

Canadian Securities Administrators
INVESTOR EDUCATION COMMITTEE

2018 ANNUAL ACTIVITY REPORT

Apr. 2017 - Mar. 2018



CSA Investor Education Committee

Annual Activity Report 2018

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About the CSA INVESTOR EDUCATION COMMITTEE

How we serve, educate, and protect Canadian investors

The Canadian Securities Administrators (CSA) Investor Education Committee (IEC) is comprised of representatives from the provincial and territorial securities regulators.

Our vision is that Canadians understand their role in, and are aware of, the impact of their financial decisions on their

families and their future.

The CSA wants Canadians to know they can turn to their securities regulator for unbiased information to help them make informed and suitable investment decisions. To meet this goal, members work together to develop accessible investor education and fraud

prevention resources to raise awareness of current investing topics and investor related policy.

Collaboration and partnerships play an important role in the IEC. By combining efforts with other organizations working in financial education, and with each other, the IEC comes closer to accomplishing its goals.

The CSA IEC facilitates access to objective investment information and helps consumers make informed investment decisions.

IEC MEMBERSHIP

The following jurisdictions had active membership on the IEC from April 2017 to March 2018:

Svetlana Fowler.....	Canadian Securities Administrators
Andy Poon & Malka Aujla.....	British Columbia Securities Commission
Alison Trollope & Nicole Tuncay.....	Alberta Securities Commission
Shannon McMillan.....	Financial and Consumer Affairs Authority of Saskatchewan
Ainsley Cunningham & Jason Booth.....	Manitoba Securities Commission
Tyler Fleming, Kevan Hannah, Raj Balasubramanian, & Justin Leung-Yinko....	Ontario Securities Commission
Michel Gariépy.....	Autorité des marchés financiers, Québec
Marissa Sollows (Chair).....	Financial and Consumer Services Commission, New Brunswick
Kimberly Ryan & Craig Whalen.....	Service NL, Newfoundland and Labrador
David Harrison.....	Nova Scotia Securities Commission
Curtis Toombs.....	The Prince Edward Island Office of the Superintendent of Securities
Rhonda Horte.....	The Office of the Yukon Superintendent of Securities
Shmaila Nosheen.....	The Office of the Northwest Territories Superintendent of Securities
Jeff Mason.....	The Office of the Superintendent of Securities, Nunavut

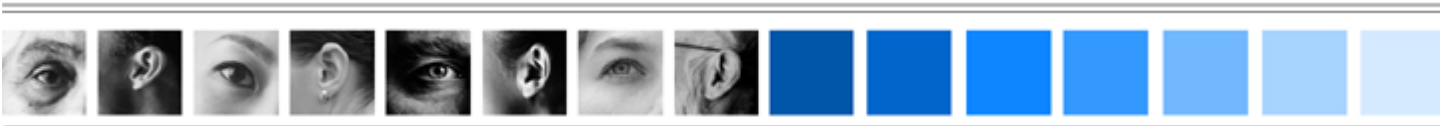


REVIEW of CSA EDUCATIONAL INITIATIVES



THE 2017 CSA INVESTOR INDEX

Highlighting the Ongoing Importance of Investor Education Initiatives in Canada



The *2017 CSA Investor Index* is the fourth full survey that looked at investment knowledge, investor behaviour and incidences of investment fraud among Canadians. In addition to examining themes similar to those conducted in 2006, 2009 and 2012, the survey also added new questions regarding:

Robo-advisers:

With the increasing popularity of robo-advisers, the study explored investors' familiarity with robo-advisers, their prevalence, and the perceptions surrounding these services.

The impact of the Client Relationship Model, Phase 2 (CRM2) on investors:

With new disclosure requirements on costs and performance recently coming into effect, the study took a closer look at whether investors recall receiving a CRM2 report, their perceptions of the report and whether they have taken any action in light of it.

