

Message from the Chair

The Canadian investment funds industry has continued to serve investors extremely well throughout the global pandemic, which has now stretched well into a second year. IFIC, too, has continued to effectively support and advocate for our industry as it continues to shift at a rapid pace. I am pleased to see the strides that IFIC has made in reaching out to its member base in new ways and in continuing to address important industry challenges.

During the past year, IFIC has undertaken a number of initiatives to enhance the member experience. A new quarterly member newsletter was launched in the spring; *IFICconnect* provides an in-depth review of IFIC's activities during the prior quarter and looks ahead to what is to come. IFIC also completed a redesign of its *Weekly Update* to members.

In the midst of the global pandemic, IFIC hosted its flagship events in a virtual setting. This included the IFIC Annual Leadership Conference, CFIQ Compliance Conference, Operations Day, and a Power Golf webinar – an iteration of the annual Golf Classic. The virtual format of these events enabled members from across Canada to access the excellent sessions, which drove record attendance. An Alberta member webinar was also held in an effort to reach Alberta-based members and prospective members.

IFIC continues to provide the industry with important research-based insights into the investment funds industry through two annual reports. The Pollara investor survey, which included a responsible investment component for the first time, has tracked attitudes, expectations and behaviours of Canadian investors since 2006. The 2020 Investment Funds Report also provided summary data on annual mutual fund and exchange-traded fund sales and assets under management.

I would like to thank IFIC's President and CEO Paul Bourque for his dedicated leadership and ongoing commitment to ensuring that industry views are considered in important policy decisions. Paul's efforts have had a very positive impact on both IFIC's and the industry's reputation with key stakeholders.

As my term as Chair of the IFIC Board of Directors comes to an end, I would like to thank my fellow board members and committee volunteers for their contributions throughout the year. I would also like to wish our incoming Chair Rick Headrick all the best as he begins his term. Finally, I would like to thank the dedicated staff at IFIC for their hard work through another challenging year.

Sincerely,



Carol Lynde
Chair, Board of Directors

Message from the President and CEO

As the global pandemic continues to affect Canadians, the investment funds industry has adapted effectively to meet the evolving needs of investors in the midst of the uncertainty. Throughout these trying times, IFIC has remained steadfast in its commitment to addressing the issues that affect its members and the investors they serve.

Over the past year, IFIC advanced a number of key policy initiatives.

One major accomplishment I'd like to highlight is the extensive advocacy IFIC undertook to ensure the industry's views on the CSA SRO Framework Consultation were well understood by the CSA and other stakeholders. The ultimate outcome of this consultation directly and uniquely affects the investment funds industry, and IFIC's submission provided an important perspective on the issues this consultation sought to address. IFIC met with the CSA Chairs in nearly every province, as well as government officials in Ontario, Quebec, BC and Alberta to convey the industry's strong support for self-regulation and the need for a single national SRO. We welcomed the recent determination by the CSA to proceed with the consolidation of IIROC and the MFDA to create a new enhanced national SRO, and the industry stands ready to assist in these efforts.

As demand for responsible investment products continues to grow, IFIC has continued to advocate for clearer standards for naming and categorizing products. During the past year, we filed two submissions to the CFA Institute in response to its ESG Disclosure Standards for Investment Products consultation, calling for further guidance to help investors in their decision-making.

Work also continues on addressing issues related to the implementation of the trail fee ban in the order execution only distribution channel. In addition to meeting regularly the CSA, IFIC and IIAC are leading a joint committee to help members implement changes in advance of the June 2022 deadline.

IFIC also engaged in ongoing extensive collaboration with provincial regulators and self-regulatory organizations on a number of key topics affecting the investment funds industry, including regulatory burden reduction, title reform and the implementation of the client focused reforms.

The attached Year in Review document highlights our initiatives over the last year. We are proud of what our team has achieved, and I would like to thank the IFIC staff for their commitment and excellent work.

IFIC thanks our board members and committee volunteers for their ongoing involvement and contributions. I would also like to express my gratitude to Carol Lynde, who is concluding her term as our board Chair. We truly appreciate her leadership over the last two years.

