

2024 ANNUAL REPORT



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Thank You!



Message From the Board Chair

Ron Pike

To our valued BC Care Providers Association (BCCPA) & EngAge BC members,

Over the past year, our Association has solidified its position as the definitive voice for seniors living and care across the entire sector in our province. Our significant presence and advocacy efforts have garnered attention and respect, reinforcing our commitment to our members and their shared goal of positively impacting the quality of life for seniors throughout the province.

We have also seen continued growth in our membership, reflecting the trust and confidence that service providers, commercial members, and other stakeholders place in our Association. This trust has been well earned by the exceptional staff we have at the Association. From the consistent presence in the media, to advocacy with key government officials, to world class events, to the creation of training programs, and a comprehensive EquipCare BC program, our staff cover it all. We are thankful for Terry Lake's leadership and are fortunate to have such a committed group of individuals working on our behalf.

As the breadth and depth of our membership continues to grow, we remain mindful of the unique issues and challenges faced across the Senior Living continuum. Our commitment is to represent the key issues in an accurate and timely way. At times, this takes a practical form through the work we have done in areas such as emergency preparedness planning or the engagement on issues surrounding the Residential Tenancy Act. At other times this is through advocacy, seen in our "All Hands-On Deck" report and campaign circulated prior to the election. From a governance perspective, our commitment is reflected in board composition and in the establishment of an Advocacy Committee and in the newly formed Assisted Living (AL) Task Force to make sure issues relevant to all members are addressed.

Looking ahead, we are excited about the future of our Association. At a time when the voice of seniors living in our province needs to be not only clearly articulated but also demonstrative of tangible results, we are thankful for your continued support and commitment. We invite all of you to be a part of the growing influence and impact our Association is having. Together, we can continue to advocate for excellence in seniors living, wellness, and care, and ensure that our seniors receive the care, respect, and quality of life they deserve.

Sincerely,

Ron Pike, Board President

Board of Directors



Ron Pike, President



Marc Kinna, Vice President



Gavin McIntosh, Treasurer



Aly Devji, Past President



Jennifer Anderson



Danny Birch



Wendy Calhoun



Angela Grottoli



Erroll Hastings



Ernie Hee



Al Jina



Ann Marie Leijen



Andrea Prashad



Sharon Ranalli



Salimah Walji-Shivji



Message From the CEO, Terry Lake



As I reflect on the past year, I am incredibly proud of what the BCCPA has accomplished in our ongoing mission to support and elevate the seniors living, wellness and care sector in B.C. This has been a year of both challenges and remarkable progress, marked by our collective resilience, innovation, and unwavering commitment to quality services for seniors.

One of our primary focuses this year has been advocating for the needs of our members so they can provide the very best services. Amidst a rapidly evolving policy environment, we've worked diligently with government officials, health authorities, and community stakeholders to ensure that the voices of those in the sector are heard. We've successfully advocated for increased funding and policy changes that address critical issues such as agency costs, overtime costs, and ongoing COVID-19 related costs as well the importance of the seniors housing continuum.

Our efforts led to significant policy shifts that better support long-term care, assisted living, and home health (HH) providers. We are particularly proud of our work around workforce development, where we have helped shape programs that provide pathways for new entrants into the care sector, helping address the persistent staffing challenges faced by many providers.

The enhancement of EquipCare BC to include climate mitigation measures will help our members protect residents from the impacts of climate change and reduce greenhouse gases (GHGs).

Our "All Hands-on Deck" election materials and candidates' forum highlighted the very important task of addressing care needs of older British Columbians and had a positive influence on all parties' election platforms.

Our advocacy on issues involving independent living (IL) and the Residential Tenancy Act have been aimed at mitigating attempts to undermine the business case supporting this important part of the housing continuum. Our work with the City of Vancouver on its senior housing zoning strategy also resulted in benefits to our members.

Our commitment to quality remains at the heart of everything we do. Through our programs, workshops, and conferences, we have provided thousands of hours of training to ensure that seniors living and care providers across the province can access the best and latest practices, tools, and resources.

