

**ANNUAL  
REPORT  
2019-20**



# ANNUAL REPORT

New Brunswick  
Association  
of Social Workers  
Association de travailleuses  
et des travailleurs sociaux  
du Nouveau-Brunswick



*From left to right: Martine Paquet, Registrar; Miguel LeBlanc, Executive Director; Keara Grey, Social Work Consultant; Shae McCarthy, Administrative Assistant; Samantha Jesso, NBASW Intern; Isabelle Agnew, Communications Officer*

2019-  
2020

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# President's Report

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It is with a great sense of satisfaction that I write this annual report sharing some of the activities and successes of the past year. On behalf of the Board, I first should begin by offering a sincere thank you to the NBASW staff, Miguel, Martine, Keara, Isabelle, and Shae for what they have done to support us all year. I appreciate that while completing their specific tasks and implementing policies, it was always done efficiently and with respect.

As always the Board is guided by the NBASW mission: "The NBASW is an association that protects the public and promotes excellence in Social Work practice" and the events of this past year have made it an active and, quite frankly, unusual one for us all.

In addition to serving the membership, the Board was busy in 2019-20 with efforts to strengthen the Association that included:

- The implementation of the **new Act and By-laws**;
- A review and update of our **policies and standards**;
- The development of the **Standards Regarding Conversion Therapy**;
- The sponsorship of **training regarding Intimate Partner Violence in 2SLGBTQ relationships**;
- A **public promotional campaign**;
- The addition of **11 new Board members**, including Carole Gallant, Julie Ouellette, Barb Whitenect, Theresa Dawn Louis, Michelle Sacobie, Candice Pollack, André-Marc Friolet, Danika Bellefleur, Melinda Warren, Mylène Morris, and Vickie Maltais;
- The addition of one **new staff member**, Shae McCarthy;
- The **permanent appointment of our Communications Officer**, Isabelle Agnew;
- The continued **negotiations with the ASWB** for a bilingual exam;
- Several **media opportunities**; and
- The management of **COVID-19**, which turned all of our lives upside down but also showed how essential social workers are in a pandemic.



Thank you to all the dedicated social workers who were out in the field working under difficult and stressful circumstances. We hope the NBASW was able to provide valuable and timely guidance. This experience will influence how efficient and effective our Association will be moving forward. None of us would ever have imagined what this could look like.

The details of many of the activities listed are in the committee reports so please read them carefully.

The NBASW provides services to approximately 2000 members, and we participate as a member of the CASW, CCSWR and the ASWB as a means to strengthen our regulatory duties and share best practices. To those of you who are not involved, I ask that you consider volunteering your time with one of our committees or in your local chapter. We are always looking for good people to contribute their ideas.

In closing, I would like to acknowledge the support of each member of the Board, and especially the Executive Committee. What an honour, privilege, and joy it is to work with such a talented, dedicated and wise group of people. Thank you again.

**Géraldine Poirier Baiani, RSW**  
**President**



# Executive Director's Report

## Staffing

I want to express my sincere appreciation and thanks to my team: Martine Paquet, Registrar; Keara Grey, Social Work Consultant; Isabelle Agnew, Communications Officer; and Shae McCarthy, Administrative Assistant.

I also want to take this opportunity to express my sincere appreciation for and congratulations to Jennifer Pinard (Gaudet), who moved to Manitoba with her family last summer. Jenn was a huge asset to our team and is greatly missed.

This year we had the honour of having several students. We were fortunate to have our St. Thomas University Intern, Samantha Jesso continue her internship with us from January 2019 to March 2020. We were also pleased to have our first high school co-op student, Katherine Seymour, stay with through to June 2019. Our Summer Student, Miranda Prosser spent the summer with us researching wellness opportunities for members. Finally, we were pleased to host a St. Thomas University social action placement with students Kaleigh Simpson, Kerry Landry, Valarie Spencer and Jonathan Ginnish. We were very pleased to see the great work all these students accomplished during the last year and we continue to welcome any students who would like to do internships, placements or practicums with us at the Association.



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

## Board of Directors

We've been pleased to have representatives from across the province on our Board. Having a representative from all regions in New Brunswick, including two First Nations Representatives and a public member appointed by the Minister of Health, offers a wealth of knowledge and experience that is crucial for the NBASW in fulfilling our dual mandate of public protection and the promotion of our profession. We currently have one Board vacancy in the Woodstock Chapter position. If you are interested in filling this position, we encourage you to reach out to the NBASW office

The Board of Directors met four times during this fiscal year, including one meeting via Microsoft Teams. Our 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 the Executive and members of the Board of Directors for their ongoing leadership roles and commitment to the Association to fulfill our two legislated mandates.

## Committees

As you will see in the committee reports, our committees have been busy this year. All of our committees actively participate in providing resources and information for our members and for the public and each committee works hard to provide a service to our members. I truly appreciate the dedication from committee members who continue to volunteer and dedicate themselves to the advancement of our profession and the NBASW, and look forward to seeing their work continue next year.

## Chapters

Chapters play a valuable role in our Association as they help create a welcoming space for members to meet each other and continue to grow as professionals and colleagues. I would like to thank everyone who is involved in their local chapter and for your continued effort to provide social and education activities for members in your regions.

# Meet Our Board Members

## Board of Directors 2019-20

### Executive

President: Géraldine Poirier Baiani, RSW  
Vice President: Carole Gallant, RSW  
Secretary: Julie Ouellette, RSW  
Treasurer: Michelle Nowlan, RSW  
Past-President: Claude Savoie, RSW

### Other Representatives

CASW Representative: Vicki Coy, RSW  
Mi'gmaq First Nation Representative: Theresa Dawn Louis, RSW  
Wolastoquiyik First Nation Representative: Michelle Sacobie, RSW

Public Member: Candice Pollack

### Chapter Directors

Acadian Peninsula: André-Marc Friolet, RSW  
Chaleur: Luc Poitras, RSW  
Charlotte County: Danika Bellefleur, RSW  
Edmundston/Grand Falls: Karine Levesque, RSW  
Fredericton: Susan Gavin, RSW  
Miramichi: Mylène Morris, RSW  
Moncton: Erica Vienneau, RSW  
Restigouche: Vickie Maltais, RSW  
Saint John: Ian Rice, RSW  
Sussex: Sheena MacDonald, RSW  
Woodstock: Vacant

# Meet Our Committee Chairs

## Committee Chairs

By-laws: *Anne Caverhill, RSW*  
Complaints: *Omer Savoie, RSW*  
Discipline: *Genevieve Forest-Allard, RSW*  
Education: *Susan Gavin, RSW*  
Examiners: *Laura Hiscock, RSW*  
Indigenous Guidance: *Theresa Dawn Louis, RSW & Michelle Sacobie, RSW*  
Practice, Issues, Ethics & Standards: *Erica Vienneau, RSW*  
Promotion of the Profession: *Théo Saulnier, RSW & Rina Arseneault, RSW*  
Social Action: *Erin Jackson, RSW*

### Our Vision

The NBASW envisions a professional organization that reflects the values of social work, provides ethical leadership and instills public confidence.

### Our Mission

The NBASW is an association that protects the public and promotes excellence in social work practice.

### Our Values

The NBASW Code of Ethics (2007) identifies these core values:

- Respect for the inherent dignity and worth of persons and the pursuit of social justice;
- Integrity in professional practice;
- Confidentiality in professional practice;
- Competence in professional practice;
- Diversity

# Meet Our Office Staff

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Executive Director



**Miguel LeBlanc,  
BSW, MSW, RSW**

Miguel leads and manages a team of professional employees. He is responsible for all matters related to the organization's Board of Directors, chapters, Strategic Plan, 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.

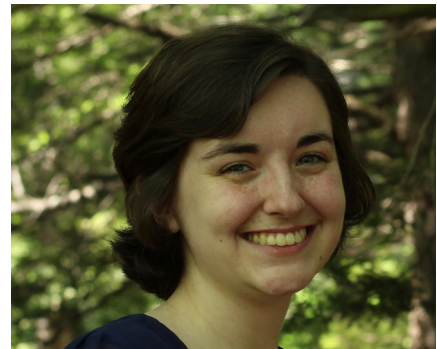
Social Work Consultant



**Keara Grey, RSW**

Keara is responsible for activities related to the promotion of the social work profession, member engagement and social policy. She provides support to the Education Committee and the Social Action Committee.

Communications  
Officer



**Isabelle Agnew, BA**

Isabelle is responsible for the creation and planning of activities related to communications and media relations. This involves writing communications materials, and planning and arranging events.

Administrative  
Assistant



**Shae McCarthy**

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



# NBASW Strategic Plan

The four Strategic Pillars of our Strategic Plan provide an exciting time of 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 Strategic Plan this year, but the following pages outline the main accomplishments of the Association during the year 2019-20.



## Member Engagement

- Organised, promoted and facilitated four webinars, two in English and two in French;
- Provided information sessions for STU Social Work students and UdeM Social Work students regarding the NBASW application process and member benefits;
- Continued to improve and prepare quarterly NBASW Newsletter;
- Continued to prepare monthly social media content calendars following digital communications best practices and our performance data;

- Re-convened the Indigenous Guidance Committee to begin work on resources for members with regards to cultural competency;
- Held a meeting with current and former Directors of First Nations Child and Family Services in NB regarding how the disciplinary hearing process can be enhanced by involving Indigenous practices;
- Surveyed members regarding the Continuing Professional Education Policy to determine how it can be revamped to better achieve its goals;
- Consulted with members on several projects, including the Standards Regarding Conversion Therapy, as well as the annual Membership Survey;
- Revamped the Reception Office to better accommodate members in-person;
- Hosted a National Indigenous Day event for members and the public. During the event, we presented the First Nation Silent Witness video and a residential school documentary;
- Re-designed the Annual Report, involving a complete re-design and determining the best process for assembling and printing. This process has allowed the NBASW to create a more visually appealing and engaging document for a lower cost; and
- Restructured the NBASW website to reflect an improved website architecture following feedback received by members, the public, and staff. This is an ongoing project which will require continually evolving updates to ensure the website reflects the contemporary needs.



