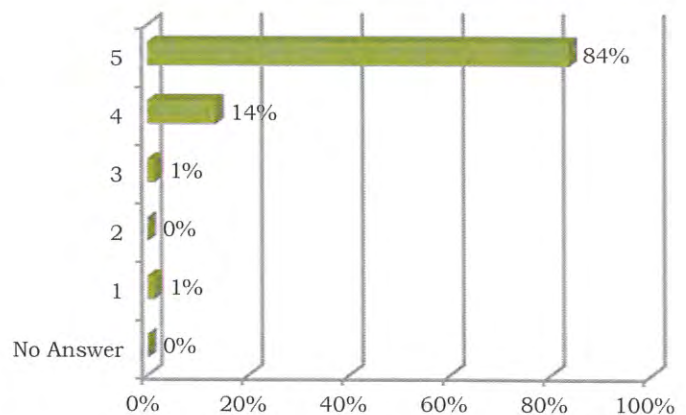
Year End Results: Rating of Timely Handling of Employer Inquiries*



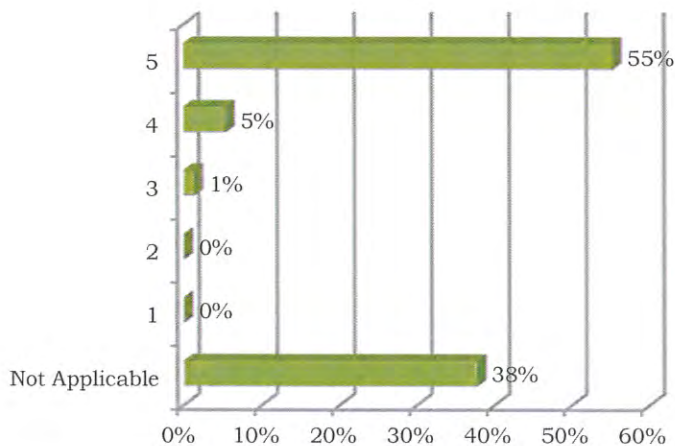
Year End Results: Rating of How Well OEA Listened To, Understood and Responded to Employer Needs*



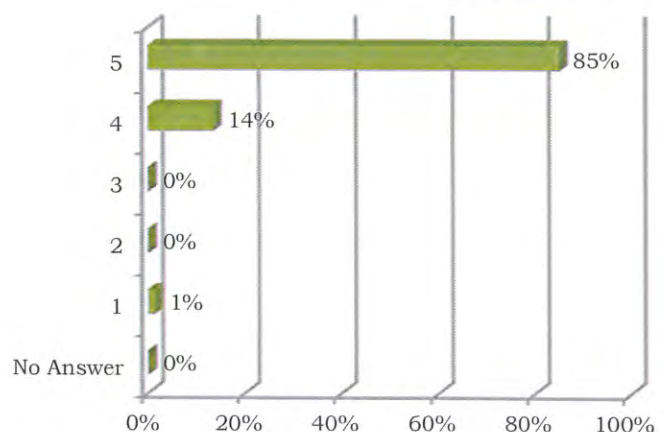
Year End Results: Rating of Accuracy and Relevance of Information Provided by OEA*



Year End Results: Rating of Satisfaction of Written Work Prepared by OEA for Employers*



Year End Results: Rating of Overall Employer Satisfaction with OEA Service*



Note: 1=Poor and 5=Excellent

Evaluations: Service Quality

"Excellent resource!"
Service quality survey

"Clear and concise information – Took the time to actually review and understand the issues."
Service quality email

"I can't say enough good things about the Advisors and OEA. Rarely have I accessed such a useful and comprehensive service."
Service quality survey

"Very thorough information – supported by case law. Easy to understand."
Service quality survey

Very pleased with the quick response, the information provided and the suggestions given!"
Service quality survey

"It would be great if OEA could attend hearings with the employer."
Service quality survey

“Extremely satisfied with services
provided!!!”
Service quality survey

“Thank you for keeping us in the loop – it
would be an amazing learning curve if your
services and help were not available.”
Service quality survey

“Helped me develop a clear understanding
of the process – helped me stay focused on
the points and issues.”
Service quality survey

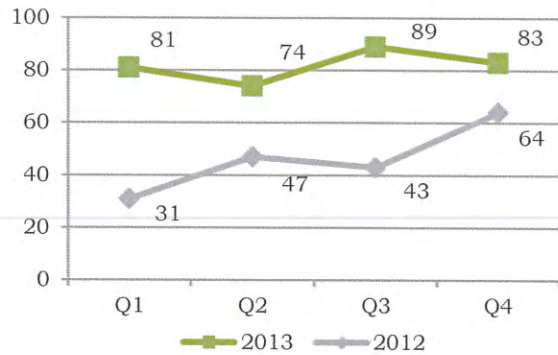
“The Advisor was a pleasure to work with.
She was very direct, professional and
helpful. Thank you.”
Service quality survey

“Very quick, informative response!”
Service quality survey

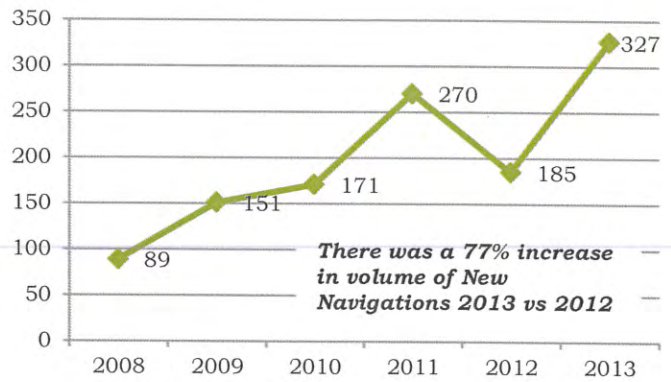
“Above and beyond the call of duty!
Thanks so much for the wisdom AND
speed!”
Service quality survey

New Navigations

**New Navigations 2013 vs 2012
by Quarter**



New Navigations: Year over Year

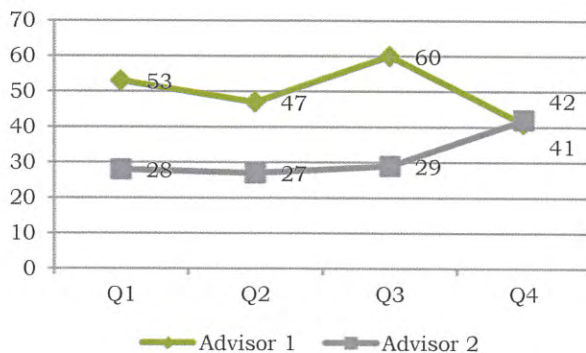


161% increase in the number of employers calling OEA in Q1 and 57% increase in Q2, 2013 compared to 2012.