Our return to Whistler was marked by our largest and most successful Annual Conference to date with an expanded program to address the needs of new members joining us from the former BC Seniors Living Association. We held a very successful inaugural HH Symposium and advocated for reduced barriers to business for HH members as well as improved rates from HAs and crown corporations.

As we move forward, our vision remains clear. BCCPA is committed to driving positive change and advocating for a system that is sustainable, responsive, and inclusive. We will continue to champion the needs of our members and the individuals for whom they care, leveraging our influence to shape a system that works for everyone.

Our priorities for the coming year include further investment in workforce development and continued collaboration with government and stakeholders to address the systemic issues that impact care providers and the communities they serve.

We look forward to celebrating staff members, workplaces and advocates at our 11th Annual BC Care Awards in Victoria and returning to the capital city for our 'Changes' inspired 48th Annual Conference.

Our progress would not have been possible without the dedication and passion of our members, partners, and staff. I would like to extend my deepest gratitude to each of you for your resilience, commitment, and hard work. Your contributions have not only helped us navigate a challenging year, but have also strengthened our collective vision for the future. In particular, I want to thank our President, Ron Pike for his unwavering commitment to the sector and for his outstanding leadership during a very significant period of development for the Association.

Thank you for being a part of this journey. Together, we are building a brighter, more compassionate future for seniors living wellness and care in B.C.

With appreciation,

A handwritten signature in black ink that reads "Terry Lake". The signature is written in a cursive, flowing style.

Terry Lake, Chief Executive Officer

Staff



Terry Lake



Cathy Szmaus



Snezana Ristovski



Lara Croll



Tiffany Trownson



Marife Sonico



Marjahn O'Connor



Andrea Mameri



Ankit Patel



Jessica Whitecotton



Jamie Lozano



Melike Bilgin



Hayley Morrin



Denielle Asirit



Georganne Anacta

**Special thanks to Kenzie Stirling for her contributions throughout 2024.*

MISSION

We support our members to provide safe, high quality of life to seniors accessing seniors living, care, and support services through research, education, advocacy and partnerships.



VISION

To be the leading expert and innovator in B.C., shaping the future of independent living, care, and support service for seniors.



VALUES

We conduct our activities in a collaborative manner with respect, integrity and transparency and strive at all times to be responsive to our members.



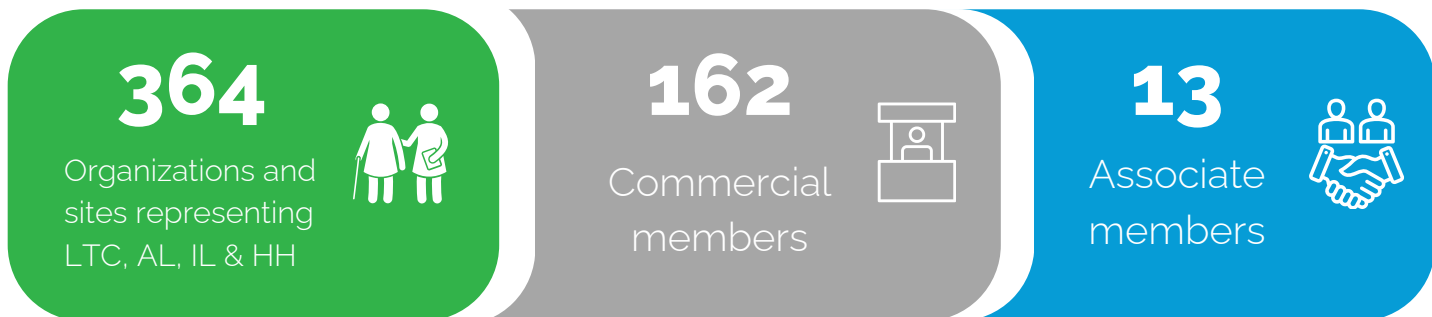


Membership

Thank you for being a valued member of BCCPA. Together, we can strengthen the seniors living, wellness and care sector.

