

IFIC's Year in Review

September 8, 2022



IFIC

THE INVESTMENT
FUNDS INSTITUTE
OF CANADA

L'INSTITUT DES FONDS
D'INVESTISSEMENT
DU CANADA

CELEBRATING SIXTY YEARS

Agenda

- About IFIC
- Policy Initiatives
- Advocacy Efforts
- Research and Statistics
- Tools and Initiatives
- Looking Ahead
- Conclusion

About IFIC

About IFIC

- IFIC aims to strengthen the integrity of the investment funds industry, foster public confidence in investment funds, and enable investors to achieve good outcomes.
- Approximately 150 member firms including fund managers, dealers, professional and back-office service providers
- Members represent 91% of retail mutual fund AUM, 90% of ETF AUM
- Primary role is public policy advocacy and response, research, industry sales & asset data collection and reporting, resources for investors, advisors and firms.
- Broad membership provides unique perspectives on issues and access to expertise
- Policy positions are evidence-based, using in-house and independent research
- Institute of Financial Services Education (IFSE) provides financial services education

IFIC's Policy Initiatives

Key Policy Submissions

- **Total Cost Reporting**
 - Responded to the CSA and CCIR Joint Notice and Request or Comment related to Total Cost Reporting
 - Commissioned third-party research to examine international regulatory environment
 - Concerns expressed about quarterly account statement reporting and transition period
- **New Self-Regulatory Organization**
 - Active involvement in transition to new SRO
 - Worked with members to submit comments on consultation
 - Industry ready to assist with integration

Key Policy Submissions

- **CSA Climate-Related Disclosure Requirements**
 - Applauded efforts to strengthen and harmonize climate-related disclosure
- **CIFSC Responsible Investment Identification Framework**
 - Framework complementary to CSA disclosure requirements
 - Recommendations included requiring that the RI/ESG mandate be specifically stated in the investment objective of the fund's prospectus
- Numerous tax-related submissions to CRA and Finance Canada to benefit members

IFIC's Advocacy Efforts

IFIC's Advocacy Efforts – OEO Trail Ban

- Met with CSA over many months to discuss order-execution-only trailing ban
- Objective was to ensure smooth transition for investors
- Ban implemented without major issues
- Demonstrated positive impact of collaboration and how it can help achieve good investor outcomes



Canadian Securities
Administrators

Autorités canadiennes
en valeurs mobilières

IFIC's Advocacy Efforts – Regulators

- Continue to connect with CSA, IIROC and the MFDA to discuss important issues related to New SRO
- Collaborated with OSC on new Investment Funds Survey
 - Input on data collection processes, data fields and definitions, completion timeline
- Annual meeting with CSA Investment Funds Committee
- Significant advocacy efforts ramping up related to Total Cost Reporting submission and T+1

IFIC Research and Statistics

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- Removal of ETF of ETF double counting
 - Evolution in IFIC's data collection and reporting capabilities
 - Similar adjustment made in 2007, when IFIC removed mutual fund of mutual fund double counting
- 2021 Investment Funds Report
 - Detailed data and analysis of mutual fund and ETF sales activity and assets under management
 - Expanded report includes a cryptocurrency fund category as well as new data related to responsible investment funds



IFIC Research and Statistics

- Research on ETF Resiliency during the COVID-19 Financial Crisis

- Provides an analysis of ETF liquidity and functioning during the global pandemic
- Draws on data and analysis provided by the National Bank of Canada

Financial Markets ETF Research and research commissioned by ETFGI, with data provided by TMX Group and ETF Global



- Annual Pollara Investor Survey

- Attitudes and opinions of Canadian mutual fund holders, to identify their needs, expectations, behaviours and opinions
- Survey included investor responses on responsible investing

pollara
strategic insights

IFIC Tools and Initiatives

IFIC Member Newsletters

- IFIC Weekly Update – latest news in your in-box each week
- IFICConnect – a quarterly member newsletter that provides an in-depth review of IFIC’s activities during the prior quarter and looks ahead to what is to come



Webinars

- IFIC hosted six webinars with over 1,700 registrants
- Topics supported IFIC's research and policy initiatives:
 - IFIC's Year in Review (2020-2021)
 - 2021 Canadian Mutual Fund and ETF Investor Survey
 - IFIC/IE Household Balance Sheet Webinar
 - Webinar on IFIC's 2021 Investment Fund Report
 - CSA's ESG Disclosure Guidance and CFA's ESG Disclosure Standards
 - CSA Total Cost Reporting Submission



Thought Leadership

- Six IFIC CEO columns in Investment Executive highlighted topics and issues that affect the investment funds industry
 - Topics included:
 - The pandemic's impact on the individual investor
 - ETFs in the Covid-19 financial crisis
 - The regulatory treadmill: An industry perspective
 - Responsible investment: Developments in disclosure and standards
 - The importance of harmonizing title regulation
 - Successful rule implementation requires industry collaboration

IE INVESTMENT
EXECUTIVE

Social Media

- Utilized social media as a strategic communications tool to amplify initiatives and strengthen investor understanding and confidence
- Worked to position IFIC as the authoritative voice of the investment funds industry across its social media channels
- Approximately 3,800 followers on Twitter and over 5,200 followers on LinkedIn



IFIC Operations Day

- IFIC hosted its hybrid (in-person and online) 2022 Operations Day on June 7 with 98 registrants online and 101 in-person
- Emceed by bestselling author and personal finance expert Melissa Leong
- Leaders Panel reflected on what the “new normal” looks like for the Canadian investment funds industry
- Other sessions included: operations issues, T+1, tax, RegTech and regulatory, and a closing keynote on financial advice



2022 Golf Classic

- IFIC hosted its 2022 Golf Classic in person on July 14
 - Hosted at the Country Club in Woodbridge
 - High attendee satisfaction



IFIC Head Office Move

- In August 2021, IFIC moved its office to 333 Bay Street, Toronto
- Resulted in cost savings
- New technologies provide enhanced meeting experience



CFIQ 25th Anniversary

- CFIQ - voice of the investment funds industry in Quebec - celebrated its 25th anniversary in May
- Produced series of informative industry-related articles to observe milestone



IFSE Initiatives

- Life License Qualification Program launched in April 2022
- Canadian Compliance Course launched in July 2022



IFSE

YOUR PARTNER IN
FINANCIAL SERVICES
EDUCATION

VOTRE PARTENAIRE DANS
L'ÉDUCATION DES
SERVICES FINANCIERS

Looking Ahead

2022 IFIC Annual Leadership Conference

- IFIC will host its second hybrid conference on Monday, October 3, 2022
- Agenda includes:
 - Opening Keynote: Janice Gross Stein, Founding Director of the Munk School of Global Affairs, University of Toronto
 - Fireside Chat with Andrew Kriegler
 - Leaders Panel
 - Advice Panel
 - ESG Strategy Panel
 - Closing Keynote: Dan Breznitz, Munk Chair of Innovation Studies and is the Co-Director of the Innovation Policy Lab, University of Toronto
- To register, please visit IFIC.ca or contact events@ific.ca



IFIC 60th Anniversary

- In October, IFIC will celebrate its 60th Anniversary
- Occasion will be marked during September and October and at the 2022 Annual Leadership Conference



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Conclusion

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IFIC remains committed to:

- Collaborating with government and regulators to promote the industry as a respected participant in policy development
- Undertaking timely, credible research to inform IFIC's regulatory and policy positions
- Highlighting the value of investment funds and their importance in savings
- Providing timely, accurate and authoritative data and tools

Questions?