



# ANNUAL REPORT

## 2023-2024

# ANNUAL REPORT



*Top row from left to right: Sebastián Gómez Rodríguez (Administrative Assistant), Shae McCarthy (Office Manager), Keara Grey (Social Work Consultant), and Miguel LeBlanc (Executive Director)*

*Bottom row from left to right: Laure Piccetto (Communications Officer) and Martine Paquet (Registrar).*

## 2023-2024

# TABLE OF CONTENTS

President's Report.....	03
Executive Director's Report.....	04
NBASW Strategic Direction.....	06
Meet Our Board of Directors.....	07
Meet Our Committee Chairs.....	07
Meet Our Office Staff.....	08
NBASW Strategic Plan.....	09
Association Development.....	13
Member Statistics.....	22
Communication Statistics.....	23
CASW Representative's Report.....	25
Committee Reports.....	26
Chapter Reports.....	32
Financial Statements.....	38

---

# President's Report

---



**Carole Gallant, RSW**  
*NBASW President*

I present this first annual report as President of the NBASW with a mixture of pride, humility, and enthusiasm. Pride for all the progress made by our organization over the last year. Humility in recognizing that, as President, I am just one of the cogs in the wheel, because it is all about teamwork by office staff, the Board of Directors, Chapters, and all the committee members. All these parties work together to enable the Association to play its role in protecting the public while promoting excellence in the social work profession. I have to say that members' commitment to their association has always impressed me. I am excited about seeing the NBASW wind up some big ongoing projects over the coming year, and I am confident that, together, we will be able to meet the strategic objectives the NBASW has set for itself.

In the fall of 2023, a consultation process was undertaken with the members to introduce the first draft of a document on social workers' and social work technicians' scopes of practice. Meetings were held with each chapter, First Nation, and some employers to go over what was proposed. After the presentation, comments and suggestions were gathered from members and brought back to the working committee. I had the opportunity to take part in some of those meetings, and, except for a few suggestions that were made, the proposal was generally well received. The Board of Directors has approved the revised document.

On November 7, the Executive Director and I had the opportunity to meet with Minister Bockus and Minister Green to present the amendments to the Act to include social work technicians in the NBASW and to regulate this new paraprofessional group in New Brunswick. The bill was looked on very favourably by the two ministers, who openly offered their support. With regard to the approval of the bill to include social work technicians, the file is progressing positively thanks to all our Executive Director has done. The annual meeting of the Association of Social Work Boards (ASWB) was held in early November. During the meeting, Geraldine Poirier Baiani was elected to a second term as Treasurer. Congratulations, Geraldine! The NBASW continues to be very well represented on the ASWB executive, with Geraldine as Treasurer and Karine Levesque as Secretary. Thanks to both of you for your commitment and dedication to making us shine on the international stage.

The Social Work Workforce Coalition, which brings together different organizations in Canada and the United States, has prepared a census that members of the Canadian Association of Social Workers (CASW), among others, are being asked to take part in. March 1, 2024, will mark the date of the largest census of social workers ever carried out. All American social workers and members of the CASW are asked to fill out the survey, which is available in English, French, and Spanish. It is our duty to take part so that our collective voice is heard, because "all social workers are important". The survey will be available until the end of June 2024. The goal is to get an overall picture of the social work profession. Everyone's voice will be essential, because we must be represented in this workforce study (Who are social workers? What do they do? What knowledge, competencies, and critical skills do they need to practice safely when they enter the profession?). In addition to providing vital information on the labour force, this data will also inform the development of the future entry to practice and entry to advanced practice exams. The NBASW is hosting three draws for the chance to win the annual registration fee and the ASWB is offering to donate \$1 to the charity of your choice when you complete the survey.

The provincial intersectoral committee on social work recruitment and retention has met monthly throughout the year. Several files are being dealt with simultaneously to make progress on various initiatives. Files are moving forward, but the challenges are considerable. The commitment of all partners remains impressive, and everyone recognizes the importance of social workers within their respective organizations, as well as the impact of all the vacant positions on existing staff and service delivery.

On February 27, 2024, we had the opportunity to give a presentation to the Minister, Hon. Jill Green, and officials of the Department of Social Development, as well as union representatives, on the new promotional tools for social workers in child protection. The videos are designed to emphasize the important work done by social workers in this field. Nobody has a neutral reaction to seeing these videos. This is a collaborative effort between the NBASW, the Department of Social Development, and CUPE. The official launch of these promotional tools was in March, at the beginning of Social Work Month. Since that time, the videos have had 4.5 million views and comments, which will certainly have a positive impact on the way the public views the role played by social workers in child protection. The goal now is to look at other social work fields to promote.

I want to take this opportunity to say how grateful I am to the staff of our Association: Miguel LeBlanc, Executive Director; Martine Paquet, Registrar; Keara Grey, Social Work Consultant; Laure Piccetto, Communications Officer; Shae McCarthy, Office Manager; and Sebastián Gómez Rodríguez, Administrative Assistant. NBASW employees are characterized by their rigour, work ethic, and professionalism, all excellent attributes, because the whole team works hard every day to protect the public and promote our profession. I also want to thank all the members of our Board of Directors, who generously donate their time to ensure the smooth running of our board and the advancement of our profession. A special thank you is extended to the outgoing members of the Board of Directors, including Geraldine Poirier Baiani, who is finishing her term as Past President after serving for four years as President of the Board of Directors. Luc Poitras is leaving us after serving for two terms as Treasurer, as well as Candice Pollack, as a public representative. The support and wise counsel of our Past President, Geraldine Poirier-Baiani, and our Executive Director, Miguel LeBlanc, have been a great help to me in carrying out my new functions.

In closing, I assure you that many projects are underway, including the regulation of social work technicians, the committee on recruitment and retention of social workers, and public campaigns promoting the social work profession. Many other projects will see the light of day, because, in a constantly and rapidly changing world, we must be able to pivot in our strategic planning and execution to fulfill the dual mandate for which we are responsible.

Respectfully,

**Carole Gallant, RSW**  
**NBASW President**

---

# Executive Director's Report

---

It is with great honour and privilege that I provide this report to the membership as the Executive Director. I want to sincerely thank our President, Carole Gallant (RSW), the Board of Directors, the volunteers on NBASW committees, and my staff for their commitment to the mandate of the NBASW. The Association envisions a professional organization that reflects our social work values by providing ethical leadership to instill public confidence. This is further accomplished by carrying out our mission to protect the public and to promote excellence in social work practice.

I encourage you to review the report on the strategic plan's four strategic pillars, Protection of the Public, Member Engagement, Promotion of the Profession, and Governance and Resources, and all other Committee reports, which provide a snapshot of some of the strategic initiatives the Association has carried out over the past year.



**Miguel LeBlanc, BSW, MSW, RSW**  
*Executive Director*

This year, I would especially like to highlight the ongoing work of the Social Work Recruitment and Retention Strategy Committee, which I have had the honour of chairing. The Committee continues to focus on the seven key priorities to increase recruitment to the social work profession and retain the amazing social workers already working in New Brunswick. I recognize that more work is required to meet the long-term objectives as we complete year one of five with critical actions that were achieved, such as having a new school of social work at UNB Saint John and a successful child protection public campaign.

I believe great things occur when we collaborate and have a common objective. This is why I am so pleased to have built a partnership, including financial support, with the Department of Social Development (\$125,000), CUPE 1418 (\$25,000), and NBASW (\$75,000) to develop a child protection public campaign, which was viewed across Canada, the United States, and other countries, including the UK and Australia. The Child Protection Public Campaign aims to change the child protection social work narrative and recognize the vital work that child protection social workers do daily. Please view the data in this annual report to see the fantastic results. More details about the Recruitment and Retention Strategy and its first year of implementation can be found in the report.

### **Board of Directors**

We are pleased to have representatives from across the province on our Board. Having representation from all regions in New Brunswick, including a public representative appointed by the Minister of Health, offers a wealth of perspective, knowledge, and experience crucial for fulfilling the NBASW's mission of protecting the public and ensuring excellence in social work practice. If you want to become a chapter director, I encourage you to get involved with your local chapter. Feel free to contact the NBASW office for more information.

The Board of Directors met four times this fiscal year. Board meetings provide the opportunity to discuss different chapter initiatives, concerns, special projects, and the governance of the Association, among other important issues. I want to thank all Executive and Board of Directors members for their ongoing leadership and commitment to the Association in ensuring the two legislated mandates are fulfilled.

### **Chapters**

Chapters play a valuable role in our Association as they help create a welcoming space for members to meet and continue to grow as professionals and colleagues. I want to thank everyone involved with their local Chapters for their continued efforts to provide social and educational activities for members in your regions.



*NBASW Executive Director Miguel LeBlanc (third from the right)  
at the 2023 Annual Executive Directors & Registrar's meeting in Saskatchewan.*



*Top row from left to right: Mitchell Mackenzie (UMPI BSW Student), Sebastián Gómez Rodríguez (Administrative Assistant), Keara Grey (Social Work Consultant), Shae McCarthy (Office Manager), and Miguel LeBlanc (Executive Director)*

*Bottom row from left to right: Martine Paquet (Registrar), Laure Piccetto (Communications Officer), and Elizabeth Doherty (STU BSW Student).*

### **Staffing**

I want to express my sincere appreciation and thanks to my team: Martine Paquet, Registrar; Keara Grey, Social Work Consultant; Laure Piccetto, Communications Officer; Shae McCarthy, Office Manager; and Sebastián Gómez Rodríguez, Administrative Assistant, who joined us in September of 2023.

Additionally, the Association welcomed two students this year: Mitchell Mackenzie, a University of Maine Presque Isle BSW student, and Elizabeth Doherty, a St. Thomas University BSW student. The Association welcomes students to do internships, placements, and practicums with us. If interested, please do not hesitate to contact the office.

I want to thank everyone involved in the Association’s ongoing initiatives. I look forward to the progress we will make in 2024-2025.

Sincerely,

**Miguel LeBlanc, BSW, MSW, RSW**  
**Executive Director**

---

# NBASW Strategic Direction

---

## **VISION**

To reflect the values of social work, provide ethical leadership, and instill public confidence.

## **VALUES**

- Respect for the inherent dignity and worth of persons
- The pursuit of social justice and equity, diversity, and inclusion
- Integrity in professional practice
- Confidentiality in professional practice
- Competence in professional practice

## **MISSION**

To protect the public and promote excellence in social work practice.

## **STRATEGIC PILLARS**

- 1 - Protection of the Public
- 2 - Member Engagement
- 3 - Promotion of the Profession
- 4 - Governance and Resources

---

# Meet Our **Board of Directors**

---

## **EXECUTIVE**

President – Carole Gallant, RSW  
Past President – Géraldine Poirier Baiani, RSW  
Vice-President – Ian Rice, RSW  
Treasurer – Luc Poitras, RSW  
Secretary – Karine Levesque, RSW

## **OTHER REPRESENTATIVES**

CASW Representative – Barb Whitenect, RSW  
Wolastoquiyik First Nations Representative – Alexandria Knockwood, RSW  
Public Member – Candice Pollack

## **CHAPTER DIRECTORS**

Acadian Peninsula – Théo Saulnier, RSW  
Chaleur – Éric Gauvin, RSW  
Edmundston/Grand-Falls – Kim Akerley-Lagacé, RSW  
Fredericton – Valerie DeLong, RSW  
Miramichi – Karla Parks-Lissok, RSW  
Moncton – Michelle Nowlan, RSW  
Restigouche – Mélodie Vienneau, RSW  
Saint John – Samantha Jesso, RSW  
Sussex – Pam Cole, RSW

---

# Meet Our **Committee Chairs**

---

## **COMMITTEE CHAIRS**

Complaints Committee - Omer Savoie, RSW (April 2023 - Jan. 2024) / Claude Savoie, RSW (since Jan. 2024)  
Discipline Committee - Geneviève Forest-Allard, RSW  
Social Work Recruitment and Retention Strategy Committee - Miguel LeBlanc, RSW  
Scope of Practice Committee - Ian Rice, RSW  
Legislation Committee - Barb Whitenect, RSW  
By-Laws Committee - Géraldine Poirier Baiani, RSW  
Nominating Committee - Géraldine Poirier Baiani, RSW



---

# Meet the Office Staff

---

## EXECUTIVE DIRECTOR



Miguel LeBlanc, BSW, MSW, RSW

Miguel is responsible for providing strategic leadership and executive support to the President and Board of Directors to meet the vision, mission and strategic objectives of the organization. He is responsible for all matters related to the organization's Board of Directors, Chapters, Strategic Plan, human resources and financial management, and stakeholder and government relations.