So far, our Association's membership has grown by over 5.8 per cent this fiscal year. This follows growth of 10.13 per cent in 2023-2024 and five per cent in 2022-2023.

BCCPA membership represents*:



*As of November 2024

Thank you to the Membership Engagement Committee:

Board Members: Aly Devji (Chair, Non-Profit Rep), Angela Grottoli, Andrea Prashad, Ron Pike (ex officio)

Members at Large: Brent Glasgow-Brown, Kris Coventry, Riz Gehlen

Membership Engagement

To cultivate engagement among membership, BCCPA has embarked on the following initiatives:

- Monthly "Tuesdays with Terry" webinar series where members hear timely updates from CEO, Terry Lake, and participate in a live Q&A
- Biweekly Sector Update newsletters that provide relevant news and opportunities both within the Association and throughout the sector
- Timely information sharing on Member 365 platform, exclusive to members
- Interior Administrators Network (IAN) and Vancouver Island Seniors Administrators Network (VISAN) meetings held regularly to discuss issues unique to these health authorities
- Regularly occurring HH roundtables
- The Association's first-ever one-day symposium for HH members

Thank you to Network Chairs:

Melanie Hennig (VISAN)

Melanie Reinhardt (IAN)



↑ 13.5% increase in followers since 2023.



Events

Uniting members, stakeholders, industry leaders and experts for education, discussions, celebrations and valuable networking opportunities.

February 2024 | Victoria, B.C.

10th Annual BC Care Awards

BCCPA was honoured to have Premier David Eby attend the 10th Annual BC Care Awards to provide opening remarks, as well as then-B.C. Minister of Health, Hon. Adrian Dix, to once again present the coveted awards. MLA Harwinder Sandhu, then-Parliamentary Secretary for Seniors' Services and Long-Term Care, took the stage to celebrate those who provide the best care for B.C. seniors. Many MLAs were in attendance, allowing award winners and members the opportunity to speak with them.



The following day, award recipients headed to the B.C. Legislature and met with the NDP and BC United caucuses and were also recognized by Minister Dix during Question Period, in front of Members of the Legislative Assembly.

47th Annual Conference



BCCPA returned to the Fairmont Chateau Whistler to celebrate the 'coming together' of the seniors living, wellness, and care sector for our 47th Annual Conference. The event saw a record-breaking attendance of over 600 attendees from across the sector with an expanded conference agenda designed to include content for all of our members. Attendees enjoyed networking and evening events, while engaging in sessions that were aligned along the themes of creating quality, workforce and leadership, and the business of seniors living and care.

"The conference was exceptional! What was best [for me] was the excitement and electricity of so many people in attendance." ~ Conference attendee

Surrey & Vancouver, B.C.

Care to Chat

You spoke – BCCPA listened! In 2024, our Care to Chat speaker series rotated between Vancouver and Surrey. There were great conversations during the networking reception and over lunch, as well as on the stage. Topics of discussion were transitions in care and dementia-friendly communities and care.

Season 12 kicked off with an exciting "Election Edition" ahead of the provincial election held on October 19, 2024. With an incredible turnout from Elim Village residents, Association members, and key media outlets, candidates from B.C.'s major political parties took the stage to showcase their commitments in addressing crucial issues in seniors' care.



Moderated by radio and TV broadcaster Jody Vance, this debate featured:

- **Elenore Sturko**, Conservative MLA, Surrey-Cloverdale
- **Pat McCutcheon**, Green Party of BC candidate for Surrey-Cloverdale
- **Adrian Dix**, former B.C. Minister of Health and NDP MLA, Vancouver-Renfrew
- **Karin Kirkpatrick**, independent candidate for West Vancouver-Capilano

Thank you to the Events and Recognition Committee members:

Board Members: Wendy Calhoun (Chair), Ann Marie Leijen, Aly Devji, Danny Birch, Ernie Hee, Jennifer Anderson, Ron Pike (ex-officio)

Members at Large: Lance Bennewith (For-Profit Rep.), Jared Bespalko (Title Sponsor Rep.), Mark Dame (Commercial Member Rep.), Allan Turner (Outgoing Commercial Member Rep.)