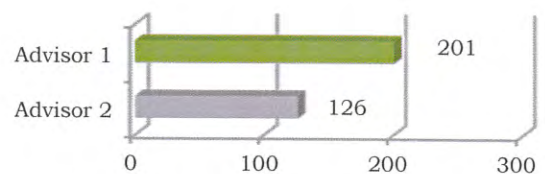
Q3 saw an increase of 107%

The volume of new navigations in 2013 increased 77% in 2013 compared to 2012.

**New Navigations by Advisor
by Quarter**



**Year End Results: New Navigations by
Advisor**



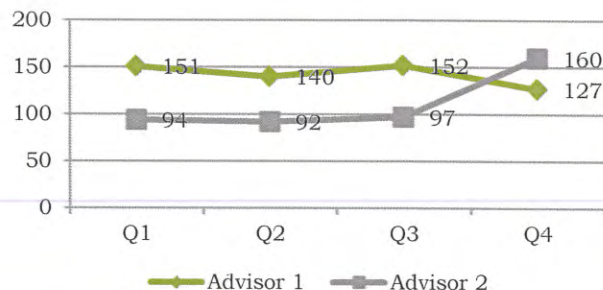
NOTE: Navigations which were less than 2 hours were not tracked until Q3 of 2012

Cumulative Navigations

Total Navigations 2013 vs 2012 by Quarter
(Includes carry over and new navigations)



Total Navigations by Advisor by Quarter
(Includes carry over and new navigations)



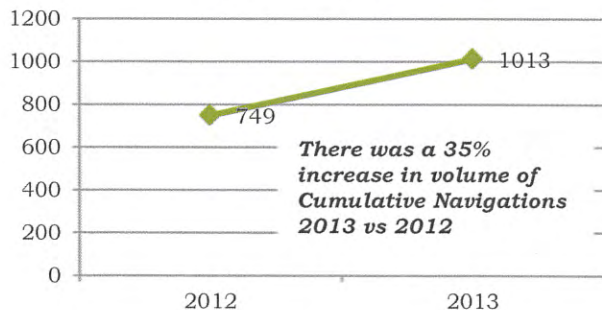
51% increase in the cumulative navigations in Q1 and 25% increase in Q2, 2013 compared to 2012.

Q3 saw an increase of 39% and Q4 an increase of 28%.

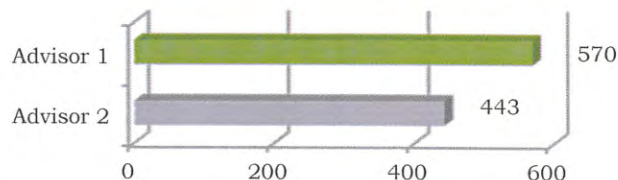
The volume of cumulative navigations in 2013 increased 35% over 2012.

Note: Cumulative navigation statistics are those navigations of 30 days and longer. This can include appeal work or longer term case management.

Year End Results: Cumulative Workload/Navigations 2013 vs 2012
(Includes carry over and new navigations)



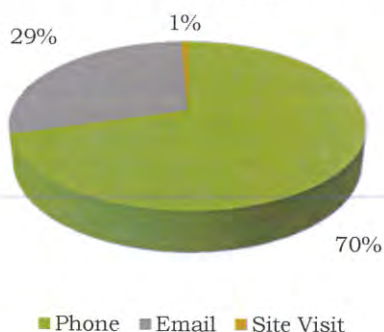
Year End Results: Total Navigations by Advisor (Includes carry over and new navigations)



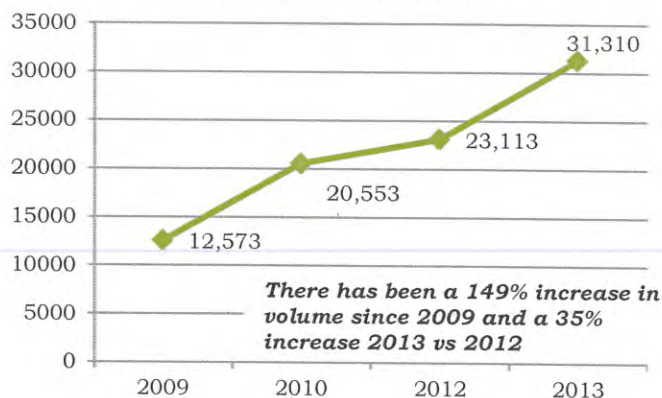
NOTE: Navigations which were less than 2 hours were not tracked until Q3 of 2012

Navigation: Initial Contact

Year End Results: Method of 1st Contact



Year over Year: Total Contacts by Email and Telephone



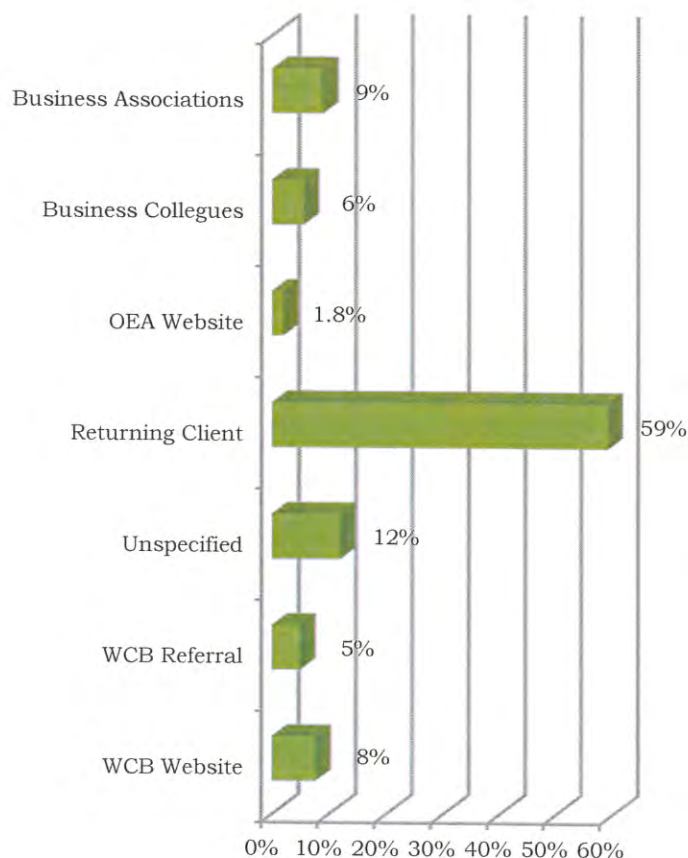
70%, of employers contact OEA by telephone and there was an increase of 35% in the volume of telephone calls and emails from employers in 2013 compared to 2012.