## REGISTRAR



Martine Paquet, RSW

Martine is the primary contact for practice standards, ethics and disciplinary processes. Martine also supports the regulatory process related to applications for registration.

Martine provides support to the Committee of Examiners, Complaints Committee, and Discipline Committee.

## SOCIAL WORK CONSULTANT



Keara Grey, RSW

Keara is responsible for activities related to the promotion of the social work profession, member engagement and social policy.

She is heavily involved in the implementation of the comprehensive five-year Social Work Recruitment and Retention Strategy.

## OFFICE MANAGER



Shae McCarthy

Shae is responsible for administrative activities related to the implementation of social work technicians, bursaries, and webinars.

Shae is the point of contact for scholarship and bursary applications, the Professional Development Fund, and inquiries regarding social work technicians.

## COMMUNICATIONS OFFICER



Laure Piccetto

Laure is responsible for the creation and planning of activities related to communications and media relations, including writing communications materials and planning events in support of the NBASW mandate.

Laure focuses on promoting the profession and improving member engagement.

## ADMINISTRATIVE ASSISTANT



Sebastián Gómez Rodríguez

Sebastián is the first point of contact for the office and is responsible for day-to-day general inquiries, as well as reception of members and the public.

Sebastián assists the Association staff by coordinating all administrative activities in support of the goals, vision, and mission of the Association.

# Strategic Plan

The four pillars of our Strategic Plan provide an exciting opportunity for change for our Association and we encourage everyone to take the time to consult the Strategic Plan, which can be found on our website.

We've accomplished a lot from our Plan this year, but the following pages outline a snapshot of the main accomplishments of the Association throughout the 2023-24 year.

## PILLAR 1 - PROTECTION OF THE PUBLIC

### ACCOUNTABILITY

The University of New Brunswick in Saint John (UNB-SJ) has received pre-accreditation, and a Director has been hired for the new School of Social Work, which starts in September 2024.

Collège Communautaire du Nouveau-Brunswick (CCNB) has developed a French social work technician program starting in September 2024. The program has been evaluated by the NBASW and is recognized for social work technician registration. Developing a new college-to-university bridging program from CCNB to Université de Moncton (UdeM) is being worked on.

The NBASW has submitted a proposal for international credential recognition and integration to the Department of Health (DOH) to reduce barriers for international social workers, which would help streamline the process of becoming licensed as a social worker in New Brunswick.

NBASW met with the Association of Social Work Board (ASWB) on multiple occasions to discuss education, the ASWB Exam, and the Social Work Coalition and attended their annual meeting. NBASW also met with the North American Social Work Workforce Coalition, led by ASWB, to help inform and promote the Social Work Census.

Attended the annual Registrar and Executive Director's meeting with counterparts from other social work associations. Met with the Canadian Council of Social Work Regulatory (CCSWR) Executive Committee and Board of Directors on multiple occasions to discuss ongoing national issues

and solutions. Coordinated and chaired meetings between the New Brunswick Health Profession Regulatory Network—specifically, the Allied Health bodies identified in the Fair Registration Act—and the Department of Post-Secondary Education, Training and Labour (PETL).

Attended several initiatives, including a training session on assessing competence hosted by the Council on Licensure, Enforcement, and Regulation (CLEAR), an information session by the Canadian Institute of Health Research (CIHR) regarding the health workforce minimum data standard, a sweat exercise at St. Mary's First Nation as part of the Anti-Indigenous Racism training pilot project, and the Anti-Racism Project training in Eel Ground First Nation.

The NBASW sat on the Canadian Association of Social Workers (CASW) Code of Ethics Committee, which was charged with developing the new Code of Ethics. The Association also co-prepared and facilitated the CASW Code of Ethics webinar series.

Provided support to and met with the Complaints, Discipline, and Examiners Committees, including a review of the proposed Entry to Practice Supervision Policy. Sought and obtained a court order against an individual practicing social work without being registered as a social worker.

Launched this year's (2023-2024) mandatory NBASW Ethics, Standards, and Guidelines Training for members on the NBASW Standards on Assessing the Capacity of Minors to Consent to Social Work Services. Updated the Continuing Professional Education Policy.

Advocated for Policy 713 by releasing multiple news releases, contacting media several times, and sending a report to inform the Child and Youth Advocate's review of Policy 713.

## TRANSPARENCY

Met multiple groups and individuals regarding the NBASW disciplinary, registration, and other processes, including an information session with the Acadian Peninsula Chapter regarding the Standards on the Capacity of Minors to Consent to social work services, meeting school social workers regarding documentation and best practices, and answering conflicts of interest, ethical, and practice questions from members.

Reviewed member applications, held regular internal meetings to provide a seamless registration experience for members, monitored the registration process, adjusted the process when needed, and answered member questions. Completed the

2024-2025 renewal, including over 1,700 points of contact for member renewal questions, investigations, and technology issues.

Consulted internally and followed up with non-renewed members and members returning from leave.

## ENHANCE ROLE

The updated NBASW Act was approved by members at the June 2023 Annual General Meeting (AGM) and is ready to be brought to the legislature.

While waiting for the updated NBASW Act to receive Royal Assent, work to operationalize social work technician registration has continued, including developing the Scope of Practice and updating the By-Laws. With members' feedback incorporated into the document, the Scope clearly defines the boundaries of the paraprofession and highlights the activities that fall within.

# PILLAR 2 - MEMBER ENGAGEMENT

## IMPROVE SENSE OF BELONGING

Supported chapters and members in multiple initiatives, including assisting and attending the Fredericton Chapter Conference held at the NBASW office, facilitated the Fredericton's Chapter change to a new bank, worked with the Saint John Chapter to create and distribute a survey to evaluate member awareness and gather member suggestions, met with the Restigouche Chapter regarding future workshops, and met with members regarding social work employment opportunities in the province.

NBASW also continuously met and worked with the Edmundston/Grand Falls Chapter to plan the 2023-2024 annual events.

Supervised a St. Thomas University (STU) Bachelor of Social Work student and a University of Maine at Presque Isle (UMPI) student in their direct placements and attended multiple placement-related meetings with STU & UMPI faculty and faculty liaisons.

Provided a presentation on the NBASW Code of Ethics (2007) to UMPI social work students.

## IMPROVE COMMUNICATION

Monitored the website and edited content as needed, including news and events listings, job listings, discipline decision pages, and more.

Monitored social media platforms for effectiveness, developed new content templates, and published various content, including bursary winners, employment opportunities, the annual wellness contest to promote members' wellness throughout Social Work Month, and much more.

Sent emails to members, including the 2024-2025 renewal communication notices, continuing education opportunities, newsletters and updates, survey opportunities, and more. Distribution of over 3,200 NBASW & CASW promotional items to social workers, social work students, and students during careers fairs.

A new member handbook for new NBASW members, including social work technicians, that will come into effect in 2024-2025, was created to use as a resource for information about NBASW membership, including NBASW's role, member benefits, renewal information, and more.

## IMPROVE PARTICIPATION

Met with multiple Schools of Social Work, including a St. Thomas University Professor about research interest in Trauma-Informed practice, the University of Maine at Presque Isle School of Social Work Faculty and students, and Université de Moncton's new Administrative Assistant regarding the NBASW and the application process.

Met with Eel River Bar's Child and Family Agency Director and Consultant on their ongoing work to implement child welfare legislation for their community and confirm the Association's commitment to work with the Agency.

Sought new webinar opportunities, including the partnership with Social Development to fund a series of 8 webinars by Melanie Doucet in both official languages. Coordinated a total of 7 free webinars for members, 3 in French and 4 in English. Promoted NBASW with the help of counterparts, including Nova Scotia College of Social Workers (NSCSW), CASW, and Ontario Association of Social Workers (OASW), specifically to promote the French webinars.

Continued enhancing the webinar experience by reviewing the setup and platform, meeting with presenters, developing templates, and monitoring the attendance rates.

Met with and surveyed members regarding the Child and Youth Advocate's (CYA) systemic review of the provincial Long-Term Care system. Analyzed the survey data to draw out key recommendations in a report submitted to the CYA to inform its review. Attended the Long-Term Care consultation meeting organized by the Leader of the Opposition, Social Development Critic and Health Critic.

Met with Co-operators insurance representative to discuss the ongoing partnership between the

NBASW and the Co-operators group and organized initiatives for members, including a Quote Appointment Day for NBASW members, providing lunch and learn opportunity, including Co-operators resources in communications, and encouraging members to apply for the Co-operators bursaries.

Met with ReThink Ability and Learning Disabilities NB to discuss potential for partnership to train members on working with individuals with disabilities.

## IMPROVE RETENTION

The NBASW surveyed members in 2022 to inform the development of the Recruitment and Retention Strategy. Now, to track the efficacy of the Strategy, the NBASW will survey members on an annual basis over the next five years. This year's survey was developed and launched in April 2024.

The Strategy has identified gaps in data related to the field of social work. A partnership with the New Brunswick Institute for Research, Data and Training (NB-IRDT) is currently being developed that will bolster the data.

Social Development (SD) has begun expediting permanent status for social workers and now provides social work students with letters of intent to employ.

Many zones are implementing multidisciplinary teams in child protection. Where implemented, these teams have positively impacted staffing and client service provision.

A school social work committee was formed, and several meetings occurred. The Committee will help define and clarify the role of school social workers and determine how social work technicians can be incorporated into school systems.

## PILLAR 3 - PROMOTION OF THE PROFESSION

### IMPROVE IMAGE

The NBASW (\$75,000), Social Development (\$125,000), and CUPE 1418 (\$25,000) worked in partnership to develop a child protection social worker public campaign, which was launched for Social Work Month 2024. The campaign has received incredible feedback and has boosted the

visibility of the role of child protection social workers. The videos and accompanying testimonials can be found on the NBASW website at [whosavedme.ca](https://whosavedme.ca).

Continued advocacy efforts for Policy 713, notably being quoted in the Child and Youth Advocate's use in the *On Balance, Choose Kindness* report, and attending the news conference.

Participated in media interviews regarding Policy 713, the Child, Youth, and Seniors Advocate's report on social programs, the new Child Protection Social Work Campaign and the new Child Well-Being Act. Participated in the Social Development meetings and World Café regarding the Child Well-Being Regulations.

NBASW advocated for anti-racism by sitting on and participating in the CASW Anti-Racism Statement Committee, attending the Anti-Racism Indigenous Project Training, attending the Community visit at Tobique First Nation, and completing a sweat exercise at St. Mary's First Nation.

## BETTER EDUCATION

Met with several associations, including the Speech Language Therapist and Pathologist Association and the Dieticians Association to present the NBASW process and ongoing work. NBASW also met with the EDs and CEOs of the Dental Association, Medical Society, Engineers Association, Real Estate Association, Nurses Association, and more to continue collaboration between governing bodies and associations. Met with the New Brunswick Teachers Association-led initiative Network of Caring Professionals on several occasions.

Attended the Pre-Budget Health Stakeholder Forum hosted by the New Brunswick Medical Society and the New Brunswick Nurses Union to help inform the development of the 2024 pre-budget recommendations document as part of the health stakeholders' group. Attended the Minister of Finance's pre-budget meetings, as well as the State of the Province Address. Attended the 2024-2025 Budget "lock-in" organized by the Department of Finance and Treasury Board.

Met with members of the public to discuss the profession of social work and the complaints pro-

cess. Met with NBASW members to answer ethical and practice questions, to present information on the NBASW Code of Ethics and decision-making process and presented the NBASW Standards Regarding the Capacity of Minors to Consent to Social Work Services to social workers from the Francophone South School District.