Policy & Research

Focusing on key issues and policies impacting the sector, BCCPA's policy team develops influential reports and resources for government, operators and the public in a holistic effort to address these challenges.

As part of these efforts, BCCPA has developed the following this past year:

1) All Hands-On Deck Report

Developed as part of our 2024 election strategy, the "All Hands-On Deck" paper addresses the urgent need for LTC infrastructure and continuing care supports. With a significant increase in the senior population expected by 2036, the report calls for:

- An 'aging in the right place' tax credit to support seniors aging at home;
- The construction of 5,000 new LTC beds by 2028;
- Implementation of a continuous RFP model so that all LTC care providers can pitch in to meet the demand for new senior care residences; and
- Creation of a redevelopment fund to modernize outdated LTC homes.



2) AGM Policy Motions

The Association put forward six policy motions at the Annual General Meeting (AGM), which were adopted by the membership. These motions called for:

- Capital investments in LTC beds
- The revitalization of affiliate LTC sites
- Expanding access to publicly subsidized AL
- Climate change mitigation strategies
- Stabilizing B.C.'s continuing care workforce
- Establishing a tax-credit to help seniors age in "the right place"

3) Government Engagement on Policy Issues

BCCPA has been actively working with all levels of government to address important policy issues affecting the seniors living, wellness and care sector. On the provincial level, we continue to meet regularly with the Health Sector Working Group, tackling key areas such as funding, infrastructure, workforce planning, and quality improvement initiatives. Additionally, we have also engaged with federal and municipal stakeholders, advocating for seniors housing strategies, inclusive mobiles business licenses, and streamlined immigration policies.

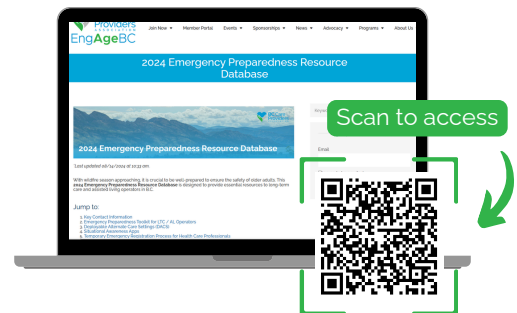


4) Bad Debt Task Force & Report

Recognizing the persistence and severity of bad debt, BCCPA established a task force to spearhead efforts to fully understand the impact and prevalence of unpaid resident co-payments. The task force produced a comprehensive report, including several recommendations and options for future action. For more details and access to these resources, visit our policy page or scan the QR code at the bottom of the page.

5) Emergency Preparedness Resource Database

In order to assist our members in preparing for wildfire season and other environmental emergencies, BCCPA collaborated with Health Emergency Management BC (HEMBC) and the regional health authorities to create a comprehensive list of essential resources for LTC and AL operators in B.C.



6) Committee Work

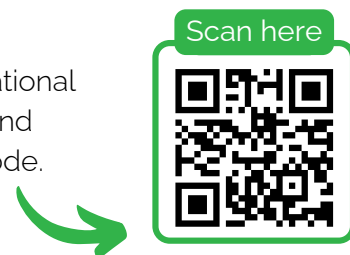
The Association participated in key external working groups and committees to advocate for the sector's interests. Key involvements included:



- Canadian Association of Long-Term Care (CALTC) – Policy & Knowledge Translation Committee
- Council to Reduce Elder Abuse (CREA)
- LTC Provincial HEM Subcommittees: Housing Working Group and Staffing Working Group
- Health Care Assistant Education Standards Committee

7) Other Resources

The Association developed a range of resources, including educational materials and documents on key policy issues. For more details and access to these resources, visit our policy page or scan the QR code.