Over all since OEA was opened to support employers in 2009, there has been a 149% increase in contact. (We opened in 2008)

Employers learn of OEA from multiple sources however 59% state they have been referred to OEA by business associations or other employers.

WCB referrals via staff and the WCB website were 13%.

Year End Results: How Employers Learned About OEA



When employers contact OEA, intake questions are asked to learn more about the clients we assist. In 2013, 64% of the employers contacting OEA were returning clients. This is an increase of 11% compared to 2012.

Employer Advisors were able to assist 31% of the employers at first contact, while 69% of navigations required further time to complete or resolve the issue.

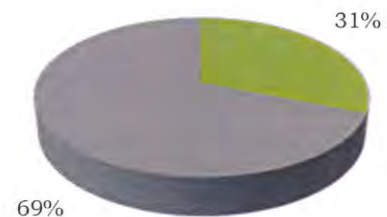
The average time to completed navigation was 43% of issues requiring more than 2 hours and 57% requiring less than 2 hours.

50% of employers contacting OEA in 2013 came from South/Metro Nova Scotia; 35% came from North/Central Nova Scotia; 9% of employers contacting OEA came from Cape Breton, and Cape Breton showed an increase of 5% compared to 2012.

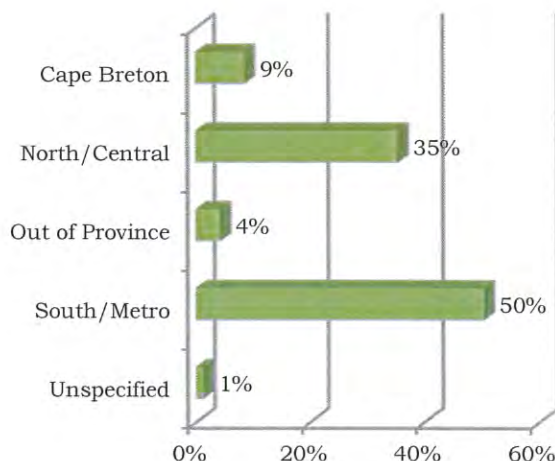
Year End Results: New Clients vs Returning Clients



Year End Results: Navigations Completed at 1st Contact with Advisor

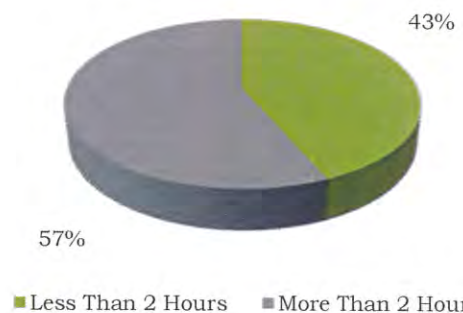


Year End Results: Primary Location of Employers



■ Completed 1st Contact ■ Not Completed 1st Contact

Year End Results: Time to Complete Navigations



■ Less Than 2 Hours ■ More Than 2 Hours

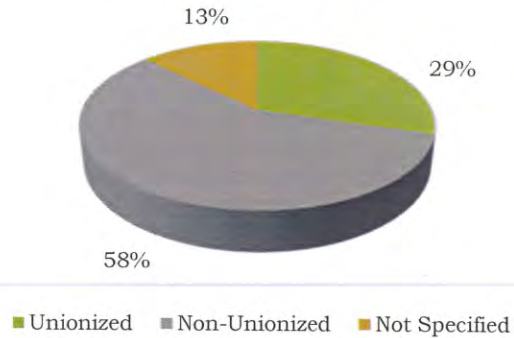
Navigation: Business Profile

29% of employers contacting OEA in 2013 are unionized; 58% were non-unionized; and 13% did not specify.

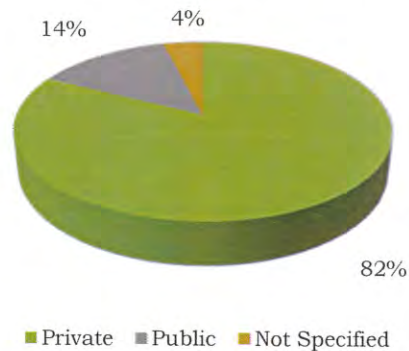
82% of the employers contacting OEA in 2013 were privately owned; 14% were public entities; and 4% did not specify.

81% of the employers contacting OEA in 2013 indicated they are assessed by WCB; 15% did not specify; and 4% are not assessed by WCB.

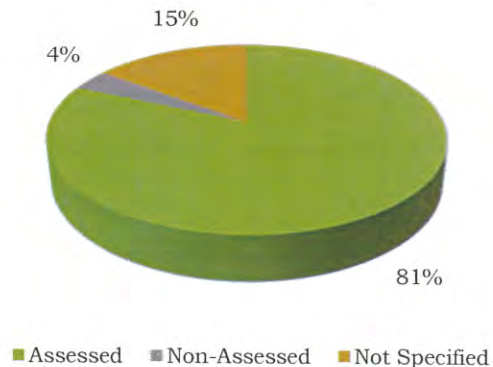
Year End Results: Unionized vs Non-Unionized Employers



