



2022

A YEAR IN REVIEW



NIAGARA



Message from the Chair

Janice Thomson

As my three-year term as Chair of CAA Niagara comes to a close, I have been reflecting on what makes the organization so successful overall and the answer always comes down to the provision of quality service to our loyal Members from a highly qualified team.

Our Members' enthusiastic appreciation and uptake of new services offered by CAA Niagara has been gratifying and will only grow as the internal teams recommend new, innovative products and services to the Board for review and integration into the suite of Membership offerings.

The dynamic and responsive employees of CAA Niagara, led by Peter Van Hezewyk, bring their "A Game" to the workplace on a consistent basis, ensuring our Members receive quality care whenever they require the support of CAA Niagara. We have outstanding support from the CAA Federation, with superb

interaction at both the Board and Senior Executive levels that encourages an exchange of ideas that creates growth and builds strength and resilience.

It's that resilience that served us well throughout the pandemic. We are emerging with a Board of talented individuals that serve with integrity and commitment. The Board Committees are focused on their tasks, working in a respectful manner with subject matter staff experts. The end result is better overall service to Members.

2022 was a challenging year, impacted by multiple pandemic related effects, including financial market influences on our bottom-line results. Be assured that prudent management of our financial reserves remains a high priority. We will continue to balance investments with acquisition opportunities, strengthening the overall underpinning of the organization.

It has been a privilege and a joy to serve CAA Niagara and its 148,000+ Members as Chair and I look forward to working as a Board Member alongside the incoming Chair, Michael Goodale.

Note to Members: your support and trust in CAA Niagara is valued, thank you.

Message from the Incoming Chair

Michael Goodale



I would like to thank the CAA Niagara Board of Directors and the Club Members for the opportunity to serve as Chair of the Board, following the three-year term of Janice Thomson as Board Chair.

Janice provided CAA Niagara with exceptional leadership over these very challenging past three years. Under her direction, CAA Niagara was able to successfully navigate the disruptions caused by the pandemic while rebounding to an even stronger position in 2022. She is an excellent role model for all the Directors that serve on the CAA Niagara Board.

Our President, Peter Van Hezewyk, and his team demonstrated their strong resilience in leading CAA Niagara through the difficult COVID-19 period. I am looking forward to working with Peter and the senior management team as we continue our focus on growth, innovation and environmental sustainability. I am particularly excited by the move of our St. Catharines office to the Pen Centre early next year, a move that will enhance Member convenience in this part of Niagara.

Our role as a Board is to create and protect the long-term value of CAA Niagara for you, the Members. Over the next year, the Board will focus on improving our effectiveness through greater transparency and enhanced communications with CAA staff and our Members.

The Board will also look for diversity and inclusion opportunities that will better reflect the demographics of our Members.

Finally, I look forward to hearing from our Members, as we strive for service excellence and value for money across all the CAA Niagara businesses.



Message from the President

Peter Van Hezewyk, President & CEO

The past two years, our team has worked diligently to weather the storm of COVID-19. We were flexible as our organization underwent numerous changes and ensured we always remained connected with our Members.

This year, we navigated out of the pandemic and into a “new normal”, ready to put an increased focus on innovation. As a result, we experienced significant growth, with engagement and performance across all our business lines returning to or exceeding pre-pandemic levels. In fiscal year 2022, we maintained incredible scores in Ease of Doing Business, Overall Satisfaction and Net Promoter Score, most of which were above the CAA Federation average. We made significant progress in our Strategic Plan and Innovation Pipeline with the acquisition of Niagara Airbus, as well as our newest Branch location inside the Pen Centre—which is set to open in early 2023. We also launched a new tier of Membership that offers all the benefits of

CAA except roadside assistance and partnered with Pets Plus Us to offer our clients Pet Insurance. We expanded our network of local Rewards partners, with the addition of 11 new partners, and our Members benefited from nearly \$1.2 million in trackable savings. We also saw healthy growth in Travel and Insurance sales. Journeys by CAA Niagara launched online day tour sales and sold 140 tours over the course of the year. Overall, our Membership base grew by more than 4% in FY22 to over 148,000 Members, which is on par with the growth we saw in 2019.