Promoted the NBASW and the social work profession in the Canadian Mental Health Association's annual Mental Health Guide, at multiple career fairs, and during National Social Work Month by email, on the NBASW website, and on social media. Also promoted Social Work Month to members by distributing over 3,200 'swag' items.

Met with counterparts, including the Nova Scotia College of Social Workers (NLCSW) Associate Director of Policy and Practice, regarding inter-jurisdictional practice. Attended the International Social Services lunch & learn. Met with PETL regarding the international application process and data collection. Continued to meet with CASW and social workers in Quebec who are forming a new provincial social work association. Attended the CASW Federation bi-annual meeting.

Provided information sessions to schools of social work social work students regarding the NBASW, the application process, and the benefits of becoming a member. Met with schools of social work regarding potential field placements and ways to promote Social Work Month.

## BUILD PARTNERSHIPS

The NBASW has partnered with the Department of Education and Early Childhood Development's (EECD's) Centre of Excellence for Health to reach school-age children and youth about the social work profession in the Anglophone Sector. Similar concepts are being discussed with the Francophone Sector.

# PILLAR 4 - GOVERNANCE & RESOURCES

## SUSTAINABILITY

The Association received a total of \$291,350 from the province to support the implementation of the Social Work Recruitment & Retention Strategy, notably from the Department of Post-Secondary Education, Training and Labour (PETL). \$150,000 of the total was contributed by the Department of

Social Development (SD) and CUPE 1418 to support the creation of the Child Protection Social Work Public Campaign.

Secured partnership with the Department of Social Development to provide NBASW Webinars with Melanie Doucet, creating over \$7,000 in non-dues revenue over two years.

Promoted employment/continuing education opportunities from various organizations to members, raising over \$11,000 in non-dues revenue.

Operationalized the first year of the Pre-Authorized Debit Program in September 2023 as a new member benefit to simplify the membership renewal process.

Continued to partner with Co-operators Insurance Group, UNI, and CASW to provide bursaries to members. Reviewed processes for bursaries, awards, and webinars for effectiveness and coordinated with counterparts to implement improvements.

### **ORGANIZATIONAL STRUCTURE & FUNCTIONS**

The Board of Directors met 4 times, 2 of which were online. Developed the 2023-2028 Strategic Plan and the 2023-2024 yearly operational plan.

Held monthly operational planning and key performance indicator reviews to assess the effective-

ness of the ongoing work, as well as team meetings and one-on-one meetings with staff.

### **DEVELOP A CULTURE OF CONTINUOUS IMPROVEMENT**

Sent the annual membership satisfaction survey to evaluate member satisfaction with ongoing communication, engagement, and recommendations and make adjustments to enhance member communication and services.

Also continued to send the annual AGM satisfaction survey to analyze the event's successes and opportunities to enhance the member experience in the future and adjust where needed.

Distributed the first renewal survey to evaluate the renewal process's ease of use and to adapt the renewal process based on the baseline data collected.

Distributed the Year 1 Recruitment and Retention Strategy Survey to evaluate the Strategy's progress.

---

# Association **Development**

---

## **SUPPORT TO COMMITTEES**

The Registrar, Social Work Consultant, and Communications Officer are each responsible for supporting at least one NBASW Committee. The Registrar, Martine Paquet, supported the Complaints Committee, the Committee of Examiners, and the Discipline Committee. The Social Work Consultant, Keara Grey, supported the Recruitment and Retention Committee, the By-Laws Committee, the Ad Hoc Legislation Committee, and the Scope of Practice Committee. The Communications Officer, Laure Piccetto, provides support to the Nominating Committee.

## **SOCIAL ACTION & SOCIAL POLICY**

This year, the Association participated in various social justice initiatives.

In summer 2023, the NBASW submitted feedback for the Child & Youth Advocate's review of Education Policy 713. The NBASW's submission emphasized the importance of having the original Policy maintained so that students can continue to self-identify and express themselves without fear of consequence. Parental consent should not be a requirement for the preferred names and pronouns to be respected; this change will no doubt harm children and youth. The NBASW continues to push for the rights of children and youth. As such, the government must reinstate Policy 713 as previously written and must once again require teachers to use the preferred names and pronouns of students under 16 years of age without parental consent.

Related to children's rights, the NBASW has continued to push for increased child/youth access to social work services through the Standards Regarding the Capacity of Minors and the Guidelines on Assessing the Capacity of Children and Youth. Each social worker is required to complete one NBASW Ethics, Standards, and Guidelines Training annually and this year's training was focused on these Standards.

Members received tailored information related to children's rights, capacity assessments, the mature minor's doctrine, and the Association's stance that, if a minor of any age has the capacity to fully understand the nature and consequences of a service, their consent is the only consent required to provide them with that service. It's important that social workers are able to adhere to their professional Standards in their work. The NBASW and the New Brunswick Child and Youth Advocate's Office continue to push for the recognition of these Standards across organizations.

The New Brunswick Medical Society brought together 19 organizations, primarily provincial health regulators, to co-develop a submission for provincial pre-budget consultations. The NBASW was happy to participate in this process and helped to inform the priorities outlined in The 2024 Pre-Budget Health Stakeholder Forum Report: Recommendations to Stabilize & Transform New Brunswick's Health Care System.

Recommendations included re-engaging with health care professionals to support informed and transparent decision-making, creating and scaling multidisciplinary team-based primary care clinics across the province, prioritize the respect and retention of health care professionals to ensure continuity of service, and prioritizing healthy living and preventative care. The Association looks forward to working with the group further as they collectively push for a team-based primary health care to support the health care needs of New Brunswickers, including their mental health and social support needs.

The ongoing Social Work Recruitment and Retention Strategy has many actions related to social policy, including enhancing foreign credentialing processes for foreign qualified social workers. The Association has submitted a proposal to the Department of Health to help support this work and is hopeful that significant progress can be made toward this initiative in the coming year.

## MEMBER ENGAGEMENT

We continue to work towards improving member engagement in different ways, including Chapter Tours to host member consultations on various initiatives, sending an annual member survey to determine how members view our communications, what kind of engagement they prefer, and how we can improve.

Based on member feedback, NBASW adapts to provide recommended webinar topics, Standards and Guidelines of Practice, and the type of content we include in member communications.

Additionally, the Registrar and Social Work Consultant attended several presentations with the schools of social work and met with students to discuss student engagement. If you have any ideas for engaging members, please feel free to reach out to us at [info@nbasw-attsnb.ca](mailto:info@nbasw-attsnb.ca).

## SOCIAL MEDIA & DIGITAL COMMUNICATIONS

Email communications, social media, and website engagement numbers continue to be on the rise. Our promotional campaign has significantly boosted our online presence since its initial launch. To see more about our communications performance including engagement and impression data, please refer to the communications statistics.

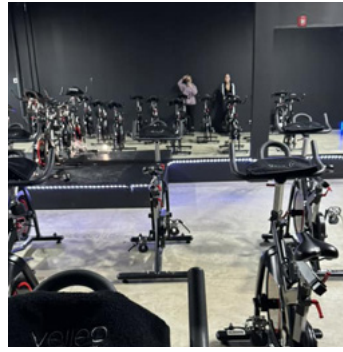
This year's Wellness Contest was successful in encouraging participants to make time for their well-being during Social Work Month and we thank everyone who took the time to participate!



Linda Anne Hebert  
Madala Drawings



Kristine LeBlanc  
Walking Outside



Karine Pelletier  
Spin Class



Cassandra Ackerson  
Skating with Family

Our Facebook and X (formerly Twitter) platforms remain available to follow for continuing education opportunities, social justice updates, announcements, contests, and more, while our website contains news announcements, continuing education and employment opportunities, member resources, and more.



Follow NBASW on Facebook [@NBASW](#)



Follow NBASW on X (formerly Twitter) [@NBSocialWorkers](#)



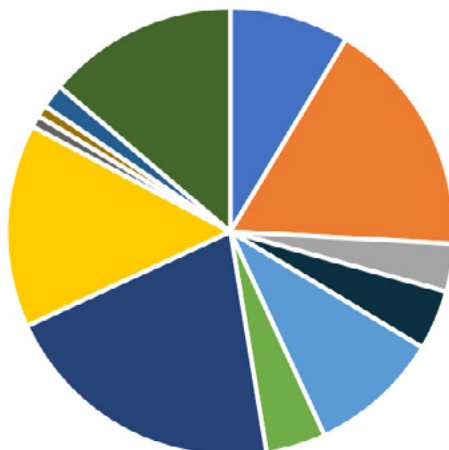
Browse the NBASW website [www.nbasw-attsnb.ca](http://www.nbasw-attsnb.ca)

## ETHICS

As Registrar, Martine provides several ethical consultations to members, employers, students, and members of the public, with the most common inquiries related to the Scope of Practice, private practice, technology, and informed consent. During the year 2023-2024, 117 ethical consultations were provided (57 more than last year).

The Registrar delivered a presentation on the profession of social work during the provincial meetings for guidance counsellors (Francophone School District) and to high school students at École Saint-Anne. The Registrar provided information session on the NBASW Code of Ethics to NBCC SSCW students and UMPI social work students. A presentation was also provided to the Francophone School District regarding the Standards regarding the Capacity of Minors to Consent to Social Work Services.

If your chapter or your place of employment would like to receive a presentation on the Code of Ethics, on the NBASW Disciplinary process, or on other NBASW Standards and Guidelines, please do not hesitate to contact the Registrar by email at [martine.paquet@nbasw-attsnb.ca](mailto:martine.paquet@nbasw-attsnb.ca) or by phone at 506-444-9196.



Ethical Consultations During  
the Year 2023-2024

- |                             |                         |
|-----------------------------|-------------------------|
| ■ Confidentiality (10)      | ■ Boundaries (4)        |
| ■ Conflict of Interest (11) | ■ Private Practice (24) |
| ■ Research (1)              | ■ Use of Title (2)      |
| ■ Scope of Practice (20)    | ■ Documentation (5)     |
| ■ Termination (5)           | ■ Informed Consent (17) |
| ■ Client's Interest (1)     | ■ Technology (16)       |



## SCHOOLS OF SOCIAL WORK

We continue to promote the Association by giving presentations on the membership application process and benefits of membership to future social workers from Université de Moncton and St. Thomas University. We also continue to welcome students for their internships. This year, the Association had the pleasure of welcoming Mitchell Mackenzie, a Bachelor of Social Work student at University of Maine at Presque Isle, and Elizabeth Doherty, a Bachelor of Social Work Student at St. Thomas University. The Association continues to work and collaborate with the University of New Brunswick in Saint John, as well as meeting with the UNB-SJ students.

## MEMBERSHIP

From April 1, 2023, to March 31, 2024, the total number of membership approvals approved by the Registrar was 265, which is 68 more than last year.

- The Registrar approved 152 Practicing Member applications (29 more than last year)
- The Registrar approved 4 Temporary Authorized Member applications (2 less than last year)
- The Registrar approved 91 Student Member applications (37 more than last year)
- The Registrar approved 18 Reinstatement applications (4 more than last year)

The average number of working days between the reception of the final application document and the Registrar's approval is 4.48 days.

The Registrar also provided information sessions to social work students from the Université de Moncton, St. Thomas University, and the University of Maine at Presque Isle regarding the NBASW, the application process and membership benefits.

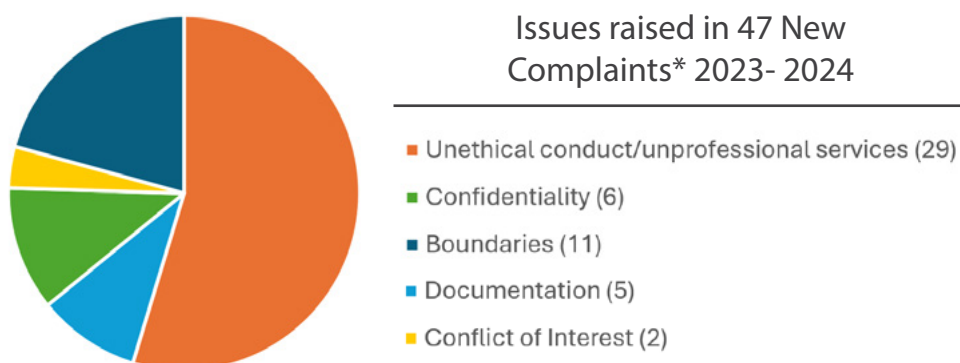
## REINSTATEMENTS

A person wishing to rejoin the NBASW after allowing their membership to lapse for more than one year must apply for reinstatement. All applications for reinstatement are considered by the Registrar. During the past year, the Registrar approved 18 reinstatement applications (4 more than the previous year).

