



IMPACT SAFETY AWARD

Setting a **New Standard** for Safety

For more than 80 years, W.O. Stinson & Son Ltd. has been serving customers in Eastern Ontario and Western Quebec as residential and commercial fuel and lubricant distributors. As a family-run company led by third-generation Stinsons, David and Eric; they credit their enduring success to a strong foundation of safety, quality and customer service.

Now expanded to multiple offices, warehouses and gas bars, along with a fleet of delivery vehicles, 95 percent of the company's work is completed by in-house staff to give management firm control over field work and safety standards. Any third-party contracts are only awarded after thorough vetting to ensure compliance with Ontario regulations.

With a desire to go above and beyond established industry safety protocols, in 2017 the company launched its Quality Assurance Program to enhance its internal culture and become a leader in customer and worker safety. The program is based on the idea that safety is a shared responsibility from top to bottom, and that all employees should be aware of the requirements and regulations related to their jobs.

"[We] decided to start working with our consultant, Alex Beatty, President and CEO of Beatty Petroleum Consulting Inc.," says Chris Eades, W.O. Stinson & Son Ltd. Service Manager. "He has been extremely helpful working with our Operations Manager, Adam Stinson, in creating a Quality Assurance Program that lets us stand apart and above the minimum safety standards."

Implementing the program involved several stages. First, the company made certain that all employees from field personnel to administrative staff held applicable fuel industry certificates or Records of Training for the work they would perform. Follow-up included reinforcing expectations and providing training where required. Next, they had new and existing employees review and acknowledge the program framework, including specific responsibilities highlighted in the Technical Standards and Safety Act, relevant regulations and codes, and the obligation to report and handle high-risk situations like potential carbon monoxide incidents, non-compliances, accidents and unacceptable conditions.

Once they had accomplished the initial steps of education and information sharing, the company created a rigorous monitoring system to assess future employee compliance with reviews in the first six months, and every three years thereafter. They also now require new employees to read and sign off on an operation manual outlining company methodology and philosophy. Additionally, there are ongoing peer-to-peer evaluations, along with continual data analysis, an annual third-party safety and compliance audit at office and field level, and data collection done on a mobile platform to ensure that critical points have been met by field-level staff. Non-compliance is dealt with through a strict risk-rating and demerit system to maintain ongoing service standards.

"The Quality Assurance Program has greatly improved the overall morale of the company," says Eades. "When employees see from the owners to the managers how important it is to implement safety, they feel that they are a part of the company and organization - it creates positivity, loyalty and commitment."

In future, Eades says the company will continue to focus on the tradition of exceptional customer-oriented care it was founded on, keeping existing clients happy while expanding the business.

"W.O. Stinson & Son Ltd. shows true leadership in their dedication to safety," says John Marshall, TSSA's Director of Fuels Safety. "Their willingness to go above and beyond established standards makes them a clear success story when it comes to increasing safety where Ontarians live, work and play."



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AWARDS
2019