## Protection of the Public

- The modernized Act and By-laws were officially passed in June, 2019;
- Attended meetings with the ASWB and other organizations regarding the new addition of the Advanced Practice Regulated Social Worker designation that is in our By-laws. Work continues to operationalize this new designation;
- The Standards Regarding Conversion Therapy were officially

- approved by the Board in September, 2019, which prevent social workers in New Brunswick from practicing conversion therapy;
- Attended and chaired NB Health Profession Regulators Network meetings;
- Worked with the Practice Issues, Ethics and Professional Standards Committee to develop an acknowledgement letter and new submission form;
- Released a public statement regarding an incident involving an individual who was allegedly using the title of Social Worker but was not registered with the Association. The RCMP were made aware and a cease and desist letter was sent to the individual;
- Held meetings with the Indigenous Guidance Committee to discuss the process for developing Standards on Cultural Competencies for working with Indigenous peoples;
- Met with the CASW on several occasions to discuss the process for revising the Code of Ethics, which will include a consultation process;
- Updated the online application process forms; and
- Restructured the NBASW website to reflect an improved website architecture following feedback received by members, the public, and staff, which should allow members of the public to find information easier.



## Promotion of the Profession

- Worked on the public promotional campaign with the Promotion of the Profession Committee and NBASW staff. The campaign was launched during Social Work Month. So far the campaign has performed well and data on its performance can be found on page 15;
- Met with a variety of government offices, including the Premier's Office, the Deputy Chief of Staff and more regarding the NBASW Legislation, which received royal assent in June 2019;
- Supervised a variety of students, including a grade 12 co-op student from Fredericton High School who had an interest in becoming a social worker, and

an undergrad student from STU who has since continued her education in the BSW program;

- Developed and submitted a recommendation document for the New Brunswick Dementia Strategy;
- Developed a brief for the Poverty Consultations;
- Participated in the Women's Equality Branch advisory group on best practices for children exposed to domestic/intimate partner violence, and helped develop the document that was presented to the Crime Prevention Strategy Roundtable on Family Violence and Children;
- Ongoing communication with Julia Stewart, the Fredericton Public Library Director, and Mikey Colborne, a librarian, regarding the integration of social work in the public library space, including the potential for putting a social worker on staff;
- Publication of two letters to the editor, and participation in more than 5 media interviews promoting the profession of social work;
- Presented to high school students and teachers involved in Gay Straight Alliances in the Anglophone South School District on the Standards Regarding Conversion Therapy;
- Met with high school students during Bring Your Kid to Work Day to promote the profession of social work and answer questions they had regarding the profession;
- NBASW Intern Samantha Jesso was selected as a finalist for the FutureReadyNB Awards; and
- Purchased new branded promotional items following feedback received from the members, including branded banners for attending conferences, reusable water bottles, buttons, and more.



## Governance & Resources

- The NBASW Operational Plan for the year 2020-2021 has been prepared. This Operational Plan contains the focused priorities of staff to meet the objectives from the five-year NBASW Strategic Plan;
- The modernized Act and By-laws were officially passed in June, 2019;
- Following the State of Emergency declared in March, 2020 as a

result of the COVID-19 pandemic, the NBASW office was closed and staff began working from home using the technology (e.g. Office 365 and Microsoft Teams) the NBASW had previously invested in. The NBASW continues to follow Government of New Brunswick and Public Health recommendations with regards to the re-opening of our office;

- Updated the Board Manual, including all appendices. This Manual will be used by current and future Board members to help streamline the on-boarding process;
- Interviewed for and hired our new Administrative Assistant, Shae McCarthy;
- Re-designed the Annual Report, which involved a complete re-design and determining the best process for assembling and printing. This process has allowed the NBASW to create a more visually-appealing and engaging document for a lower cost;
- Met with various banks throughout the year to discuss banking options and services for the NBASW to allow for new processes for our members' benefit; and
- Re-formatted and updated a variety of internal documents, including the committee term tracking system and promotional materials purchasing procedures.

We would like to take this opportunity to thank all members who are actively participating in their Association. Without your contributions, the NBASW would not be as strong as it is.

We also want to encourage each of you to become involved with your chapters at the local level, or get involved in our committees and the Board. By being involved you are helping to promote our great profession and supporting one another by increasing your network of colleagues in your community.

# Association Development

This year was a busy one for the NBASW! We were pleased to be joined by more students throughout the year, we hosted several events, participated in lots of social action and social policy discussions, and much much more! Below are just some of the things our Registrar, Martine Paquet, RSW, our Social Work Consultant, Keara Grey, RSW, and our Communications Officer, Isabelle Agnew did this year.



*The NBASW hosted a film viewing event highlighting a locally-produced cyberviolence short film*

## 01 Social Action & Social Policy

This year the NBASW has been hard at work furthering social action and social policy.

One exciting development was the adoption of the Standards Regarding Conversion Therapy, which officially banned social workers from being affiliated in any way with the practice of conversion therapy. During the development of this document, members were consulted and we are very thankful for all the feedback and support that was received during this time! Since the release of the Standards, we have seen various municipalities across the country ban conversion therapy and the Federal Government has proposed an amend-

ment to the Criminal Code of Canada to make conversion therapy illegal across Canada.

This year, the NBASW also published various documents for public and government consultations, including recommendation briefs for the Renewal of Overcoming Poverty Together, the Education Green Paper, the Family Law Reform Discussion Paper, the Children's Services and Resources Regulation, and the Review of the Family Services Act in New Brunswick. The NBASW also developed a Federal Election Document, a non-partisan document that encouraged informed voting by discussing issues and including possible questions for members to ask their local members of parliament. The NBASW was happy to host various student placements during the past year; including a high school co-op student, student interns from St. Thomas University



and a social work summer student. The students have all been key in furthering the NBASW's social action efforts, by developing videos for social media based on consultation briefs, developing a wellness program proposal, and beginning to work on future standards documents. The NBASW was also approved to host a STU Social Action Placement – stay tuned to see their work and findings in the coming year!

In recognition of the annual Pride parades and events that occur in August, the NBASW encouraged members to participate in their local pride events by hosting a draw that required members to send in a picture of themselves participating in local Pride events. Thank you for all those who participated!

NBASW staff also continued their involvement with various external committees focused on social action and progressive public policy.

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## 02 By-laws and New Legislation

2019-20 was a huge year for the Association as we passed our updated Act and By-laws. At our AGM in June, members voted to pass the updated By-laws “in principle,” meaning they came into effect as of June 15, 2019. The By-laws were modernized in tandem with the new Act to ensure that our by-laws reflected the updates to our legislation.

Additionally, in June 2019 our new Act, the New Brunswick Association of Social Workers Act officially received royal assent.

We want to thank everyone who took part in this process, including both the By-laws Committee and the Reopening of the Act Committee. It took a lot of work to get both of these documents passed.

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## Support to Committees

## 03

The Registrar, Social Work Consultant, and Communications Officer are each responsible for supporting at least one NBASW Committee.

This year, the Registrar, Martine, supported the Practice Issues, Ethics and Professional Standards Committee; the Committee of Examiners; the Complaints Committee; and the Discipline Committee.

Keara, our Social Work Consultant, worked with the Education Committee; the Social Action Committee; the By-laws Committee; and the Indigenous Guidance Committee.

Finally, Isabelle, the Communications Officer, has supported the Promotion of the Profession Committee.

In addition to supporting our internal committees, the NBASW staff also sit on many external committees. These include, but are not limited to, the Child Sexual Harm Advisory Committee led by the Department of Public Safety; the Crime Prevention Strategy Roundtable on Family Violence and Children, led by the Women’s Equality Branch; the White Ribbon Fredericton Committee, and more.

We look forward to continuing our committee work in the next year.

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## 04 Member Engagement

We continue to work hard in engaging our members and groups across the province to promote the profession of social work and the Association. This year we continued our annual Membership Survey to determine how members view our communications and how we can improve. We also attended presentations and events with

students across the province to discuss ongoing student engagement. We're always looking for new and unique ways to engage the membership; if you have any ideas for engaging members, please feel free to reach out to us at [nbasw@nbasw-atsnb.ca](mailto:nbasw@nbasw-atsnb.ca)

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## 05 Social Media & Digital Communications

Since joining the NBASW team in 2018, our Communications Officer, Isabelle Agnew, has been working toward improving both internal and external communications, and she is happy to report that the Association's social media, website, and mass email disseminations have seen significant increases in engagement in the past year.

We are also pleased to announce that in March we launched our first public promotional campaign to coincide with Social Work Month. This campaign has as its goal to educate the public about social work and improve the public's perception of the profession. We are happy to report that, to date, the campaign is performing very well. This campaign will continue to run until 2021.

To see more about our communications performance, including engagement and impression data, please see page 14.

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## 06 Protection of the Public

During the year, the NBASW notified the public of a recent incident involving an individual who was not a Registered Social Worker allegedly identifying themselves as a social worker to a member of the public. The NBASW sent a cease and desist letter to the individual and the RCMP has been advised. The Registrar wishes to remind members to report any instances of an individual practicing social work or using the title without qualification or license to the Association.

