

A top-down photograph of ten hands of various skin tones, arranged in a circle, each holding a small green seedling with soil. The hands are positioned around a central point, creating a sense of unity and care. The background is dark, making the green plants and the hands stand out.

A YEAR OF
GROWTH

2018

ANNUAL REPORT

2017/2018
Board of Directors

Rob DePetris
Board Chair

Gord Hunchak
Vice Chair

Sharon Broderick
Past Chair

Adam Cook
Director

Lyndsay Gazzard
Director

Michael Goodale
Director

Richard Halinda
Director

Bruno Iafrate
Director

Janice Thomson
Director

Message from the Chair

Rob DePetris, Chair of the Board

What an extraordinary year we have had at CAA Niagara. We continue to achieve record-setting membership and strong revenue results. This wouldn't be possible without the strong commitment that the Board and the employees have to the ongoing success of this organization.

Thank you to the Board members for their guidance, commitment, enthusiasm and dedication. I would also like to acknowledge the Executive team, under Peter Van Hezewyk's leadership, for their hard work and incredible results over the past year.

This year we say goodbye and thank you to a long-standing Board member, Sharon Broderick. Over the past 18 years, Sharon has chaired the Board twice and was instrumental in the success of the CAA National AGM that was hosted in Niagara. Sharon's passion for CAA Niagara will be greatly missed and we appreciate her dedication to this organization.

We would like to welcome two new Board members this year, Lorna MacInnis and Bill Kerr. This is an exciting time for CAA Niagara and we are thrilled to have two great minds join us in this journey.

As we move into 2019, we see reasons to anticipate continued success for Canada's fastest growing member of the CAA Federation.



Message from the President

Peter Van Hezewyk, President & CEO

My first year as President and CEO at CAA Niagara has been incredibly rewarding. Increasing member value has been at the heart of our plan this year and through the investment in Mobile Tire Services, the growth of additional reward partners and increasing our community presence we are delivering. Our members' applause for our efforts has shown up in impressive membership growth, member engagement and member retention.

Our commitment to our internal customers, our employees, is our number one priority and significant effort has gone into training, coaching and management support. This will enable us to not only provide a rewarding employee experience but will also deliver exceptional member centric service to our members going forward.

Our CAA employees are becoming a familiar face at local venues, business functions and charitable events. Through our 5 branch network and our over 60 ERS drivers CAA Niagara is becoming a more familiar brand in an already CAA entrenched community.

I am honoured to lead this team of 165 dedicated employees who work hard everyday to show that membership with CAA Niagara is truly rewarding.

2019 will be an exciting year for continued growth and success for CAA Niagara. With the help of every member of our CAA Family this year we will focus on keeping the momentum on engagement with our Employees, our Members, our Reward Partners and our Community.



Senior Management

Peter Van Hezewyk
President & CEO

Rick Mauro
VP, Marketing & Public Relations

Doug Stones
VP, Finance

Bill Willard
VP, Automotive

Yvonne Nasri
Director, Member Experience

Kevin Ruthven
Director, Information Technology

Christine Manuel
Associate Director, Human Resources

What we're doing for

Our Employees



OUR VISION IS...

"Everyone in our community values belonging to our family."



OUR MISSION IS...

"We deliver rewarding experiences and enhance the lives of Members and our community by being an employer of choice and trusted partner."



OUR VALUES ARE...



Vision, Mission & Values Relaunch

In early 2018, our Human Resources team asked our employees to determine the values that best represent CAA Niagara. Using employee feedback, Human Resources and the Senior Leadership team rolled out the club's new Vision, Mission and Values to the entire organization. These core principles will be posted in every CAA Niagara Branch and will act as a solid foundation for the club moving forward, as employees are continuously encouraged to live and demonstrate these values day to day.



