



2023

A YEAR IN REVIEW



CAA NIAGARA
ANNUAL REPORT



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MESSAGE FROM THE CHAIR

Michael Goodale

First and foremost, I am thrilled to announce that CAA Niagara has reached a monumental milestone by welcoming just over 150,000 loyal Members into our ever-growing family. Your trust is the cornerstone of our success and we are truly grateful for your continued membership.

A defining moment for CAA Niagara in FY2023 was our move to the new St. Catharines branch at the Pen Centre. This relocation not only enhances convenience for our Members, but also symbolizes our commitment to growth and providing top-notch service within the community.

Our growth was further propelled by the acquisition of AAPEX Driving Academy, marking a pivotal step towards pushing new business innovation forward. This strategic move aligns perfectly with our vision for the future, where we aim to continue diversifying our services to better cater to your evolving needs.

The year also saw us welcome three new board members, Kathy Uher, Kristine Clark and Ken Kawall, each bringing a wealth of experience and fresh perspectives to our board decision-making processes. The result is a CAA Niagara board that better reflects the demographics of our members and the Niagara region in general.

This past June, the board and the senior team held a two-day retreat focused on board governance and strategic planning.

The revised strategic plan includes new Vision and Mission statements that align with our commitment to serve you better.

Our Vision is "Making a difference for everyone in Niagara every single day" – for our Members, our customers and everyone in Niagara. The Mission is to be "Your trusted partner delivering peace of mind and creating memorable experiences." The revised strategic plan will help to steer CAA Niagara toward continued success, today and in the future.

Looking ahead, the Board's primary focus will be the seamless integration of the two recent business acquisitions, Niagara Airbus and AAPEX Driving Academy. These endeavors will allow us to serve our Members and customers better while continuing to enhance the overall value we provide.

As we navigate the road ahead, our role remains to protect the long-term value of CAA Niagara for you, our valued Members. Your voices and feedback are invaluable as we strive for service excellence and exceptional value across all facets of our business. Together, we look forward to an even brighter future.

Thank you for being a
part of our journey.



A stylized, handwritten signature in black ink that reads "M. Goodale".

MESSAGE FROM THE PRESIDENT & CEO

Peter Van Hezewyk

As we continue to gain momentum in a post-pandemic market, the 2023 fiscal year was truly transformative for CAA Niagara and I am thrilled to reflect on our accomplishments.

One of the most striking achievements of the year is the fact that our membership now equates to almost one out of every two households in Niagara holding memberships, a testament to the trust and loyalty our Members have placed in us.

We facilitated an impressive 83,184 roadside rescues, 7,784 trips booked, and saved Members a total of \$1.75 million in instant savings through our Rewards program. This is just a small snapshot of the ways we continue providing value and assistance when it is needed most. Strategic moves, like this year's acquisition of AAPEX Driving School, have expanded our network and allowed us to continually improve the value we offer our Members.

Moreover, we take great pride in our role as a catalyst for positive change within our community. Through initiatives like our Community Boost program and our newly announced \$1 million pledge to FEED Niagara, to be distributed at \$100,000 annually over the next ten years, we are actively making a difference in the lives of those around us. Your support and trust have made all these charitable endeavors possible.

Behind every success, there is a dedicated team. Our employees have consistently gone above and beyond to provide exceptional service to our Membership. Their unwavering commitment to our core values has made a significant impact on our community and reinforces our mission to serve with excellence.

I want to express my heartfelt appreciation to everyone who has played a part in CAA Niagara's continued progress. Whether you are a Member, an employee, a partner, or a Board Member, your support has been instrumental. As we look ahead, we do so with the confidence that comes from a year of substantial achievements and a strong foundation. The road ahead is filled with exciting opportunities, and we are committed to continuing to grow, innovate, and serve our Members with the utmost dedication.

