



**ANNUAL
REPORT**
2024/25

We build confidence in the BC motor dealer industry by engaging and educating industry and consumers, and by ensuring a safe and reliable motor vehicle buying experience.



The Vehicle Sales Authority of British Columbia acknowledges the traditional territories of the many diverse Indigenous Peoples in the geographic areas we serve.

The offices of the Vehicle Sales Authority of British Columbia are situated on the traditional, ancestral and unceded territory of the **Á,LENENEØ ŁTE (WSÁNEĆ)**; qícəy (Katzie); qʷɑ:nλən (Kwantlen); scəwaθenaʔł təməxʷ (Tsawwassen); Se'mya'me' (Semiahmoo); and S'ólh Téméxw (Stó:lō) people.



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A Message from the Chair & President

The Honourable Niki Sharma, Attorney General and Deputy Premier

On behalf of the Board of Directors, the Registrar, the management, and the staff of the Vehicle Sales Authority of British Columbia (“VSA”), it is a privilege to present the Annual Report for the year ending March 31, 2025. By the end of the fiscal year, the VSA delivered on key initiatives such as addressing accessibility, building our team and culture, delivering dispute resolution services for British Columbians, and working with industry on compliance through education initiatives, inspections, liaison visits, and undertaking investigations.

The work we do for British Columbians could not be achieved without our people. We continued to develop our people and foster a safe and positive work environment. Our employee engagement survey saw a 98% participation rate with 100% of those surveyed both recommending the VSA as a place to work and understanding our strategic goals. We were able to achieve a 92.7% retention rate during the year.

For consumers, we expanded the use of our online dispute resolution platform “Connector” and our solution explorer we call *My Self-Help*. There was a 16% increase in requests for services from consumers, 4,747 from 4,086 last year. Of those, formal complaints were up 9% (1,248 versus 1,146) from last year.

Our inspection team continues our proactive regulation through our inspection program and industry outreach through liaison visits. Liaison visits provide an informal way for the VSA to interact with the industry and provide education on legal duties and to suggest best practices.

The VSA expanded its advertising workshops regarding B.C. vehicle sales advertising rules for dealers. We delivered the workshop to 29 dealerships and reaching 284 attendees. Participants were surveyed with 94% noting they had a better understanding of their obligations.

Our investigations team completed 727 investigations of which 152 complaints (21%) were substantiated as involving a violation of the legislation the VSA administers. The other complaints were either unsubstantiated (382 or 53%), outside the VSA’s jurisdiction to investigate (167 or 23%), or otherwise abandoned or resolved without action required (22 or 3%). We assisted in returning \$739,127.00 to consumers.

During the year we enhanced our cyber security stature, made changes to our website to enhance accessibility, and continued with our consumer awareness work by including radio spots. Our industry professional development team delivered a combined 10,234 industry salesperson courses and continuing education courses to the industry.

We are proud of the hard work the VSA staff have done this year for British Columbians and to deliver on our mandate.

Message approved and signed by:



Ian Christman
President & CEO



Mark Bakken
VSA Board Chair



Human Resources

100%

of VSA staff understood the VSA strategic plan and how their roles align with it

100%

of VSA staff would recommend the VSA as an employer



Consumer Services

4,747

Total public issues received by the VSA



Licensing

1,702

Dealer licenses at year end

9,126

Salesperson licenses at year end



Investigations

727

Total Investigations

382

Were deemed to be unsubstantiated



Industry Standards

1,171

Total Inspections

86%

Pass Rate



Professional Development

2,293

Salesperson & Wholesaler Courses

7,941

Continuing Education Courses



VSA Purpose & Values

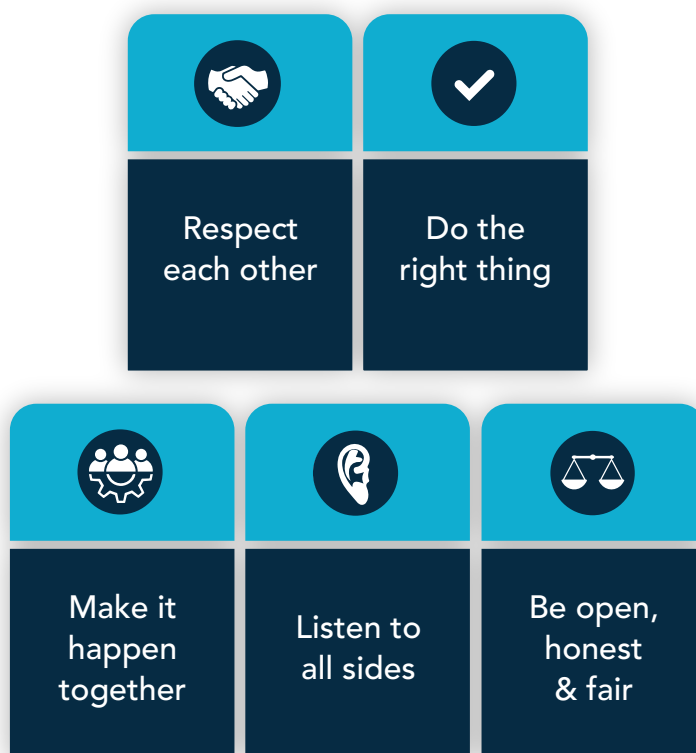
The essence of why the VSA exists, how we operate, and what we aspire to is reflected in our Purpose Statement. As we align our Strategic Plan and fiscal year 2024/2025, with the challenges presented to us, we realize that our purpose and reason for being here is more relevant and needed than ever before.

