

20



  
**aia**  
Canada

---

ANNUAL  
**REPORT**

**18**

# Table of Contents

Who We Are	1
2018 at a Glance	2, 3
Message from the President	4
Message from the Board Chair	5
Bringing the Knowledge to You - AIA Canada Hits the Road	6
Keeping the Conversation Going - Growing Our Digital Presence	7
Learning Opportunities	8
Our Focus	9
Building Industry Excellence - What Success Entails	10, 11
Programs and Activities	12,13
AIA High Fives for Kids Foundation	14,15
Your Voice is Our Voice - Advocating for Our Members	16
Financial Snapshot	17
AIA Canada Staff	18
Board of Directors and Volunteers	19
Moving Forward	20
Sponsors	21



## Who We Are

- The Automotive Industries Association (AIA) of Canada is the only national industry association in Canada that brings together the entire automotive aftermarket supply and service chain.
- Our mission is to promote, educate and represent members in all areas that impact the growth and prosperity of the industry.
- We are the VOICE and the RESOURCE for the automotive aftermarket industry in Canada.

## What We Do

- As an advocate for the aftermarket industry at all levels of government, AIA Canada raises awareness on key issues critical to the vitality of the industry.
- As thought leaders, we educate the industry about best practices and present market research reports to help our membership prosper.
- As an association that cares about the future of Canadian children and youth, we operate a national charitable foundation (The High Fives for Kids Foundation) for the benefit of children across Canada.

## Our Members

- AIA Canada is home to more than 800 member companies with over 4,000 locations across Canada, employing professionals dedicated to providing quality parts and products as well as vehicle service and repairs to the country's fleet of almost 26 million vehicles.



# 2018 at a Glance

## Labour market studies



## 2018 Outlook Study



Over **5,300** aftermarket professionals and more than **1,300** shops took training



## Influencing all levels of government in Canada



**\$30,000**  
in scholarships



**Giving Back:**  
**\$27,000**  
in grants

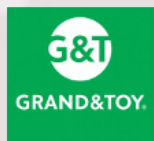


AIA HIGH FIVES FOR  
KIDS FOUNDATION

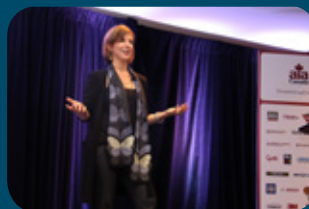
FONDATION AIA  
UN COUP DE MAIN  
POUR LES ENFANTS

# NEW IN 2018!

More benefits for our members!



## International Women's Leadership Conference with Auto Care Association



## AutoConnex



## Human Resources Symposium and Toolkit



# Message from the President



**Jean-François Champagne, CAE  
President – AIA Canada**

We definitely live in times of disruption. In 2018, tariffs and trade negotiations threatened the supply chain. Meanwhile, key industry players reorganized and consolidated operations, changing the aftermarket landscape. In times like these, having AIA Canada as the strong and unified voice and resource for the aftermarket is so important—both within Canada and beyond its borders.

We worked with the Auto Care Association in the U.S. to voice concerns about proposed tariffs on auto parts and collaborated with industry stakeholders to spotlight the need for access to vehicle information. Our industry's future depends on access to data to correctly diagnose, repair, and calibrate vehicles. Fighting for that access will be a continuing priority in 2019.

Despite the uncertainty, 2018 was full of successes for our programs. I-CAR had another record year, while the Canadian Collision Industry Accreditation Program (CCIAP) continued to grow. We adopted a new membership structure, opening the doors for service providers to join the new Automotive Service Associate Program, rolled out in early 2019.

The aftermarket's labour force was also a focus for us in 2018. We launched AutoConnex, a first-of-its-kind website for information on jobs in the aftermarket. We also highlighted and promoted the role of women in the aftermarket with our first International Women's Leadership Conference in partnership with the Auto Care Association.