## COMPLAINTS

From April 1, 2023, to March 31, 2024, the Complaints Committee received 47 new complaints in addition to the 12 complaints that were carried over from the previous year. Of these 59 complaints, 42 were dismissed, and 6 were referred to the Discipline Committee. On March 31, 2024, there were 11 ongoing matters. During the year 2023-2024, the committee held 25 meetings and reviewed 48 complaints.

The average timeframe for 48 complaints is 45.64 working days (from the date of receipt of the complaint to when the Panel renders a decision). The Complaints Committee strives to dispose of complaints as quickly as possible. The average processing time for 48 complaints is 22.89 working days (from the date of receipt of the respondent's reply to the date of the Complaints Committee's decision).



*\*Note: Complaints often raise several social work issues.*

Please see the Complaints Committee report for additional information.

## DISCIPLINE

From April 1, 2023, to March 31, 2024, the Discipline Committee received 6 new complaints in addition to the 1 complaint that was carried over from the previous year.

Of these 7 complaints, 5 were completed, and there are currently 2 ongoing matters.

The average timeframe for 5 matters is 146.4 working days (from the day the complaint was sent to the Discipline Committee to the day the decision of the Discipline Committee was sent to the Complainant and Respondent).

Please see the Discipline Committee report for additional information.



Issues raised in 7 New Matters that Were Referred to the Discipline Committee in 2023- 2024\*

- Documentation (2)
- Boundaries (5)
- Confidentiality (1)

\*Note: Complaints often raise several social work issues.

## PROFESSIONAL FUNDS, BURSARIES & GRANTS

This year, the NBASW provided \$8,850 to support members' training and learning opportunities with professional funds, bursaries and grants. This includes the Professional Development Fund which is distributed to NBASW members who present a webinar training opportunity for social workers in their area of knowledge, expertise and/or practice.

### Partners

In 2023-2024 NBASW increased our number of partnerships from three to four. This is a result of our commitment to members to create non-dues revenue and offer professional development. As a result, many of NBASW's bursaries, grants and funds are offered at no cost to our members. 2023-2024 partners included:

**In 2023-2024 \$8,850 was issued to support NBASW Members' professional development.**

- The Province of New Brunswick's Department of Social Development (\$7,186 over 2 years)
- BMS (Up to \$3,000)
- UNI Financial Corporation (\$2,500)
- Co-operators Insurance (\$2,000)

Thank you to our partners for supporting our members' professional development! We encourage members to review the [member benefits](#) for group rates and more information on our partners' services.

### 2023-2024 Bursary, Grant and Fund Recipients

- Sydney Haines was the recipient of the NBASW Bursary (valued at \$500).
- Elaine Howell was the recipient of the Co-operators Bursary for Members (valued at \$500).
- N'gaibhan Kouassi N'klo Sandrine received funds through the UNI Bursary for Student Members (valued at \$500).
- Joanne Owuor was a recipient of the UNI Education Grant (valued at \$1,000).
- Keara Grey was a recipient of the UNI Education Grant (valued at \$1,000).
- Aya Kbir Alaoui was the recipient of the Co-operators Bursary for Student Members who are enrolled in the Université de Moncton Bachelor of Social Work program (valued at \$500).
- Erin Cunningham was the recipient of the Co-operators Bursary for Student Members who are enrolled in the mainstream St. Thomas University Bachelor or Master of Social Work program (valued at \$500).

- Ashley Barnaby was the recipient of the Co-operators Bursary for Student Members who are enrolled in the St. Thomas University Mi'kmaq/Maliseet Bachelor of Social Work program (valued at \$500).
- Emmanuelle Khoury and Melanie Doucet received the CASW & NBASW Grant to provide in-demand professional education to our members, made possible by BMS (valued at \$3,031).
- Darcy Corey and April Vass were the recipients of the Professional Development Fund (valued at \$818).

Congratulations to all 2023-2024 recipients. We wish you the best in your educational and professional endeavors! Members can find more information on our Bursaries and Grants [online](#).

A sincere thank you to all 2023-2024 NBASW & CASW Grant and Professional Development Fund presenters for sharing your knowledge and experience with members! Applications for this year's [Professional Development Fund](#) are now open!

We encourage members who would like to know more about offering a webinar in French and/or English through this fund to contact the NBASW.

## CONTINUING PROFESSIONAL EDUCATION

The NBASW continues to develop and coordinate free annual professional education to support members in meeting the [continuing professional education requirements](#).

The NBASW continues to provide free continued professional education to members in two ways:

### **Free NBASW Mandatory Ethics Training:**

This year the NBASW developed a new training pertaining to the [Standards Regarding the Capacity of Minors to Consent to Social Work Services](#), which was made available to members in October.

### **Free NBASW Webinars:**

The NBASW Partners with CASW to provide free live and on demand training through the [CASW Webinar Platform](#). Members who have not yet accessed this resource can create a CASW login here: [www.casw-acts.ca/en/user/register/](http://www.casw-acts.ca/en/user/register/)

This year, the NBASW coordinated 7 free webinars for members, 3 in French, and 4 in English:

1. [Un appel à la compassion de soi pour les TS: qu'est ce que c'est et comment en faire?](#) with Emmanuelle Khoury.
2. [Service Social International Canada](#) with Sylvie J Lapointe.
3. [International Social Service Canada](#) with Sylvie J Lapointe.
4. [CBT & Self-Compassion](#) with Darcy Corey.
5. [I think my Client might have OCD: How to Identify Symptoms of OCD and What to Do Next](#) with April Vass and Jessica Bodie.
6. [Les relations comptent : Examiner les voies menant à des relations de soutien à long terme pour les jeunes pris en charge qui font la transition vers la vie adulte](#) with Melanie Doucet.
7. [Relationships Matter: Examining the pathways to supportive long-term relationships for youth 'aging out' of care](#) with Melanie Doucet.

An additional [41 free English webinars](#) & [17 free French webinars](#) were made available to members through our partnership with CASW! In 2023-2024, 885 attended NBASW webinars in English and 86 attended NBASW webinars in French; this includes both NBASW and CASW members.

The NBASW continues to prioritize professional development training opportunities in both official languages.

The NBASW thanks the CASW for their continued collaboration in providing this member service.

## A total of 60 new free professional development trainings became available to NBASW members in 2023-2024



*Emmanuelle Khoury,  
presenting a Self-Compassion Webinar*

**What we do:**

- Protect**
  - Child Protection (Assess child welfare across borders)
  - Adult Protection
  - International Child Abduction
  - Obtain RC and PCC for foster, adoption, empl., etc.
  - Obtain previous files
  - Documentation (when available)
  - Abuse Alerts
- Reunite**
  - Biological Parent Assessment
  - Post-Adoption Tracing
  - Family Reunification (post adoption)
  - Kindship Assessment for permanent, temporary placement or visits
  - Family Finding for children in care
- Mediate**
  - International Child Custody
  - International Child Abduction
  - Custody and Access
- Support**
  - Deportation
  - Unaccompanied Minors
  - Immigration
  - Advocacy (child's rights and human rights)

*Sylvie J Lapointe,  
presenting the ISS Webinar*

### Partner

The NBASW thanks the Department of Social Development of the Province of New Brunswick who has partnered with us by providing \$ 7,186 over 2 years toward offering a series of 8 Webinars with Dr. Melanie Doucet. 2 of the 8 Webinars were provided to members in March 2024, as seen listed under Free NBASW Webinars.

The NBASW welcomes future partnerships to support social workers in their professional development.

### 2023-2024 Member Deals on Professional Education Resources

NBASW membership includes access to many education and professional resources above and beyond free training and webinars presented by NBASW.

NBASW Membership Benefits:

- [NBASW Ethics Training](#) - Free
- [ACHIEVE Centre for Leadership](#) – 15% discount with promo code *NBASW15*
- [Crisis and Trauma Research Institute \(CTRI\)](#) - 15 % discount with promo code *NBASW15*
- CASW Membership which includes:
  - [CASW Webinar Platform](#) - Free
  - [Social Work Reference Center](#) – Free
  - [SocINDEX](#) – Free
  - [CASW Private Practice Portal](#) – Free
  - [Canadian Social Work journal](#) – Free
  - [Canadian Social Work Review journal](#) – Free
  - [Private Practice Portal](#) - Free
  - [Centre for Indigegogy](#) – 10 % discount
  - [Learning Essential Approaches to Palliative Care \(LEAP\)](#) – 20% discount
  - [IFSW Membership](#) - Included in CASW Membership

Additional NBASW member benefits and CASW benefits, including discounts on insurance and banking services, are available to members.

The NBASW continues to connect members with [additional training resources](#) and [wellness resources](#) for your continued development. If you would like to add resources, or partner with NBASW to provide free or discounted opportunities to members, please contact the NBASW.

Thank you to members for participating in continuing professional education through NBASW and our partners. We look forward to building upon our selection of training opportunities in the coming year!

## PROMOTIONAL CAMPAIGN



The Child Protection Social Work Campaign launched on March 4, 2024. The Campaign intended to bring awareness to the important role of child protection social workers. The public campaign was made possible with the partnership with the Department of Social Development who contributed \$125,000, CUPE 1418 who contributed \$25,000, and the NBASW contribution of \$75,000.

### **The Concept: *Who Saved Me***

In recent years, the image of child protection social work has been moulded by negative stigmas portrayed in media, resulting in a harmful perception of the important work child protection social workers do daily. To inform the public of the immensely positive effects of child protection social work, we asked 10 New Brunswickers to partake in a social experiment.

The experiment consisted of listening to a quote from a child's real story and matching it to the person who saved them. From a selection of a firefighter, a police officer, a paramedic, a surgeon, and a social worker, no one selected the social worker for any of the five quotes.

In addition to this social experiment, child protection social workers Annie Mallet & Trevor Breen each tell us about the realities and misconceptions surrounding child protection social work and why they love this profession.



*Annie Mallet, Child Protection Social Worker*



*Trevor Breen, Child Protection Social Worker*

In partnership with the Department of Social Development and CUPE 1418, NBASW wanted to show that child protection social workers have a big impact on families and that social workers improve lives just as much as other front-line workers.

While child protection social workers help families thrive and find their way back to each other, they don't wear a uniform that associates their positive contributions to their work like other front-line workers. Even without uniforms, child protection social workers proudly display their unwavering passion to empower children and families toward a brighter future.

The first flight of the campaign ran from March 1, 2024, to March 31, 2024, across the following platforms and channels: Meta (Facebook and Instagram), Google Display, YouTube, Connected TV, Linear TV, CTV, CBC, Global, Radio-Canada, and CHAU-TVA.

### The Results

With the help of the m5 marketing firm, the campaign was launched and generated 4.5 million impressions, 46,329 clicks, and a click-through rate of 1.21%. The video was viewed 525,652 times online, and approximately 684,850 times on TV, indicating that New Brunswickers (ages 25-54) saw the spot an estimated 5.3 times each, during March.

We are happy to report that these performance statistics all exceed industry benchmarks, indicating the continuous improvement of New-Brunswicker's perception of social workers. The results obtained during this flight were excellent, prompting jurisdictions in Canada, the United States and Europe to reach out. We would like to thank the Department of Social Development and CUPE 1418 for their contributions to making this campaign possible.

We would also like to thank Annie Mallet and Trevor Breen, the shining stars of this campaign, whose testimonials have represented the voices of child protection social workers everywhere. Lastly, thank you to everyone who watched the campaign and to all the child protection social workers in New Brunswick.