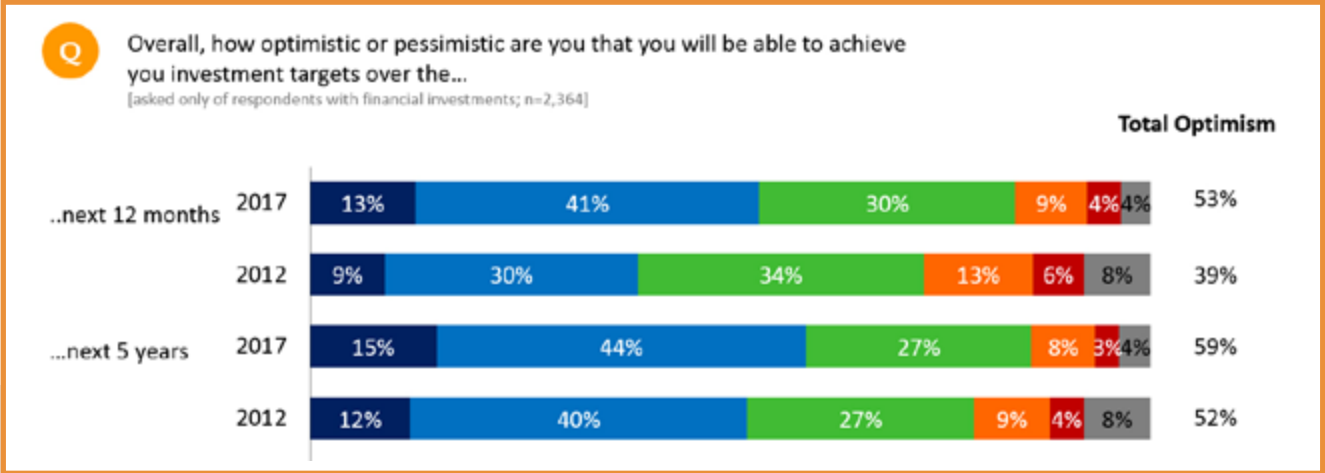
KEY FINDINGS

More than half of Canadians (51 per cent) *failed* the general investment knowledge test included in the survey, highlighting the continued importance of the CSA's and its members' investor education initiatives.

Canadians continue to be approached with fraudulent investment opportunities, with 18 per cent believing they have been approached with a fraudulent investment opportunity. This is down slightly from 22 per cent in 2016.

RISE OF THE ROBO-ADVISERS
Robo-advisers are gaining popularity among Canadians, with 23 per cent reporting that they are likely to use one if they open a new account or move an existing one. Yet, only nine per cent of Canadian investors currently have an account with an online investment adviser, and just 16 per cent of Canadians are familiar with automated online investing services.

Below: Innovative Research Group graph indicating levels of Canadian investor enthusiasm.