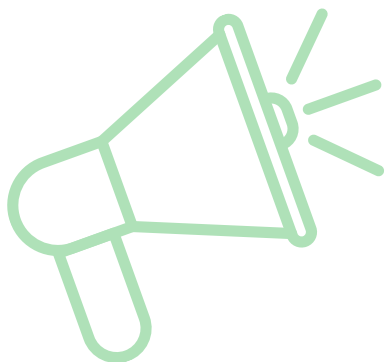


Health Human Resources (HHR)

With B.C. facing a dire staffing crisis, workforce shortages are one of the most pressing issues facing the sector. BCCPA has continued working diligently to address these issues through:

1) Advocacy & Engagement

BCCPA continued our advocacy on the issue of HHR and workforce shortages over the last year, meeting regularly with governments at all levels to identify approaches to secure the continuing care workforce of the future. Priority areas this year included:



- Agency staffing
- Internationally educated nurses
- Wages & compensation
- Ambassador and screener positions
- Recognition 'add-pay' for nurses
- Minimum nurse-to-patient ratios
- Employment standards

2) Healthcare Education & Training

In collaboration with our educational partners and with funding from the Ministry of Post-Secondary and Future Skills (PSFS), BCCPA has continued to provide essential healthcare training in communities with significant workforce shortages. Our training programs have included Health Care Assistants (HCAs), Licensed Practical Nurses (LPNs), Activity Assistants, and Therapeutic Recreation Assistants (TRAs). Members benefited from being able to host practicum students and hire graduates.



3) Internationally Educated Nurse (IEN) Employer Toolkit

BCCPA developed a new toolkit to support our employer members in effectively guiding their IENs toward registration and licensure as RNs, LPNs, or HCAs. For more details and access to this member-only resource, visit our policy page or scan the QR code at the bottom of page 12.



4) Promoting Careers in Care

BCCPA actively promoted careers in the seniors' care sector, aiming to raise awareness about the diverse job opportunities available. The Association continues to amplify the work of great service delivery partners, including Immigrant Services Society of BC, MOSAIC, Immigrant Employment Council of BC and others.

Thank you to our HHR committee:

Board Members: Erroll Hastings (Chair), Ron Pike (ex-officio)
Members at Large: Rebecca Jarvis, Karen Foster, Michael Aikins, Wendy Scott, Denise May, Kathy Nduwayo, Melanie Reinhardt



Programs

BCCPA supports members through its suite of programs, expanding offerings in 2024 to help address the growing needs of the sector.

Training Programs

Throughout 2024, BCCPA continued to build on the success of its vocational training programs while expanding the range of offerings.

In February, BCCPA commenced its first Practical Nurse (PN) Access Training Program, providing 10 registered care aides in the North Island region with the opportunity to advance their careers into practical nursing. In addition, BCCPA expanded to offer an Activity Assistant Training Program, with the first regional pilot cohort beginning in September.

This past summer, BCCPA onboarded new students for our HCA Training Program in Nanaimo & Duncan, as well as participants from various regional areas for our TRA Training Program. BCCPA also celebrated the graduation of the latest HCA and TRA cohorts, with graduates hailing from across the province.

In the fall, BCCPA onboarded a new cohort of HCAs in Vernon.

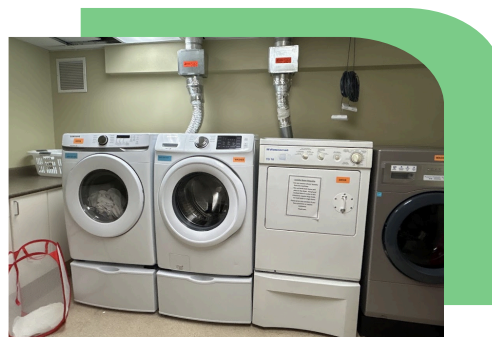
Thanks to funding from the Province of British Columbia and Government of Canada, through the Community Workforce Response Grant program, BCCPA was granted a total of \$1.1 million in 2024 for our training initiatives.