Year End Results: Private vs Public Employers

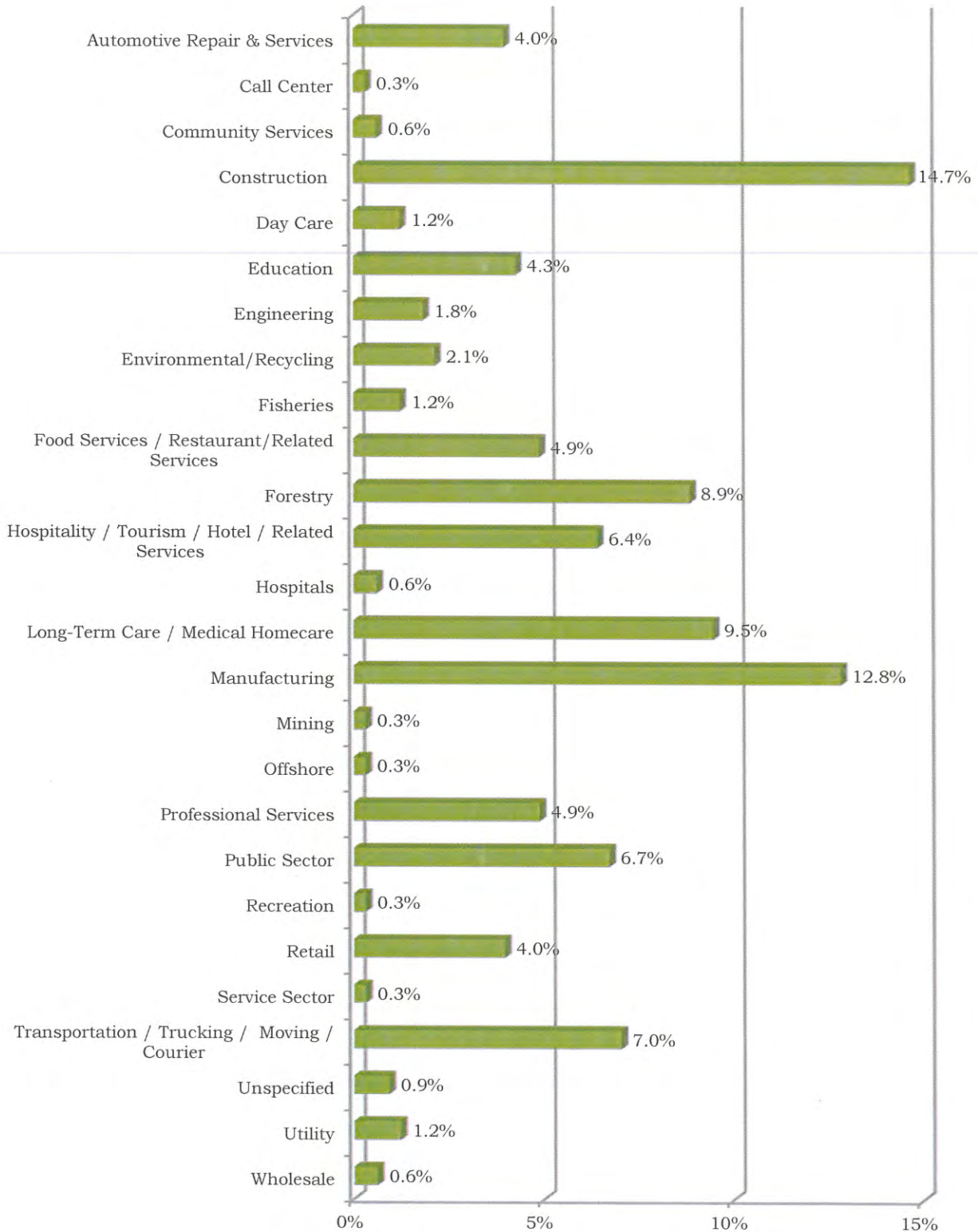


Year End Results: Assessed vs Non-Assessed Employers



Navigation: Industries

Year End Results: Industry Sectors Using OEA



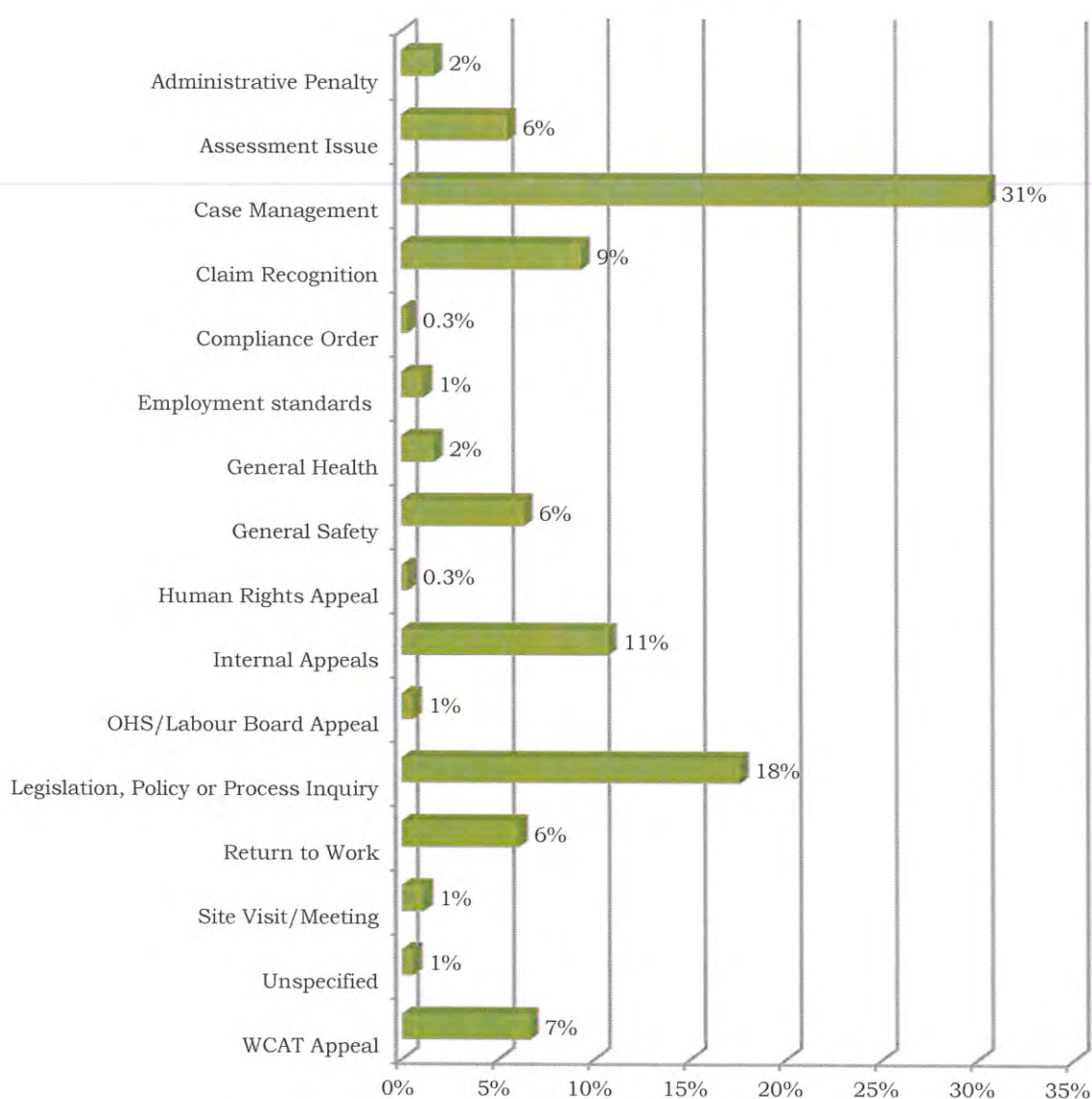
Navigation: Categories

Year End Results: Navigation Categories

WCB: 58%	OHS: 11%
Employment standards & Legislation: 19%	Training: 10%

Navigation: Reasons for Contacting OEA

Year End Results: Reasons for Contacting OEA



Note: There may be multiple reasons indicated.