Our Members



CAA Rewards® Program Growth

The CAA Rewards program continues to be a focus for CAA Niagara, providing a strong and easy point of engagement with Members. Monthly limited time offers gave Members even more opportunities to save, and the results speak for themselves: engagement in the program was at an all-time high, with transactions growing more than 35% year over year. The Rewards partner network continues to expand, focusing primarily on businesses whose products and services are ones that Members will use frequently and represent good value. In 2018, our program grew with the addition of 14 new local partners and seven new national partners:

AAPEX Driving Academy
Addition Elle
Alamo Car Rental
Book Outlet
Boston Pizza (*Pen Centre*)
Bouclair
Buckner's Source for Sports

Chophouse
Enterprise Car Rentals
Gaming Gators
Hauser's Pharmacy
Kully's
Mahtay Cafe
National Car Rental

Niagara Falls Fun Zone
Penningtons
Reitmans
Ridge Film House
Small Batch Co.
St. John Ambulance
U Need a Pita



Mobile Tire Service

CAA Niagara introduced its new Mobile Tire Service in April, offering Members the opportunity to have their summer tires installed right in their driveway. Two new trucks were outfitted with custom storage solutions for the tire changing gear, and four tire technicians received special training from Niagara College. The spring pilot program was a huge success, with over 450 vehicles being serviced and a 98% customer satisfaction rating. Members were thrilled by the quality of service and the convenience of not having to transport their tires to a garage for service. Following the success of the pilot, two additional tire trucks were added to the fleet in the summer, and winter tire changes rolled out across the Niagara Region in October.

“The service provided was extremely satisfying. We would recommend CAA based on this service alone.”

“I was very impressed with the young man's work. I am happy [...] to give the whole experience an A+.”



Cannabis Legalization

In advance of the October 17 legalization of recreational marijuana use, CAA Niagara took steps to make the public aware of the dangers of driving while high. The August edition of the CAA Magazine featured an in-depth discussion of the dangers of driving under the influence of cannabis, and CAA Niagara Branches are distributing stickers to remind the public to drive sober. We also partnered with REACT, Niagara Region's youth-led advocacy group, sponsoring a vibrant and interactive street marketing campaign aimed at teens and young adults. Some of our staff teamed up with the REACT group for student-led events, including the Niagara College Orientation Carnival.



Niagara Safety Village Donation

Acknowledging the important role that the Niagara Safety Village plays in educating Niagara residents, especially children, on various aspects of safety and preparedness, CAA Niagara recently donated \$10,000 to the village to help them continue to expand their programs. The funds will be used to help transport Grade 5 students from local schools to the facility, so they can learn valuable lessons on road and bike safety, fire prevention, bullying and internet safety.



Community Involvement

CAA Niagara staff showed their support for a number of causes this year, participating in many charitable and fundraising activities to benefit non-profit organizations. Some initiatives included:

- Habitat for Humanity
- Meals on Wheels
- Christmas food and toy drives
- Paint the Court Pink in support of the Canadian Cancer Society
- YMCA Move for Strong Kids
- Big Bike in support of the Heart & Stroke Foundation of Canada
- Team blood drive

By the Numbers



131,847 MEMBERS **↑ 5.5%**

91.5%
Renewal Rate



90,946

ROADSIDE RESCUES **↑ 8.4%**

3,663 **↑ 13%**
CAA Batteries Sold



17,328

HOME & AUTO POLICIES IN FORCE **↑ 8.5%**

19,187 **↑ 13%**
Travel Insurance Policies Sold



25,414

TRIPS BOOKED

\$2.7M **↑ 10.5%**
Total Travel Revenue



77% Employee Engagement Score



104 Day Tours

28 Multi-day Tours



24 Member Exclusive Events

5,012 Event Attendees



100,490 Rewards Transactions **↑ 35%**



356,313 Website Visits **↑ 13%**

721,970 Emails Opened **↑ 25%**

Connect with Us

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Thorold - Head Office

Niagara Falls

Grimsby

Welland

St. Catharines