Thank you to our training partners for their invaluable support:



EquipCare BC

Thanks to funding from the Province, BCCPA's EquipCare BC program saw a \$6 million expansion to support publicly funded LTC and AL homes in acquiring equipment to mitigate the impacts of climate change for seniors and their caregivers. This supplemental funding enhanced the program's initial \$14 million in funding over two years.



"These units will assist our seniors greatly during extreme heat or heat domes which, due to climate change, seem to occur more often." ~ Heritage Place

*"I have nothing but good things to say about the program. Staff have been helpful, and communication is timely and responsive."
~ The Concorde Retirement Residence*

"Thank you so much for your continued support to our seniors, their families and healthcare workers!" ~ Woodgrove Manor



Energy Savings Program



In partnership with FortisBC, the Energy Savings Program supported operators with energy services to help them find ways to significantly lower energy costs through targeted retrofits of mechanical and electrical systems.

In 2024, the program supported 14 member sites to reduce GHG emissions and energy use, allowing more dollars to be invested on care and services.

BCCPA's members will receive incentives exceeding \$80,000, helping them to adopt sustainable practices and energy efficiency. This achievement is accompanied by a significant environmental impact, with more than 250 gigajoules (GJ) of natural gas saved and potential of savings of 2,650 GJ by end of this year, resulting in an estimated reduction of 12.50 tons of CO₂ emissions. Furthermore, BCCPA is supporting custom studies and pilot projects with rebates totaling \$900,000 to be realized in 2025.



Route65.ca

Since launching a revamped website at the end of 2023, BCCPA has significantly boosted visibility for Route65.ca, a free, B.C.-specific directory that connects the public with IL, AL, LTC and HH services—with remarkable success.

To strengthen public awareness, Route65.ca sponsored prominent seniors' care events in 2024, such as the North Shore Seniors Expo, and Langley Young at Heart Expo, featuring across local radio, print, and digital platforms. Additionally, BCCPA/EngAge BC and Route65.ca jointly sponsored the 2024 Health Quality Conference BC and United Way British Columbia's 2024 Provincial Summit on Aging. Route65.ca also hosted exhibition booths at various community events, including the 2024 South Vancouver Seniors Forum and Delta Caregiver Expo, providing the opportunity to engage directly with seniors and their families.

In addition, Route65.ca expanded its reach through targeted digital campaigns on Meta and Google, as well as through SEO, print, and community outreach initiatives, further driving website traffic (page views increased by 204%, and unique visits grew by 322% in 2024 compared to 2023) and increasing public engagement.



Assurity™ Approved



Assurity™, B.C.'s certification program for IL and HH, helps seniors and their families confidently choose a provider that upholds high quality standards. Developed in consultation with industry experts, seniors, and their family members, the Assurity™ mark of quality indicates that an organization meets or exceeds industry standards in areas that matters most to seniors and their families. The Assurity™ certification program is also publicly cross-promoted through Route65.ca.

The Association is currently reviewing the Seal of Approval for the IL program, which was previously managed by the BC Seniors Living Association, to potentially incorporate it into a redesigned program.



EngAgeBC

Established in 2019, EngAge BC supports the distinct needs of private pay IL, AL, and HH operators across the province.

Member Council and HH Committee

Throughout the year, EngAge BC's Member Council meets to collaborate on providing direction, offering feedback on programs, and assisting advocacy efforts that support the sustainability of its members.

Representing the needs of HH operators, EngAge BC's HH Committee meets quarterly, reporting to the Member Council.

Thank you to our EngAge BC Member Council:

Members at Large: Marc Kinna (Chair), Riz Gehlen, Celeste Mullin, Kris Coventry, Sharon Ranalli, Lina Saba, Margot Ware, Ron Pike (ex officio)

Thank you to the HH Committee:

Margot Ware (Chair), Danny Birch, Kim Lepp, Susan Fulton, James Challman, Lene Parenteau, Carol Lang

Residential Tenancy Act Webinar

In May, BCCPA hosted a webinar titled "*Navigating the Residential Tenancy Act*," which addressed the application of the Act in IL settings. The Residential Tenancy Board decisions raised concerns, particularly regarding rent increases for IL operators. Led by Allison Foord, Partner at Borden Ladner Gervais (BLG) LLP, the webinar offered legal insights, practical solutions, and a standardized sample lease agreement developed by BLG.