Our focus of engaging and educating industry and consumers provides stability and safety during times of change and challenge. We are playing an increasingly larger role as a regulator and educator.

Purpose Statement

We build public confidence in the motor dealer industry in BC by engaging and educating industry and consumers, and by ensuring a safe and reliable motor vehicle buying experience.

Values





People

Throughout the 2024/25 fiscal year, the VSA's Human Resources team continued its commitment to building a thriving, engaged, and high-performing workplace. With a focus on strategic alignment, employee satisfaction, and organizational values, the VSA's HR team introduced several impactful initiatives while continuing to support staff across the organization.

Healthcare Spending Account (HSA)

To further promote staff health and well-being, the VSA increased the Healthcare Spending Account amount for all employees. This enhancement reflects our continued investment in supporting our team's physical, mental, and financial wellness.

Focused Recruitment Strategy

The VSA implemented a more targeted recruitment approach this year, emphasizing alignment between talent and organizational needs - ensuring the right people are in the right roles to support VSA's operations. These efforts ensured the organization continued to attract and retain top-tier professionals equipped to deliver on our mandate.

Updated Orientation Experience

A new orientation page was launched on the internal HUB platform, providing new hires with a comprehensive, centralized resource for their first day, week, and month. This refreshed onboarding experience supports a smooth and informed transition into the VSA.

Compensation Survey & Salary Updates

A compensation survey was conducted. As a result, updated salary ranges were implemented across all roles to ensure VSA remains a competitive employer.

Strong Retention Rate

The VSA achieved an employee retention rate of 92.7%, a slight but meaningful increase from the previous year, reflecting the organization's ongoing efforts to create a positive and engaging work environment.

High Satisfaction Levels

Employee satisfaction climbed to 96.6%, up 4.2% from last year. This continued upward trend signals strong organizational health and employee engagement.

Organizational Values Refresh

As part of our commitment to shared purpose and culture, three interactive workshops were held to revisit and refine our organizational values. With 93% staff participation, this initiative ensured that our values remain reflective of who we are and where we're headed.

Ongoing Social Committee Events

The Social Committee continued to play an essential role in building community at the VSA. Popular events included the Summer BBQ, Potluck, Halloween, and Christmas celebrations, along with employee-organized sports activities that supported camaraderie and fun across teams.

Performance Management Program Enhancements

The VSA continued its work to strengthen the Performance Management Program (PMP), focusing on clearly defined Key Performance Indicators (KPIs) tied directly to strategic objectives. These enhancements ensure that all employees understand how their work contributes to organizational success.





Professional Development

The VSA is committed to education as a primary strategy in supporting industry compliance for our stakeholders, which consist of consumers, industry, and government. We provide Licensing courses based upon provincial motor dealer legislation for individual Salespeople and Wholesalers. Once someone is licensed, we support additional growth and development through annual Continuing Education (CE) courses.

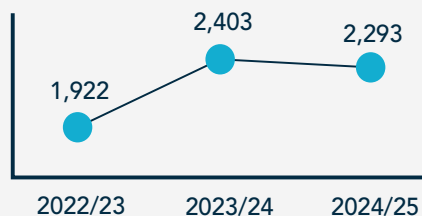
Over the years, these courses have covered a wide array of topics and legislation. Our online self-study learning format allows students to access courses at their convenience from anywhere within Canada at their own pace and at their preferred study time. We offer a dedicated schedule of invigilated exams that allow students the opportunity to book an exam time to suit their individual needs. Our CE subject matter is chosen based upon top trending issues requiring VSA intervention over the previous year. This methodology ensures that relevant education is provided to the entire industry in a timely manner. In the 2025/2026 Fiscal Year, the subject matter for CE Unit 10 is “Business Office Essentials” to align with current industry needs as identified through increased consumer concerns with respect to industry compliance.

It is important to note that we have experienced the highest volume of student course completions for our sales, wholesale, and continuing education courses over the last five years. In 2020/2021, the VSA handled a total of 8,645 course completions with a team of 4. In 2024/2025, **the VSA handled a total of 10,234 student course completions with 2.5 staff**. That's an 18% volume increase in total course completions since the 2020/2021 fiscal year.

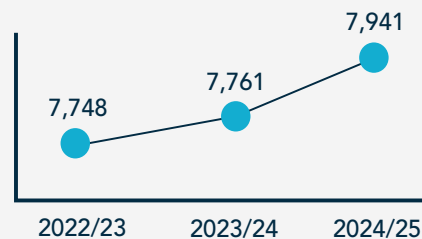
We are doing more with less, and doing it well.