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## 07 Ethics

As Registrar, Martine provided several consultations on ethics to members who have consulted with the NBASW and delivered a presentation on the NBASW Code of Ethics to the Fredericton Chapter. If your chapter would like to receive a presentation on the Code of Ethics, on the NBASW Disciplinary process, or on other topics, please do not hesitate to contact the Registrar by email at [mpaquet@nbasw-atsnb.ca](mailto:mpaquet@nbasw-atsnb.ca) or by phone at 506-444-9196.

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## 08 White Ribbon Campaign

The Registrar continued to represent the NBASW on the White Ribbon Fredericton Committee. White Ribbon is the world's largest movement of men and boys working to end violence against women and girls, and promote gender equity, healthy relationships, and a new vision of masculinity. White Ribbon's vision is for a masculinity that embodies the best qualities of being human. We believe that men are part of the solution and part of a future that is safe and equitable for all people.

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## 09 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 at Université de Moncton and St. Thomas University.

# 10

## Membership

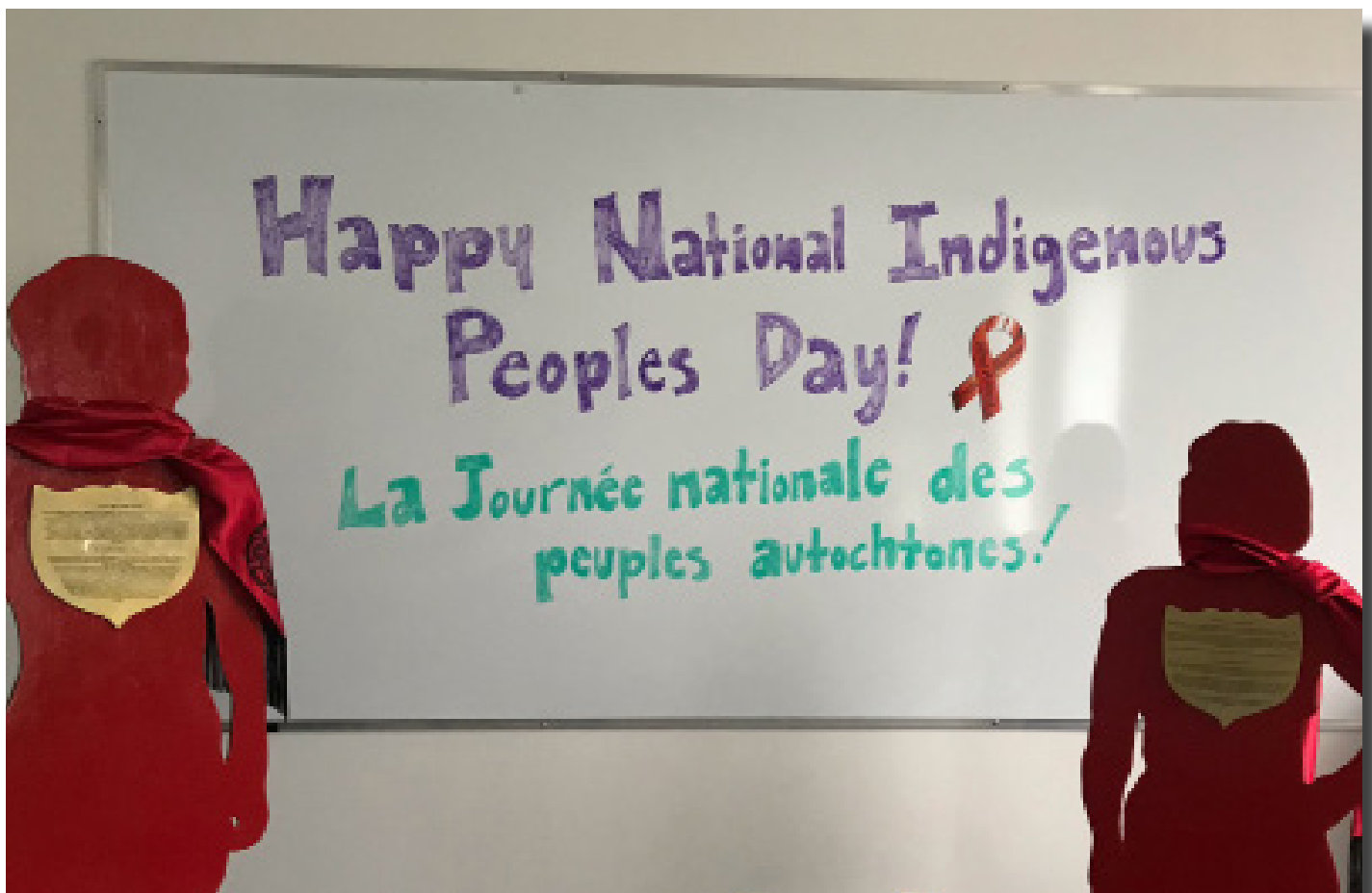
From April 1, 2019 to March 31, 2020, the total number of members approved by the Committee of Examiners/Registrar was 162, which is 49 less than last year. A more detailed breakdown is as follows:

- 94 Practicing members were approved (34 less than last year)
- 31 Temporary authorized members were approved (9 more than last year)
- 37 Students members were approved (24 less than last year)

# 11

## Reinstatements

A person who wants to become a member of the NBASW after having let his or her membership lapse for at least one year must submit an application for reinstatement. All applications for reinstatement are considered by Registrar. During the past year, the Registrar approved 18 applications, 8 more than the previous year.



*The NBASW hosted a National Indigenous Peoples Day event*

# 12

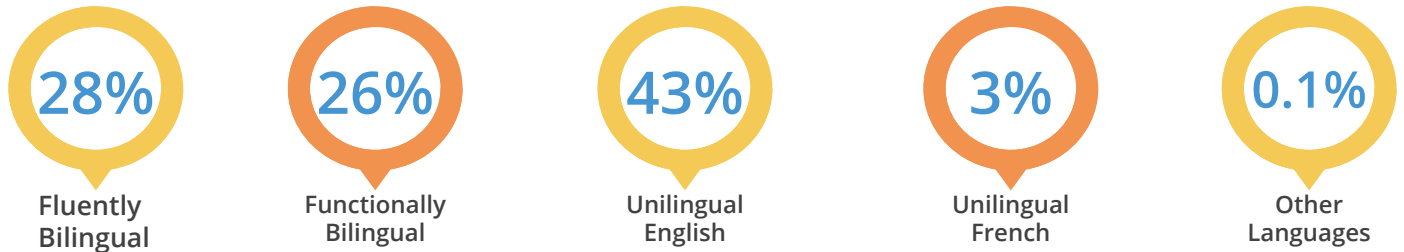
## Complaints, Discipline and Reports

During the year, there was no report received by a health professional alleging that a person had reason to believe that another health professional and member of the NBASW had sexually abused a client. Please see the Complaints and Discipline Committee reports for additional information and details.

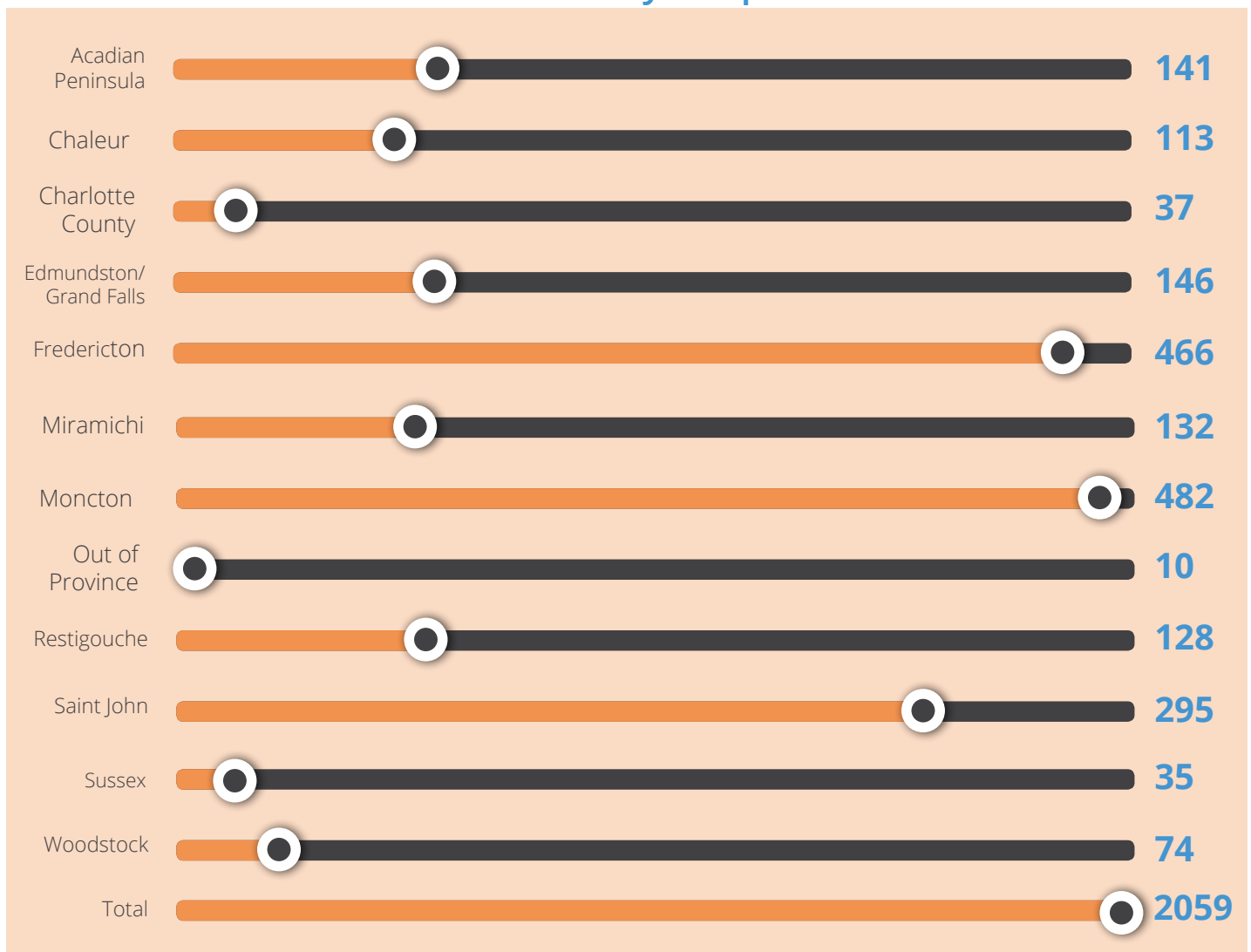


# Member Statistics

## Member Language



## Members by Chapter



## Members by Education



# Communications Statistics

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

## NBASW Facebook

1578  
LIKES

Our Facebook pages had a phenomenal year. As of March 31, 2019 there were 1578 likes between the English and French Facebook pages, meaning our Facebook "likes" increased by 45% since 2018-19.