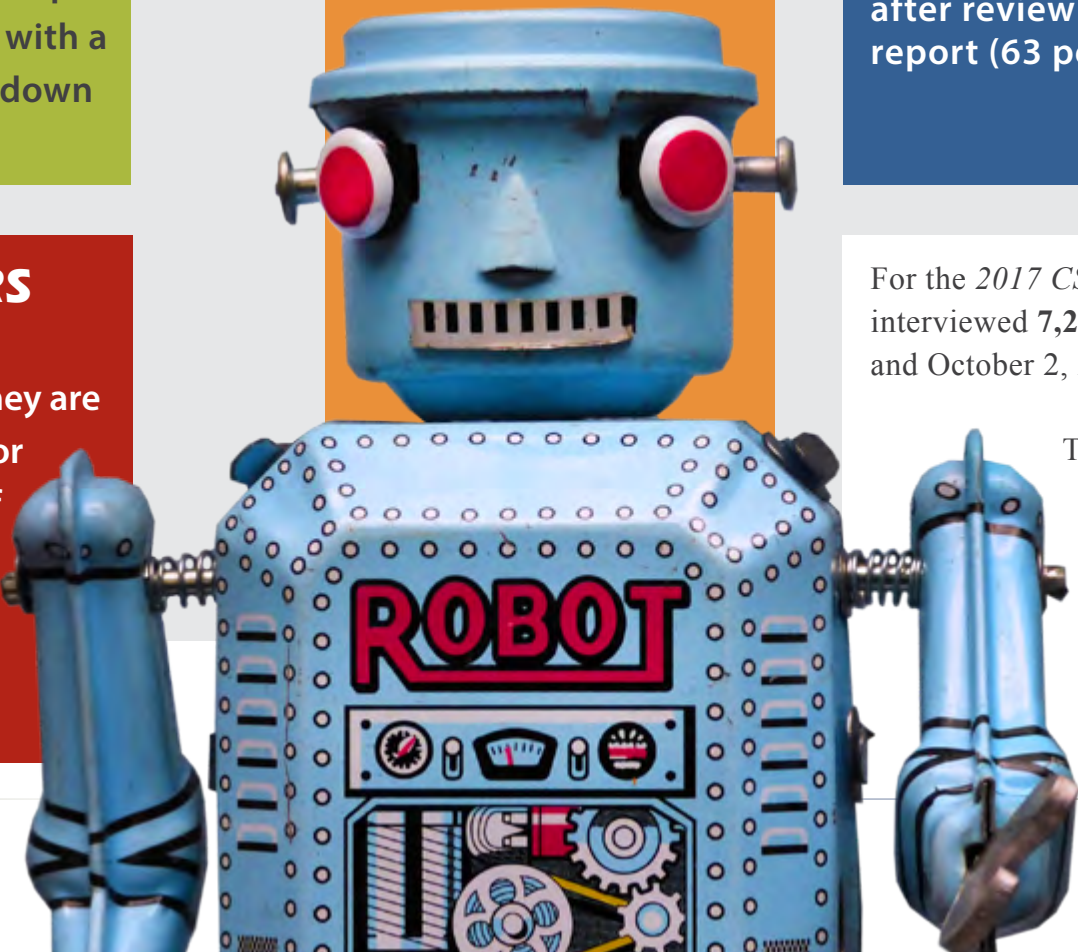
53 per cent of Canadian investors are optimistic about achieving their investment targets over the next year, compared with 39 per cent of investors in 2012.

72 per cent of investors who have an adviser report they received an annual statement covering fees and performance since January 2017 (which was required under CRM2). Most did not speak to their adviser after reviewing their report (63 per cent).

More Canadians are using some form of social media for investing information (43 per cent), up from 35 per cent in 2012. Specifically, Facebook (22 per cent in 2017 and 16 per cent in 2012) and YouTube (20 per cent in 2017 and 14 per cent in 2012) saw the largest increases in use.

For the *2017 CSA Investor Index*, Innovative Research Group interviewed 7,271 Canadian adults online between August 28 and October 2, 2017.

The information and analysis from these surveys are intended to help the CSA Investor Education Committee develop and deliver programs to help investors make appropriate investment decisions and recognize, avoid, and report suspected fraud.



TWELVE MONTHS ON THE FRONTLINE\$

A year inside the fight against investment fraud in Canada

In our 2017 report, the IEC detailed the extensive work devoted to combatting Binary Options fraud in Canada, with the goal of getting the message to Canadians that Binary Options are ‘Not Worth the Risk.’

In the months since then, the IEC has been unrelenting in its efforts to fight investment fraud on every available front. Thus far, the results have been promising.

Once again working closely with the CSA’s Binary Options Fraud Task Force, the IEC initiated Phases Two and Three of the Binary Options Fraud Awareness campaign, beginning in June 2017.

While Phase Two was largely a continuation of the original message, Phase Three was built around the ‘prohibition of binary options’ policy announced by the CSA on Sept. 28, 2017. **The ban** provided an even stronger warning to Canadians, precedent for other nations to consider similar measures, and opened a door for the Task Force to request legitimate companies cease doing business with Binary Options hustlers.