Case Management includes Duty to Accommodate and Disability Case Management

Navigation: Occupational Health and Safety

# OHS Navigations	OHS Navigations	% Breakdown
General health navigations	4	10%
General health and safety navigations	20	51%
OHS case management navigations	4	10.26%
OHS claim recognition navigations	1	2.56%
Legislation, policy & process navigations (Includes administrative penalty navigations)	12	30.77%
Compliance order navigations	2	5%
Site visits requested for OHS	2	5%
Totals*	45	115.38%

** The statistics are developed based on the 39 OHS Navigations. There may have been multiple OHS related issues within one OHS navigation, therefore the totals will be more than the number of OHS navigations.*

Navigation: Injury Profile

Body Part Injured on Worker	Navigations with Injuries	% of Injuries/Body Part
Ankle	3	1.54%
Arm	7	3.59%
Back	56	29%
Buttocks	1	0.51%
Ear	9	5%
Elbow	9	5%
Eye	2	1.03%
Finger	6	3.08%
Foot	6	3.08%
Groin	2	1.03%
Hand	10	5.13%
Head	7	3.59%
Heart Attack	2	1.03%
Hernia	2	1.03%
Hip	4	2.05%
Knee	17	8.72%
Leg	10	5.13%
Lungs	1	0.51%
Mouth	1	0.51%
Mental Health	16	8.21%
Neck	11	5.64%
Nose	1	0.51%
Ribs	2	1.03%
Shoulder	28	14%
Torso	1	0.51%
Wrist	9	4.62%
Totals *	223	114.36%

**The statistics are developed based on 195 navigations involving injuries. There may have been multiple injuries within one navigation, therefore the total injuries will be more than the number of navigations with injuries.*

1 Injury vs Multiple Injuries	Navigations with Injuries	% Breakdown
Navigations with 1 Injury	148	75.90%
Navigations with multiple injuries	47	24%
Totals	195	100%

Body Area of Injury on Worker	Navigations with Injuries	% of Injuries /Area
Left side	13	6.67%
Right side	11	6%
Bilateral	8	4%
Upper body	98	50.26%
Lower body	81	42%
Mental Health	16	8.21%
Totals*	227	116.41%

**The statistics are developed based on 195 navigations involving injuries. There may have been multiple injuries within one navigation, therefore the total injuries will be more than the number of navigations with injuries.*

Navigation: Appeals

Type of Appeal	Appeal Navigations	% Breakdown
Internal Appeals	55	51%
WCAT	49	45%
OHS / Labour Board / Administrative Penalty	3	2.78%
Human Rights	1	0.93%
Totals	108	100.00%

Employer vs Worker Appeal	Appeal Navigations	% Breakdown
Employer	45	42%
Worker	63	58%
Totals	108	100%

Written vs Oral Appeal	Appeal Navigations	% Breakdown
Written	70	64.81%
Oral Hearing	38	35%
Totals	108	100%

OEA Meeting and Conference Call Activity on Appeals	Appeal Navigations	% Breakdown
Meetings with employers	18	16.67%
Conference calls	54	50.00%
Appeals without meetings or conference calls	36	33.33%
Totals	108	100.00%

Appeal Outcomes	Appeal Navigations	% Breakdown
Employer's appeal: Denied	2	2%
Employer's appeal: Granted	6	6%
Employer's appeal: Granted in Part	2	2%
Employer did not proceed with OEA	12	11.11%
Employer withdrew appeal	5	4.63%
Files moved to legal counsel	6	6%
Worker's appeal: Denied	16	15%
Worker's appeal: Granted	6	6%
Worker's appeal: Granted in Part	1	0.93%
Worker Statute Barred	1	0.93%
Worker withdrew appeal	3	2.78%
Appeals: Incomplete at year end	48	44%
Totals	108	100%

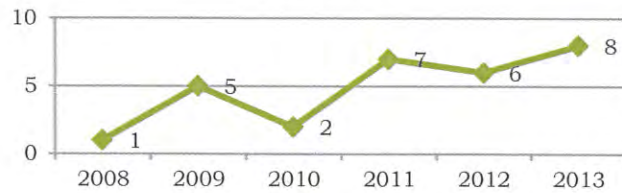
Advisor	Advisor	Advisor
Internal Appeals	32	22
WCAT	27	23
OHS / Labour Board / Administrative Penalty	3	0
Human Rights	1	0
Total: Appeal Files by Advisor	63	45
Total: Appeal Files by Advisor (%)	58.33%	41.67%
Totals	108	100.00%

Consultation

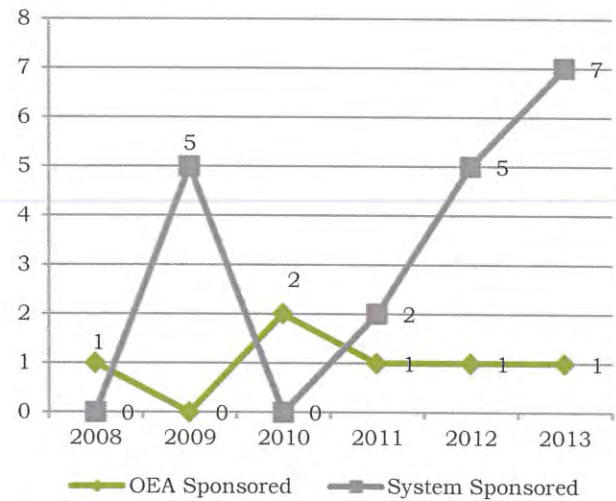
Each year OEA NS Society holds face to face consultations with employers and business associations. The data below specifically addresses the period of time between May and September 2013 when the OEA held 13 consultation sessions with 278 employers and employer associations regarding the WCB draft policy on the Compensability of Workplace Stress. Accounting for the membership of representative associations, the OEA consultations captured 24,854 (46.08% of total) assessed and non-assessed employers in Nova Scotia. Representation from non-assessed employers occurs where provisions in collective agreements require an employer to adjudicate claims according to WCB policy, despite an exemption from coverage under legislation.

