

***Agenda Item 3(f)(i)***  
***September 24/19 EOC Meeting***

**Proposal To Enhance The Benefits/Value Proposition Of CAFII Associate Status**

**From:** Brendan Wycks and Keith Martin, Co-Executive Directors

**Date:** June 24, 2019

**To:** Executive Operations Committee

**Subject:** Proposal To Enhance The Benefits/Value Proposition Of CAFII Associate Status

With a view to enhancing and sweetening the benefits and value proposition of CAFII Associate Status, we recommend that, effective with September 2019, “receipt of the CAFII Regulatory Update” be added to the list of Associate benefits.

In extending this benefit to existing and future CAFII Associates, CAFII would reserve the right to issue a modified/abbreviated version of the Regulatory Update to Associates, to accommodate the expected-to-be-rare situation where one or more content items in a Regulatory Update is deemed to be of a particularly sensitive nature and therefore proprietary to Members of the Association.

**Background Rationale:** At present, CAFII Associate Status can be characterized as solely a “moral supporter and social interaction affiliate”-type of status which is open to suppliers to the financial institutions in insurance sector. More specifically, the benefits of Associate Status consist solely of invitations to three CAFII Receptions and the Annual Members’ Luncheon each year, to which Associates are entitled to bring up to five representatives to each event.

By adding “receipt of the CAFII Regulatory Update” – as a regularly produced industry insights and intelligence Report -- to the list of Associate benefits, we believe that CAFII will be able to

- attract more relevant supplier/industry affiliate-type organizations into CAFII Associate Status (particularly some prospects who have been “sitting on the fence”);
- reduce the rate of attrition among CAFII Associates, which has been in the range of 20% to 25% per annum over the past few years; and
- gradually over time, increase the CAFII Associate Annual Dues, based on greater perceived and experienced value for Associates.