+45%

## NBASW Website

Total Pageviews



91,526

Unique Pageviews



70,346

Total Website Sessions



40,666

## NBASW Mass Emails

46%

Open Rate on  
English Emails

•In 2019-20, the Association averaged 3.25 emails per month sent to members.

•Of those emails sent to members, the English emails saw an open rate of 46% and the French emails saw an open rate of 35%.

•The industry standard open rate on emails is 25%. We remain significantly above this average in both languages.

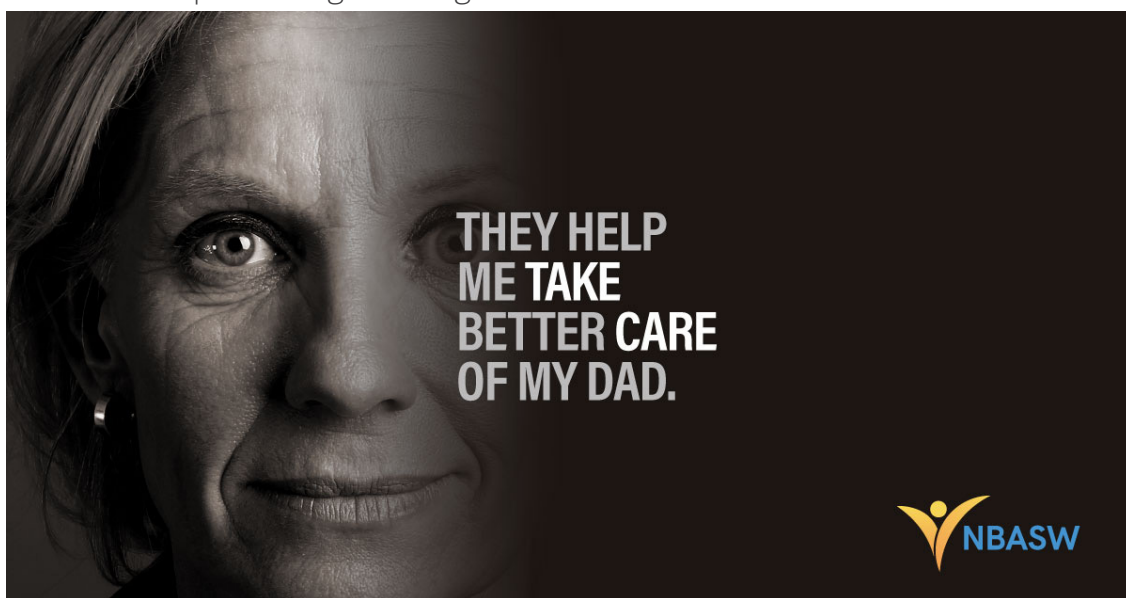
35%

Open Rate on  
French Emails

# Public Promotional Campaign

As part of our Strategic Plan, in 2019-20 the NBASW launched our long-awaited public promotional campaign. With a goal of improving the general public's perception of social work, the campaign launched on Facebook and Google in March 2020 to coincide with Social Work Month, and will continue to run digitally for one year.

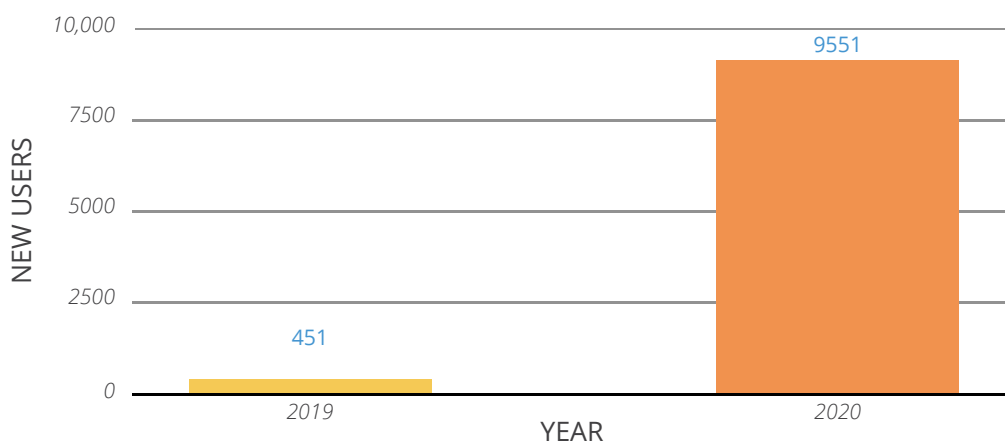
In 2019, the NBASW hired the local marketing firm m5 to help with this promotional campaign. Together, the staff, the Promotion of the Profession Committee, and m5 have worked tirelessly to create a campaign that would achieve its goal. The digital ads appear on Facebook and/or Google, which were selected because they are the most frequented platforms by New Brunswickers, and allow users of those platforms to click through to a webpage on the NBASW website that provides details about the roles of social workers in our province, as well as resources in the province if the user is experiencing challenges in their life and want to seek social work services.



To date, the promotional campaign has performed very well and we look forward to seeing how this campaign continues to adapt and change the perceptions held by the general public with regards to the work social workers do in the province. We are pleased to provide the following data and statistics regarding the campaign's performance (note: all data was collected from March 1, 2020 to April 20, 2020):

A Facebook ad that was launched in March 2020 as part of the public promotional campaign's performance (note: all data was collected from March 1, 2020 to April 20, 2020):

## Website: New Users



From March 1 to April 30, 2019, the NBASW attracted 451 new users to its website. This means that 451 people individually came to our website for one reason or another.

From March 1 to April 30, 2020, this number jumped to 9551 new users. This is an increase of over 2000%.



During this portion of the public promotional campaign, the focus was on two storyboard ads: one which features a woman who, thanks to social workers, has been able to care for her father; and one which features a man who, thanks to help from social workers, has recovered from his addiction.

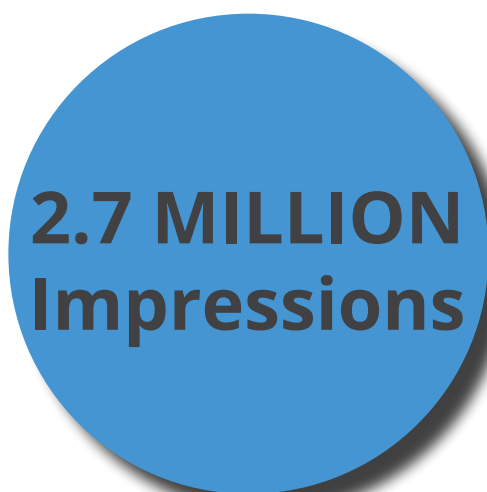
These ads have been rolled out on both Facebook and Google in various forms, sizes, and utilizing different kinds of advertising. You may have seen one of our Facebook ads on your timeline, or one of our Google ads on one of the Google-affiliated websites, such as CBC or Weather Network.

We have used both platforms to feature these storylines.



*A Google ad that was launched in March 2020 as part of the public promotional campaign*

## Ad Impressions and Clicks

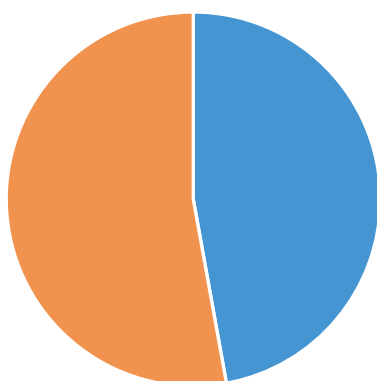


Between March 1 and April 30, 2020, the public campaign ads were displayed more than 2.7 million times on Facebook and Google. During that same time period, the ads were clicked 29,400 times. This means that our ads had a click-through-rate (CTR) of 1.07%. The average Google ad CTR is 0.05% and the average Facebook ad CTR is between 0.5-1.6%, meaning our ads have been performing well.



## Facebook Target Audience Clicks

In order to ensure our public promotional campaign saw the best return on our investment, we had to determine a target audience. In other words, we chose a group of people in New Brunswick to target our ads to in order to try and change their perception of social work, with a goal of improving their perception, that would extend to the general population at large.



