

IBAC 2019

Election Campaign Kit



**INSURANCE BROKERS
ASSOCIATION OF CANADA**

2019 Federal Election

Get involved and make your voice heard!

The 2019 Federal Election is in full swing, and there are many great candidates from all political parties who are looking to engage with voters to hear about what is important to them.

Over the years, the Insurance Brokers Association of Canada (IBAC) and our Member Associations have had much success in achieving our advocacy goals because of our continuous efforts to establish strong relationships with Parliamentarians. These relationships often begin with the election campaign.

We would like to encourage brokers to take the opportunity to get to know your local candidates. Make sure they understand the important contributions that brokers make to the economy and the community, and highlight the work that we do to protect insurance consumers. These are compelling messages.

Our main advocacy issue is the importance of maintaining the separation of banking and insurance, and upholding the existing consumer protection measures that prohibit banks from selling insurance at the point of granting credit, when consumers could be vulnerable to undue pressure. We are also advocating for a consumer complaints process to ensure these measures are adequately enforced.

This kit provides suggestions on how brokers can get involved in the federal election campaign, and key messages to convey to candidates.

Regardless of the party you support, it is important to be engaged with candidates at the grassroots level, because one of them will be your Member of Parliament on October 21st. Start building a relationship with your future MP that will support our important advocacy efforts on behalf of all insurance brokers and consumers across Canada.



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Top Broker Issues

Issues

Separation of Banking and Insurance

IBAC believes that the historical separation of the pillars of banking and insurance must continue to be upheld. For insurance brokers, the principle of protecting consumers is paramount. That is why our advocacy focuses on maintaining the important consumer protection provisions in Section 416 of the *Bank Act* that prohibit banks from selling insurance at the point of granting credit when consumers may be vulnerable to undue pressure.

We are also advocating for a consumer complaints process to ensure these provisions are adequately enforced.

Our Ask:

- ▶ Continue to promote the historical separation of banking and insurance, and reaffirm the current restrictions in the Bank Act that prevent banks from retailing insurance products at the point of granting credit.
- ▶ Continue to support the principles of consumer protection and competitiveness in the financial regulatory framework.
- ▶ Create a clear consumer complaints mechanism for potential violations of the Section 416 provisions of the *Bank Act*.

Economic and Social Contributions of the Insurance Brokerage Industry

Insurance brokers operate small businesses in virtually every city and town across Canada, creating employment and contributing to the local economy. They are also community leaders who make a positive difference in the communities where they live and work.

To more fully understand these impacts, IBAC engaged Deloitte Canada to conduct a study of the economic and social impacts of the insurance brokerage industry.

Deloitte's comprehensive analysis estimated that in 2017, member brokerages added approximately \$5.4 billion to Canada's GDP, of which about \$3.3 billion was contribution to labour income. **In other words, every dollar spent on broker business activities generated approximately \$1.49 in total GDP.** The brokerage industry also sustained an estimated 58,300 FTE (full-time equivalent) jobs, and contributed an estimated \$480 million in government production and consumption taxes.

While these are impressive numbers, of equal importance is the range of social benefits that insurance brokers bring to their communities. Case studies in the report feature brokers who respond to natural disasters, conduct safety training and education, promote diversity and inclusion, and connect with rural and indigenous communities, among other contributions. In addition, 90% of brokerages surveyed donate financially, 70% of their employees volunteer their time to local charities and social causes, and 34% of brokers participate in political activities at the municipal, provincial, and/or the federal level.

Insurance brokers are an important constituency, and proud contributors to the prosperity and well-being of all Canadians.

Tips on Increasing your Political Involvement and Making an Impact on the 2019 Election

1. Obtain contact and background information on your candidates by visiting the party websites. Even simple google searches can help find information on candidates at the local level.

www.conservative.ca
www.liberal.ca
www.ndp.ca
www.greenparty.ca
www.blocquebecois.org

2. Write a letter to the incumbent and/or candidate highlighting our key ask on behalf of consumers. Keep it simple and ensure you use only one central argument. An election period is not the time to complicate the message.

3. Make an appointment to meet with your MP and/or candidates (usually no more than 15-30 minutes). Once you have met with a candidate, let us know how it went by filling out the attached questionnaire.

4. Make a personal contribution or volunteer for a political candidate/registered association/registered party that you feel best represents your views and understands the consumers' point of view. (Business contributions are not permitted.)

*** For details see [Federal Electoral Rules](#) see page 7 of this guide**

5. Attend events the candidate will be at. To find out about upcoming events, contact your candidate's campaign office or keep informed from the local media or social media. Visit candidate websites to view the events they are hosting that might provide a venue to discuss broker concerns.

6. Attend events the PM or other opposition party leaders will be at. To find out about upcoming events, contact the party office or keep informed from the local and national media.

7. Create your own event! Offer your assistance to political candidates to host an event discussing issues that are important to the community and your organisation. A luncheon invitation for candidates to hear their positions on insurance brokerage industry or a breakfast panel discussion can be important relationship builders and help candidates understand the role brokers play in advocating for the consumer.

8. Be ready when candidates come knocking at your door. Ask pointed questions of the candidates.

9. Vote for the candidate that best represents your interests!

Electoral Finance Rules

Modifications to the Canada Elections Act introduced in the Federal Accountability Act have meant significant changes have been made regarding who can make political contributions and how much they are allowed to give.

Businesses

Corporations, small- and medium-sized businesses, trade unions, and unincorporated associations are not permitted to make political contributions. Please note that this restriction includes a prohibition on non-monetary contributions, such as the donation of goods or services. This means you cannot offer candidates use of your offices or phone banks without charging fair market rates. You may volunteer as an individual but not as a business.

Individuals

In any calendar year, **individual Canadian citizens and permanent residents** may contribute **\$1,600 to each registered political party, and a total of \$1,600 to the various entities of each registered political party**, including constituency associations, candidates, or individuals seeking a party's nomination.

Individuals may also donate up to \$1,600 to the campaign of each non-affiliated or independent candidate and a total of \$1,600 annually to the various leadership contestants of a particular contest.

It is important to note that limits are calculated annually, so any donations made earlier in the year will reduce what you are able to contribute during an election. It is the responsibility of the contributor to ensure that they do not exceed donation limits. Contributions of more than \$200 will be listed in Election Canada's electoral contribution database.

As an example, an individual would be allowed to make a \$700 donation to the Conservative riding association in Toronto Centre, give \$700 to the Conservative candidate in Ottawa South, and an additional \$200 to a Conservative nomination contestant in Halifax West. This individual would be unable to make further donations to Conservative candidates or riding associations during the year, but would still be able to donate up to \$1,600 directly to the Conservative party and make a similar series of donations to the other parties. This equation would hold true for each registered political party.

Feedback Form

Your name and brokerage: _____

Brokerage address: _____

Name of candidate you met with: _____

Candidate's political party: _____

Date of meeting: _____

1. Was the candidate familiar with the issue of banks retailing insurance?

Yes ☐ Somewhat ☐ No ☐

2. Was the candidate supportive of protecting the consumer by maintaining the current Bank Act restrictions?

Yes ☐ Somewhat ☐ No ☐

General comments and feedback from the meeting

Please email this completed form to ibac@impactcanada.com