Sincerely,



Paul C. Bourque, Q.C., ICD.D
President and CEO

IFIC Year in Review

August 2020 to July 2021

- Policy Submission
- Research
- Event
- New IFIC Member or Affiliate
- IFIC Tool or Initiative
- IFSE Initiative
- IFIC Advocacy

2020

August

31

Protection of Personal Information (CFIQ)
Government of Quebec

September

1

CFIQ Board announced

2

Investment Executive Guest Column:
Protecting older investors through a regulatory safe harbour

10

IFIC Annual General Meeting

11

Capital Markets Modernization Taskforce Consultation Report
Capital Markets Modernization Taskforce

11

Webinar: IFIC's Year in Review with CEO and Chair

21

2020 IFIC Annual Leadership Conference

21

Investor Survey (Pollara)

23

CFIQ Annual Assembly

29

MFDA Consultation Paper on Account Transfers
MFDA

October

8

Webinar: 2020 Canadian Mutual Fund and ETF Survey

13

CFIQ meeting with Quebec Ministry of Finance

23

SRO Consultation Framework
CSA

27

ESG Disclosure Standards for Investment Products
CFA Institute

28

Investment Executive Guest Column:
How are investors responding to enhanced disclosure?

29

IFIC meeting with MFDA on the CSA SRO Consultation

November

2

Webinar: IFIC's Response to CSA Consultation on SRO Framework

3

IFIC meeting with IIROC on CSA SRO Consultation

6

IFIC meeting with ASC on CSA SRO Consultation

6

IFIC meeting with FCAA on CSA SRO Consultation

9

IFIC meeting with NSSC on CSA SRO Consultation

12

Financial Professionals Title Protection
FSRA

13

IFIC meeting with CCFS Chair on CSA SRO Consultation

16

IFIC meeting with MSC on CSA SRO Consultation

16

Webinar: Cybersecurity (IIFA)

18

IFIC meeting with NBSC on CSA SRO Consultation

20

IFIC meeting with OSC on CSA SRO Consultation

23

Unclaimed Property
FCNB

23

IFIC meeting with Alberta Treasury Board and Finance on CSA SRO Consultation

24

IFIC meeting with AMF on CSA SRO Consultation

24

CFIQ meeting with AMF on Regulatory Updates

26

IFIC meeting with BCSC on CSA SRO Consultation

27

IFIC meeting with Ontario Ministry of Finance on CSA SRO Consultation

December

2

IFIC meeting with CSA Investment Funds Committee

4

First 60 Days Processing – Best Practices Guide

7

IFIC meeting with BC Ministry of Finance on CSA SRO Consultation

7

CFIQ meeting with Revenu Québec on unclaimed property

8

IFIC meeting with Quebec Ministry of Finance on CSA SRO Consultation

9

Investment Executive Guest Column:
Why Canada needs a single SRO

10

Responsible Investment Framework
CIFSC

2021

January

14

IFIC Member CEO Event

14

IFIC Welcomes New Member – J.P. Morgan

14

IFIC Welcomes New Member – CI Global Asset Management

15

IFIC meeting with MFDA on Client Focused Reforms

18

Client Focused Reforms
MFDA

26

2020 IFIC Investment Funds Report

February

10

Webinar on IFIC's 2020 Investment Funds Report

11

Investment Executive Guest Column:
Canadian investors continue to grow wealth through investment funds

12

Course Launch: 'Investing in Alternative Mutual Funds and Hedge Funds' Course

March

24

Limited Trading Authorization
MFDA

31

SRO Framework Consultation (Investment Industry SRO Forum)
CSA

April

8

Investment Executive Guest Column:
A historic period of regulatory reform

13

Investment Industry SRO Forum Submission Webinar

14

Launch of IFICConnect Newsletter

14

CFIQ meeting with Revenu Québec on unclaimed property

27

CFIQ Compliance Conference

May

5

Outside Activity Reporting
CSA

5

CFIQ meeting with Revenu Québec on unclaimed property

11

IFIC Operations Day

20

Letter to the Ontario Ministry of Finance and OSC on reducing the minimum consultation period for rule-making from 90 days to 60 days

27

CFIQ Roundtable with AMF on Complaint Handling

June

2

IFSE Financial Literacy Champion Award

2

Investment Executive Guest Column:
The case for keeping our current national regulatory system

10

Joint Forum of Financial Market Regulators

14

Alberta Member Event

15

Letter to the Government of Manitoba on designation of electronic beneficiaries

16

15th Annual Taxation Symposium

18

Letter to FCNB on unclaimed property

July

14

IFIC Power Golf Class

14

Consultation paper on ESG Disclosure Standards for Investment Fund Products
CFA Institute

28

Investment Executive Guest Column:
Designating beneficiaries electronically