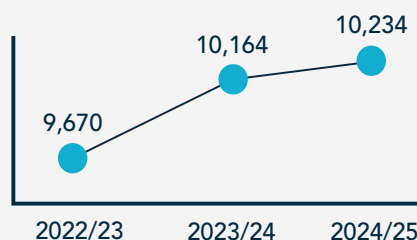
SALESPERSON & WHOLESALER COURSES



CONTINUING EDUCATION COURSES



TOTAL EXTERNAL COURSES





Communications

The VSA remained very active on the communications front throughout the 2024/25 fiscal year, emphasizing its commitment on consistent stakeholder communications. Beyond the regular communication efforts that industry stakeholders have come to expect, the VSA continued its diverse initiatives to maintain and increase consumer awareness levels.

Aligning with the VSA's strategic goal of "enhancing VSA credibility with stakeholders" and "increasing consumers' awareness of their legal rights and the VSA's role," numerous projects over the past fiscal year aimed to further these objectives.

Consumer Awareness Survey

Following suit from the 2023/24 fiscal year, the VSA again launched an awareness survey with support from external agency IPSOS. Overall, VSA aided awareness softened to 38%, down from 41% in 2023/24, but in line with similar awareness dips from other automotive associations in BC as private vehicle purchases increased. VSA logo recognition increased to 18%, while more individuals recognized services like the VSA's formal complaint process (up 9%) and Motor Dealer Customer Compensation Fund (up 7%).

38%

Aided Awareness
of the VSA

17%

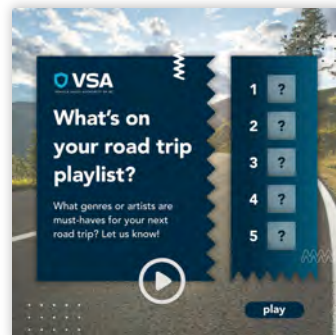
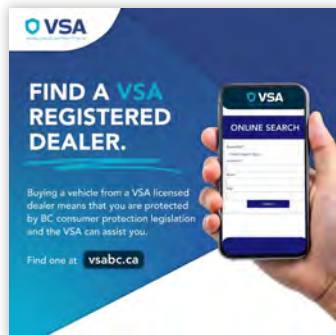
Aided Familiarity
of the VSA

18%

Saw VSA Logo at
Recent Dealership Visit

Social Media Plan

In continuation from its launch in 2023, the VSA built on its newly minted social media plan. Aiming to enhance consumer awareness and engage with a province-wide audience, the organization's social media presence grew across Instagram, Facebook, and LinkedIn. Through daily posts featuring engaging, educational, or promotional content of VSA services, a strong foundation continued to be established.



Radio Awareness Campaign

In line with increased communication efforts, the VSA implemented its radio campaign for the 2024/25 fiscal year, as a means of spreading further awareness to consumers. The campaign saw 400 ad plays over its 6-month time on 102.7 The Peak airwaves, accounting for over 830,000 impressions and nearly 13% of vsabc.ca website traffic.

Vancouver International Auto Show

The VSA was proud to once again participate in the Vancouver International Auto Show, held from March 19–23 at the Vancouver Convention Centre. With over a dozen VSA ambassadors on-site, the five-day event drew a record-breaking crowd of more than 138,000 attendees. A key focus for the organization was increasing public awareness. To support this effort, the VSA distributed 1,500 branded ice scrapers and 2,500 branded pens to consumers, along with approximately 175 Tim Hortons gift cards to licensees who visited the booth. New this year, informational brochures were created to highlight the VSA and the valuable resources it offers to consumers.



Employee Engagement Plan: The Hub

Continued efforts to bolster and revamp the VSA's internal and specialized online platform, "the Hub", was undertaken. New pages included historical uploads of all staff meetings, directories, brand resources, automotive reports, and more. The Hub, launched in the tail-end of fiscal year 2023/24, serves as a one-stop resource connecting employees, fostering culture, and providing access to critical information, such as department manuals, committee updates, upcoming events and more.

Consumer Bulletin

The VSA continued to expand its newly launched Consumer Bulletin, distributing multiple issues to consumers over the year. Topics included guidance on when the VSA can offer assistance - and when matters fall outside its jurisdiction, along with information on deposits and tips to avoid unexpected issues when purchasing a vehicle.





Accessibility

The Vehicle Sales Authority of British Columbia (VSA) remains committed to fostering an accessible and inclusive organization. In alignment with the *Accessible British Columbia Act*, all prescribed public sector organizations are required to develop and implement an accessibility plan, establish a feedback mechanism, and form an accessibility committee.

In response to this mandate, the VSA developed its **2024–2026 Accessibility Plan**, which outlines a strategic approach to identifying and addressing barriers across our operations. The creation of the plan involved cross-departmental collaboration, a review of best practices, and engagement with subject matter experts to ensure the foundation is meaningful and actionable.

Meaningful groundwork was established in the 2024/25 fiscal year to position the VSA for accessibility progress in the year ahead. Key planning activities, collaboration with vendors, and the development of training and internal resources helped lay the foundation for the implementation phase, which will continue into the 2025/26 fiscal year.