National media coverage of the ban resulted in nearly 115 million impressions – approximately three

potential impressions for every Canadian adult. This broad awareness had two essential benefits – stopping Canadians from trying Binary Options trading, and encouraging those who had been defrauded to report it to their local regulator.

Following Phase Three, jurisdictions across Canada measured an initial surge in Binary Options fraud-related calls, followed by a significant decrease. As fraud often goes unreported, we attributed the increase to people feeling safe and unashamed to come forward. Likewise, we attributed the subsequent drop to an actual decrease in this form of fraud,

now that more potential victims were made aware of the warning signs.

In January, Canada’s top-rated and longest-running documentary program **W5** aired the story *Going for Broke* on CTV, covering Binary Options fraud in Canada. The 30-minute report included a riveting interview with the Turbide family, who had been victimized by Binary Options fraud in 2016. The program also featured Jason Roy, the Chair of the Binary Options Task Force; a second Canadian victim; an Israeli journalist who has helped expose the Binary Options industry in Israel; and an Israeli man who worked inside one of the Boiler Rooms.

In October 2017, the Israeli Knesset passed legislation which prohibited companies from trading Binary Options, with an effective grace period of three months. While the ban led to the shuttering of countless Israel-based boiler rooms, the grace period gave the most sophisticated fraudsters time to regroup and develop a new scam.

At the same time, the Binary Options Fraud Task Force changed gears, and became the new CSA Investment Fraud Task Force (IFTF), as reports of cryptocurrency and Initial Coin Offering (ICO) fraud began to surge following a sudden spike in interest in blockchain technology.

BINARY OPTIONS FRAUD AWARENESS—RESULTS THAT COUNT

IEC efforts directly and indirectly influenced:

- CSA ban on Binary Options.
- MasterCard and Visa measures to block the use of credit card payments to Binary Options scams.
- Twitter, Facebook, and Google ban on Binary Options web advertising.
- Apple ban on Binary Options apps and removal of 250+ Binary Options applications.
- Canadian ISPs and Domain Registrars removal of Binary Options affiliate marketing sites directed at Canadians.
- Pressure on the Israeli government to ban Binary Options companies operating in Israel.

Top: Screenshot from the CSA’s campaign website: binaryoptionsfraud.ca

Centre: Logo for CTV’s W5 investigative news program

Right: Screenshot from binaryoptionsfraud.ca



HODL* ON TO YOUR HATS

—A New Scam Emerges

In November 2017, the price of one Bitcoin reached \$8,100 USD, up from \$800 USD in January. This surge, along with dozens of other cryptocurrencies, sparked a fast-growing speculation bubble in the once niche virtual currency market. By December 15, 2017, Bitcoin’s price peaked at \$17,500 USD, creating greater media attention and even more interest from the public, who are largely unaware of the actual pros and cons of cryptocurrencies, and the risk of fraud.

The Task Force and IEC began strategizing ways to get the message out to Canadians that cryptocurrencies and investment in ICOs are very risky for the average investor.

Some of the risks underlying our concerns include:

Volatility - Cryptocurrencies prices can rise and fall dramatically, often driven by speculation and media hype.

Questionable Regulation – Cryptocurrencies may or may not be subject to securities regulation. The lack of a central regulating central authority means you have little recourse in a dispute. Exchanges can close with little to no warning.

Theft - Online wallets and exchanges are susceptible to cybersecurity threats and hacking—putting deposits at great risk.

No guarantees - Assets are not backed by a bank or any central authority, so there is no insurance against loss.

Cryptostats:

- Approximately 59 per cent of all ICOs founded in 2017 failed¹
- An estimated \$9 million dollars USD a day were lost in 2017 due to cryptocurrency and ICO fraud and theft²
- In the first three months of 2018, nearly \$670 million USD was stolen – this figure only includes theft over \$400,000 USD. It is impossible to determine how much is stolen in small increments³
- Canadians were defrauded of a reported \$1.7 million CAD in 2017 – more than double 2016 numbers⁴

¹Hold On for Dear Life – a comedic acronym used by crypto enthusiasts to suggest retaining a virtual currency despite any setback, until an optimal price is achieved.

