



INSURANCE BROKERS ASSOCIATION OF CANADA
ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA

Attention: Insurance Industry Media

The Commonwell Mutual Insurance Group remains a Full Partner of the Broker Identity Program for 2021

Toronto, April 20, 2021 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that The Commonwell Mutual Insurance Group (Commonwell) has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

The sponsorship from The Commonwell will support IBAC's Broker Identity Program (BIP), a national advertising campaign that raises awareness of the significant value that insurance brokers provide for their clients – choice, advice and advocacy.

In addition, their investment will contribute to important IBAC initiatives including IBAC's technology leadership, professional development of the broker workforce, and our strong and effective federal advocacy to maintain the separation of banking and insurance, which protects consumers and promotes a fair and competitive marketplace.

"The Commonwell is proud to support IBAC and the work they do showing Canadians the value of using an insurance broker to help protect what is important to them," said Tim Shauf, President and CEO of The Commonwell Mutual Insurance Group. "We are confident IBAC's efforts through initiatives they are undertaking such as Data Exchange (DX) will create efficiencies that will result in an increased ease of doing business for brokers, and translate into improved member satisfaction".

IBAC Chief Executive Officer Peter Braid added: "IBAC welcomes The Commonwell's renewed investment as a Full Partner for 2021. Their ongoing support for the broker network reflects a commitment to ensuring that the insurance needs of consumers are well-served. We also greatly appreciate The Commonwell's contributions to advancing broker connectivity, and look forward to continuing our partnership on this and other initiatives."

About The Commonwell Mutual Insurance Group:

Established January 1, 2014, The Commonwell Mutual Insurance Group is a merger of three longstanding mutual insurance companies built on 125 years of hands-on commitment to the local communities it serves. The Commonwell Mutual Insurance Group operates on the same historical premise of its three legacy companies – maintaining a focus on local presence and service that builds strong long-term relationships for the benefit of the greater community.
www.thecommonwell.ca.

About IBAC:

Founded in 1921, the Insurance Brokers Association of Canada is the national voice of over 38,000 property and casualty insurance brokers, advocating for the interests of both insurance brokers and consumers to the Government of Canada. The Broker Identity Program (BIP) was launched in 1988 to promote the value and professionalism of the insurance broker to consumers, insurers and governments.

For further information, please contact:

Denys Bégin, Manager, Marketing & Communications

Insurance Brokers Association of Canada

416-367-1831 ext. 160 or dbegin@ibac.ca

www.ibac.ca