☺☺ **Thank you for being a part of the CAA Niagara family. Your trust and partnership are what drive us forward.** ☺☺



A handwritten signature in black ink that reads "Peter Van Hezewyk". The signature is stylized and fluid.

CAA NIAGARA BY THE NUMBERS 2023

03

152,195
CAA MEMBERS



2.78%



increase from 2022



90.14%

Membership
Renewal Rate



7,784

Number of trips booked

Up 33.1%



49.5%

Household
penetration rate



49.05%

Nearly half of our fleet is aligned
with **our environmental initiatives.**

23 on propane | 2 electric | 1 hybrid



16,253

Travel medical policies



\$1.75 million

Instant Member Savings



41,691

Home & Auto Policies



17% Increase from FY22



317

Niagara Airbus transactions
through Rewards Portal



476

Total **NAB trips** booked with
Member discount



83,184

Roadside Rescues

COMMUNITY FOCUSED

At our core, we prioritize not just serving Members, but actively contributing to and enriching the community we call home through our business practices and initiatives.



Feed Niagara Pledge

CAA Niagara proudly pledged **\$1 million**, to be distributed in **\$100,000 increments annually**, to support FEED Niagara, a local coalition of 10 regional food banks to assist in ending hunger in our community.



Community Boost

We're thrilled to welcome **Big Brothers Big Sisters of Niagara** and **Wellspring Niagara** as the newest partners in our Community Boost program.





EMPLOYEE FOCUSED

Prioritizing our employees' well-being through dedicated support systems and engaging events that nurture their growth and foster a strong sense of community.

1

Tracey Goslin exemplified this dedication by participating in the "Brave the Shave"

5

Gillian's Place Walk a Mile in HER Shoes

2

"Light Up the Holidays" volunteering initiative – Part of Q1 Quarterly challenge

6

CAA Travel Grape & Wine Grande Parade

3

The Big Move Cancer Ride

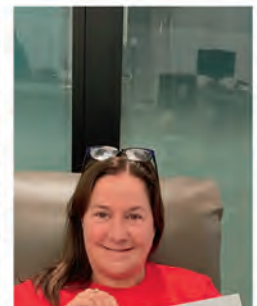
7

Living Our Values Awards, presented at the Summer BBQ:

- Lori Singer, **Integrity**
- Rachel Knox, **Teamwork**
- Darla Monette, **Respect & Inclusivity**
- Mahasti Khoshnoud, **Service Excellence**
- Stewart Capell, **Three Pillar**

4

Blood and plasma donations with Canada Blood Services





06

MEMBER FOCUSED

152,195 Members strong!

We are grateful for our Members continued trust and support, and we pledge to maintain our dedication to excellence as we move forward.

MEMBER EXCLUSIVE EVENTS

Holiday Movie Matinee
CAA Day at Aerosports
Senior Driving Seminar
Family Day Skate

EV info session and showcase
CAA Day at Safari Niagara
Pack the Park with the Welland Jackfish
Touch-a-Truck event



REWARDS

Members have **22 new** ways to save: **Celebrating new partnerships!**



SHELL



Transactions



Savings



Sales



Fuel



Fuel % of Target*



Opt-Ins % of Target*



Engaged*



of Location

230k

\$266k

\$13.2M

8.4M

109%

23%

27%

9

NIAGARA

INNOVATION, AWARDS & RECOGNITION

Pen Centre Opening & Sale of Lake Street Branch:

We said goodbye to our Lake Street location with the official sale and hand-off of the property in 2023. Our Lake Street location opened in the 1960s and acted as our headquarters for more than 30 years before we opened our office on Schmon Parkway.

CAA Niagara officially opened its largest branch to date inside the Pen Centre, St. Catharines. Our second mall branch offers extended evening hours to better serve both our valued Members and the public.

Our commitment to the community was further exemplified by the introduction of a unique Community Retail Space, showcasing merchandise from 16 local, home-based businesses allowing them to be in a brick-and-mortar location.