Advocacy

Advocacy has always been central to BCCPA's mission. On behalf of its members, BCCPA works to bring sector issues and priorities to the forefront of provincial and federal governments. In 2024, BCCPA continued its advocacy work with the Ministry of Health, Public Health, health authorities, and caucus members both provincially and federally.

Advocacy Highlights:

The City of Vancouver Senior's Housing Strategy

BCCPA developed a position paper in response to the City of Vancouver's first Seniors Housing Strategy, addressing the City's zoning policies and calling for private IL residences' eligibility on height and density bonuses as non-profit and public projects. In July, the council approved amending the policy to include the private sector following BCCPA's advocacy for the inclusion of private developers in the strategy, with conditions that private developers provide financial support to the municipality for community needs.

Intermunicipal Mobile Business Licenses for HH

BCCPA has been working with municipalities to advocate for HH's inclusion in inter-municipal mobile business licenses, allowing businesses to operate across municipal boundaries with a single fee. This reduces costs and administrative burdens for care providers, supporting the growing need for home care services that help seniors age in place.

In September, Vancouver City Council approved BCCPA's request to include 'health professionals and services' in the Metro-West Intermunicipal Mobile Business License program, effective January 1, 2025, covering Vancouver, Burnaby, Delta, Richmond, New Westminister, and Surrey. Delta City Council soon followed in November, approving the addition of HH in the program.

With support from our HH Committee, BCCPA will continue to promote this initiative across B.C.

All Hands-on-Deck: An Urgent Call to Action to Ensure Care for B.C. Seniors

In addition to the report, BCCPA's pre-election campaign also included other resources, such as grassroots advocacy and messaging guides, to help mobilize membership ahead of the election and to support their advocacy efforts.





Top Stories

As the leading voice of B.C.'s seniors' living, wellness and care, BCCPA has consistently been featured in stories across major media outlets on radio and television. The Association's earned media has also brought light to crucial issues in the sector, driving public awareness and urging government action to addressing these issues.

Below are top highlights from 2024.

- BCCPA blasts media advisory on Care to Chat: Election Edition debate, with widespread coverage from CBC Vancouver, CityNews, CTV News Vancouver, Global BC, and the Tye
- BCCPA highlights critical gap in capacity following numerous LTC announcements leading up to the 2024 provincial election
- BCCPA releases statement on BC Seniors Advocate report on equal rent protection affecting IL, and raises areas of concern on the Vancouver Sun and the Times Colonist
- BCCPA welcomes the 'Aging with Dignity' deal, \$733 million in federal funding to support people aging at home and into long-term care, but highlights the need to ensure implementation to address the rapidly growing aging population
- CEO, Terry Lake, responds to drug addiction impacting LTC homes, emphasizing the need to ensure the health and safety of staff
- 10th Annual BC Care Awards: Winners featured in local publications across the province
- B.C. Government joins BCCPA in recognizing thousands of workers in seniors' living, wellness and care by proclaiming February 28, 2024, as BC Seniors Care Providers Day



Through the Association's ongoing media efforts, we are continuously committed to advocacy in improving seniors' care in B.C. In 2024, we have been featured in many major outlets and local papers.





Thank You!

Executive Committee

Ron Pike (President), Marc Kinna (Vice President),
Gavin McIntosh (Treasurer), Aly Devji (Past President)

Governance Committee (also serves as Nominating Committee)

Marc Kinna (Chair, Vice President), Ron Pike, Ann Marie Lejjen,
Aly Devji, Salimah Walji-Shivji, Andrea Prashad

Finance and Audit Committee

Gavin McIntosh (Chair, Treasurer), Ron Pike (President), Marc Kinna

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