Finally, I want to acknowledge the hard work of our board, volunteers and staff who continue to be dedicated to the future of our industry. Thank you.

# Message from the Board Chair

Adaptability continues to be AIA Canada's greatest strength. We build on a solid foundation because it is our members who give us both our ability and need to be adaptable.

Our industry keeps Canadians and the Canadian economy moving. Because of that, we have an immense responsibility and a great opportunity. Access to data is an excellent example of this. It is essential for our members to be able to maintain the 26 million vehicles on Canada's roads. Yet, there are those who would restrict our access to it. The aftermarket is adapting to the changing reality of vehicle maintenance. AIA Canada is working to ensure legislation adapts as well.

Despite the challenges and the *awfulizing* that happens during times of change, we are part of an industry with a proven record of successfully adapting to all manners of disruption.

AIA Canada's Board will continue to support a future where more of the aftermarket is included, which will strengthen the industry's collective voice both at home and abroad. Our emerging relationships with aftermarket groups outside of Canada, along with our focus to strengthen connections with AIA Canada's Divisions and automotive service providers within Canada, will lead to a stronger voice and more relevant resources for all of us.

The year has passed by quickly. I would like to thank the AIA Canada staff for their passion, creativity and courage to keep moving forward for all our members. Thank you to the volunteers on the board of directors and throughout the country.

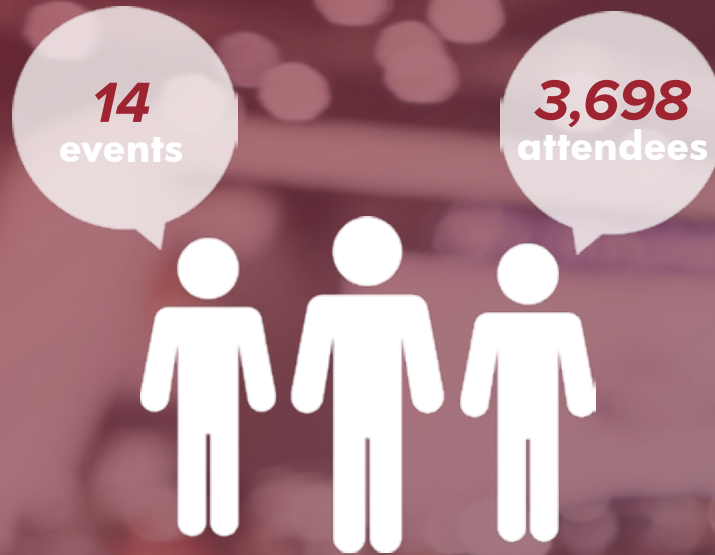
Finally, a huge thank you to the membership who have taken the time to challenge and encourage us to be part of the conversation aimed at building a better future. Your financial commitment and personal efforts are not taken for granted. We sincerely appreciate all of your support.