Sector	Employers Represented at Consultation	% of Total Employers in NS
Agriculture	2,400	4.45%
Business	12,200	22.62%
Construction	6,110	11.33%
Education	81	0.15%
Forestry	640	1.19%
Government	22	0.04%
Health	1,747	3.24%
Manufacturing	110	0.20%
Professional Services	7	0.01%
Retail	132	0.24%
Transportation / Aviation	1,405	2.61%
Total	24,854	46.08%
NS Employers	53,933	

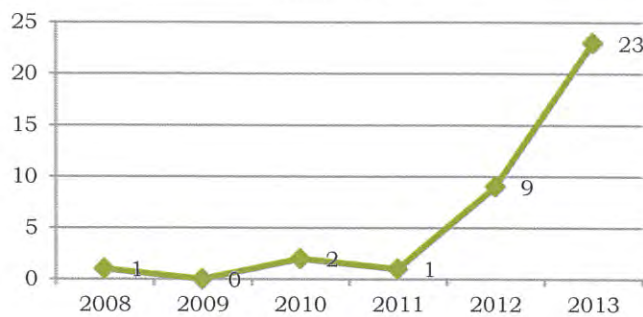
**Number of Topics of Consultation
That OEA Has Been Involved In
Annually**



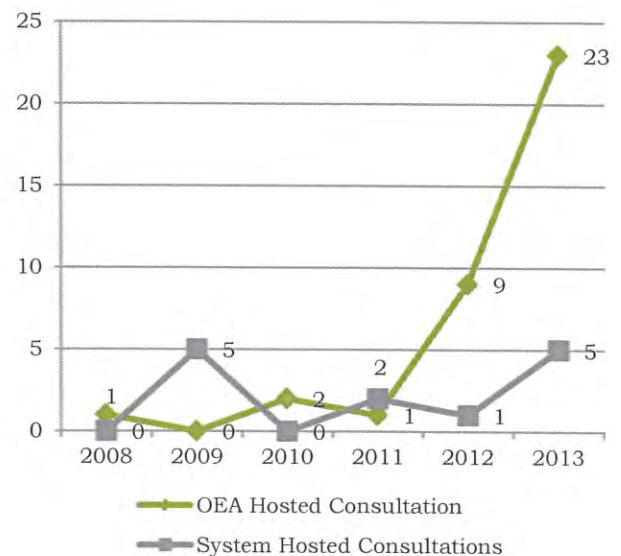
**Number of Topics of OEA Sponsored vs
System Sponsored Consultations Annually**



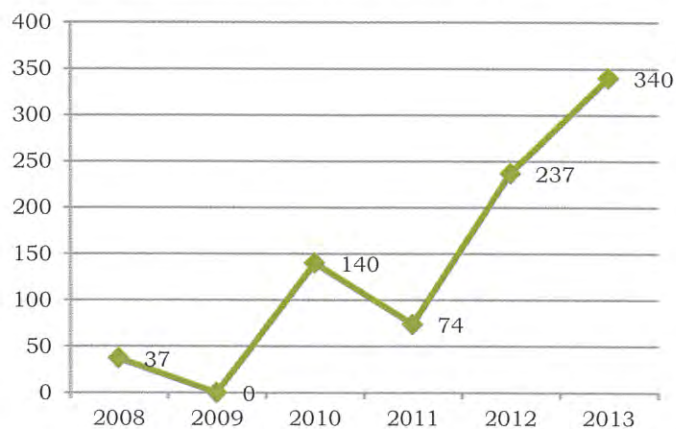
**Number of Sessions Held With
Employers and Business Associations
in OEA Sponsored Consultations
Annually**



**Number of Sessions Held of OEA Sponsored
vs System Sponsored Consultations
Annually**



**Number of Employers or Business
Association Representatives Attending
OEA Sponsored Consultations Annually**



Evaluations: Training Quality

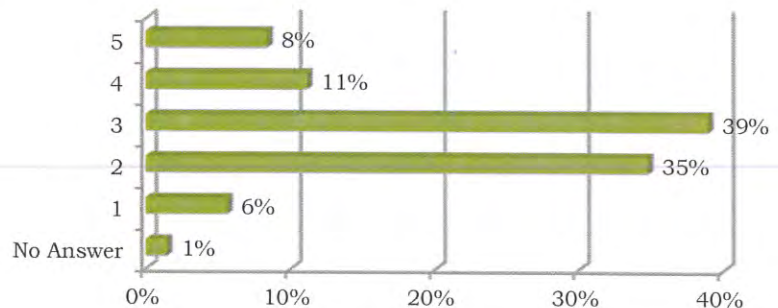
OEA offers training programs geared specifically to meet employers changing employment and business needs.

We offer training in WCB Navigation, OHS Navigation, Employment Legislation, Disability Case Management, Accommodation and Return to Work, Letter Writing for Employers, WCB/WCAT Appeal Preparation and many more.

Employers are surveyed following training in order to enable OEA to evaluate the quality of training the employer received.

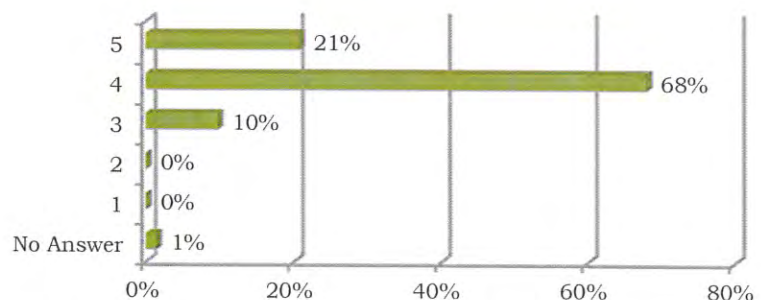
These are the results of the training surveys.

Year End Results: Employer's Rating of their Knowledge Level Before Training with OEA*



19% of employers rated their knowledge of the subject as 4 or above.

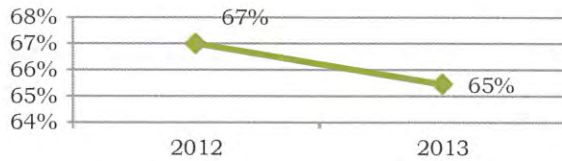
Year End Results: Employer's Rating of their Knowledge Level After Training with OEA*



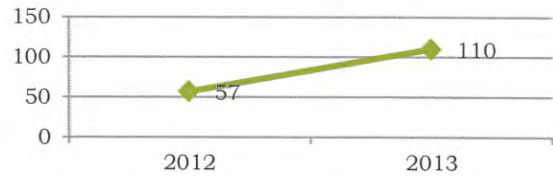
89% of employers rated their knowledge of the subject as 4 or above.

There was a 70% increase in employer knowledge after training with OEA.