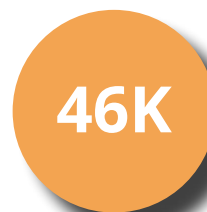
#### Impressions

Across tactics, the campaign generated 4.5 million impressions



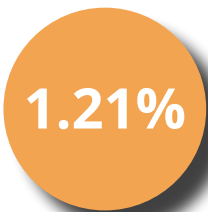
#### Clicks

Across tactics, the campaign generated 46k clicks



#### Average CTR

The campaign averaged a click-through rate of 1.21%



#### Views

The campaign generated approximately 1.2M video views on all channels, including TV



## NBASW AWARDS

The NBASW periodically awards exceptional members for their accomplishments in the social work field. The following awards are available for nominations on a yearly basis:

- The Raoul Léger Award
- The Debbie Nason in Health Care Award
- The CASW Distinguished Service Award

The Raoul Léger Award and the CASW Distinguished Service Award received nominations in 2023-2024.

### Raoul Léger Award

The Raoul Léger Memorial Award is presented yearly to a social worker in New Brunswick who has made a significant contribution to the advancement of the practice of social work and social justice in New Brunswick. This award is presented in memory of Raoul Léger, a social worker who devoted his career and gave his life for the advancement of social justice in Guatemala. The 2023 Raoul Léger Award recipient was Géraldine Poirier Baiani.

### CASW Distinguished Service Award

The CASW Distinguished Service Award is given yearly by the Canadian Association of Social Workers (CASW) during Social Work Month, to an individual or group of individuals selected from their membership by each provincial association. This award is given in recognition of outstanding contributions to the field of social welfare and to the profession of social work in Canada. The 2023-2024 CASW Distinguished Service Award recipient was Anne Caissie.



**Géraldine Poirier Baiani**  
*Raoul Léger Award Recipient*



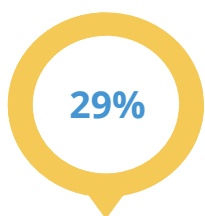
**Anne Caissie**  
*CASW Distinguished Award Recipient*

---

## Member **Statistics**

---

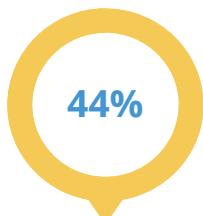
### MEMBERS BY LANGUAGE\*



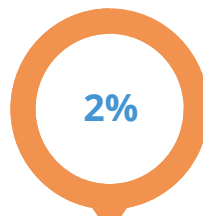
Fluently Bilingual



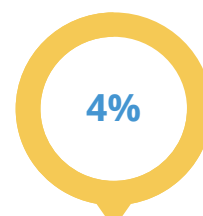
Functionally Bilingual



Unilingual English



Unilingual French



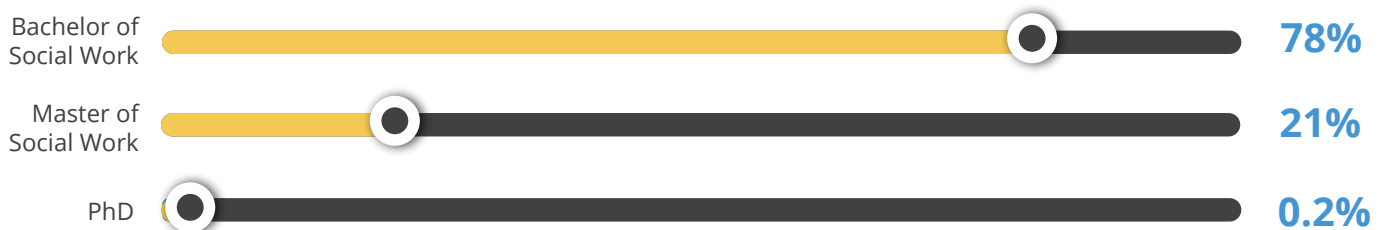
Languages Other Than English or French

*\*These percentages are rounded out. The percentage reflecting members who can speak languages other than English or French is additional; Members are also included in other categories.*

## MEMBERS BY CHAPTER



## MEMBERS BY EDUCATION



# Communications **Statistics**

The NBASW worked hard this year to improve its communications. The Communications Officer, Laure Piccetto, is pleased to present the following communications statistics:



## FACEBOOK

3561  
FOLLOWS

Our Facebook pages continue to perform extremely well. As of March 31, 2024, the Facebook pages had a combined 3561 follows, which is an increase of 28% from last year.

+28%

## NBASW STATISTICS



Satisfaction with NBASW Communications

94%



Participation in the NBASW Survey

17%



Open rate of the quarterly NBASW Newsletter

64%



Followers on the NBASW Facebook Pages

3561

## WEBSITE

Website Engagement



169,859

Website Sessions



30,341

47%

Engagement Rate

## MASS EMAILS TO MEMBERS

- In 2023-2024, the Association averaged 4.6 emails per month to members.
- Of those emails, the average open rate was 66.5%.The industry standard open rate is 25%.
- We remain significantly above this average in both official languages.

66.5%

Open Rate on Emails to Members

---

# CASW Representative's Report

---



**Barb Whitenect, BSW, MSW, RSW**  
*CASW Representative*

Once again it is my pleasure to be writing this report for NBASWs annual meeting on the updated activities of the CASW over the past year.

The past year involved many changes once again on the national scene. With the completion of an operational review the CASW has adopted a 5 year Strategic Plan 2023-2028. This plan includes not only examining the structure of the organization from an operational perspective but governance as well to ensure that the organization moves toward a journey of reconciliation as well as ensuring equity, diversity, inclusion and belonging (EDIB) are at the forefront of all actions and recommendations undertaken by CASW.

Along with the continued work on strategic planning for the future of CASW, important tasks were finalized including an Anti-Racism Statement and the launch of the CASW Code of Ethics, values and guidelines. Important work has begun on Equity, Diversity, Inclusion and Belonging (EDIB) both from a governance and operational perspective, with the ultimate goal of a more inclusive organization.

The Code of Ethics was a very inclusive piece of work completed in 2023 and launched in January 2024, with collaboration from CASW partner organizations and involvement from 28 virtual diversity focus groups.

March of 2024 saw Social Work Month revolve around the January launch of the new Code of Ethics, Values and Guiding Principles with a theme of Seven Points Of Unity: Many Possibilities. The month concluded with an eight webinar series introducing each value and guiding principle from the new Code.

Webinars have become a critical component of social work education especially since the pandemic, CASW in collaboration with partner organizations served to strengthen the practice of social work in 2023-24 through 41 online events and webinars with 16,723 registrants comprising of 58 hours of content. These online events are critical to social work education and will continue to be a priority for the CASW in the coming year.

The CASW participates in many committees. One of great importance is the Intersectoral Committee comprised of Canadian Council of Social Work Regulators, Canadian Association for Social Work Education and CASW as secretariat. The tasks of this committee is to promote communication, connection, and strengthen the social work profession in Canada. Among grant applications and work sector study proposals for the practice of social work, the committee participated in the Association of Social Work Boards (ASWB) redrafting of ASWBs current exam with the ultimate goal of inclusion of Canadian content so that the exam may be applicable among Canadian jurisdictions.

With the conclusion of this report I hope that all social workers were able to fully celebrate and acknowledge the critical role of social work practice within New Brunswick and at the National and International level, over this past year. In particular I would like to acknowledge Anne Caissie, NB Social Development Social Worker, as the award recipient of the CASW Distinguished Service award 2024.

Respectfully submitted,

**Barb Whitenect, BSW, MSW, RSW**  
**CASW VP & CASW Representative for the NBASW**

---

# Committee Reports

---

A number of committees help complete the NBASW's important work. The NBASW has two types of Committees:

**Regulatory Committees** - Responsible for the activities related to registration, complaints and discipline of membership, mandated by the Provincial Act. These committees are the:

- Committee of Examiners;
- Complaints Committee;
- Discipline Committee; and the
- Nominating Committee.

**Ad Hoc Committees** - Committees set up by the Board for a limited time to address a particular issue or interest. Current ad hoc committees are the:

- Social Work Recruitment and Retention Strategy Committee;
- Scope of Practice Committee;
- Legislation Committee; and the
- By-Laws Committee.

The following reports represent the ongoing work of active committees.

## COMPLAINTS COMMITTEE

The mandate of the NBASW's Complaints Committee is to review the written representations of the complainant and the respondent and all other relevant records. Under subsection 17(6) of the Act, the Complaints Committee is required to consider and investigate the conduct of a member or former member when a written complaint has been filed with the Registrar.

The Complaints Committee panel is made up of at least two NBASW members and one public representative who is appointed by the Minister of Health. These are the members of the Complaints Committee in 2023-24 : Omer Savoie, Chair (April 2023-January 2024); Claude Savoie, Chair (since January 2024); Anouk McGraw and Chantal Bourassa, members of the NBASW. We also have Norma Dubé, Lia Daborn, and Lisa LePage as public representatives. I would like to thank Omer Savoie and Norma Dubé, who have completed their terms on the committee. Thank you for your time and dedication.

With regard to the committee's mandate, members can dismiss a complaint, take appropriate action to resolve it, or refer it to the Discipline Committee. On complex issues, the committee may consult the NBASW's legal counsel for legal advice on action to be taken. When a complaint requires more thorough investigation, the committee can request the services of an investigator. As Chair of the committee, I can attest that each complaint is thoroughly reviewed without prejudice and that the committee follows procedure in that regard.

**47 new complaints were received in 2023-2024.**

**12 complaints were carried over from the previous years.**

**Of these 59 complaints, 42 were dismissed and 6 were referred to the Discipline Committee.**

**There were 11 ongoing matters as of March 31, 2024.**

Over the last year, from April 1, 2023, to March 31, 2024, the Complaints Committee received 47 new complaints, and 11 complaints were carried over from the previous year. Of these 59 complaints, 42 were dismissed and 6 were referred to the Discipline Committee. There were 11 ongoing matters as of March 31, 2024.

During the 2023-24 year, the committee held 25 meetings and considered 48 complaints. The average time spent on dealing with the 48 complaints was 45.64 working days from the day the complaint was received until the day the panel made its decision. The average time spent on dealing with the 48 new complaints was 22.89 working days from the date of the respondent's reply to the day the panel made its decision.

**Out of 48 complaints, 5 matters took between 96 -148 working days. The remaining 43 matters took between 15 - 67 working days.**

Reasons why a complaint matter may have incurred delays include, but are not limited to:

- The Committee requested additional information from either the complainant, the respondent, or other individuals;
- Respondents requested additional time to provide their written response;
- The Committee was waiting for additional information from a Complainant;
- The Complaints Committee did not have a public member for the month of December 2023;

I would like to thank Complaints Committee members and Registrar Martine Paquet for their dedication and contributions to the committee.

**Claude G. Savoie, RSW**  
**Complaints Committee Chair**

## DISCIPLINE COMMITTEE

A panel of the NBASW Discipline Committee is made up of at least three members, including a public member appointed by the Minister of Health under the New Brunswick Association of Social Workers Act (2019), a regular member of the NBASW, and another member, who chairs the panel. In certain circumstances and to ensure proper representation, another member may be added to the panel.

The current Discipline Committee is made up of the following members: Genevieve Bourgeois, from the Acadian Peninsula; Carla Gregan-Burns, from Miramichi; Cindy Marshall, from Woodstock; Eileen Gauthier, from Saint John; Michelle Nowlan, from Moncton; and Carole Poitras, from Bathurst, as regular members. Paul Blanchard, from Fredericton, is the public representative, and Genevieve Forest-Allard, from Moncton, chairs the committee.

During the 2023-2024 fiscal year, the NBASW received six new complaints, and one complaint was brought forward from the previous year, for a total of seven complaints. Of these seven complaints, five were resolved, and two are underway. The Discipline Committee held meetings by video-conference, as well as one hearing held in person, and accepted two voluntary submissions from respondents. The average time for dealing with the five complaints was 146.4 working days.

**5 complaints were resolved in 2023-2024.**

**The average time spent on the 7 complaints was 146.4 working days.**

**Member resources like the Code of Ethics, practice standards, and guidelines can be found on the NBASW Website.**

The various sanctions imposed by the Committee during the year included written reprimands, a four-week suspension of the right to practice, the publication of case summaries, a one-year supervision, assignments in the form of professional development, and fines totaling \$6,500.