■ NB 35+ ■ Caregivers

Our primary target audience for this campaign was New Brunswick caregivers between age of 35-59. These are individuals with loved ones who would benefit from the support of a social worker. Facebook ad targeting allowed us to target our ads to people in NB and caregivers in particular and the chart to the left shows the breakdown of the targeting groups on Facebook. Both groups were fairly even in terms of the number of clicks.

# CASW Representative's Report

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I would like to start this report by thanking the NBASW for the wonderful opportunity I have had of being the CASW Director for the past couple of years. It has been a pleasure to work with such an incredible Federation of social workers from across the country. It has been an exciting time to witness the many projects and initiatives that the CASW has made a priority. This past year has been no exception.



Support was given to the College of Family Physicians in Canada for their federal recommendations of the Primary Health Care Transition Fund II. The primary focus of this paper is for the government to fund resources to ensure health care for all Canadians with better outcomes for everyone. This fits with the CASW's own position statement on Mental Health Parity, which addresses such issues as the opioid crisis, the suicide crisis, and especially the concept of valuing Mental Health as much as physical health concerns. The goal is to support individuals from all demographics to ensure health equality in our country while acknowledging the social inequities affecting some populations more than others.

Two members of our CASW Board participated in the IFSW Indigenous Committee meeting to discuss indigenous issues around the world. This certainly goes along with the CASW's efforts to ensure Indigenous representation and perspective while we continue to finalize the Code of Ethics and Scope of Practice documents. One of the proudest moments I have had with the CASW came with the release of the Statement of Apology and Commitment to Reconciliation paper that was released in November. This document marked a considerable effort on the part of social work to acknowledge and apologize for how our profession

contributed to the historically harmful practices towards Indigenous individuals, communities, and nations.

Our profession was promoted in many ways throughout the year, including meeting with several Senators at the Social Work Day on the Hill event and sending letters to the new Ministers who received their mandates with the Throne Speech after the election. The intent of those letters was to welcome the new Ministers and to highlight CASW advocacy and social justice priorities.

And finally, the work going into the IFSW Conference in Calgary in July. With worldwide concerns with COVID-19, it is unclear at the date of this report what will be happening in July. Everyone is encouraged to check out the IFSW website to see how social workers have been responding to the pandemic around the world and to keep up-to-date with international practices and initiatives. As always, our membership is also encouraged to access the various Webinars and other learning opportunities provided by the CASW.

Thank you again for supporting me during my mandate as CASW Director. I wish all good things for our next Director and have faith that she will represent us well.

**Vicki Coy, RSW**  
**CASW Director**

# Committee Reports

A number of committees help complete the important regulatory and community work that the NBASW does. The following are this year's committee reports.

## 01 By-laws Committee

This committee was formed in 2018 for the purpose of updating our By-laws in response to proposed new legislation governing our profession. The By-law Committee worked diligently, and was able to recommend at our 2019 Annual General Meeting that new By-laws be approved, conditional upon the New Brunswick Association of Social Workers Act becoming legislation. On June 14th, 2019, the Act was given Royal Assent and we now have a new Act with By-laws providing a more streamlined mandate pursuant to the authority of the legislation.

With the exception of Eileen Gauthier, who was unable to commit to a second term, the Committee, continues to consist of Valerie Delong, Sheryl Noble, Tanya Smith, and Géraldine Poirier Baiani. Miguel LeBlanc, Martine Paquet and Keara Grey provided support from the NBASW office.

This year was much quieter than our previous commitment, however we did convene in early December to review four potential amendments, which were discussed at length with follow up to be done and another meeting planned to convene before the anticipated Board meeting in the fall of 2020.

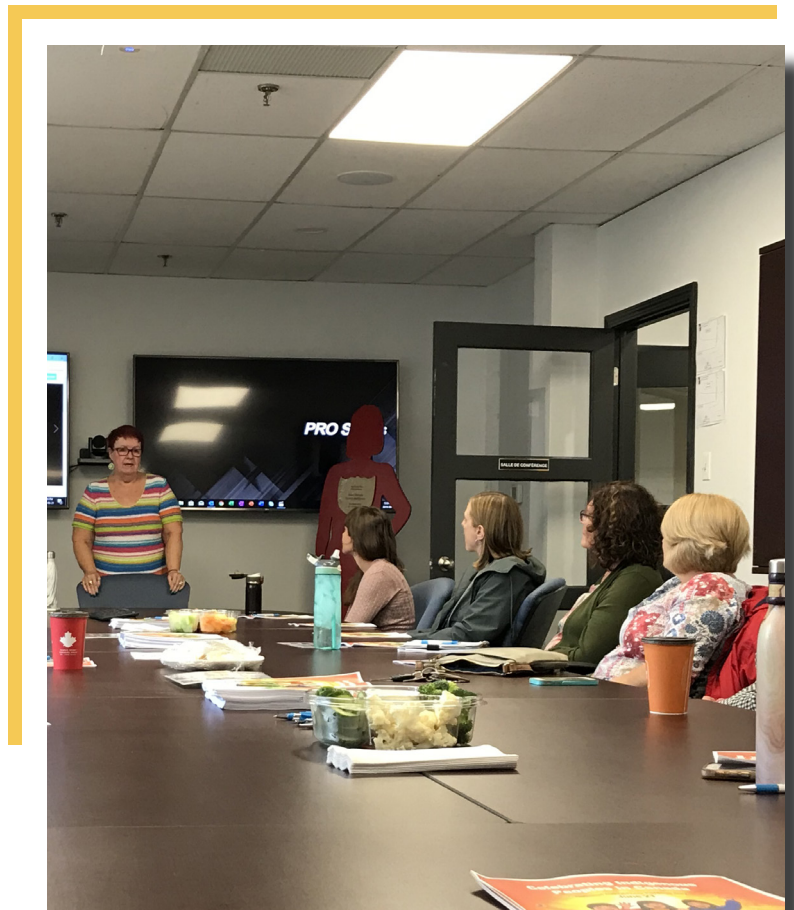
**Anne Caverhill, RSW**  
**By-laws Committee Chair**

## 02 Complaints Committee

The NBASW Procedural Manual for the Complaints Committee was revised and approved by the Board of Directors in September 2019. These revisions ensure that the NBASW Procedural Manual for the Complaints Committee aligns with the new Act and new By-laws.

The Complaints Committee is composed of not fewer than two members and at least one person who is a public representative. The public representative is appointed by the Minister of Health. The Complaints Committee is currently composed of Omer Savoie, Chair; Carole Poitras; Anouk McGraw; and Anne Caverhill. The public members are Norma Dubé and Lia Daborn. The Registrar assists the Committee in its functions.

The committee typically meets once or twice per month depending on the number of complaints submitted for review. Meetings are conducted via teleconference and/or virtually through Microsoft Teams.



*A National Indigenous Day event hosted by the NBASW*

The Complaints Committee is mandated to review the written representations of the Complainant and the Respondent and obtain relevant records and documents. Under s. 17(6) of the Act, the Committee is required to consider and investigate the conduct of a Member, or a former Member, when a written Complaint has been filed with the Registrar. If the Panel of the Complaints Committee is satisfied that the Complaint should not be dismissed, they may take appropriate action to resolve the Complaint or will refer the matter to the Discipline Committee for hearing. On occasion, the Committee consults with NBASW's legal counsel to obtain legal advice on action to be taken and get help with drafting decisions. At times, complaints require more thorough investigation. When necessary, the Committee will request the services of an investigator.

As the Chair to the Complaints Committee, I can attest that each complaint is reviewed respectfully and without prejudice. This consistency in review ensures that the Public's concerns are addressed when deemed necessary by the Complaints Committee.

During the past year, April 1st, 2019 to March 31, 2020, 30 new complaints were received, and 4 complaints were carried over from the previous year. Of these 34 complaints, 27 were dismissed and 1 was referred to the Discipline Committee. There are currently 6 ongoing matters.

I would like to thank the Complaints Committee members as well as the Registrar Martine Paquet, for their support, dedication as well as the expertise they bring to the committee.

**Omer Savoie, RSW**  
**Complaints Committee Chair**

30 new complaints were received in 2019-20; 4 were carried over.

Of these 34 complaints, 27 were dismissed and 1 was referred to the Discipline Committee. 6 remain ongoing.



*From left to right: Samantha Jesso, NBASW intern; Gary Crossman, MLA; Dorothy Shephard, Minister of Social Development; Géraldine Poirier Baiani, NBASW President; and Miguel LeBlanc, NBASW Executive Director*



# 162

members approved  
by the Committee of  
Examiners in  
2019-20

## Committee of Examiners

# 03

It is bittersweet that I am writing this report as it will be my last. I have been the Chairperson of the Committee of Examiners since May 2016. In May 2018 I was appointed to serve a second term as Chairperson. As I have served two consecutive terms as Chairperson, I have reached my limit of allowable time and will be stepping aside in May 2020 to allow someone else the oppor-

tunity to step up. It has been an honour to serve on this committee over the last six years (two years of which was as a committee member) doing my part to contribute to the regulation and protection of such a rewarding discipline.

Throughout my years as part of the committee I have been fortunate to work alongside a group of devoted and conscientious Social Workers and interested community members. As is pertinent to this committee, the NBASW Registrar, Martine Paquet, deserves considerable recognition for her reliability and consistent dedication, guidance, knowledge and, attention to detail that she offers to the Committee of Examiners. She unfailingly puts much effort into keeping us organized and ensures each application that is submitted is complete with all required accompanying documents.