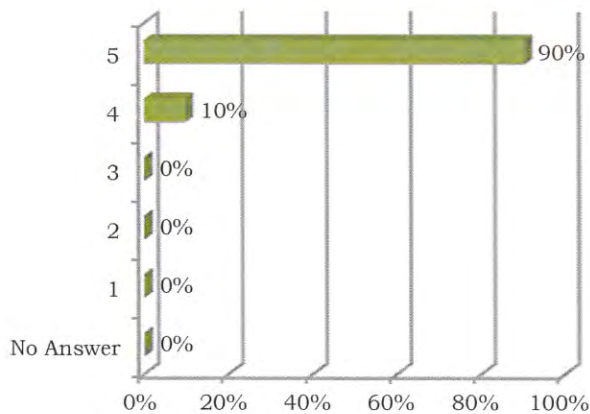
Year End Results: Return Rate on Completed Training Surveys



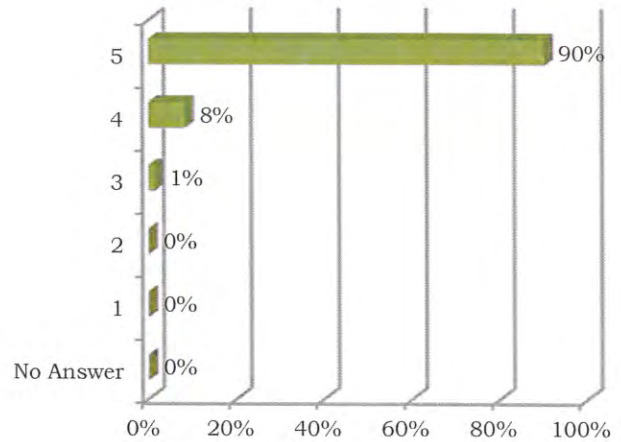
Year Over Year: Number of Training Surveys Issued



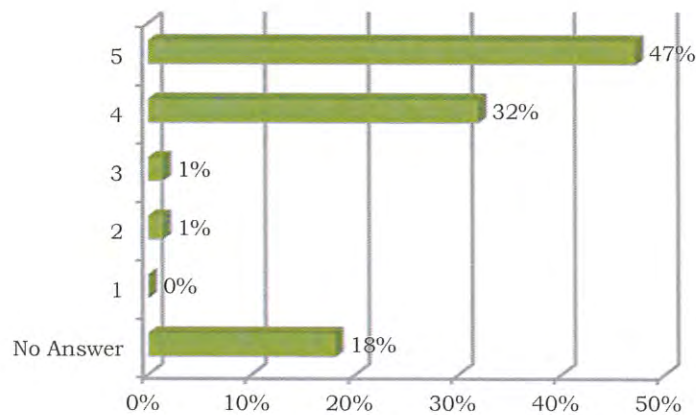
Year End Results: Employer Rating of Instructor/Presenter's Ability to Relate to the Participants and Respond to Questions*



Year End Results: Employer Rating of Instructor/Presenter *



Year End Results: Employer Rating of OEA Registration Process*



Evaluations: Training Quality

“Excellent presentation and presenter very knowledgeable of the topic.”
Training quality survey

“Real life experience of the instructor was key to the course.”
Training quality survey

“The presenter was a very engaging speaker who really knows her stuff!! Looking forward to the next session!”
Training quality survey

“Interaction was great. Case study reviews are the way to go.”
Training quality survey

“Very informative. The presenter was able to answer all our questions clearly and introduced new thought processes.”
Training quality survey

“Instructor had a lot of experiences to draw on to make the material relevant to real life situations. Was very practical – not too academic. Great personality too!”
Training quality survey

“Clarification of the entire appeal process was great. Enjoyed the mock conference call and trial.”

Training quality survey

“Content was excellent – points of education had an excellent flow. Excellent subject matter experts, great speakers and examples.”

Training quality survey

“WCAT’s presence and the mock hearing was useful.”

Training quality survey

“I appreciated the efforts to convey the fair process and understanding possible tactics.”

Training quality survey

“Very focussed on the subject – very concise yet entertaining and engaging.”

Training quality survey

“Amazing bang for your buck!”

Training quality survey

Employer Training & Consultation

	Advisor 1	Advisor 2
Training Sessions Facilitated	17	8
Consultation Sessions Facilitated	13	16

Note: Some sessions were facilitated by both Advisors.

In 2013 OEA hosted 23 training sessions for employers and business associations across the province.

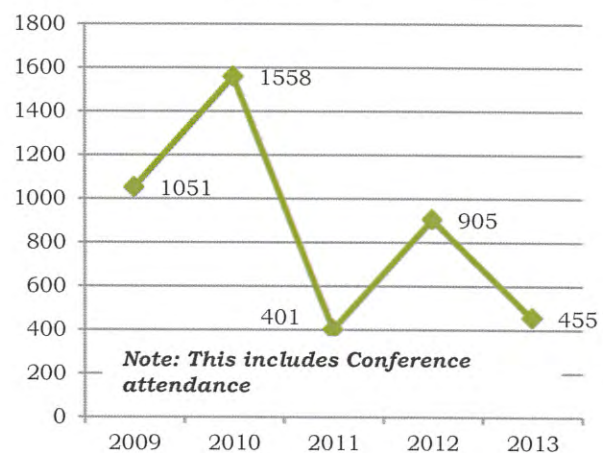
455 employers attended these programs which included the 5th Annual Employer and Business Association Conference co-hosted with McInnes Cooper Law Firm, in March.

The success of these training events brought employers to OEA for additional navigation with workers' compensation, occupational health and safety and employment standards and legislation. Additional training requests also followed the conclusion of many training sessions.

Year End Results: Number of Training Sessions Held



Year End Results: Total Training Attendance



New training generated by Employer navigations	10 training sessions
New Employer navigations generated by training	8 navigations

OEA Partnerships and Events

In 2013 OEA partnered with WCAT to present a one day training program about Appeal Preparation for employers. We would like to thank Louanne Labelle, Chief Appeal Commissioner and Andrew MacNeil, WCAT Commissioner for joining us to deliver this successful session.



In 2013 OEA had the pleasure of joining a number of partners at their events and speaking to their audiences. We would like to thank them for inviting us:

Alderwood Nursing Home

Forestry Safety Association AGM

Association of Municipal Administrators

Infonex Conference

Construction Association of Nova Scotia (CANS)

Insight Conference

Cumberland Joint Services Management Authority (CJSMA)

Riverview Nursing Home

Dalhousie University

Tourism Industry Association of Nova Scotia (TIANS)

Excellence in Manufacturing Consortium (EMC) Canada

Annual Conference

Every year OEA partners with McInnes Cooper for the Annual Employer's Conference. Our success each year in delivering this educational program is due in large measure to their contributions and ongoing support. Thank you to everyone at McInnes Cooper.

MCINNES
COOPER
LAWYERS | AVOCATS

Thank You to Speakers

In recognition of our guest speaker's time to speak at the Annual Employers Conference, a donation was made to the Kids Help Phone.