CAA Niagara continued to have a strong involvement in the local community. Our employees selected two new charities, Pathstone Mental Health and Heartland Forest, to join our growing Community Boost family, bringing us to a total of eight charities. I'm also proud of all the additional support our team provided to other integral causes throughout the year, including collecting donations for Ukrainian refugees and local food banks.

Our team exhibited tremendous dedication, hard work and creativity this past year, as we aimed to better serve and engage our Members and community. We have significant momentum moving into fiscal year 2023, which will be another exciting year for continued growth, innovation and success.

Our Employees

Awards & Recognition

CAA Niagara started off fiscal year 2022 on a high note by being honoured as the Business that Gives Back at the Greater Niagara Chamber of Commerce's (GNCC) Women in Business Awards. This achievement recognized the club's involvement in the community and, particularly, our advocacy of issues facing women and girls. This award came shortly after CAA Niagara employees and Board of Directors marched in Gillian's Place's Walk a Mile in HER Shoes event to raise awareness of gender-based violence.

In July, CAA Niagara was recognized by the GNCC once again – this time as Business of the Year at the Niagara Business Achievement Awards.

Both of these achievements would not have been possible without our invaluable and dedicated employees. Led by our club's core values, they continue to provide our Members with the highest level of service, while also contributing their time to CAA Niagara's charitable efforts.





Social & Engagement Initiatives

Our team members come to work every day ready to put their best foot forward. We sincerely value their hard work, and our Human Resources team works diligently to bolster team morale and ensure everyone feels our appreciation. Several social initiatives took place this past year: a softball day for administrative staff, bowling nights for our ERS, Membership and Travel staff, and several company-wide events, including a summer BBQ and a golf tournament.

Lending a Helping Hand

Each holiday season, CAA Niagara organizes an internal initiative called "Light Up the Holidays!", which allows employees to come together and support the local community through good deeds and volunteer work. In 2022, this initiative was extended beyond the holiday season to cover the entire first quarter.

CAA Niagara employees were incredibly enthusiastic and showed support for many local charities, including Food4Kids Niagara, Gillian's Place and Community Care of St. Catharines & Thorold. Final totals for the challenge saw 72 employees submit over 170 good deeds during the quarter.



Slow Down, Move Over

At CAA Niagara, employee safety is a top priority, and we actively work to reduce the risks drivers face on the roads. In May, the club hosted a small pop-up event at Seaway Mall in Welland, asking shoppers to take a moment to learn more about Slow Down, Move Over and sign a pledge wall, promising to drive with caution and always abide by the Move Over Law.



Our Members

Member & Community Events



Member-exclusive events continue to be an important way to add value to a CAA Membership. In FY2022, our team was excited to return to a full calendar of in-person events. Our club hosted and took part in a total of 18 events, many of which had outstanding attendance. The inaugural Touch a Truck event at Seaway Mall saw more than 750 attendees, while Pack the Park with Welland Jackfish had 2,500 fans in the stadium. This year, CAA Niagara also took part in the Grape & Wine Festival. The Emergency Roadside Assistance team showcased six trucks in the Grande Parade and the Travel team interacted with thousands of festival attendees in Montebello Park throughout the two weekends.

Often leveraging relationships with CAA Rewards partners, many of our events allow Members to experience a partner's product or service at discounted price, while also giving the partner additional visibility. Partners who participated in our 2022 events include:



The CAA Rewards program continues to be a strong point of focus for our club, as we add more value to Niagara's Membership. Engagement in the program has grown significantly, with transactions up 82% year over year. In 2022, 36% of Members used their Membership card at, at least one CAA Rewards partner, the highest recorded Member usage rate to date.

