



# CADRI

CANADIAN ASSOCIATION  
OF DIRECT RELATIONSHIP  
INSURERS

23 December 2021

Insurance Council of BC  
Suite 300–1040 West Georgia Street  
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[consultation@insurancecouncilofbc.com](mailto:consultation@insurancecouncilofbc.com)

**Re: Proposed Accreditation Program for Continuing Education Courses and Suppliers**

The Canadian Association of Direct Relationship Insurers (CADRI) is the voice of insurance enterprises that offer automobile, home and commercial insurance directly to Canadians. We advocate for flexible and evolving regulatory and legislative frameworks governing automobile, property and commercial insurance to enable product and service innovation so that Canadians can easily choose insurance that serves their needs through the delivery channels of their choice.

CADRI welcomes the opportunity to comment on the Insurance Council of BC's (the Council's) proposed Continuing Education Accreditation Program and compliments the Council on its approach.

CADRI members are national entities with structured, tiered staffing models to ensure robust supervision of all employee and exclusive agents. Prior to engaging with customers, agents undergo rigorous training to ensure compliance with regulations, company policies and delivery on customer service commitments. After licensing, agents update their skills and knowledge with ongoing continuing education.

In this context, we believe the Council's Continuing Education Accreditation Program, as proposed, will be sufficiently flexible to accommodate our members' business model. CADRI's insurer members both create content and conduct internal continuing educational programs for employees and exclusive agents.

In addition, given the national nature of our members, we appreciate the Council's recognition of continuing education requirements that are undertaken in a non-resident's home jurisdiction.

As the program evolves, we encourage the Council to keep open lines of communications with licensees and to adapt the program accordingly.

CADRI looks forward to working with the Council to ensure a smooth implementation of the new program in 2022.

Yours sincerely,

Geoffrey Beechey  
Chair & CEO  
CADRI

CADRI comments on Insurance Council of BC Proposed Accreditation Program for Continuing Ed Courses & Suppliers

cc:

CADRI Board of Directors

CADRI Licensing Task Force

CADRI Western Committee

Brett Thibault, Director, Stakeholder Relations, Insurance Council of BC