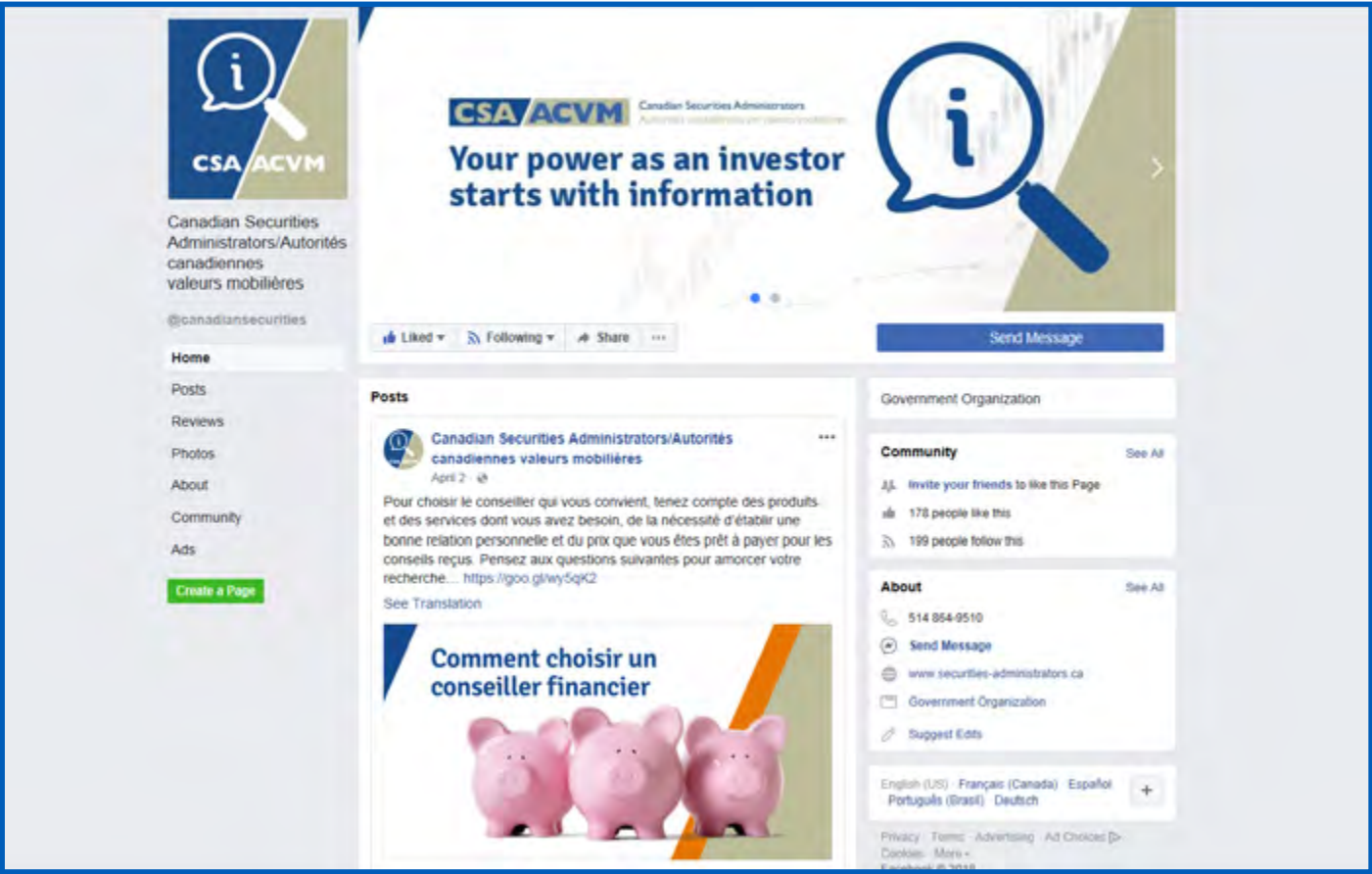
²fortune.com via tokendata.io ³news.bitcoin.com ⁴businessinsider.com via cryptoaware.org ⁵Financial Post via Canadian Anti-Fraud Centre