**Brent Hesje**  
CEO – Fountain Tire

# Bringing the Knowledge to You - AIA Canada Hits the Road

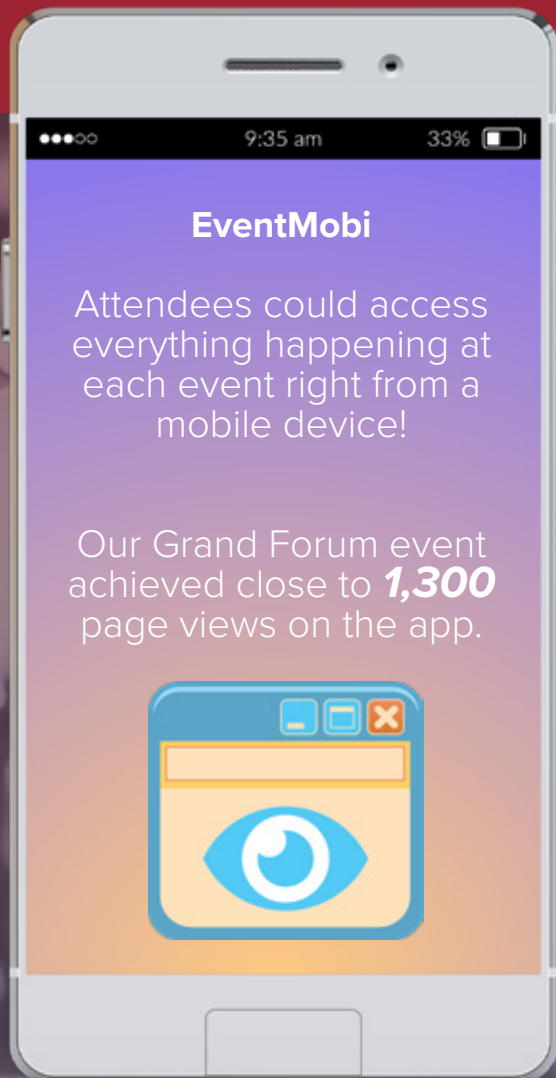
Our events provide you with the right venue and networking opportunities so you can talk business while learning from and meeting with industry professionals.



## Getting our events up to speed







## EventMobi

Attendees could access everything happening at each event right from a mobile device!

Our Grand Forum event achieved close to **1,300** page views on the app.



**“Excellent conference. One of the best I’ve attended. Great speakers, great food and venue!”**

- Women’s Leadership Conference attendee

**“The speakers were excellent. Good insights and good presentation!”**

- Ontario Knowledge Exchange Series attendee

# Keeping the Conversation Going - Growing Our Digital Presence

## NEWS & INSIGHT THAT MATTER TO MEMBERS

Throughout the year, our members stay up-to-speed on what’s happening in the aftermarket industry through AIA Canada’s communication channels:

- Blog posts published on the “What’s Happening” section of our site
- Monthly newsletters
- Member advisories throughout the year

**Government relations** and **research communications** were the **top sections** most viewed by our members in the Monthly Minute e-newsletters.

## GROWING OUR FOLLOWING



**199%**

Follower increase



**15%**

Follower increase



**16%**

Follower increase

## INCREASING ENGAGEMENT

- **1,100+** social media posts
- Over **600,000+** views of social media posts across LinkedIn, Twitter, and Facebook
- Over **1 million** website page views
- Average e-newsletter open rate: **33%\***

\*Average open rate for all industries analyzed by Mailchimp is 20.81%

# Learning Opportunities

In 2018, AIA Canada's research and publications reflected our focus on the people and occupations that make up the automotive aftermarket industry. If the industry is to cope with the changes that lie ahead, we need to know who's entering the labour market and who's leaving. Will there be enough technicians to keep Canada's fleet of vehicles safely on the road? AIA Canada tackled these issues and more as we provide meaningful research to our members.



## 2018 Outlook Study

An in-depth look at where the aftermarket industry is and where it is headed.



## HR Toolkit

Practical advice and useful HR templates designed specifically for the aftermarket industry.



## Labour Market Watch: Status of Mechanical and Collision Sectors in Canada

The current state of the industry labour market, pulled from the results of four bilingual surveys.



## Labour Market Watch: Gaps, Challenges and Opportunities in the Aftermarket Industry

The first study to offer a critical and evidence-based look at the challenges facing the industry labour market.

## Webinars



- Changes to Canada's Marijuana Laws
- How the New Asbestos Ban Will Affect Your Business

When you can't make it to a training session, we can bring the training to you.

## Knowledge Center



Having the right information at the right time can make all the difference to your customers and to your business.

AIA Canada is committed to providing members with up-to-date research-based factsheets, presentations, analysis papers, and infographics that deliver the facts you need to know and the way you want it.