Sustainability Initiatives

We're honored to announce that CAA Niagara has achieved a 2-star Fédération Internationale de l'Automobile (FIA) accreditation in recognition of our commitment to sustainability.

Awards

Canada's Most Trusted Brand - CAA remained in the top 3 of brands honoured in the Gustavson Brand Trust Index (2023)

AAPEX Acquisition

In our ongoing pursuit of growth and innovation, CAA Niagara welcomed AAPEX Driving Academy into our growing business portfolio. This marks our second acquisition, following Niagara Airbus in April 2022.



MEMBER TESTIMONIALS

09



RE: Member testimonials



Samantha Zaikos

To Rhiannon Fleming, Jacquelyn King

Start your reply all with:

Thanks for sharing!

Very nice! Thank you!

Love it!

Feedback



10:59 AM

I saw this on this morning and thought it would be great.

"Somebody did a great recruiting/hiring job on your end. I have had an ongoing problem with battery drain this last year and have had to be jump started 4 times. From your telephone personnel to the technicians they have all been cheery, competent and caring- occasionally quite humorous as well. Service wait times were reasonable and communication just before arrival really helped. WELL DONE ALL!!! My family has been involved with your group for 75 years. from the time it was called THE ONTARIO MOTOR LEAGUE. TO NOW -THE CAA. We are loyal members, will continue to be so and do recommend CAA every chance we have."

- John E Russell



Jennifer Massie
15 reviews

★★★★★ a year ago

From my initial phone call right up until the tow truck dropped my car at the mechanic's!!! CAA was nothing but fantastic!!! We are very lucky to have such a service as you guys!!! Thank you.



Portia

8 reviews

★★★★★ a month ago

I highly recommend CAA for Auto Insurance coverage. The Agent was very knowledgeable & she quickly set up a policy for a used car which I recently purchased. It provided more coverage for 100's less than my previous Company. Glad I switched.

Like



Frank Fazzalari

Local Guide · 95 reviews · 441 photos

★★★★★ 3 months ago

As a long time member I can honestly say that it has been a pleasure working with CAA. Over the years I leaned on them for passport photos, international drivers license, many maps and a tow. They are always quick and thorough. I have always encountered friendly staff, and nice small town feel.

Like

VISION

Making a difference for everyone in Niagara every single day

MISSION

Your trusted partner delivering peace of mind and creating memorable experiences

CORE VALUES



WE ARE DEDICATED TO **RESPECT AND INCLUSIVITY**

We embrace diversity and treat everyone with respect. We take responsibility for valuing differences and preserving the dignity of all. This ensures that everyone feels valued and included in our community.



WE ARE PASSIONATE ABOUT **SERVICE EXCELLENCE**

Our commitment to service excellence means being professional, friendly, knowledgeable, and a dedicated customer advocate. Satisfaction is our priority.



WE EMBRACE A COLLABORATIVE **TEAM SPIRIT**

Our dedication to each other and individual responsibility are pivotal to our team's success. With patience and encouragement, we enrich our collaborative mindset and empower each other to make meaningful contributions.



WE LEAD WITH **INTEGRITY** IN ALL THAT WE DO

We follow through on our commitments, adhere to policies and standards, and uphold honesty in every action.



BOARD OF DIRECTORS

Michael Goodale
Board Chair

Bill Kerr
Vice Chair

Janice Thomson
Past Chair

Rob DePetrìs
Director

Ray Archer
Director

Michael Cottenden
Director

Matthew Leask
Director

Kathy Uher
Director

Kristine Clark
Director

Ken Kawall
Director

EXECUTIVE TEAM

Peter Van Hezewyk
President & CEO

Marrianne Wilson
VP, Marketing, Strategy and
Member Engagement

Doug Stones
VP, Finance

Kevin Puckett
VP, Automotive Services

Christine Manuel
VP, Human Resources

Kevin Ruthven
VP, Information Technology



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