Progress Highlights

Digital Accessibility Enhancements

VSA introduced a new dedicated accessibility webpage and added an accessibility widget to our website. This widget provides users with tools to customize their browsing experience by adjusting contrast, font sizes, and other visual elements—improving usability and accessibility for a wider audience. This work aligns with the Technology and Communication pillars of our Accessibility Plan, supporting more inclusive digital engagement.

Staff Survey and Feedback Integration

During the 2024/25 fiscal year, the VSA partnered with a specialized accessibility vendor to develop a staff-wide survey aimed at identifying organizational barriers and shaping future accessibility initiatives. This initiative supports our commitment to the Learning and Training and Organizational Culture pillars by ensuring employee perspectives inform implementation and by laying the groundwork for targeted accessibility education.

Inclusive Recruitment Practices

Work was undertaken in collaboration with Human Resources to develop an accessibility statement for all VSA job postings. This initiative reinforces our commitment to inclusive hiring and equitable employment practices, and supports the Human Resources pillar by embedding accessibility into our recruitment practices. The finalized statement is set to launch and appear across all internal and external job advertisements in the upcoming 2025/26 fiscal year.

Gap Analysis Initiated and Planning Underway

In alignment with the first pillar of VSA's Accessibility Plan—Organizational Culture of Accessibility and Inclusion—a comprehensive gap analysis was launched to assess barriers, strengths, and opportunities across the organization. This work prioritized a review of internal policies and procedures to ensure alignment with accessibility best practices. The findings from the gap analysis have laid the foundation for the development of an implementation plan, with policy updates identified as a critical first step.

Key themes from the analysis also intersect with the Human Resources, Communication, and Service Delivery pillars, helping ensure accessibility is embedded across the employee lifecycle and public-facing services. These insights will continue to guide accessibility initiatives in the next fiscal year.

Legislative Review and Compliance

Preliminary work also began on reviewing updates to the *Employee Standards Act*, as part of the *B.C. Accessibility Act*. Early assessments were conducted to prepare for compliance, with plans in place to coordinate policy updates across departments in the coming year.

Looking Ahead

With planning and foundational work now in place, VSA is well-positioned to enter the execution phase of its Accessibility Plan in the 2025/26 fiscal year. Priority areas include updating key policies, expanding training efforts, and embedding accessibility considerations into day-to-day operations and service delivery. The Accessibility Committee will support these next steps, ensuring we stay accountable and responsive to the needs of our staff and the public. This continued work will touch on all six pillars; Organizational Culture, Human Resources, Technology, Communication, Learning and Training, and Service Delivery—reflecting VSA's holistic approach to accessibility.





Technology

The VSA's IT department made significant strides in cybersecurity during the 2024/25 fiscal year, particularly in the area of access restrictions. By implementing geographical limitations for crucial systems and data, the organization's digital defenses were fortified against potential threats from unauthorized users outside designated areas. Moreover, a robust 24/7 monitoring system was established for all cloud logins, providing constant vigilance against cyber attacks while ensuring secure access for authorized personnel.

In addition to these measures, the continued migration of VSA data to the Microsoft Cloud serves multiple purposes – it bolsters our security through Microsoft's advanced protection mechanisms and reduces costs associated with maintaining traditional IT infrastructures. To further enhance cybersecurity posture, the VSA implemented stricter Multi-Factor Authentication (MFA) requirements for staff accessing critical systems. This measure adds an additional layer of security, ensuring that even if a password is compromised, unauthorized users cannot gain access to sensitive information.

Our commitment to fostering a culture of cybersecurity awareness within the organization remains strong, as regular staff training sessions using both internal and external resources are conducted to keep all staff informed about the latest threats and best practices for maintaining security. To reduce risks associated with outdated technology, we have also standardized end-user hardware and software, ensuring that our team is equipped with the most up-to-date and secure tools available. Lastly, our control over vsabc.ca and ADR web resources has been improved, ensuring they remain secure and functioning optimally at all times.

These achievements demonstrate the IT department's dedication to keeping our organization secure in the face of ever-evolving cyber threats. By implementing these measures, we are ensuring the protection of our data, assets, and overall business operations.



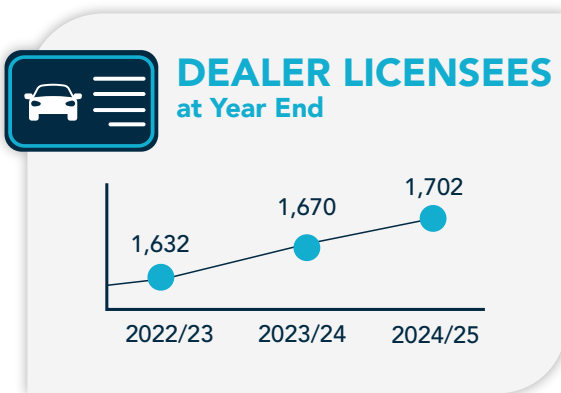
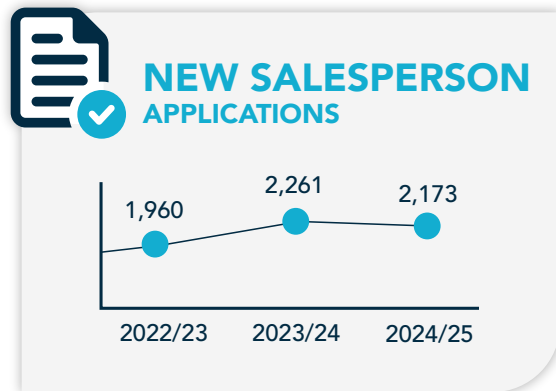
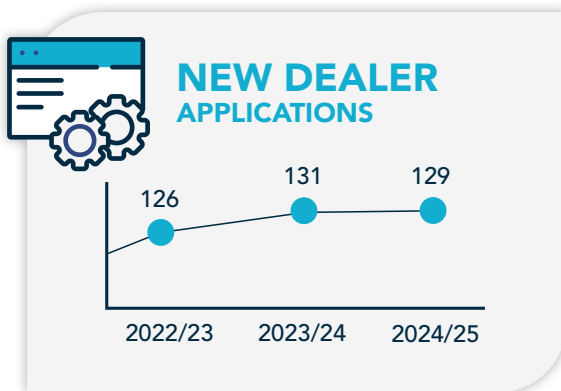