To put the importance of our industry into perspective, consider the following:

**More Canadians are employed by the aftermarket industry than in the agriculture sector or by the natural resources industries (that's forestry, fishing, mining, quarrying, and oil and gas industries, combined)**

**Found in Canadian communities big and small, the aftermarket provides vehicle owners with choice and access to services and products required to meet their transportation needs.**



**Vehicle manufacturing cannot enter the 22nd century while the aftermarket remains in the 21st century.**

**In 2018, AIA Canada continued discussion on our two key government relations files:**

## CANADIAN AUTOMOTIVE SERVICE INFORMATION STANDARD (CASIS) AND TELEMATICS

*Our stance:*

We recognize the threat to the industry's future and have taken the lead to bring signatories of the Canadian Automotive Service Information Standard (CASIS) to the table.



## EDUCATION AND WORKFORCE DEVELOPMENT

*Our stance:*

As vehicle technology advances so must the skills of those who repair and service them.



# Building Industry Excellence - What Success Entails

## Scholarships & Grants

---

Close to \$30,000 provided in scholarships and other funding for students and educational programs.  
Our scholarship recipients:

### **Hans McCorrison Scholarship - \$1,000 each**

Alexandre Chiasson - CCNB  
Simon Castro - BCIT  
Bryan Rodrigues - Assiniboine Community College  
Jacob Martin - Conestoga College  
Trent Shaw - NAIT

### **Arthur Paulin Automotive Scholarship - \$700 each**

Jordan Portelance - Georgian College  
France-Line Cormier - CCNB - Bathurst  
Olivier Kengnie - CCNB - Bathurst  
Eric James Elvidge - Georgian College  
Jessica Cowan - Georgian College  
Joseph Atherley - Centennial College  
Andrew Faul - University of British Columbia

### **University of the Aftermarket Foundation (UofAF) Scholarship - \$1,000 each**

David Simon Hulowski – University of Alberta  
Andrew Faul – University of British Columbia  
Ethan Shelton – Kennebecasis Valley High School  
Ketan Kumar Vasudeva – University of Toronto – St. George  
Lucas Edward Milne – Grande Prairie Regional College  
Christine Vu – University of Toronto – St. George  
Ashton Joel Buller – University of Alberta  
Kevin Zhang – McMaster University  
Vanessa Rachel Ho – Red Deer College  
Christina Stoeder – Dr. Martin LeBoldus Catholic High School

### **UofAF matching grant, awarded to scholarship recipients who become technicians in the automotive aftermarket after their studies.**

Calvin Kaartinen

## AIA Canada Divisions Educational Funding

---

The scholarship programs provides additional funding of \$1,500 to each division to be awarded at their discretion.

### **Manitoba**

Nash Martin - Crocus Plains Regional  
Liu Baoguo - Assiniboine College  
Ronnie Siemens - Steinbach Regional School  
Jeremy Bergen - Kildonan East Collegiate  
Garrett Saunders - Lord Selkirk High School

### **Ontario**

Luis Alberto Farray - Georgian College  
Roman Shelefontiuk - Georgian College  
Eric Scott - Georgian College  
Tayfun Isik - Georgian College

### **Quebec**

Xuecheng Tao - Laurier Macdonald Career Centre  
Alipacha Abdeldjalil - Institut technique Aviron de Montréal  
Kiong Shen - Laurier Macdonald Career Centre

### **Saskatchewan**

Katrina Gough - Saskatchewan Polytechnic  
Lance Tienkamp - Saskatchewan Polytechnic

### **South Alberta**

Jackson Emerson Roberts - Red Deer College  
Nathan Pelegrino Barretto - Southern Alberta Institute of Technology (SAIT)



Recognizing aspiring leaders and industry veterans who have dedicated their work to creating positive change in the aftermarket.



**8** AIA divisions across Canada with **90+** volunteers.




**Young Leader of the Year Award**  
**Shannon Spano**  
Vice-President Sales, Consumer Products  
Wakefield Canada Inc.

The Young Leader of the Year Award is presented annually to an outstanding young professional for his/her leadership, innovation, and dedication to the industry. The award was created in 2007 by the Young Executive Society (YES) Committee to provide member organizations with an opportunity to recognize employees that have made an impact on their companies, their communities, and the industry.