As Chair of the Discipline Committee, I want to take this opportunity to remind you that our association has developed a website over the years that contains a lot of information and some excellent resources. As active members of our professional association, we are responsible for continuing to keep up to date on best practices in social work. This includes the annual review of some basic documents like the Code of Ethics, practice standards, and guidelines, as examples of these documents. Also, the Child and Youth Well-Being Act was proclaimed last year, and I encourage you to read it, since it contains important changes affecting our young clients.

I want to thank the members of the Discipline Committee for their hard work and their availability. They always come to meetings prepared and ready to deal with delicate situations. Thank you, too, to our legal counsel, Dominic Caron, for his advice and support on sensitive matters. Finally, thank you to our Registrar, Martine Paquet, for her valuable assistance with ensuring the committee runs smoothly, and for her unfailing support.

It is an honour and a privilege for me to have served for several years on this Committee as member and Chair.

Thank you for placing your trust in me!

**Geneviève Forest-Allard, RSW**  
**Discipline Committee Chair**

**Out of the 5 resolved complaints, 3 matters took 179 working days. The remaining 2 matters took between 67 - 128 working days.**

Reasons why a discipline matter may have incurred delays include, but are not limited to:

- Difficulty reaching out to the respondent;
- Difficulty finding a hearing date that worked for all participants;
- Matters were resolved between legal counsels;
- Hearing dates were postponed.

## COMMITTEE OF EXAMINERS

The Committee members over this past year have been Caroline Price, Heather Hastings, and Jessica Melanson (Public member).

In June 2019, the Committee of Examiners delegated to the Registrar the authorities identified in section 11(5) of the NBASW Act and sections 3.3.0, 3.3.1 and 3.3.2 of the NBASW By-laws. Since the delegation of authorities, the Registrar is now able to consider and approve all new candidates who are applying for membership with the Association in one of the following categories: Practicing Member, Temporary Authorized Member, Student Members and Reinstatement applications.

From April 1, 2023, to March 31, 2024, the total number of approvals approved by the Registrar was 265, which is 68 more than last year.

A more detailed breakdown follows:

- The Registrar approved 152 Practicing Member applications (29 more than last year)
- The Registrar approved 4 Temporary Authorized Member applications (2 less than last year)
- The Registrar approved 91 Student Member applications (37 more than last year)
- The Registrar approved 18 Reinstatement applications (4 more than last year)

**265 members approved by the Registrar in 2023-2024**

**4.48 business days between full application and registration approval**

The average number of working days between the reception of the final application document and the Registrar's approval is 4.48 days.

The Committee also reviewed and updated the new Re-entry to Practice Supervision Policy. There are currently open positions on the Committee of Examiners. If you are interested in joining, please reach out to the NBASW!

Respectfully submitted on behalf of the Committee,

**Martine Paquet, RSW**  
**NBASW Registrar**

## **RECRUITMENT AND RETENTION STRATEGY COMMITTEE**

This year, the NBASW was hard at work leading the first-year implementation of the 2023-2028 Social Work Recruitment and Retention Strategy. I, Miguel LeBlanc, have had the pleasure to continue chairing the Steering Committee and am supported in this work by Keara Grey. With funding from PETL, we have been able to retain the services of Laurie Bourque and Mitch Verrier of Kensington and Associates to help organize meetings, track the Strategy's progress, and manage stakeholder relations.

The Steering Committee continues to be made up of key stakeholders, including representatives from various government departments, health authorities, schools of social work, colleges, unions, and more. Stakeholders are responsible for leading and assisting with the various actions identified in the Strategy. The Steering Committee continues to meet monthly and their continued dedication to the work has been vital to the Strategy's success to date.

The Strategy includes a total of seven strategic pillars, which are further subdivided into the two categories of General Key Performance Indicators (KPIs) (1-4) and Specific KPIs (5-7). General KPIs are the overarching strategic goals and actions to aid in the recruitment and retention of social workers across organizations and areas of practice. The four general KPIs include Recruitment, Retention, Role, and Image. The Strategy also includes the three specific KPIs of Child Protection, Mental Health & Addiction Services, and School Social Work, to address specific pressure points within the system.

The Strategy involves significant work and 58 of the 87 items began this past year. While many of the actions are multi-year projects, six of the actions have been fully completed and we've already begun to see the positive outcomes of some of the work.

As we go into the second year of the Strategy's implementation, we look forward to continuing the important work of bolstering social worker recruitment and retention. We will continue to submit biannual reports to a Deputy Minister committee as part of the accountability structure, to ensure the work remains on track. We are appreciative of PETL's continued financial support in retaining the services of Laurie Bourque and Mitch Verrier and look forward to their continued support in the year to come.

The NBASW wishes to thank all the Steering Committee members for their ongoing commitment and dedication to the profession of social work. We also thank members for their participation in many initiatives related to the Strategy, including active participation in consultations and surveys.

**Miguel LeBlanc, BSW, MSW, RSW**  
**Social Work Recruitment and Retention Strategy Committee Chair**

## SCOPE OF PRACTICE COMMITTEE

Regulating social work technicians has been a key component of the 2023-2028 Social Work Recruitment and Retention Strategy. As the regulator, the NBASW is tasked with establishing professional scopes of practice, which establishes the practice boundaries for all social work and social work technician practice in New Brunswick.

An Ad Hoc Scope of Practice Committee developed the document to include the scopes of practice for both social work technicians and social workers. Combining both scopes of practice in one document was found to clearly define the distinctions between both categories of licensure. The Committee included Ian Rice (Chair), Barb Whitenect, Karla Parks-Lissok, Trista Clark, Lisa Watters, Shawna Morton, and Annie Frenette. Miguel LeBlanc, Martine Paquet, and Keara Grey provided staff support to the Committee.

While the scope of practice document is meant to highlight the boundaries of the professions, the Committee recognized that members and employers wanted and needed specificity on the tasks that social work technicians can do in practice. As such, the Committee developed the Scopes of Practice document to include Appendix A a Grid for Scopes of Practice.

The grid is a resource that further details exactly what tasks are included in the social work and social work technician scopes of practice and provides a breakdown of what each of the professions can do in their specific roles, providing they're competent and authorized to do so.

The Committee thoroughly engaged members in the development of the Scopes of Practice document and completed an in-depth written and in-person consultation regarding the scope of practice. All provincial chapters were met with between October 26, 2023, and November 9, 2023. During the consultation period, members had very few significant questions regarding the Scopes of Practice document and found it to properly represent the scopes of practice of both social workers and social work technicians.

Based on the feedback received during the consultation process, the Committee made some minor adjustments to the document and brought the document to the Board of Directors at their December 2023 meeting. The Board approved the document at this time and determined that the final version will be released to members and to the public once the NBASW Act receives royal assent and the Association has the legislative authority to regulate social work technicians.

The Committee wants to thank all members for their significant engagement and helpful feedback during the consultation process. The Scopes of Practice document is an important regulatory policy and your feedback was vital in ensuring it met the needs of social workers and employers across areas of practice.

**Ian Rice, RSW**  
**Scope of Practice Committee Chair**

## LEGISLATION COMMITTEE

The Ad hoc Legislation Committee was put together last fiscal year (2022-2023) to amend the NBASW Act. This Committee was composed of Barb Whitenect (Chair), Géraldine Poirier Baiani, Claude Savoie, Anne Caverhill, Karine Levesque, Annie Pellerin, Shawna Morton, Gary Burris, Carla Gregan Burns, Karen White-O'Connell, Lisa Watters, Mary McCormack, and Karla Parks-Lissok. The Committee was supported by NBASW staff members Miguel LeBlanc, Martine Paquet, and Keara Grey. Legal guidance was provided to the Committee by Dominic Caron of Pink Larkin (NBASW legal counsel).

The Committee met frequently during the 2022-2023 fiscal year to amend the NBASW Act to provide the Association with the power to regulate the social work technician paraprofession. Adjustments were also made to the legislation to align it with New Brunswick's new Fair Registration Practices in Regulated Professions Act.

NBASW members were thoroughly consulted, and the Committee met with each provincial Chapter on several occasions as well as key stakeholders in the development of the Act. The Act was brought to the NBASW membership for a vote at the 2022-2023 Annual General Meeting on June 3, 2023, where it passed with overwhelming member support.

While the Committee completed its mandate and has not been active this past fiscal year, the NBASW has continued the work of bringing the Act forward to the legislature, while continuing to prepare the policies and documents required to operationalize the social work technician category of membership once the legislation receives royal assent. The Committee is thankful for all the members who took the time to participate in the consultation process and who helped to inform the amended Act.

**Barb Whitenect, BSW, MSW, RSW**  
**Legislation Committee Chair**

## **BY-LAWS COMMITTEE**

This year, the Association has continued the extensive work required to regulate social work technicians. With the amended legislation being approved by members at the June 2023 AGM, the By-Laws Committee was struck to amend the NBASW By-Laws so that the Association can operationalize the new Act upon its royal assent. The By-Laws Committee had the specific mandate of providing recommendations for new or updated By-Laws to reflect the intent of the new Act. Changes primarily reflected the new social work technician category of membership.

The Committee was made up of current and future NBASW members with expertise and/or experience related to the subject and included a recent graduate of the NBCC SSCW program. Committee members included Géraldine Poirier Baiani (Chair), Anne Caverhill, Barb Whitenect, Karla Parks-Lissock, Lisa Waters, Annie Frenette, Shawna Morton, Gary Burris, and Trista Clark. Miguel LeBlanc, Keara Grey, Martine Paquet, and Dominic Caron (legal counsel) provided support to the Committee.

The Committee developed the By-Laws specifically to operationalize the new NBASW Act and did not bring any other changes forward at this time. The recommended By-Law changes have been approved by the NBASW Board and will be brought to the NBASW membership in 2024-2025. We look forward to meeting with members around the province and with each chapter to discuss the proposed changes in the coming year.

**Géraldine Poirier Baiani, RSW**  
**By-Laws Committee Chair**

## **NOMINATING COMMITTEE**

The Nominating Committee is a newly formed, standing committee of the Association, whose work is guided by NBASW By-Laws and procedures.

The Committee leads the process for Board appointments and was called to review the 2024-2025 NBASW Board of Directors Treasurer Nominations. Among the calls for nominations sent to the membership, one nomination was received by the Committee. The nomination was reviewed and recommended to the Board of Directors to be added to the Slate of Officers to stand for election. As the nominee stood unopposed, nominee Bill Innes was elected by acclamation. The Committee congratulates Bill Innes on obtaining the role of Treasurer for his two-year mandate.

Nominating Committee members are Géraldine Poirier Baiani (Chair), Eileen Gauthier, Jenny Tracey, and André-Marc Friolet. The Committee looks forward to continuing its work for future board nominations.

Respectfully submitted,

**Géraldine Poirier Baiani, RSW**  
**Nominating Committee Chair**



---

# Chapter Reports

---

The NBASW membership belongs to 11 individual chapters, which are divided regionally. Each member of the Association belongs to a chapter, and chapters address regional issues for membership, help members with professional development, and act as a liaison between their members and the Board of Directors. The following are this year's (active) chapter reports.

## ACADIAN PENINSULA

The Acadian Peninsula Chapter is delighted to present to you the members of the Executive Committee who were elected at the last AGM 2023, namely Théo Saulnier as Chapter Director, Geneviève Bourgeois as President, Annette Comeau as Treasurer, Julie Lanteigne as Secretary and Mélanie McGraw as Advisor.

On October 27, members took part in a Zoom consultation to discuss the addition of social work technicians. This consultation generated some good discussions and interesting exchanges. We also had our traditional supper at Le P'tit Mousse in Lamèque, with a very good turnout of chapter members, and prizes were won for attendance. For Social Work Month, we organized a successful 5 à 7 at Le Brasseur de la Côte in Tracadie. This activity contributed to great networking between members. We also have a private Facebook group on which we post survey reminders and other important information for members, and encourage participation as often as possible.

I'd like to sincerely thank the Executive Committee for the great work they've done over the past year, as well as the volunteer time they've given to various activities. I'd also like to thank our members on the Acadian Peninsula for taking part in our activities and for being present in our communities by working like superheroes every day at their jobs. Many thanks!