The members of the committee over this past year have been as follows: Geneviève Bourgeois, Chantale Hache Chaisson and Jessica Melanson (public member). It takes time to read and review each application that is submitted. Considering the demanding nature of our jobs and personal lives, I would like to recognize each member of the committee for their continued dedication, diligence and contributions in reviewing and approving applications for membership with the NBASW over this past year. Their commitment to the Committee of Examiners and the Social Work profession is essential and has not gone without notice.

The committee strives to make the best decisions for membership approval in accordance with the mandate and by-laws outlined by NBASW. In June 2019 the Committee of Examiners delegated to the Registrar the authorities identified in Section 11(5) of the new Act and Sections 3.3.0, 3.3.1, and 3.3.2 of the NBASW By-laws.

The mandate of the Committee of Examiners is to evaluate candidates who are applying for membership with the NBASW in one of the following categories: regular member, temporary member or student member. There currently are three open seats on the Committee of Examiners. We as a committee would like to invite and encourage other members to who might be interested to join us in our efforts of evaluating new applicants for the profession of Social Work here in the province of New Brunswick.

From April 1st, 2019 to March 31st, 2020, the total number of members approved by the committee was 162, which is 49 less than last year. A more detailed breakdown is as follows:

- The committee approved 94 regular members (34 less than last year)
- The committee approved 31 temporary members (9 more than last year)
- The committee approved 37 students (24 less than last year)

This year, though not as busy as last, was an equally rewarding one for my last year as chairperson. The committee looks forward to the year ahead. I remain in solidarity in the profession of Social Work.

**Laura Hiscock, RSW**  
**Committee of Examiners Chair**

# 04

## Discipline Committee

The Discipline Committee membership consists of a minimum of three members including the chair person, a regular member of the NBASW and the public representative to have quorum. According to the 2019 NBASW By-Laws, the Discipline Committee may engage advisors or appoint additional members having applicable experience or expertise for purposes of any hearing or matter being considered by the committee to ensure a fair and impartial hearing.

The current members of the Discipline Committee include Geneviève Bourgeois, Eileen Gauthier and Debby Stanton as regular members, Paul Blanchard as public representative, named by the Minister of Health according to the NBASW Act and my-self, Geneviève Forest-Allard as Chair.

Over the past fiscal year 2019-2020, one complaint was referred to the Discipline Committee by the Complaints Committee and two matters were carried over from the previous year. Of these three matters, one was completed and two are currently ongoing.

The Discipline Committee held a hearing on August 27-28, 2019 in Central New Brunswick. Following this two-day hearing and deliberations, the matter was dismissed.

The Discipline Committee remains active; in early May, we will be holding a conference call to review a voluntary submission from a member.

In conclusion, I wish to thank the committee members for their hard work, our legal counsel for his availability and legal advice when required and our Registrar, Martine Paquet, for her continuous support, dedication and expertise during conference calls and hearings.

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

1  
discipline case was  
completed in 2019-20

## Education Committee

# 05

As a standing committee of the NBASW, the Education Committee is responsible for promoting social work education for its members based upon the mandate of the Association. Duties to fulfill this responsibility include: selecting recipients of scholarships and bursaries, updating the eligibility criteria and application forms when required, supporting the NBASW's delivery of professional educational opportunities, and reviewing the continuing education policy. During 2019-2020, the Education Committee met by conference call and video call on four occasions.

In 2019-2020, fifteen social work student bursary applications were reviewed by the Education Committee. Committee members who are in a conflict of interest to select a recipient for any funding application do not participate in the decision-making process. Congratulations to the successful student bursary applicants, we wish you well completing your social work degree, particularly during the impact of COVID-19 to university programs. Congratulations to the other successful recipients:

- Kate Colwell** who received the NBASW Scholarship for members valued at \$500 in 2019-2020.
- The Fredericton Chapter** of the NBASW who was selected for the CASW-NBASW grant valued at \$3000 to deliver a workshop for its members.
- Erica Vienneau** who was awarded the Co-operators Bursary for Members Fund valued at \$500.

The Education Committee is currently amending the NBASW Continuing Education Policy (CPE). Thanks to the high participation rate by NBASW members in an online CPE survey (290 responses) and to a report of the results prepared by Keara Grey, the Committee is meeting on a regular basis to identify priorities and patterns from the responses to the survey questions. In addition to an analysis of the survey results and jurisdictional scans, the committee continues to meet and work on a proposed new CPE policy document for approval.

Keara Grey, the NBASW Social Work Consultant deserves considerable recognition for her work in supporting the Education Committee. Keara's organizational and technological skills have kept us on track and her dedication, guidance and knowledge are deeply valued by the Committee. Many thanks to outgoing committee chairperson, Anouk McGraw, for her commitment and time devoted to leading the Committee in previous years. In addition to Keara Grey and myself, the other current members of the Committee are Tanya Smith and Carly Schofield. The Committee could not operate as well as it does without their enthusiastic contributions, knowledge and experience. New members are welcome, please contact the NBASW for more information.

On behalf of the Committee, this past year has been busy, we are diligent in applying the funding eligibility criteria to make the best decisions possible for bursary and scholarship applications and we look forward to the ongoing work to amend the CPE policy.

**Susan Gavin, RSW**  
**Education Committee Chair**



*Board Members attend the annual Board Banquet in September, 2019*



*Géraldine Poirier Baiani, NBASW President, at an event co-hosted by the NBASW on the topic of Intimate Partner Violence in 2SLGBTQ Lives*

## 07

### Indigenous Guidance Committee

This year, we are happy to announce that a new and important standing committee, the Indigenous Guidance Committee, was officially added to the NBASW. The Indigenous Guidance Committee will work to promote, celebrate and enhance awareness and understanding of Indigenous culture and history, with the ultimate purpose of developing strategies for enhancing social work practice when working with Indigenous peoples.

The Indigenous Guidance Committee is made up of committee chairs Theresa Dawn Louis and Michelle Sacobie, and committee members Judy Levi, Glen Caplin, Gloria Sacobie, Géraldine Poirier Baiani, and Samantha Jesso. Barb Martin is the committee elder and provides great guidance and wisdom to the committee. The committee is supported by NBASW staff members, Miguel Leblanc and Keara Grey.

In working to enhance social work practice when working with Indigenous peoples, the committee has been working on developing Cultural Competency Standards. These standards will outline the minimum knowledge, understanding, and competencies that all social workers must possess regarding Indigenous culture, to ensure Indigenous peoples in New Brunswick receive culturally safe social work services.

The NBASW is happy to have had social work student Samantha Jesso work with NBASW for over a year as part of a St. Thomas University internship program. During her time with the NBASW, Samantha conducted research and put together the first drafts of the Cultural Competency Standards. Samantha continues to be involved as a member of the Indigenous Guidance Committee.

The Indigenous Guidance Committee is excited to continue their important work in the coming year.

**Theresa Dawn Louis, RSW and Michelle Sacobie, RSW  
Indigenous Guidance Committee Co-Chairs**



# 07

## Practice Issues, Ethics and Professional Standards Committee

The members of the Practice Issues, Ethics and Professional Standards Committee are Mary Ann McLeese, Erica Vienneau, Kathleen MacPhee, and Anouk McGraw. For your information, some positions are vacant on the committee. These positions need to be filled in order to continue the important work of the committee. If you are interested in participating, please inform the NBASW office.

During the year, the Committee developed a work plan for 2019-2020 and members of the Committee were consulted during the development of the Standards Regarding Conversion Therapy.

The Committee received one Ethical Submission from the membership during 2019-2020. Members look forward to continue to provide this valuable consultation service to members in the upcoming year. If you have any ethical questions, please feel free to contact the NBASW Registrar, Martine Paquet, or complete the Practice Issues, Ethics and Professional standards form that can be found on the NBASW website.

I would like to thank all of the members of the committee for their ongoing work and dedication.

**Erica Vienneau, RSW**  
**Practice Issues, Ethics and Professional Standards Committee**  
**Chair**

# 08

## Promotion of the Profession Committee

This year, the Promotion of the Profession Committee continued the work begun in 2018-19. We had several meetings, including both in-person and via conference and video calls.

We continued our work on the Terms of Reference and we organized the second annual Promote My Profession Contest, which ran during Social Work Month in March.

The Committee is responsible for promoting the profession of social work and, as such, the biggest project on our workplan on the moment is our public promotional campaign. We consulted and retained the marketing firm, m5, to promote the profession to the general public. Since March, this promotional campaign has been live on Facebook and Google. The goal of this campaign is to raise awareness about the different roles social workers play in New Brunswick and improve the public perception of the profession.

During the next year, the Committee will continue the work that has been started. The current Committee members are: Rina Arseneault (co-chair), Théo Saulnier (co-chair), Karine Levesque (Board Liaison), Anne-Drea Allison, Carmen Godin and Géraldine Poirier Balani. Special thanks to Isabelle Agnew and Miguel LeBlanc for their collaboration within our committee.

**Rina Arseneault, RSW and Théo Saulnier, RSW**  
**Promotion of the Profession Committee Co-Chairs**

# 09

## Social Action Committee

The Social Action Committee includes Erin Jackson (Chairperson), Erica Vienneau (Board Liaison), Samantha Martin, Olivia Newcombe, and Zo Bourgeois. We want to thank Katherine White and Debbie Stanton, former Chairperson of the committee, for their involvement with the Committee the past couple of years!

This year, the Social Action Committee provided valuable feedback for various briefs that the NBASW developed, including the Renewal of Overcoming Poverty Together and Family Law Reform Discussion Paper recommendation briefs, and the Federal Election Document.

During the summer of 2019, the committee was pleased to have a conference call with Jean-Claude Basque, Provincial Co-ordinator for the Common Front for Social Justice. This meeting provided valuable insight on grassroots social action movements, current social issues, and the work and goals of the Common Front for Social Justice. Committee members can incorporate this information in social action efforts and to help further the goals of the Common Front through their own networks.