Licensing

The Licensing team continues to maintain industry leading service standards by prioritizing responsive communications with licensees and other VSA stakeholders. With VSA investments in technology, team members can meet industry demands for timely communications regarding their licensing needs, either working remotely or in the office. This fiscal year has seen a continued growth trend in vehicle sales licensees.

The team successfully developed the Online Dealer Portal, improving accessibility and streamlining interactions with licensees. In addition, the Online Dealer Renewals feature was tested and soft-launched, marking a significant step towards a fully digital renewal process.

Despite the notable increase in the number of licensees, the Licensing team maintained its high service standards throughout the year.





Consumer Services

The Consumer Services Team serves as the frontline contact for all consumers reaching out to the VSA. The team receives and responds to province-wide public questions and concerns related to the retail motor vehicle industry in British Columbia. The team assists with providing consumer information, complaint handling, and dispute resolution.

Deposit and Fee Complaints Diversion

Since Quarter 3 of FY 2024/25, consumer complaints related solely to deposits and dealer fees are now referred directly to the VSA's Alternative Dispute Resolution (ADR) process. The VSA reviewed past complaints of this nature and noted it had limited authority to act. These complaints, whether resolved via Connector or not, are no longer investigated by the VSA. Connector is the VSA's secure online platform for confidential dispute resolution.

This initiative has shortened the pathway to resolution by directing consumers to resources that outline their legal rights, provide access to the online dispute resolution platform, and offer guidance on how to resolve issues directly with licensees or through external legal avenues if needed.

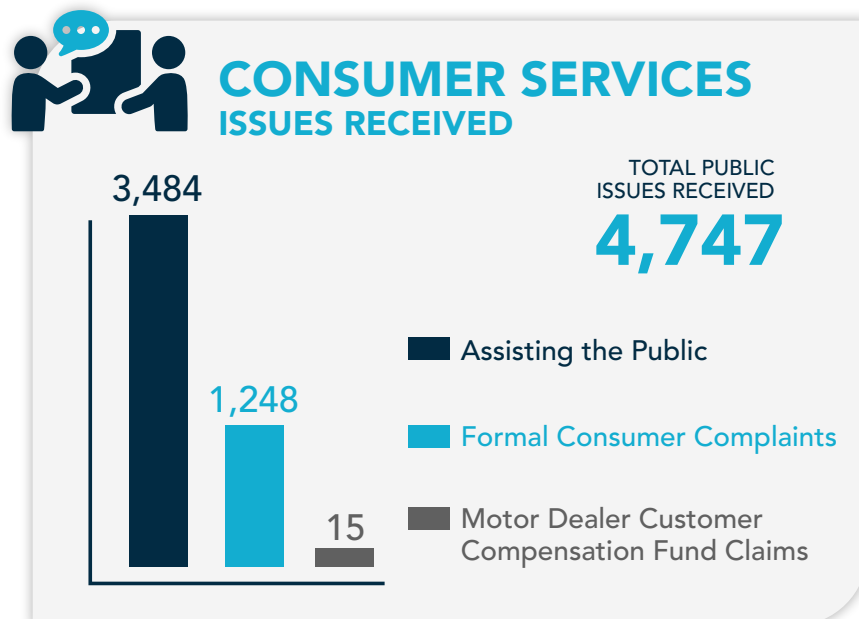
Connector User Feedback Survey

The Connector platform survey was launched in Q2 to gather feedback on the user experience. Insights from the survey were used to guide improvements, including enhanced dealer search functionality to streamline navigation and usability for consumers.

Transactional Survey | Enquiries, Complaints, Claims

A transactional survey was launched in Quarter 1 to gather feedback after interactions involving enquiries, complaints, and claims. The results informed potential evidence-based operational improvements. **Examples include:**

- Improving timeliness of case status updates.
- Enhancing communication around expected timelines and the VSA's jurisdiction.
- Considering procedures to clearly explain case outcomes and provide opportunities for follow-up questions and clarification.





