

**Agenda Item 2(f)**  
**June 6/23 Board Meeting**

**Committee Reports Addressing CAFII Priorities**

**Market Conduct & Licensing Committee (Chair: Brad Kuiper; Vice-Chair: Fay Coleman)**

The Market Conduct Committee has been active over the past two months, with meetings to provide input for the development response submissions to the following consultations:

- CISRO's Consultation on its *Draft 2023-2026 Strategic Plan*; and
- FSRA's Consultation on its *Proposed Guidance: Administrative Monetary Penalties*.

**Media Advocacy Committee (Chair: Jacqlyn Marcus)**

The following updates for the CAFII Board will provide a view as to Media Advocacy Committee's intended initiatives over the coming two quarters.

1. Operatic Agency Statement of Work:
  - a. Following review by the committee earlier in the year, the SOW was signed and is being executed. Operatic Agency is currently working on content for our Google my Business profile page.
  - b. A significant budget item is the development of an educational video for the website. The committee will brainstorm and discuss options over the summer.
  - c. Operatic Agency is also looking to optimize website news & events page to make searching and easier, and to support direct links from social site to individual events or webinars.
2. Update on Issues with Website Backend
  - a. The current back-end hosts member-only information, such as content and notes from EOC and Board meetings. The platform used today requires regular updates, which are both time-consuming and cost prohibitive. Operatic Agency is to provide an alternate content management system which can be easily updated and maintained by CAFII staff. Budget is not assigned, and prior approval of the Board will be sought once a proposal is finalized.
3. LinkedIn Page:
  - a. The CAFII LinkedIn page is performing well, with an increase in followers from ~30 to ~155 followers this year. The page brings important awareness to CAFII's efforts for consumers and members, and the committee believes we can and should do more to increase presence and penetration. The committee will discuss further efforts at an upcoming meeting. **Please follow, like and share the CAFII LinkedIn page and its content with others in your network.**
  - b. Edits to the Association's profile were made to make the page more searchable.

The committee will continue to meet quarterly, with *ad-hoc* meetings scheduled throughout the year to address immediate business or initiatives.

**Networking & Events Committee (Chair: Carmelina Manno; Vice-Chair: Marco DeiCont)**

Over the past two months, the Networking & Events Committee has been engaged in CAFII's very active set of events, including the following:

- a webinar on 27 April, 2023 with Nicholas Herbert-Young, from the UK's Financial Conduct Authority and a participant in the International Association of Insurance Supervisors (IAIS);
- a webinar on 18 May, 2023 on Quebec's Charter of the French Language (Bill 96);
- a 6 June, 2023 in-person CAFII Reception presentation by Anthony Ostler, President & CEO of the Canadian Bankers Association (CBA); and
- a webinar on 26 September, 2023 with Stuart Wilkinson, head of the FSRA's Consumer Office, which will also include an introduction by FSRA's Glen Padassery, Executive Vice-President Policy & Chief Consumer Officer; and

**Quebec/AMF Issues Committee (Chair: Jennifer Russell; Vice-Chair: Iman Muntazir)**

CAFII's new Quebec/AMF Issues Committee has been holding regular, recurring meeting once per month, covering such issues as the Charter of the French Language, new privacy legislation in Quebec, the AMF's new complaints and dispute resolution regulation, and the AMF's initiative to collect industry data on claims payout ratios.

**Research & Education Committee (Chair: Andrea Stuska; Vice-Chair: Michelle Costello)**

The Research & Education Committee met with Lesli Martin from Pollara Strategic Insights in mid-March, and committee members provided input to Lesli on the draft questionnaire for a follow-up survey with 'deep dive' questions for a select group of respondents who participated in our late 2022 survey on consumers' perceptions of and satisfaction with CPI on mortgages and HELOCs: those who answered that they thought that enrolling in CPI coverage for their mortgage or HELOC was 'mandatory.'

Given that this is a recontact from the original survey, it was kept in field a bit longer than usual to ensure that the recontacted respondents have adequate time to complete the follow-up survey.

Pollara Strategic Insights delivered the results report from the 'deep dive' follow-up survey to the R&E committee in early April; and the R&E Committee then brought the 'deep dive' follow-up survey results forward to the EOC at its April 25, 2023 meeting.

The R&E Committee then arranged for a Special Purpose CAFII Board Meeting to share the 'deep dive' follow-up survey results with the Board; and since that time we have been working with Keith and Brendan to secure EOC and Board support for agreed-upon parameters for some public release/sharing of the 2022 Pollara research results, particularly to insurance regulators and policy-makers in a presentation deck to be used in the Spring 2023 Western Canada Insurance Regulators and Policy-Makers Visits Tour.

**Travel Insurance Experts Committee (Chair: Katia Umutoniwase)**

The Committee last met when it held two virtual meetings in Q1 of 2023 to discuss ongoing and emergent travel medical insurance issues.

While the industry is generally very busy at this time dealing with a significant increase in consumer travel, the number of problematic issues has diminished as the COVID-19 pandemic's impact has declined.