The committee was previously interested in developing infographics on social issues but has shifted its' focus to arranging webinars on social issues. Stay tuned for future webinars in the 2020-2021 fiscal year!

**Submitted on behalf of the Social Action Committee,  
Keara Grey, RSW,  
NBASW Social Work Consultant**

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## Seeking New Committee Members

The NBASW currently has a number of vacancies on various committees. We are always looking for new members to join our committees and offer their unique expertise to the groups. Volunteering on a committee is a great way to interact with fellow New Brunswick social workers and get involved in your Association.

If you're interested in joining one of the Committee, please visit our website for more information on what each committee does and fill out the application form. You can also contact our office by emailing [nbasw@nbasw-atsnb.ca](mailto:nbasw@nbasw-atsnb.ca) for more information.

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# Chapter Reports

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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 chapter reports.

## 01 Acadian Peninsula Chapter

The new executive for the Acadian Peninsula Chapter was elected last October 7 at the AGM in Inkerman. These are the members of the new executive: Geneviève Bourgeois, President; Théo Saulnier, Vice-President; Annette Comeau, Treasurer; Julie Lanteigne, Secretary; André-Marc, Chapter Director.

During the holidays, the committee hosted our traditional supper at Au P'tit Mousse in Lamèque, which is always a great success. It provides an opportunity for people to get together and recognize the exceptional work that is done by our social workers.

In March, we launched a private Facebook group for members of the Acadian Peninsula Chapter of the NBASW, which already has a lot of members. We also sent out a message to all our members to mark Social Work Month.

The executive continues to gather new ideas and plan wonderful events.

**Geneviève Bourgeois, RSW  
Acadian Peninsula Chapter President**

# 02

## Chaleur Chapter

The executive of the Chaleur Chapter held six meetings over the last year. We considered concerns brought forward by our members regarding the lack of training opportunities due to the replacement required by our respective organizations, as well as the need for information about the community resources available.

We came up with two solutions : a training session in two parts, and a networking day.

The first event took place in November, when we held a workshop on motivating clients in three minutes. This workshop, which lasted three and a half hours, was offered without charge to our members by Monique Savoie, RSW, in two parts. We also invited colleagues from other disciplines to take part in the workshop for a modest fee. This increased the participation rate, and several people were able to take advantage of the opportunity. We were also able to make a profit, which will enable us to host other events of this kind in the future and to provide them free of charge to our members. We received positive feedback. We take this opportunity, too, to thank Monique for sharing her knowledge. Her input will certainly be an asset in our work.

The second event, a networking day, is scheduled to be held in 2020. It will enable us to get to know what other people do, and the different resources available in the community. The details are still being worked out, but we encourage members to share their ideas with us. We are open to any suggestions for events and activities that could be helpful to you.

As President of the Chaleur Chapter of the NBASW, I thank all members for their great contributions. I also thank the executive committee for all the work they did in organizing these events. Together, we will make a difference.

**Danie Boudreau, RSW**  
**Chaleur Chapter President**

# 03

## Edmundston/Grand Falls Chapter

The Edmundston-Grand Falls Chapter of the NBASW is very proud to have restarted activities this year! Recruiting an interim president enabled the chapter to form a complete executive for the first time since 2018. Over the past few months, efforts have been made to restore contact with members of the chapter and to share important information from the provincial office, the executive's plans for upcoming events, more visibility on the chapter's Facebook page, and emails.

The first great event to reactivate the chapter was held during National Social Work Month, when a free workshop was provided to members on March 11, called "Capsules Éducatives d'impact", by Danie Beaulieu of Académie Impact Inc. The event was held in partnership with the Edmundston campus of Université de Moncton and was attended by over 78 members and social science students.

The day was followed by a happy hour, then an annual meeting. The 2020 award for Social Worker of the Year was given to Cindy Therrien, a social worker at the community mental health clinic in the Edmundston region, who is also involved in the region with her work on the regional committee on preventing suicide and promoting life. Recognition for Community Agency of the Year for 2020 was given to L'Éclipse, a young bilingual organization administratively attached to l'Escale MadaVic. The Éclipse centre is dedicated to meeting the needs of victims of sexual violence in greater Edmundston, Grand Falls, and Saint-Quentin. Congratulations to the recipients and keep up the good work promoting the social work profession in our communities!

During the annual meeting of the chapter, we voted on some updates to bylaws and potential events. Elections were also held for executive positions and the chapter director. The new 2020 executive members are as follows: Fernand Sirois, President ; Monique Dubé-Michaud, Vice-President ; Alain Clavette, Treasurer ; Kristine Johnson-Leblanc, Secretary. Karine Levesque was appointed to a second term as Chapter Director on the NBASW Board of Directors. On behalf of all the members in our region, the executive thanks Julie Ouellette for her time and dedication as Past Vice-President.

In closing, this was a much-appreciated event to reactivate the chapter and would be worth repeating. The meeting

helped to strengthen ties between social workers throughout the region and to reaffirm the intentions, needs, and reason to hold chapter meetings. A few good ideas are already being tossed around for the next year!

**Fernand Sirois, RSW and Karine Levesque, RSW**  
**Edmundston/Grand Falls Chapter President and**  
**Chapter Director**



*Edmundston/Grand Falls Chapter Event  
during Social Work Month*

## 04 Fredericton Chapter

The Fredericton Chapter executive consists of President, Tara Hay; Vice President, Kaitlin Pauley; Secretary, Maureen MacNeil; and Chapter Director, Susan Gavin.

The chapter conducts business meetings and educational sessions on a regular basis beginning in the Fall of each year. Educational sessions are offered in the evenings and occasionally during noon hours. In 2019-2020, most of the educational sessions took place during the evenings and were followed by a business meeting. These are excellent opportunities for members to enhance their knowledge, network and be informed about chapter activities.

Each year the chapter hosts a Christmas social event which is usually very popular. This year the event took place at a local restaurant and was well attended.

At the 2019 NBASW annual general meeting in Tracadie, NB, the NBASW announced that the Fredericton Chapter would host the 2020 AGM. As a result, the Fredericton chapter executive, with the assistance of the energetic past president, Valerie Delong, met frequently and invested many hours to plan the conference and banquet. Despite the COVID-19 pandemic and potential delays to the AGM, the Fredericton chapter is looking forward to hosting the next scheduled AGM.

The Fredericton chapter is fortunate to have a very active and enthusiastic Education Committee, chaired by Evelyn Morrison. Under Evelyn's strong leadership, this committee plays a huge role to ensure that chapter members have a variety of interesting continuing education opportunities throughout the year. The topics of the sessions this past year ranged from social work ethics to program delivery to self care. During 2019-2020, the educational sessions started in November 2019 with a presentation delivered by Sandra Barton, R.S.W., Department of Social Development, on the topic of Family Group Conferencing. In January 2020 Martine Paquet, Registrar with the NBASW presented on the Code of Ethics which resulted in a rich discus-



sion among the members of unclear ethical dilemma, which are difficult to resolve. The February session was an event organized for members to listen to a Bruce Perry pod cast followed by a discussion among participants, however this session was cancelled due to a snow storm. During Social Work Month in March, the education committee usually hosts an amazing full day event for the membership. This year the focus was on social worker wellness. The committee arranged for Dr. William Cook who holds a medical degree and a PhD in Bioethics and operates a Mindbody medicine practice in the Fredericton region to be a keynote speaker. He and his wife, Wendy, delivered an informative and experiential presentation on the topic of Caring for Ourselves during the first half of the day. After a delicious catered lunch, the afternoon session began with a session by Tracey Grasse who spoke about Reiki and demonstrated Sound Healing with clear crystal quartz singing bowls. The day ended with a session on laughter and energy with a humorous presentation by Sally Wells, a Fredericton lawyer and comedian.



*Fredericton Chapter Event in March, 2020*

The Fredericton chapter had a very successful year and is looking forward to increasing its engagement with chapter members in the coming year. The chapter welcomes more members to become involved with chapter events and welcomes suggestions for future educational topics. 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.

**Tara Hay, RSW and Susan Gavin, RSW**  
**Fredericton Chapter President and Chapter Director**

## 05 Moncton Chapter

The year 2019-2020 brought us great moments, warm interactions with members and an overwhelming feeling of pride for our great profession. The Moncton Chapter wishes to thank all Social Workers for their dedication in the past weeks.

In these times, we celebrate the importance of Social Work values and see that they are shining through our community. Social justice, integrity, respect of self and others, service for humanity, competence, etc. is what we are all about! Together, we will be, we are, stronger! United by diversity and strengthened by inclusion.

We started the new fiscal year with our annual draw for a free membership. The lucky winner was Marise Gaudet-Landry, RSW.

In June, we held our Summer activity at the Magnetic Hill Winery. Around 15 members attended the winery and tasting tour, prior to enjoying beverages, cheese and crackers in an outdoor setting.

On Thursday, November 28th, 2019, the Moncton Chapter organized a holiday celebration meal at two locations in order to accommodate members in different regions. The meals at Gusto in Moncton and at Makeba in Richibucto were a success! We drew prizes and had great turnouts!

The Moncton Chapter had planned a fun and exciting event at the Room Escape Atlantic for March 2020 to celebrate the month of Social Work. In an effort to respect the provincial and national guidelines as well as recommendations from the Chief Medical Officer and Public Health regarding the current COVID-19 pandemic, we decided to postpone this activity.