Industry Standards

The Industry Standards (IS) team inspects the VSA Licensees province-wide for compliance with the requirements of the *Motor Dealer Act* and its regulations, certain sections of the *Business Practices and Consumer Protection Act* and promotes industry professionalism and best practices.

Advertising Guidelines Workshop

As part of its commitment to voluntary compliance and education, the IS team expanded delivery of the Advertising Guidelines Workshop throughout the 2024/25 fiscal year. Offered at no cost to dealerships since the 2023/24 fiscal year, the workshop helps dealers and salespersons better understand B.C. provincial legal requirements when advertising vehicles for sale.

Over the past year, the IS team delivered the workshop both in-person and virtually to **29 dealerships, reaching 284 attendees**. Feedback has been overwhelmingly positive, with **94% of participants reporting increased understanding** of their advertising obligations.

Post-Inspection Satisfaction Survey

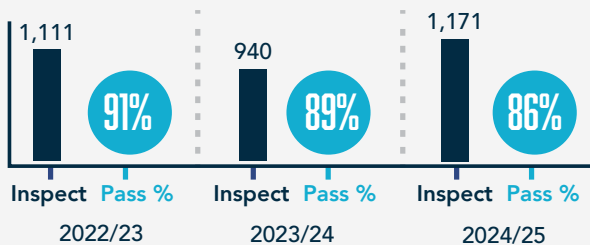
This year, the Industry Standards team introduced a satisfaction survey for licensees following inspections. Results were highly encouraging:

- 93% of respondents indicated they felt more comfortable contacting the VSA for assistance with regulatory questions after their inspection experience.

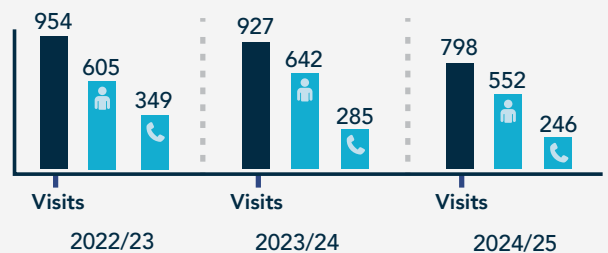
This reflects the team's continued focus on relationship-building, education, and positioning the VSA as a trusted resource for the industry.



INSPECTIONS & PASS RATES



LIAISON VISITS BY PHONE & IN-PERSON





Investigations

The VSA Investigations team investigates consumer complaints against Licensees through the authority delegated by the Registrar of Motor Dealers. The investigations focus on potential breaches of the *Motor Dealer Act*, its Regulations, and certain parts of the *Business Practices and Consumer Protection Act*.

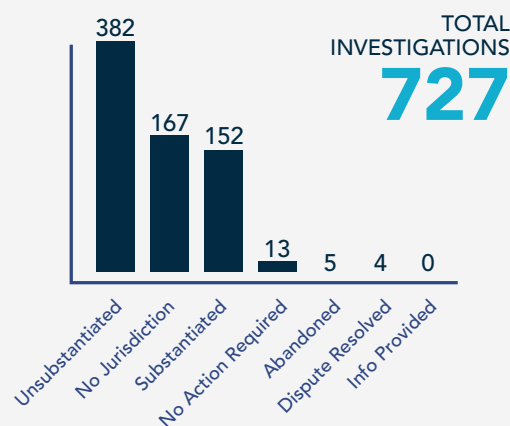
The team also investigates certain files on behalf of the Registrar, where there is not necessarily a consumer complaint, but there is evidence of potential breaches of the legislation. During this past fiscal year, the team observed a noticeable increase in more serious complaints and concerns and saw an increase in what can be described as more serious compliance issues.

Over the past fiscal year in 2024/25:

- There continues to be an emphasis placed by the team on industry and consumer education pertaining to applicable legislation, the VSA's mandate, and its jurisdiction.
- The team onboarded new investigators who provide additional skills and expertise.
- The team has conducted more complex files, which have resulted in a large increase in compliance undertakings and hearings. The team completed **727 investigations**, which represents an increase over the previous year.
- Of those, **697** were complaint-driven, and **25** were undertaken on behalf of the Registrar of Motor Dealers.



INVESTIGATIONS OUTCOMES



Our Strategic Goals & KPI's

1

Increase organizational efficiency, effectiveness, and agility through process, systems, and technology.



RESOLVING CONSUMER COMPLAINTS

12 days

Average time to resolve a dispute in **Connector**

2,652

Consumers used **My Self-Help** to get information

2

Enhance VSA credibility with stakeholders.



INCREASED CONFIDENCE REACHING OUT TO VSA

93%

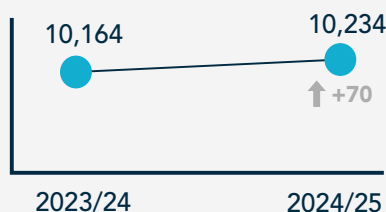
Of licensees feel more comfortable reaching out to the VSA to get assistance after an IS visit

3

Increase industry adherence to regulatory requirements through proactive education, oversight, and enforcement.