**Geneviève Bourgeois, RSW**  
**Chapter President**

## EDMUNDSTON/GRAND-FALLS

I would first like to highlight our great team in the North-West. It is made up of members who are all passionate about our beautiful profession, and who see the importance of getting involved, helping each other and staying connected. This common desire for "unity" is key for our Chapter. So, I sincerely thank all the members for their ideas, their involvement (whatever that may look like), their interest in the Chapter, their participation in activities, their continued commitment and so on.

This success would never be possible without the executive, who once again, has done exceptional work over the past year. These members are always listening or ready to lend a hand to our members. That said, the Chapter remained very active. And, with the evolution of the virtual platform and social networks, the Chapter has been able to remain visible and accessible. The Chapter's Facebook page and emails have been the quickest ways to communicate with our members, or to keep them informed of what is happening with the Chapter but also with the NBASW, the CASW, and others.

In short, the Executive met about once a month for regular meetings via "Teams" during lunch hours. However, I want to mention the many excess volunteer hours, not only for our meetings, monthly draws, special activities during Social Work Month, to respond to requests or responsibilities within the Executive which may have needed mutual assistance from others, but for the intensive work that has been done to properly prepare our local Chapter's AGM in April 2024, and for the organization of the NBASW's AGM, which will take place on May 31, and June 1, 2024 in our Chapter.

We have formed a planning committee for this type of provincial event, which is approaching quickly! The Chapter is grateful for the NBASW staff for their work and continued support throughout the year and particularly for the work done in terms of developing the Scope of Practice and the (much awaited) regulation of social work technicians. THANK YOU and BRAVO!

I am honored to have served as Acting Director for the Chapter on the Board of Directors for the past year. This experience was very enriching and rewarding for me. I want to thank our members again for this opportunity, and for the trust you continue to place in me, by highlighting your recommendation to the Board to reappoint me as Director for a first two-year term (which will be officially announced on June 1, during the NBASW's 2024 AGM). To be continued ! Our 2023-2024 Chapter Executive was made up of:

- Kim Akerley-Lagacé, Director
- Karine Pelletier, President
- Kristine Johnson Leblanc, Vice President & Communications
- Sandra Soucy, Treasurer
- Mélanie Hudon-Bergeron, Consultant

**Kim Akerley-Lagacé, RSW**  
**Chapter Director**

## FREDERICTON

The Fredericton Chapter Executive consists of President Maureen MacNeil, Vice President Murray Weeks, Treasurer Cassandra Tarfa, Secretary Sydney Haines and Chapter Director Valerie DeLong.

The Chapter conducts business meetings and educational sessions on a regular basis beginning in the fall of each year. Educational sessions are offered the third Thursday evening of each month and are excellent opportunities for members to enhance their knowledge, network and be informed about chapter activities. The Chapter has continued with virtual education sessions and business meeting via MS Teams as the executive has continued to note significant increase in attendance due to the flexibility that virtual meetings offer.

The Chapter held a holiday social in the month of December. The social took place at the Crowne Plaza and was a wonderful opportunity to socialize and network with other Fredericton social workers, 10 door prizes were gifted to attendees. The Fredericton Chapter Executive is also planning a spring social in the month of May.

The Fredericton Chapter is very fortunate to have a dedicated and active Education Committee, chaired by Susan Gavin. The Education Committee is committed to ensuring that Chapter members have a variety of interesting continuing education opportunities throughout the year. The education sessions began in September 2023 with a presentation on 'Homelessness is Complicated' presented by Sue Belyea-King. In October, Chapter members were able to partake in a presentation by Melissa McLaughlin on 'Dementia and the Geriatric Medicine Clinic.' The November education session was presented by Ken Pike educated members on 'A New Legal Framework for Adult Decision Making: the NB Supported Decision Making and Representation Act.' In January 2024, the Chapter hosted Shirley Withers and Julie MacRae for their presentation on 'PTSD/Trauma and Evidence Based Therapies Including ART, Cognitive Processing Therapy (CPT), Eye Movement Desensitization and Reprocessing (EMDR), and Prolonged Exposure (PE).' In February, Darcy Corey presented on 'Self-Compassion' and the final education session will be held in April, a viewing of the CASW Webinar, 'Decolonizing Social Work Practice' and discussion period.

During Social Work Month in March, the Education Committee worked diligently to organize a Blanket Exercise to create an interactive educational space to raise awareness of the ongoing impacts and injustices of colonization. This event was facilitated by Trisha Sappier and Tina Martin from the Neqotkuk community and Ashley Nash from the Sitansisk community. Local social workers were invited to engage their minds and hearts in understanding why the relationship between Indigenous and non-Indigenous peoples is broken and how we can take action together. The conference also offered several door prizes for attendees.

The Fredericton Chapter had a very successful year and is looking forward to increasing its engagement with chapter members in the coming year. The Fredericton Chapter offers wonderful ways for local social workers to network and learn about what is going on in other areas of social work practice!

Respectfully submitted,

**Maureen MacNeil, RSW**  
**Chapter President**  
&  
**Valerie DeLong, RSW**  
**Chapter Director**

## MIRAMICHI

Dear esteemed colleagues straight across our beautiful province,

As we navigate through the ever-evolving landscape of social work, it is with great pleasure and excitement that I share with you some significant developments within our chapter. Change is upon us, and with it comes a wave of renewed energy and enthusiasm as we welcome new leadership and embark on a journey of collective growth and progress.

### **Change in Leadership:**

First and foremost, I am delighted to announce a change in leadership within our chapter.

After years of dedicated service, Michele Bushey-Joe, our former Chapter President, and Huguette Richard, our former Treasurer have stepped down from their roles. We extend our heartfelt gratitude to them for their tireless commitment and unwavering dedication to our profession. As we bid farewell to Michele and Huguette, we warmly welcome Brooke Casey as our new President and Greeshma Chava as Treasurer. Brooke brings with her a wealth of experience, fresh perspectives, and a passion for advancing our local chapter. Under her guidance, we are confident that our chapter will continue to thrive and make a meaningful impact in Miramichi.

- President: Brooke Casey
- Vice President: Open - Please let one of us know if you're interested or have questions.
- Secretary: Emily Robichaud
- Treasurer: Greeshma Chava

### **Building a New Facebook Page:**

In line with our commitment to enhancing communication and engagement, we are excited to announce the launch of our new Facebook page. This platform will serve as a hub for sharing resources, disseminating important updates, and fostering dialogue among our members. We encourage our membership to like, follow, and actively participate in our page to stay informed and connected with our chapter's activities and initiatives. Together, we can leverage the power of social media to amplify our voices and strengthen our collective impact. We completed a chapter member engagement survey to ensure that we were hearing the voices of our members to organize a social meeting.

### **Social Meeting:**

In the spirit of unity, the Chapter hosted a social meeting. This gathering served as an opportunity for us to connect, share updates, and chart our course for the future. Together, we engaged in discussions about our collective vision, goals, and priorities for the coming year. Several lucky winners took home well-deserved prizes. Our goal is to support our community by walking in a parade this summer. As our Miramichi Chapter embraces this period of transition and change, we continue to remain steadfast in our commitment to the principles of social justice, equality, and compassion. I am honoured to embark on this journey alongside this Executive, and I look forward to the strides we will make together.

Respectfully submitted,

**Karla Parks-Lissok, RSW, MSW, BSW, SSW**  
**Chapter Director**

## MONCTON

The Moncton Chapter has remained active in the past year, offering in-person and virtual events to its members.

Last year's Annual General Meeting was held in June, where three new members were elected: Michelle Nowlan as Director, Leonie Levac as Vice-President, and Vicky Godin, the first social work student to be on the committee, was elected as Secretary. Valerie Roy-Lang continued on as President, and John Eatmon remained as Treasurer.

We hosted the provincial AGM and the theme was Social Workers are Superheroes, with the conference title: Removing the Cape - Embracing Resilience and Grit for Sustainable Social Work Practice, by Terri-Ann Richards. The conference and AGM were a big success. We had a good turnout and received a lot of participation from our members.

We hosted a virtual presentation in October by Cassandra Power from Ensemble who spoke to our members about substance abuse and the particular challenges of people living with an addiction issue. This was met with a lot of positive feedback from our members.

Our members always appreciate the annual Christmas dinner that is offered and this year was no exception. Considering our Chapter covers a very large area, we decided to host two Christmas dinners again this year, giving our members the option between a restaurant in Kent County (Makeba Restaurant) and one in Moncton (Gusto Italian Grill & Bar). Each member was reimbursed \$20 off their meal and several gift cards were drawn.



*Moncton Chapter's Christmas Dinner at Gusto's*



*Moncton Chapter's Christmas Dinner at Makeba's*



*Moncton Chapter Event on Gender Diversity, Featuring Presenter Pascale Joëlle Fortin-Daigle*



In March we celebrated Social Work Month with a draw for a free membership which was awarded to Jessica Thebeau. Congratulation Jessica! We also delivered some swag items to our members throughout the month.

Finally, later in March, we hosted a hybrid event, where members could attend a presentation in-person or virtually. Our presenter was Pascale Joëlle Fortin-Daigle who gave a very interesting and dynamic presentation on gender diversity. Members who attended in person were then invited to a wine and cheese which was offered at the same location. We would like to thank our Moncton Chapter Members for their continued devotion and support to the community and people they serve.

We are very happy to acknowledge the hard work that you do and hope you will enjoy some of the events being offered to you in the coming year.

Please feel free to reach out to us if you have any questions, concerns or ideas for upcoming events at [moncton@nbasw-attsnb.ca](mailto:moncton@nbasw-attsnb.ca) or on our Facebook page at <https://www.facebook.com/groups/333569557157518/about>.

Best regards,

**Valerie Roy-Lang, RSW**  
**Chapter President**



*NBASW Swag Distributed by the Moncton Chapter during Social Work Month*

## SAINT JOHN

The Saint John Chapter has continued to stay busy this year. In 2023-2024 we hosted many events including a trunk or treat for members and their families to enjoy as well as a presentation on mental health in the fall. For Social Work Month, we hosted a session at a local yoga studio, Amana, where we learned about somatic breathing and mindfulness.

We also hosted a spin class at locally owned studio, Spin North. To end Social Work Month, we hosted a social at local axe throwing facility, Woodchucks. These events brought in over 80 members. For each of our events we had prizes graciously donated by community partners and we included a draw for association dues. In addition to in person events we also hosted a logo contest. For this, members were asked to get creative and submit their ideas for a logo for our chapter.

We also hosted a song contest where members were asked to submit a song that summed up our profession/the work we all do. Finally, we also hosted 15-minute educational sessions online each Friday of the month of March. This included meditation, tapping, and mindfulness.

Since being elected we have made numerous attempts to get members engaged. We have enjoyed seeing numbers grow and we are hoping this will continue throughout the 2024-2025 year. For more information on our upcoming events please watch your emails and join our Facebook page "Saint John NBASW Chapter."



*Saint John Chapter's Spin Class Event*



*Saint John Chapter's Event Participation Prizes*



*Saint John Chapter's Trunk or Treat Event*

The Chapter wants to thank members for their continued hard work and dedication to the social work profession.

**Samantha Jesso, RSW**  
**Chapter President**

## SUSSEX

The Sussex NBASW Chapter enjoyed several fun activities (personality test, coffee break, chocolate survival kit treat bag, virtual tapping session) and a luncheon at the end of the week where members played Who Wants to be a Millionaire to celebrate Social Work Week and acknowledge the tremendous work done by its members every day of the year!

There were not a lot of in-person meetings in 2023 but members were informed via emails prior and after the 2023 AGM regarding the Social Work Technician motion. The Chapter will offer a bursary to a high school graduate entering the social work profession and meetings will resume in the Fall 2024. The Sussex Chapter thanks Pam Cole (Director), Crystal Parlee (Secretary), Anisa Pynn (Vice-President) and Sharon Brown (President) for volunteering to be on the local committee.

Respectfully submitted,

**Sharon Brown, RSW**  
**Chapter President**

## RESTIGOUCHE

This year, our chapter put together a few activities to highlight the great work of our members. The Chapter Tour at Restigouche took place on October 26, 2023. We organized a Christmas dinner at restaurant Chez Rachel in Dalhousie, on December 13, 2023, during which door prizes were drawn and great discussions took place.