We sent warm wishes and thoughts to our members through email and on our Facebook page, indicating that we will celebrate our beautiful profession together at a later time. Until then, the Moncton Chapter has donated \$1000

to Food Depot Alimentaire in the NBASW- Moncton Chapter's members' names.

To better days ahead!

**Submitted by the Moncton Chapter Executive,  
Jennifer-Anne Geddes, Erica Vienneau, Valerie Roy-Lang, John Eatmon, Leanne Trites, and Carly Schofield**

## 06 Restigouche Chapter

The Restigouche Chapter held three general meetings during the last year, and a fourth meeting scheduled for May was cancelled because of COVID-19.

One of our initiatives was a meeting with our MP, Mr. René Arseneault, to note the importance of adding social workers' services to the list of exempt professional services provided in remote areas. He recommended a province-wide approach to ensure the greatest impact with the federal government.

In December, Ms. Sophie Leblanc gave us a presentation on mindfulness. She emphasized wellness for members, but also for the people we serve.

In March, we had the privilege of hearing from a person who had lived with mental health and addiction issues. The presentation revealed the strengths and challenges the person encountered, and the importance, for people involved with this person, of remaining hopeful about his recovery. During Social Work Month, we encouraged members to host events in their workplaces. Some organized a lunch, and others participated in outdoor activities. Even though we would have liked to recognize someone as Social Worker of the Year, we received no nominations.

On behalf of all the members of our chapter, we encourage each and every social worker in the province to consider their own wellness during this time of instability due to COVID-19. New Brunswickers will need us as they adapt to the aftermath of the pandemic. Together, we will get through this safely.

**Mario Bourgoïn, RSW  
Restigouche Chapter President**

## 07 Sussex Chapter

We were able to have one gathering during social work week right before everything shut down. Other than that there was not much else to report.

Over Christmas there was a pyjama, hats and mitts drive that was then donated to our local salvation army.

This was a pretty quiet year for Sussex, but hopefully things will look differently next year.

**Sheena MacDonald, RSW  
Sussex Chapter President**

# Financial Statement

## 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, 2020, 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, 2020, 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

Fredericton, New Brunswick  
May 5, 2020 CHARTERED PROFESSIONAL ACCOUNTANTS



**THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED**  
**Statement of Financial Position**  
**March 31, 2020**

	2020	2019
<b>ASSETS</b>		
CURRENT		
Cash	\$ 883,746	\$ 922,659
Term deposits <i>(Note 3)</i>	713,539	699,365
Prepaid expenses	2,408	2,434
	1,599,693	1,624,458
PROPERTY AND EQUIPMENT <i>(Note 4)</i>	30,999	32,886
INTANGIBLE ASSETS <i>(Note 5)</i>	23,780	34,254
	\$ 1,654,472	\$ 1,691,598
<b>LIABILITIES AND NET ASSETS</b>		
CURRENT		
Accounts payable and accrued liabilities	\$ 79,314	\$ 76,497
Government remittances payable	7,782	10,708
Unearned membership dues <i>(Note 6)</i>	588,429	563,870
	675,525	651,075
NET ASSETS		
Unrestricted	130,053	283,843
Restricted	794,115	689,540
Invested in Property and Equipment and Intangible Assets	54,779	67,140
	978,947	1,040,523
	\$ 1,654,472	\$ 1,691,598

**THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED**  
**Statement of Changes in Net Assets**  
**Year Ended March 31, 2020**

	Unrestricted	Restricted	Invested in Property and Equipment and Intangible Assets	2020	2019
NET					
ASSETS - BEGINNING OF YEAR	\$ 283,843	\$ 689,540	\$ 67,140	<b>1,040,523</b>	1,056,312
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	(33,077)	(7,052)	(21,447)	<b>(61,576)</b>	(15,789)
INVESTMENT IN PROPERTY AND EQUIPMENT AND INTANGIBLE ASSETS	(9,086)	-	9,086	-	-
INTERFUND TRANSFERS (Note 7)	(111,627)	111,627	-	-	-
NET ASSETS - END OF YEAR	<u>\$ 130,053</u>	<u>794,115</u>	<u>54,779</u>	<b><u>978,947</u></b>	<u>1,040,523</u>

**THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED**  
**Statement of Operations**  
**Year Ended March 31, 2020**

	2020	2019
<b>REVENUE</b>		
Membership dues	\$ 738,073	\$ 715,128
Interest	11,266	10,078
Other	360	4,953
30th Anniversary Donations	-	18,213
	<u>749,699</u>	<u>748,372</u>
<b>EXPENSES</b>		
30th Anniversary Expenses	-	23,922
Board and executive meetings	19,984	13,360
Chapter rebates	19,635	18,490
Committee expenses	10,141	15,834
Communication plan	-	1,725
Complaints and discipline	37,195	19,781
Credit card fees	15,946	14,535
Dossier expenses	-	2,394
Dues - C.A.S.W., C.C.S.W.R., and A.S.W.B	71,318	77,418
Equipment lease	6,062	4,962
Insurance	7,549	6,334
Meetings and conventions	15,956	17,414
Office	14,376	14,080
President's expenses	5,540	7,851
Professional fees	27,228	35,804
Public campaign	44,132	-
Public relations and promotions	15,648	13,448
Rent	33,942	33,942
Salaries, wages and subcontracts	366,222	333,517
Scholarships	5,000	6,000
Services to members	30,097	22,081
Staff expenses	15,153	19,148
Telephone	8,527	10,854
Travel and donations	417	1,185
Website and computer support	12,708	12,720
	<u>782,776</u>	<u>726,799</u>
	<u>(33,077)</u>	<u>21,573</u>
<b>RESTRICTED INCOME (EXPENSE)</b>		
Interest (Restricted)	10,387	10,476
Re-Opening of Act	(17,439)	(28,027)
	<u>(7,052)</u>	<u>(17,551)</u>
<b>OTHER EXPENSES</b>		
Amortization of property and equipment	(9,817)	(11,095)
Amortization of intangible assets	(11,630)	(8,716)
	<u>(21,447)</u>	<u>(19,811)</u>
<b>DEFICIENCY OF REVENUE OVER EXPENSES</b>	<b>\$ (61,576)</b>	<b>\$ (15,789)</b>

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

**Statement of Cash Flow  
Year Ended March 31, 2020**

	2020	2019
<b>OPERATING ACTIVITIES</b>		
Deficiency of revenue over expenses	\$ (61,576)	\$ (15,789)
Items not affecting cash:		
Amortization of property and equipment	9,817	11,095
Amortization of intangible assets	11,630	8,716
	<u>(40,129)</u>	<u>4,022</u>
Changes in non-cash working capital:		
Accounts receivable	-	271
Prepaid expenses	26	434
Accounts payable and accrued liabilities	2,817	18,251
Unearned membership dues	24,559	66,748
Government remittances payable	(2,926)	815
	<u>24,476</u>	<u>86,519</u>
	<u>(15,653)</u>	<u>90,541</u>
<b>INVESTING ACTIVITIES</b>		
Purchase of property and equipment	(7,930)	(6,582)
Purchase of intangible assets	(1,156)	(22,162)
Term deposits	(14,174)	128,512
	<u>(23,260)</u>	<u>99,768</u>
<b>INCREASE (DECREASE) IN CASH</b>	<b>(38,913)</b>	<b>190,309</b>
<b>CASH - BEGINNING OF YEAR</b>	<b>922,659</b>	<b>732,350</b>
<b>CASH - END OF YEAR</b>	<b>\$ <u>883,746</u></b>	<b>\$ <u>922,659</u></b>



# THE NEW BRUNSWICK ASSOCIATION OF SOCIAL WORKERS INCORPORATED

## Notes to Financial Statements

Year Ended March 31, 2020

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### 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 (ASNFPPO).

#### 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

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, 2020**

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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, fixtures and equipment	20%, 30%
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The Association regularly reviews its property and equipment to eliminate obsolete items.

Intangible assets

The website design and development costs are capitalized and being amortized on a straight-line basis over four years.

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. TERM DEPOSITS

Term deposits are interest bearing at rates between 1.65% and 2.00% and have maturity dates within one year.

4. PROPERTY AND EQUIPMENT

	Cost	Accumulated amortization	<b>2020 Net book value</b>	2019 Net book value
Furniture, fixtures and equipment	\$ 145,205	\$ 114,206	<b>30,999</b>	32,886

5. INTANGIBLE ASSETS

	<b>2020</b>	2019
Website design and development costs	<b>\$ 47,098</b>	\$ 45,942
Accumulated amortization	<b>(23,318)</b>	(11,688)
	<b>\$ 23,780</b>	\$ 34,254

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

**Notes to Financial Statements**

**Year Ended March 31, 2020**

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6. UNEARNED MEMBERSHIP DUES

This amount represents dues collected for the 2020-2021 year, net of associated CASW fees.

7. 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 Re-opening of Act fund can be accessed to cover costs associated with regulatory revisions and amendments to the *New Brunswick Association of Social Workers Act, 1988* legislated by the Province of New Brunswick.

The Communication Officer fund can be accessed in order to cover the costs related to the communication officer.

	<u>2020</u>	<u>2019</u>
Contingency	\$ 410,580	\$ 403,267
Defense	200,801	100,948
Scholarship	31,007	31,007
Public Campaign	92,403	52,548
Re-opening of Act	-	42,505
Communication Officer	59,324	59,265
	<u>\$ 794,115</u>	<u>\$ 689,540</u>

During the year, the organization transferred \$25,177 to the Unrestricted Fund from the Re-opening of Act Fund, \$98,000 to the Defence Fund from the Unrestricted Fund, and \$38,804 to the Public Campaign Fund from the Unrestricted Fund.



**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)