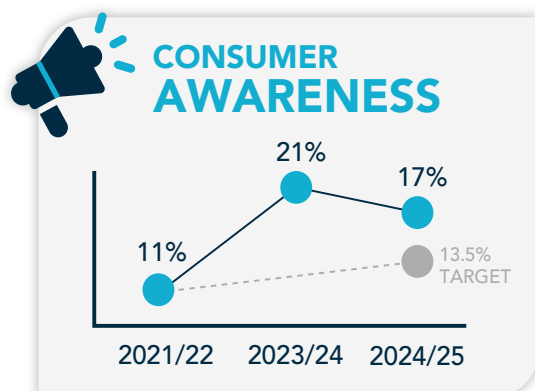


STUDENT COURSE COMPLETIONS



4

Increase consumers' awareness of their legal rights and the role of the VSA.



5

Enhance employee experience through a culture of employee growth, engagement, wellness, diversity, and inclusion.



100%

Of VSA staff would recommend the VSA as an employer

6

Ensure organizational sustainability.



The VSA is fiscally responsible meeting budget expectations for the year.

The VSA researched the possibility and the impacts of implementing a transaction fee.



Service Complaints

As part of the *Administrative Agreement*, the VSA is to report on service complaints it receives and any actions taken. On December 15, 2021, the Board of Directors approved the current *Service Complaint Policies and Procedures* (“the Policy”) with workflow diagrams added to its appendices effective April 1, 2022.

What is a Service Complaint?	What is not a Service Complaint?
<p>A service complaint focuses on the way an employee of the VSA delivers services such as:</p> <ul style="list-style-type: none">a. Being unprofessional,b. Failing to respond to inquiries in a timely manner,c. Not following VSA processes,d. Not treating a person fairly, such as not listening to their viewpoints or reviewing documents submitted, ande. The employee appears to be pre-judging the outcome of a complaint.	<p>A service complaint cannot be used to:</p> <ul style="list-style-type: none">a. Appeal or review a formal decision of the Registrar,b. Appeal or review a formal decision of the Registrar’s delegate,c. Appeal or review a formal decision to close a complaint file,d. Appeal or review a formal decision refusing a licence, suspending a licence, or revoking a licence, ande. Appeal or review a formal decision on compliance or discipline.

The Administrative Agreement requires the Authority to report “on these policies and procedures and on the processing of any complaints received.”

Fiscal Year ending 2025

There were no services complaints in the fiscal year ending 2025. During the year, the VSA discovered two past formal complaints that were not reported. We are reporting on those two past complaints in this Annual Report.

Historical Complaint – Fiscal Year ending March 31, 2020

On January 31, 2025, a former licensee contacted the VSA about a service complaint they had made on March 6, 2020. The service complaint arose out of a VSA investigation of the former licensee in which it was found that they engaged in misconduct in respect of a consumer transaction and where a Warning Notice was issued to them as a result. The former licensee was of the view that the VSA did not meet procedural fairness standards as they were not provided an opportunity to respond to the complaint and as such the investigation and outcome were unfair. As that service complaint had not been included in any of the subsequent Annual Reports, the former licensee was concerned that the VSA was not being transparent about its service complaints as required by the Administrative Agreement. The former licensee wanted the VSA to advise its Board of Directors of this issue. A review of the former licensee’s service complaint was undertaken in February--

2025, and it was determined that while the service complaint was received, VSA staff did not engage the Policy or otherwise take steps to investigate the service complaint. It was noted that all VSA staff connected to the service complaint were no longer employed by the VSA. An external review of the complaint was undertaken in 2020 which recommended that the Warning Letter issued to the former licensee be voided and that the Policy be reviewed. Both of these recommendations were acted upon.

The Board of Directors were made aware of this service complaint and its history and the VSA noted it would report the service complaint in its next annual report. The VSA contacted the Ministry of Public Safety and Solicitor General to advise that this service complaint was missed in a past annual report and would be included in the current year annual report. The VSA also reminded all staff members of the service complaint process as set out in the Policy and ensured training on the service complaint process was a part of a new employee's onboarding process. In addition, a dedicated email address was created for the submission of service complaints, the VSA webpage which houses the Policy was updated and a review of the Policy has been undertaken.

Historical Complaint – Fiscal Year ending March 31, 2019

On June 21, 2018, a third party brought forward concerns raised by a licensee regarding the conduct of a VSA employee. A letter from the licensee was provided as were audio files of a conversation with the employee. In the letter the licensee noted concerns with the employee's professionalism and that they were rude and dismissive. The licensee provided instances when they said that occurred.

The employee's manager reviewed the audio files and noted they were truncated. All of the licensees' concerns were put to the employee along with the audio files. The employee disagreed with some characterizations of their interactions but did agree they had been condescending in one noted instance.

The Authority had a formal meeting with the employee. The Authority explained the expectations of employees interacting with licensees, including the importance of listening to ensure licensees are heard. The Authority noted the importance of good communications and adapting communications to the persons being dealt with. The employee noted they could do better and identified areas they could work on and committed to taking communications training. The employee's manager would provide coaching and oversight.