For Social Work Month 2024, we organized an evening at Restaurant 1026 in Campbellton, during which we nominated our Social Worker of the Year, Emy Boissonneault and 2 community organizations from our region – Comité P.A.R.T.Y. and as well as the Maison Notre-Dame. During this meeting, we drew to cover a member's 2024-2025 membership fee.

We are currently preparing an event to offer attachment training in the Restigouche region in the fall of this year (potentially October 3 and 4, 2024).

**Vivkie Maltais, RSW**  
**Chapter President**

---

# Financial Statements

---

## INDEPENDENT AUDITOR'S REPORT

To the Members of The New Brunswick Association of Social Workers Incorporated

### *Opinion*

We have audited the financial statements of The New Brunswick Association of Social Workers Incorporated (the Association), which comprise the statement of financial position as at March 31, 2024, and the statements of changes in net assets, operations and cash flow for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at March 31, 2024, and the results of its operations and its cash flow for the year then ended in accordance with Canadian accounting standards for not for profit organizations.

### *Basis for Opinion*

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with those requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### *Responsibilities of Management and Those Charged with Governance for the Financial Statements*

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not for profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

### *Auditor's Responsibilities for the Audit of the Financial Statements*

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

*Teed Saunders Doyle*

CHARTERED PROFESSIONAL ACCOUNTANTS

Fredericton, New Brunswick



**THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED**

**Statement of Financial Position**

**March 31, 2024**

	2024	2023
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 546,992	\$ 389,080
Term deposits <i>(Note 4)</i>	300,000	475,000
Restricted cash	39,938	37,988
Restricted marketable securities <i>(Note 5)</i>	834,783	829,231
Accounts receivable	33,934	37,832
Prepaid expenses	3,292	12,673
	1,758,939	1,781,804
<b>PROPERTY AND EQUIPMENT <i>(Note 6)</i></b>	<b>20,225</b>	<b>17,793</b>
	<b>\$ 1,779,164</b>	<b>\$ 1,799,597</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 132,673	\$ 102,491
Government remittances payable	11,417	14,160
Deferred revenue <i>(Note 7)</i>	761,581	722,861
	905,671	839,512
<b>NET ASSETS</b>		
Unrestricted	(21,453)	75,073
Restricted	874,721	867,219
Invested in property and equipment and intangible assets	20,225	17,793
	873,493	960,085
	<b>\$ 1,779,164</b>	<b>\$ 1,799,597</b>

THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED

Statement of Changes in Net Assets

Year Ended March 31, 2024

	Unrestricted	Restricted	Invested in Property and Equipment and Intangible Assets	2024	2023
NET					
ASSETS - BEGINNING OF YEAR	\$ 75,073	\$ 867,219	\$ 17,793	\$ 960,085	1,018,689
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	(80,769)	(348)	(5,475)	(86,592)	(58,604)
INVESTMENT IN PROPERTY AND EQUIPMENT AND INTANGIBLE ASSETS	(7,907)	-	7,907	-	-
INTERFUND TRANSFERS (Note 8)	(7,850)	7,850	-	-	-
NET ASSETS - END OF YEAR	\$ (21,453)	\$ 874,721	\$ 20,225	\$ 873,493	960,085

**THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED**

**Statement of Operations  
Year Ended March 31, 2024**

	2024	2023
<b>REVENUE</b>		
Membership dues	\$ 854,692	\$ 788,684
Grants	87,383	37,720
Interest	24,125	1,915
Fines	11,000	4,500
Advertising	10,048	1,000
Other	3,798	4,906
	<u>991,046</u>	<u>838,725</u>
<b>EXPENSES</b>		
Board and executive meetings	\$ 22,906	\$ 20,065
Chapter rebates	22,298	21,630
Committees	-	20,621
Complaints and discipline	60,755	25,489
Credit card processing fees	20,854	19,634
Donations	786	976
Dues - C.A.S.W., C.C.S.W.R., and A.S.W.B.	81,830	86,158
Insurance	11,755	11,828
Meetings and conventions	36,665	25,455
Office	17,800	12,792
President's expenses	2,747	6,728
Professional fees	23,982	31,280
Program - Recruitment and retention strategy	87,383	51,076
Public relations and promotions	22,524	11,783
Rent	46,003	39,450
Repairs, maintenance and equipment lease	13,904	2,013
Salaries, wages and subcontracts	500,142	434,494
Scholarships	7,800	6,000
Services to members	45,953	32,645
Staff expenses	28,246	13,229
Telephone	12,771	10,536
Website and computer support	4,711	1,208
	<u>1,071,815</u>	<u>885,090</u>
	<u>(80,769)</u>	<u>(46,365)</u>
<b>RESTRICTED INCOME (EXPENSE)</b>		
Dividend income	22,285	8,932
Interest income	1,950	5,400
Public campaign grants	150,000	85,154
Public campaign expenses	(232,850)	(100,491)
Unrealized gains (losses) on marketable securities	58,267	(5,490)
	<u>(348)</u>	<u>(6,495)</u>
	<u>(81,117)</u>	<u>(52,860)</u>
<b>OTHER EXPENSES</b>		
Amortization of property and equipment	(5,475)	(5,513)
Amortization of intangible assets	-	(231)
	<u>(5,475)</u>	<u>(5,744)</u>
<b>DEFICIENCY OF REVENUE OVER EXPENSES</b>	<u>\$ (86,592)</u>	<u>\$ (58,604)</u>

**THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED**

**Statement of Cash Flow**  
**Year Ended March 31, 2024**

	2024	2023
<b>OPERATING ACTIVITIES</b>		
Deficiency of revenue over expenses	\$ (86,592)	\$ (58,604)
Items not affecting cash:		
Amortization of property and equipment	5,475	5,513
Amortization of intangible assets	-	231
Unrealized (gains) losses of marketable securities	(58,267)	5,490
	(139,384)	(47,370)
 Changes in non-cash working capital:		
Accounts receivable	3,898	84,662
Prepaid expenses	9,381	(9,388)
Accounts payable and accrued liabilities	30,182	(22,698)
Deferred revenue	38,720	(51,068)
Government remittances payable	(2,743)	4,355
	79,438	5,863
	(59,946)	(41,507)
 <b>INVESTING ACTIVITIES</b>		
Purchase of property and equipment	(7,907)	(3,362)
Purchase of marketable securities	-	(825,789)
Investment income reinvested	(22,285)	(8,932)
Proceeds from sale of marketable securities	75,000	-
	44,808	(838,083)
 DECREASE IN CASH	(15,138)	(879,590)
CASH - BEGINNING OF YEAR	902,068	1,781,658
CASH - END OF YEAR	\$ 886,930	\$ 902,068
 <b>CASH CONSISTS OF:</b>		
Cash	\$ 546,992	\$ 389,080
Term deposits	300,000	475,000
Restricted cash	39,938	37,988
	\$ 886,930	\$ 902,068

# THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED

## Notes to Financial Statements

Year Ended March 31, 2024

---

---

### 1. DESCRIPTION OF OPERATIONS

The New Brunswick Association of Social Workers is a not-for-profit organization that governs and regulates social work services provided to the public in the Province of New Brunswick.

---

### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### Basis of presentation

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO).

#### Cash and cash equivalents

The Association considers cash on hand, short-term deposits and balances with banks, net of overdrafts as cash or cash equivalents. Bank borrowings are considered to be financing activities.

#### Financial instruments policy

The Association considers any contracts a financial asset, liability, or equity instrument as a financial instrument, except in certain limited circumstances. The Association accounts for the following as financial instruments:

1. Cash and cash equivalents
2. Trade and other receivables
3. Payables and accruals
4. Term deposits
5. Marketable securities

A financial asset or liability is recognized when the Association becomes party to contractual provisions of the instrument.

The Association initially measures its financial assets and financial liabilities at fair value, except for certain non-arm's length transactions.

Financial assets or liabilities obtained in related party transactions are measured in accordance with the accounting policy for related party transactions except for those transactions that are with a person or entity whose sole relationship with the Association is in the capacity of management in which case they are accounted for in accordance with financial instruments.

The Association subsequently measures its financial assets and financial liabilities at cost or amortized cost less any reduction for impairment, except for term deposits which are measured at fair value.

The Association removes financial liabilities, or a portion of, when the obligation is discharged, cancelled, or expires.

# THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED

## Notes to Financial Statements

Year Ended March 31, 2024

---

### Property and equipment

Property and equipment is stated at cost or deemed cost less accumulated amortization. Property and equipment is amortized over its estimated useful life on a declining balance basis at the following rates:

Furniture, <u>fixtures</u> and equipment	20%, 30%
--	----------

The Association regularly reviews its property and equipment to eliminate obsolete items.

### Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates.

### Revenue recognition

Membership dues, interest and other revenues are recognized on the accrual basis as earned. Project grants are recognized as revenue in the year in which the related expenses are incurred.

---

## 3. FINANCIAL INSTRUMENTS

The Association is exposed to various risks through its financial instruments and has a comprehensive risk management framework to monitor, evaluate and manage these risks. The following analysis provides information about the Association's risk exposure and concentration as of March 31, 2024.

### Credit risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The Association is exposed to credit risk from its members. In order to reduce its credit risk, the Association reviews a new member's credit history before extending credit and conducts regular reviews of its existing members' credit performance. The Association has a significant number of members which minimizes concentration of credit risk.

### Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The Association is exposed to this risk mainly in respect of its receipt of funds from its members and other related sources, and accounts payable.

### Market risk

Market Risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: currency rate risk, interest rate risk and other price risk.

---

THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED

Notes to Financial Statements

Year Ended March 31, 2024

4. TERM DEPOSITS

Term deposits are interest bearing at rates ranging from 5.00% to 5.40% (2023 - 4.05% to 5.35%) and have maturity dates ranging from December 2024 to March 2025.

5. RESTRICTED MARKETABLE SECURITIES

	<u>2024</u>	<u>2023</u>
Cost	\$ 782,006	\$ 834,721
Unrealized gains (losses) of marketable securities	52,777	(5,490)
Fair market value of marketable securities	<u>\$ 834,783</u>	<u>\$ 829,231</u>

6. PROPERTY AND EQUIPMENT

	Cost	Accumulated amortization	2024 Net book value	2023 Net book value
Furniture, <u>fixtures</u> and equipment	\$ 160,533	\$ 140,308	<u>\$ 20,225</u>	<u>\$ 17,793</u>

7. DEFERRED REVENUE

	<u>2024</u>	<u>2023</u>
Unearned membership dues	<u>\$ 761,581</u>	<u>\$ 722,861</u>

8. RESTRICTED NET ASSETS

The Board of Directors has internally restricted resources for specific purposes as follows:

The Contingency fund can be accessed for day to day operations of the Association in the event of a revenue shortfall.

The Defence fund can be accessed in order to cover the legal and associated costs of disciplinary hearings.

The Scholarships fund can be accessed to cover the costs of bursaries awarded by the Association.

The Public Campaign fund can be accessed for future projects as determined by the Board of Directors.

**THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED**

**Notes to Financial Statements**

**Year Ended March 31, 2024**

---

	<u>2024</u>	<u>2023</u>
Contingency	\$ 474,051	\$ 419,473
Defense	248,307	231,016
Scholarship	39,124	37,194
Public Campaign	<u>113,239</u>	<u>179,536</u>
	<u>\$ 874,721</u>	<u>\$ 867,219</u>

During the year, the Association transferred \$7,850 (2023 - \$15,336) to the Public Campaign Fund from the Unrestricted Fund.

---

9. COMPARATIVE FIGURES

Some of the comparative figures have been reclassified to conform to the current year's presentation.

---







**New Brunswick Association of Social Workers**  
P.O. Box 1533, Station A., Fredericton, NB E3B 5G2 Canada

Tel.: (506) 459-5595  
Fax: (506) 457-1421  
Toll free: 1-877-495-5595  
[www.nbasw-attsnb.ca](http://www.nbasw-attsnb.ca)