The IEC and Task Force had some success in influencing the decisions of major online advertisers to consider outright bans on ICO and Crypto ads, due to the high percentage of Pyramid and Ponzi schemes, as well as outright theft. Some of this fraud has been connected to the perpetrators behind several Binary Options fraud operations.

Planned for late Spring 2018, an upcoming Cryptocurrency Risk Awareness campaign will inform Canadian investors on the considerable risks associated with purchasing, trading, holding, or speculating on virtual currencies or crypto assets, and the rampant fraud within the cryptocurrency environment. The campaign will include new easy-to-follow infographics, new and updated web content, and social media outreach. With speculation on cryptocurrencies still red hot, it remains to be seen what the coming months have in store.

FORAY into FACEBOOK



Above: The new CSA Facebook page features regular updates on investor education information and alerts on current fraud trends.

On Wednesday, March 28, the CSA’s [official Facebook page](#) went live. The page features news and updates focused on investor education and investor alerts on current frauds and scams.

The CSA Secretariat worked closely with the IEC in development of the new account. The page was developed as a component of Phase 4 of the National Registration Search (NRS) promotional campaign, encouraging Canadian investors to always check the professional registration status and disciplinary history of their investment professional before making an investment.

Visit, like and follow at facebook.com/CSA.ACVM/

Although this is the CSA’s first Facebook page, it’s not the first foray into social media. The CSA has had a very active Twitter presence—[@CSA_News](#)—since 2012, with 2,100+ current followers.

BUILDING CAPACITY



Organized in 1919, the North American Securities Administrators Association (NASAA) is the oldest international organization devoted to investor protection. NASAA is a voluntary association whose membership consists of 67 state, provincial, and territorial securities administrators in the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Canada, and Mexico.

The International Organization of Securities Commissions (IOSCO), established in 1983, is a global association of 115 securities regulators, which develops, implements, and promotes adherence to internationally recognized standards for securities regulation. Headquartered in Madrid, Spain, IOSCO works closely with the G20 and the Financial Stability Board (FSB) on international financial regulation. IOSCO members regulate 95 per cent of the world’s securities markets.

Both NASAA and IOSCO facilitate investor education-related committees and project groups to work on topical issues.

CSA members appointed to NASAA and IOSCO Investor Education committee and project groups in 2017:

Ken Gracey British Columbia.....	NASAA Alerts and Advisories Project Group Member
Tyler Flemming Ontario.....	IOSCO Committee on Retail Investors (Committee 8)
Camille Beaudoin Quebec.....	IOSCO Retail Investor & Financial Literacy Committee
Marissa Sollows New Brunswick.....	NASAA IE Section Member & Canadian Liaison, Online Outreach and Social Media Project Group Chair
Kimberly Ryan Newfoundland & Labrador.....	NASAA Life Stages Project Group Member



BRITISH COLUMBIA

The British Columbia Securities Commission

The British Columbia Securities Commission (BCSC) continued its **Take a Look at Fees** campaign for a second year, encouraging British Columbians to pay attention to the fees they pay for investment products and advice.

The campaign launched in 2017 following new regulation called Client Relationship Model, Phase 2 (CRM2) which came into effect in July 2016. CRM2 requires that investment firms provide their clients with a compensation and charges report, outlining the investment fees they pay. The campaign focused on the Take a Look at Your Investment Fees page on the BCSC’s investor education website *InvestRight.org*. It featured a new **BCSC fee calculator**, which makes it easy and fun for investors to compare different fees and their impact on investment returns over time. Investors could take a short **online quiz** to help them understand more about investment fees. A fee guide was also available for download.