The Rewards partner network also continues to expand, giving Members even more opportunities to save. In fiscal year 2022, the program grew with the addition of 11 new local partners.



Innovation

As CAA Niagara continues to grow, we remain focused on finding opportunities for innovation and business development. Through continually adapting and improving, we can maintain our relevance for current and future Members.

To that end, in April we launched a new tier of CAA Membership called A La Carte, which offers all the benefits of CAA, outside of roadside assistance, for just \$25 per year. This past year, our club also acquired the long-running airport transport and sight-seeing tour company, Niagara Airbus, to drive more value for CAA Members, Niagara Airbus clients and the greater Niagara community.

At a National level, CAA partnered with Shell Canada to offer a new Member Benefit of 3 cents off per litre of fuel purchased at a Shell station. This addition to our Membership has seen fantastic success, with more than 180,000 transactions made by Niagara Members since the launch of the new benefit in March 2022.

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This year, CAA Niagara also purchased retail space inside the Pen Centre and began renovations. Offering a larger footprint and more visibility to our Members, the Pen Centre location will become the new home of the Lake Street Branch. It is set to open in early 2023.



Our Community Community Boost

Now in its fourth year, CAA Niagara's Community Boost program seeks to support two Niagara-based charities every year through a one-time donation of \$10,000 each, as well as various forms of fundraising support, including the decaling of two fleet vehicles in the chosen charities' branding. After company-wide voting took place in the spring of 2022, employees ultimately selected Heartland Forest Nature Experience and Pathstone Mental Health as the newest Community Boost partners. With the addition of these two charities to our program, we've expanded our support to help more children and families within Niagara.



Beyond Community Boost, CAA Niagara had a strong presence out in the community this past year, standing by those most in need. Some notable contributions include collecting donations across Niagara Branches for Ukrainian refugees, working with Rewards partners to raise funds and collect goods for charities like Strive Niagara and accepting non-perishable food donations for local food banks at our Member-exclusive events.



Green Commitment

Our club recognizes its role in environmental stewardship, and we're committed to continuous improvement. The CAA Niagara team strives to find new and innovative ways to help protect our community today and in the future.

In FY22, we took several steps to improve our ecological footprint and inspire 'greener' choices among our Members and employees:

- Our club piloted an online-exclusive issue of our Spring 2022 magazine to reduce printing and paper waste. In FY23, our club will be printing just two issues of the quarterly magazine.
- Each new quarter, our club organizes an internal quarterly challenge. During our second quarter of this year, we challenged employees to focus on sustainability and make more eco-friendly choices, both in the office and at home.
- In February and March, we hosted an electronics recycling drive, allowing employees and Members to recycle handheld electronics and small appliances at our Branches.
- Our club purchased Plastic Card Zero Waste Boxes to encourage Members to recycle their expired gift cards when visiting our Branches.
- We received our first hybrid vehicle, a Ford Maverick, as part of our fleet. The truck was decal'd in Heartland Forest's branding as part of our Community Boost commitment. We also purchased an electric courier van to use for community events.



By The Numbers

148,083 Members  4.3%

91% Renewal Rate  1.6%



89,131  10.1%
Roadside Rescues



292,982  18.18%
Website Users



35,499  13.48%
Home & Auto Insurance Policies



14,800  34.16%
App Users



5,848  242.8%
Total Trips booked



2.5 Million  33%
Email Open Rate

Board Of Directors

Janice Thomson
Board Chair

Ray Archer
Director

Michael Goodale
Vice Chair

Bill Kerr
Director

Rob DePetris
Past Chair

Michael Cottenden
Director

Adam Cook
Director

Matthew Leask
Director

Lyndsay Gazzard
Director

Senior Management

Peter Van Hezewyk
President & CEO

Marrienne Wilson
*VP, Marketing, Strategy and Member
Engagement*

Doug Stones
VP, Finance

Kevin Puckett
VP, Automotive Services

Christine Manuel
VP, Human Resources

Kevin Ruthven
Director, Information Technology

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