KidsHelpPhone.ca

Feedback Comments: OEA Conference

"Always enjoyable and informative."
OEA Conference evaluation

"Presenter was extremely comfortable and
excels at getting info out there that is
timely and beneficial; "real".
OEA Conference evaluation

"Presenter was well versed in issue. Real
experience and honest view on changes."
OEA Conference evaluation

"Presenter's ability to field questions with
realistic advice is phenomenal! Great
Presenter!"
OEA Conference evaluation

"Presenter was very knowledgeable in the
subject – I always learn a lot when
attending these sessions."
OEA Conference evaluation

"Great presenter. Very knowledgeable.
Interesting topic and I will go double check
our policies now!"
OEA Conference evaluation

"Very Interactive. Great presentation."
OEA Conference evaluation

"This was a very challenging topic and the
presenter did well explaining it."
OEA Conference evaluation

"The panel was excellent and informative."
OEA Conference evaluation

"Interesting topic. I learned quite a bit
about a subject I have little knowledge
about "
OEA Conference evaluation

"Excellent conference!"
OEA Conference evaluation

"Awesome!"
OEA Conference evaluation

Marketing & Social Media

OEA would like to acknowledge and thank the following for helping to advise Employers about OEA:

WORK SAFE. FOR LIFE.
WORKERS' COMPENSATION BOARD OF NOVA SCOTIA



In 2013 OEA initiated the following activities to reach out to employers and business associations, across the province, keeping them informed of the programs and services we offer. The initiatives were:

3,552 Marketing
emails sent out

2,105 mail outs of
marketing material

12 "Tips of the
Month" posted to the
OEA website

All OEA training and
events posted to the
OEA website

75 contact points
with key business
associations

2012 Annual Report
posted to the website;
26 copies mailed out

Advertisement in
Sackville Business
Association 2014
calendar

OEA conference,
training and guest
speaking at external
conferences

“Google Analytics”:
(see data listed in this
report)

18,500 Inserts: WCB
Rate Assessment
packages

11,861
Tweets/retweets
advertising events

Information relevant
to employers posted
to the OEA website

Distributed 95 OEA
Board of Directors
announcements

Feature article in
Chamber of
Commerce Magazine:
May 2013

Feature article in OHS
Newsletter

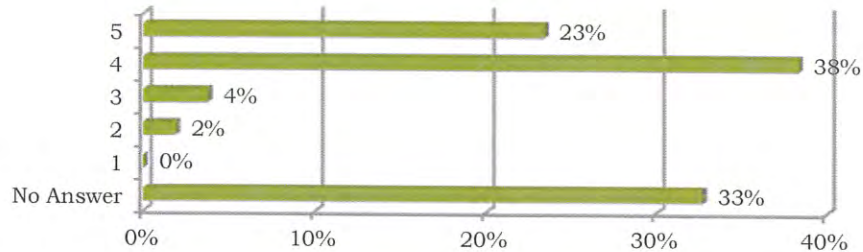
Activated OEA profile
on Google Maps

18 congratulatory
letters sent to NSCSA
award winners

Upcoming events of
other organizations
advertised on OEA
website

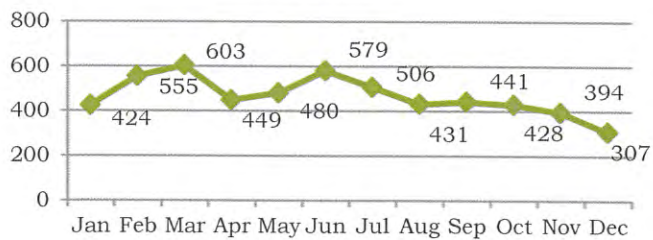
Website

Year End Results: Employer Rating of the OEA Website as a Source of Information *

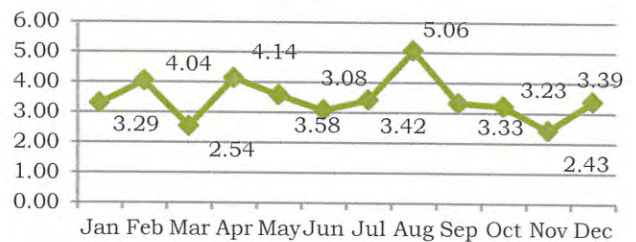


The OEA website is an invaluable tool allowing OEA to keep employers informed of the programs and services we offer and give them access to useful and informative information. 62% of surveyed employers rated the website at 4 out of 5.*

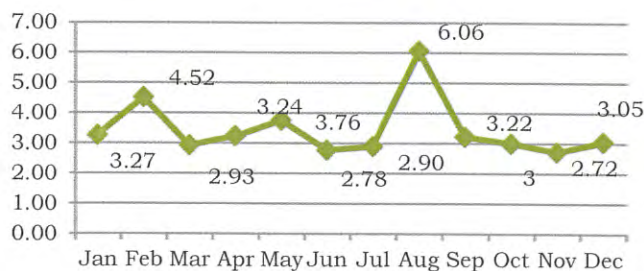
Average Number of Website Visits Per Month



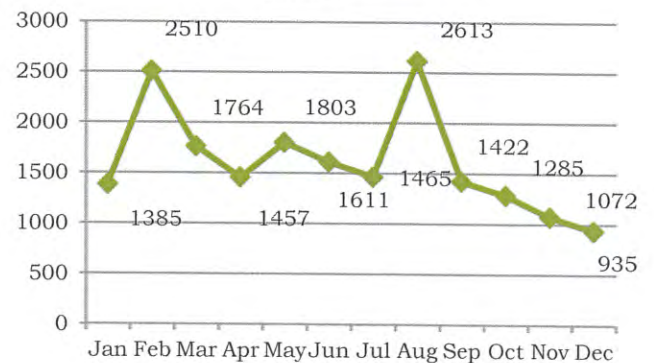
Average Visit Duration to Website Per Month (minutes)



Total Number of Page Views Per Visit Per Month



Total Number of Page Views Per Month



*Note: 1=Poor and 5=Excellent

Service Providers

OEA is an employer too! We understand the importance of promoting employment in Nova Scotia. We support Nova Scotia businesses, large, medium and small, union, non-union, public and private sector when we select our suppliers. OEA would like to thank all our service providers for products and services during the past year.

ADT Security

Alfred J. Bell & Grant Ltd.
Insurance Specialists

Altimax Courier

Bell Mobility

Building Futures Employment
Society: The Ladle Restaurant

Canada Post Corporation

Carpenter Millwright Trades
College

Corporate Impact Inc.

Dash Creative

DSM Telecom

Eastlink Fax & Internet
Services

Eastern Building Cleaners

Forestry Safety Association

Kat MacAulay - TAKCAM

Kenmac Printing

Krochko Photography

McInnes Cooper, Lawyers/
Avocats

Nova Scotia Power

Patrick Hartling – SPL
Development Services Inc.

Safety Services Nova Scotia

Tandus Flooring Ltd.

Teachers Plus Credit Union

The Sackville Business
Association

Touchstone Bookkeeping

WBLI Chartered Accountants

Workers' Compensation Board
of Nova Scotia

Workplace Essentials



oea

Navigating **Employers**