**Young Professionals in the Aftermarket Chair**  
(formerly known as the Young Executive Society Chair)  
**Brad Cochran**  
Director of Sales Operations  
NAPA Canada

The Young Professionals in the Aftermarket's (YPA) mandate is to provide members with a forum to express their views and recommendations on current industry issues and to ensure the aftermarket's growth and prosperity. YPA provides a networking and mentoring environment for employees in the automotive aftermarket industry to enhance and develop their executive skills so that they may grow into stronger leaders of the industry.

# Programs & Activities



*NEW IN 2018!*

AutoConnex is an all-in-one source for information about jobs in the automotive aftermarket. Funded by Employment and Social Development Canada, AutoConnex offers everything from regional breakdowns of employment and compensation statistics to an up-to-date job board listing aftermarket employment opportunities across the country. AutoConnex is an indispensable tool for employers, job seekers and educators.

The Honourable Patty Hajdu, Minister of Employment, Workforce Development and Labour joined AIA Canada President Jean-François Champagne for the October 2018 launch of AutoConnex in Thunder bay, ON, reflecting the partnership between the federal government and the aftermarket industry in developing this important tool.



*NEW IN 2018!*

AIA Canada has been addressing the changing landscape of the automotive workforce with research that captures the need for more science, technology, engineering and math (STEM) skills in the aftermarket industry. This is why we've partnered with Let's Talk Science (LTS), an award-winning, national, charitable organization focused on education and outreach to support youth development in STEM-related skills. Through career profiles, interviews, and 360 degree videos, this partnership aims to highlight the need for these skills in the aftermarket, while attracting youth to the variety of career paths.

## Collision



The Canadian Collision Industry Forum (CCIF) serves as a community meeting place for collision industry stakeholders from across the country. It provides members with opportunities to network, share information and develop common strategies to meet the issues and challenges facing the industry as a whole.

CCIF holds three meetings each year, in different provinces across Canada. In 2018, Toronto, Montreal, and Vancouver hosted over 1,500 attendees.



I-CAR Canada focuses on updating the skills of the collision repair industry's frontline workers. This bilingual program, run by AIA Canada, offers on going training to shop technicians and management team members, to help them provide Canadian drivers with the best collision repair services possible.

In 2018, over 5,300 aftermarket professionals and more than 1,300 shops took I-CAR training.



AIA HIGH FIVES FOR  
KIDS FOUNDATION

FONDATION AIA  
UN COUP DE MAIN  
POUR LES ENFANTS

The AIA High Fives for Kids Foundation was founded in January 2005 to help further the charitable work AIA Canada members were already actively participating in, all across the country. The Foundation provides both grants and scholarships. The grants support local or national registered charities that have programs for the benefit of children and youth.

Read more about AIA High Fives for Kids Foundation's year on [page 14](#).



The Be Car Care Aware (BCCA) program is aimed at the everyday Canadian driver. It provides helpful and timely car care tips and advice through social media posts, designed to help make driving a safe and fun part of daily life. Anyone who works in the aftermarket industry is able to use BCCA's material as a way to build trust between consumers and their service provider of choice.

Visit [www.becarcareaware.ca](http://www.becarcareaware.ca) or check out BCCA's social media channels.

## Collision



CANADIAN  
COLLISION INDUSTRY  
ACCREDITATION PROGRAM

The Canadian Collision Industry Accreditation Program (CCIAP) accredits collision repair facilities, ensuring they meet a collection of core industry standards. The program maintains a set of business, equipment, operational, and training benchmarks, which are designed to help collision repair shops carry out their work safely and effectively.

Over 100 shops received their accreditation in 2018.