Annual Report

SCORECARD



■ In-progress
 ■ Complete
 ■ Ongoing

Strategic Projects	Strategic Goal	2024	2025	2026
Accessible Organization Project	5	In-progress	In-progress	In-progress
Cyber Security	6	In-progress	Complete	Ongoing
Salesperson & Wholesaler Course	3			In-progress
Leadership & Employee Training Program	5	In-progress	Complete	Ongoing
Stakeholder Awareness	4 & 2		In-progress	In-progress
Operating System (Driver 2.0)	1	In-progress	In-progress	Complete
Funding Model	6	In-progress	In-progress	Complete
Individual Dealer Reports Program	3			In-progress
Voluntary Compliance Assessment	3			In-progress

Continuous Improvements	Strategic Goal	2024	2025	2026
Alternate Dispute Resolution (ADR)	2	Complete	Ongoing	Ongoing
Employee Engagement	1	Complete	Ongoing	Ongoing
Website Development	1	Complete	Ongoing	Ongoing
Process Improvement	1	Complete	Ongoing	Ongoing



Motor Dealer Customer Compensation Fund Highlights

The Motor Dealer Customer Compensation Fund (the “MDCCF”) Board (the “Board”) is an independent administrative tribunal established under the Motor Dealer Act (the “Act”); the Board carries out statutory duties under the Act and the MDCCF Regulation (the “Regulation”).

During the 2024/25 fiscal year, the Board met five times (four times by video conference and once in person) and adjudicated one claim. That claim was denied. The Board also assessed two requests for reconsideration of its previous decision. Both were denied because the requests did not meet the eligibility criteria set out in the Regulation.

Apart from dealing with claim and reconsideration requests, the Board worked on refining its internal processes. We also invested time and effort in our professional development, including internal workshops and formal educational opportunities offered by the B.C. Council of Administrative Tribunals and the Canadian Council of Administrative Tribunals. One area of focus for the Board was decision drafting, a fundamental competency for members of independent administrative tribunals.

This year saw a significant increase in claim applications received by the VSA; 17 to be exact, compared to four last year. This is a 325% increase. These claims are in various stages of development, and while some of them have not yet reached the Board for adjudication, the Board’s work on its internal processes has allowed us to ensure timely and quality adjudication when these claims are ready for hearing.

After assessing the potential risks and exposures to the MDCCF, this year, the Registrar of Motor Dealers required that motor dealers pay an annual fee of \$300.00 towards the MDCCF. This was necessary to ensure that the MDCCF has sufficient funds to protect B.C. consumers. At fiscal year-end as of March 31, 2025, the MDCCF balance is \$1,174,190.00

I want to extend my gratitude to the Board and to the VSA staff for their knowledge, expertise and dedication to the successful operation of the MDCCF and the Board.

Sincerely,

The Motor Dealer Customer Compensation Fund Board



Mary Childs

Chair, Motor Dealer Customer Compensation Fund



Motor Dealer Customer Compensation Fund Activity

Statistics	Fiscal Year 2024/2025	Fiscal Year 2023/2024	Fiscal Year 2022/2023
Claims			
Adjudicated	1	2	7
Approved	0	0	3
Amount Paid Out	\$0	\$0	\$35,352.14
Type of Claim			
Vehicle Purchase	0	0	4
Warranty/Service Plan Purchase	1	2	2
Vehicle Consignment	0	0	1
Vehicle Type			
Auto	1	2	7
RV	0	0	0
Motorcycle	0	0	0
Dealer Stats			
In Business	1	0	0
Not in Business	0	2	6



VSA Financial Statement 2024/25 & Budget 2025/26

	2024/25 Actual	2025/26 Budgeted
Revenue		
Dealer Licensing	\$2,943,776	\$2,959,485
Salesperson Licensing	\$1,838,554	\$1,839,535
Total Licensing Revenue	\$4,782,330	\$4,799,019
Admin Fees, Recoveries & Interest	\$345,319	\$382,233
Course Fees	\$1,539,749	\$1,763,774
Total Other Revenue	\$1,885,068	\$2,146,007
Total Revenue	\$6,667,398	\$6,945,027
Expenses		
Salaries and Benefits	\$4,979,613	\$5,791,574
Operating Expenses	\$1,110,754	\$1,153,452
Total Operating Expense	\$6,090,367	\$6,945,026
Operating Excess	\$577,031	\$0
Capital Asset Fund	(413,491)	(385,198)
Net Consumer Awareness Fund	\$254,171	81,734
Extraordinary Items		
Gain on change in fair value of investment	\$233,190	\$0
Total Excess (Deficiency)	\$650,901	(303,464)



Our Leaders

Ian Christman, President & CEO

Patrick Poyner, Registrar

Archana Singh, Executive Vice President, Corporate Services & Risk

Sandeep Dade, Director of Finance

Anna Gershkovich, Director of Consumer Services & Industry Standards

Alan Mullen, Director of Investigations & Licensing

Our Board of Directors

Mark Bakken, Chair

Jim Nicholson, Vice-Chair

William (Bill) Kwok, Secretary

Amy Jones

Diane E. Friedman

Everett Einarson

Ian R. Moore

Jared Williams

John MacDonald

Li-Jeen Broshko

Liza Aboud

Mike Hacquard

Leaders information as at August, 2025

