# IFIC's Year in Review

September 8, 2022



L'INSTITUT DES FONDS D'INVESTISSEMENT DU CANADA

## 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 backoffice 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



### **IFIC Research and Statistics**

#### 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







## **IFIC Tools and Initiatives**



### **IFIC Member Newsletters**

- IFIC Weekly Update lastest news in your in-box each week
- IFIConnect 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

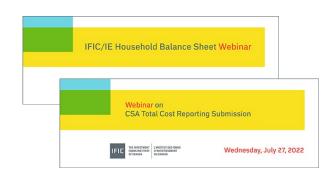






#### Webinars

- 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





### Social Media

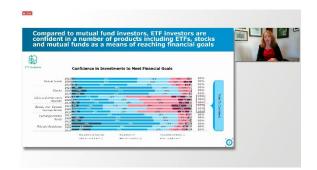
- Utilized social media as a strategic communications tool to amplify initiatives and strengthen investor understanding and confidence
- Worked to position IFIC as the authoritative voice of the investment funds industry across its social media channels
- Approximately 3,800 followers on Twitter and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





### IFIC 2021 Annual Leadership Conference

- IFIC hosted its 2021 Annual Leadership Conference virtually on September 29 with more than 300 registrants
- Fireside chat with CSA Chair Louis Morisset
- Presentation on the findings of the annual 2021 Pollara Investor Survey
- Other session topics included: Canadian leaders panel and a panel on global ESG trends







### **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 25<sup>th</sup> Anniversary

- CFIQ voice of the investment funds industry in Quebec - celebrated its 25th anniversary in May
- Produced series of informative industryrelated 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 <u>events@ific.ca</u>





## IFIC 60<sup>th</sup> Anniversary

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





L'INSTITUT DES FONDS D'INVESTISSEMENT DU CANADA

**CELEBRATING SIXTY YEARS** 



## Conclusion



### Conclusion

#### 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?