In 2018, the CCIAP joined forces with the Canadian/American Spinal Research Organization to promote the importance of proper vehicle repairs in making Canada's roads safer.

Learn more by visiting [www.cciap.ca](http://www.cciap.ca).

For more info on  
our programs visit:  
[www.aiacanada.com](http://www.aiacanada.com)



AIA HIGH FIVES FOR  
KIDS FOUNDATION

FONDATION AIA  
UN COUP DE MAIN  
POUR LES ENFANTS

The AIA High Fives for Kids Foundation (H5s4Ks) is a way for AIA Canada's members to give back to the community. H5s4Ks offers grants to support local or national registered charities with programs that better the lives of children and youth. These grants help provide training, equipment, experiences, and emergency assistance to allow youth and children to reach their full potential. H5s4Ks also offers scholarships to students across Canada who wish to pursue education in the automotive aftermarket.

## 2018 RECIPIENTS

- Moncton Headstart \$1,000
- Deuil-Jeunesse Gosselin \$2,500
- Halton Down Syndrome Association \$1,000
- Saskatoon Crisis Nursery \$3,000
- The Stollery Charitable Foundation \$4,000
- Sun Fund For Kids \$1,500
- YWCA Edmonton \$2,500
- The Children's Wish Foundation \$4,000
- Youth Unlimited - Edmonton \$2,500
- Crane Lake Discovery Camp \$5,000

In 2018, The AIA High Fives for Kids Foundation distributed **\$27,000** to charities across Canada.







# Your Voice is Our Voice - Advocating for Our Members

When key government and sector players convene discussion on issues related to the automotive aftermarket, our members can trust that AIA Canada will sit at the table.

In 2018, we heard our message repeated in the Senate of Canada's Standing Committee on Transport and Communications report, *Driving Change: Technology and the Future of the Automated Vehicle*.



***At AIA Canada, government relations is about building relationships, raising awareness, and aligning interests. We look to the long-term, understanding that our success will be a consequence of the foundations that we build.***

## Some of the key players we met with:

### **The Honorable Patty Hajdu**

Minister of Employment,  
Workforce Development  
and Labour

### **Senator Dennis Dawson**

Co-Chair, Senate Committee on  
Transport and Communities

### **The Honorable Navdeep Singh Bains**

Minister of Innovation, Science  
and Economic Development

### **Charles Vincent**

Director General, Automotive,  
Transportation and Digital  
Technologies Branch at Innovation,  
Science and Economic  
Development Canada

### **Robert Aubin**

NDP Member of Parliament  
for Trois-Rivières

### **Judith Andrews**

Commissioner for Employers,  
Canada Employment Insurance  
Commission, Employment and  
Social Development Canada

### **Craig Hutton**

Director General,  
Transport Canada

## Automotive Industries Association of Canada

### Statement of Operations - year ended December 31, 2018

<u>Revenues</u>	2018	2017
Programs	\$ 5,238,608	\$ 5,198,764
Membership fees	1,024,708	1,143,857
Other revenues	3,192	533
Management fees	70,407	162,550
Strategic partnership	59,668	34,082
	<hr/> 6,396,583	<hr/> 6,539,786
<u>Expenses</u>		
Programs	2,798,034	2,646,874
Salaries and benefits	2,158,493	2,127,395
Administration	411,169	367,857
Projects	482,270	333,972
Rent	284,844	291,020
Travel	264,549	253,677
Services	76,933	75,780
Committees	21,098	58,309
	<hr/> 6,497,390	<hr/> 6,154,884
Excess (deficiency) of revenues over expenses from operations	(100,807)	384,902
Investment income (loss) and change in fair value of investments	(95,785)	165,288
Excess (deficiency) of revenues over expenses	\$ (196,592)	\$ 550,190



# AIA Canada Staff

“A company’s employees are its greatest asset and your people are your product.”  
- Richard Branson



**Rosa Azizi**  
Operation and Membership Coordinator

**Jacqui Bresee**  
Senior Events Coordinator

**Jean-François Champagne**  
President

**Hayley Chartrand**  
Collision Sector Coordinator

**Sara Chenier**  
Business Analyst & AMS Specialist

**Erin Chreptyk**  
Policy and Government Affairs Analyst

**Sadia Danish**  
Senior Finance Coordinator

**Courtney DeLaura**  
Manager - Marketing and Communications

**Roger Goudreau**  
Executive Director - Quebec Division

**Sebastien Guindon**  
Graphic Designer

**Patty Kettles**  
Senior Manager - Member Relations

**Didina Kyenge**  
Executive Assistant to the President  
HR Administrator

**Rachel Leduc**  
Project Coordinator - Quebec

**Tom McEvoy**  
Senior Collision Sector Coordinator - I-CAR

**Tawny Myers**  
Manager - Events

**Luciana Nechita**  
Senior Director - Stakeholder Relations  
Executive Director - AIA High Fives for Kids Foundation

**Shamsia Quraishi**  
Knowledge Transfer Specialist

**Ibtihal Ridha**  
Director - Finance and Operations

**Tanya Scheidl**  
Senior Collision Sector Coordinator - CCIAP

**Mireille Schippers**  
Manager - Collision Sector

**Andrew Shepherd**  
Senior Director - Industry Programs  
Executive Director - I-CAR Canada

**Andrew Stacey**  
Communications Coordinator

**Katelyn Young**  
Collision Sector Coordinator

# Board of Directors and Volunteers

Thank you to our board members and division committee members who generously volunteer their time to ensure AIA Canada best serves its membership.

## Executive Committee



**Brent Hesje**  
Chair  
Fountain Tire



**Dave Fifield**  
Immediate Past Chair  
Wakefield Canada Inc.



**Jason Best**  
First Vice Chair  
Spectra Premium  
Industries Inc.



**Susan Hitchon**  
Second Vice Chair  
Schrader International (a division  
of Sensata Technologies)

## Directors at Large



**Samantha Coates**  
Lordco Parts Ltd.



**Tony Del Vasto**  
Vast-Auto Distribution



**Bob Greenwood**  
Automotive Aftermarket  
E-Learning Centre



**Bob Jaworski**  
Auto Electric Service



**Steve Leal**  
Fix Auto World



**Rick Orser**  
3M Automotive




**Simon Weller**  
UAP Inc.



**Brent Windom**  
Uni-Select

# Moving Forward

Here are some of the things we look forward to sharing with you in 2019:



**Examining consumer behaviour and market trends**, including repair & maintenance, e-tailing, and car owner data.

**Continuing our research** into the labour issues facing the industry.

**Ensuring legislators hear the aftermarket's voice** on issues that affect the industry, like telematics and the Right to Repair.

**Promoting the role of women in the aftermarket** with the 2019 Women's Leadership Conference (presented by AIA Canada and U.S. Auto Care Association).

**Offering students the opportunity to network** with industry players at the 2019 Aftermarket Student Day.

**Giving back to the community** through grants and scholarships.

**Labour market information** for the automotive aftermarket through AutoConnex.

**Providing automotive service providers with access to a host of solutions critical to their success** through the Automotive Service Associate Program (ASAP).

**Continuing to provide state-of-the-art training and certification** through I-CAR and CCIAP.

# AIA Canada would like to acknowledge the generous support of the 2018 Maple Leaf Sponsors



ContiTech



Thank you to all of our volunteers! For a complete list of division/council/committee members, visit [www.aiacanada.com](http://www.aiacanada.com).

The **VOICE** and the **RESOURCE** for the automotive  
aftermarket industry in Canada.



**Automotive Industries Association of Canada**

180 Elgin Street, Suite 1400

Ottawa ON, K2P 2K3

[www.aiacanada.com](http://www.aiacanada.com)