Top: The BCSC Fee Calculator can help you understand the long-term differences in investment fees.

Bottom: Take the BCSC Investment Fee Quiz and see how well you know your stuff!

Breaking down the research

To support its public awareness marketing, the BCSC continued its three-year research project to better understand the client-adviser relationship in order to encourage behaviour that will foster a stronger relationship. The research looks at the key drivers of retail investor behaviour to identify strategies and tactics for helping investors make better investment choices. A synopsis of the first two years of research is as follows:

The first year of the research consisted of a three-part longitudinal study of BC investors who hold securities and invest through an investment adviser in order to help explain any changes in knowledge, attitudes, and behaviours that occur after investors received their CRM2 annual fee and performance reports for the first time.

The second year of research looked at focus groups consisting of investors; this helped identify barriers that hold investors back from doing the things they say they will do when it comes to their investments, such as anxiety, lack of investment knowledge and/or interest, and procrastination.

A fourth part of the longitudinal study was conducted in order to ask new questions that provide insights into the barriers identified in the focus groups, as well as to identify gaps in investors’ attitudes and motivations. The BCSC also took part in two omnibus studies. These pulse surveys looked at investment anxiety and fraud vulnerability among investors in BC.

Mini Campaigns

On the social media front, the BCSC ran three mini-campaigns of various themes:

A Back-to-School Campaign that promoted investor education materials on InvestRight.org, useful to those who adhere to the school year calendar, such as questions to consider when thinking about one’s financial goals and how to get started on putting together an investment plan.

A campaign that published and highlighted the final research results of the three-part longitudinal study. This campaign had its own landing page and ran during Investor Education Month.

A Real Estate Investment Campaign that used a landing page to highlight the risks and rewards of investing in real estate in BC.

During Fraud Prevention Month 2018, the BCSC once again set out to raise awareness of investment fraud and how to recognize, reject, and report it. This year’s campaign, **DON’T BE PART OF A FRAUD** reached out through radio, TV, social media, and InvestRight.org to help BC investors recognize investment fraud and stop scams from spreading.



ALBERTA
The Alberta Securities Commission

The ASC developed several original campaigns and projects as part of our award-winning *CheckFirst* campaign. Our focus is on helping Albertans increase their financial literacy as a means to make more informed investing decisions and avoid fraudulent investment opportunities. Along with the campaigns highlighted below, the ASC runs ongoing digital campaigns and also reaches Albertans through grassroots efforts throughout the year to help protect and educate Albertans.

The ASC’s Fraud Prevention Month campaign focused on improving Albertans’ financial literacy. In early 2018, the ASC released the results of an online survey that uncovered some of the negative and uncomfortable feelings that Albertans have towards their financial knowledge. In fact, Albertans indicated that they would like to be tested on their financial literacy about as much as they would like to *swim with sharks*.

Right: The logo for ASC’s CHECKF1RST website, which features an array of new tools and resources for Albertan investors.



YOU ASKED. WE ANSWERED.
#ASKASC

To make financial literacy seem less daunting, and to bring humour to what many perceive as a dry topic, the ASC launched an online campaign called **The F-Word** (Finance).

The campaign featured a tongue-in-cheek video and social media messaging to encourage Albertans to visit the newly re-launched *CheckFirst.ca*. The website recently received a makeover and now features a wide range of tools and resources including six new educational videos (*Investing 101*) featuring personal finance expert Kelley Keehn. As a way

to test what Albertans have learned through the month, the ASC hosted a Facebook live game show, *Fraud or Fact*.

In addition to our online campaign during Fraud Prevention Month, the CheckFirst Café popped up at the Edmonton Boat & Sportsmen’s Show and the Calgary Outdoor Adventure & Travel Show. We served free coffee and spoke to approximately 6,000 booth visitors, highlighting the resources available to help Albertans increase their financial literacy and avoid investment fraud.

This year the ASC also ran a social media campaign called **#ASKASC**.

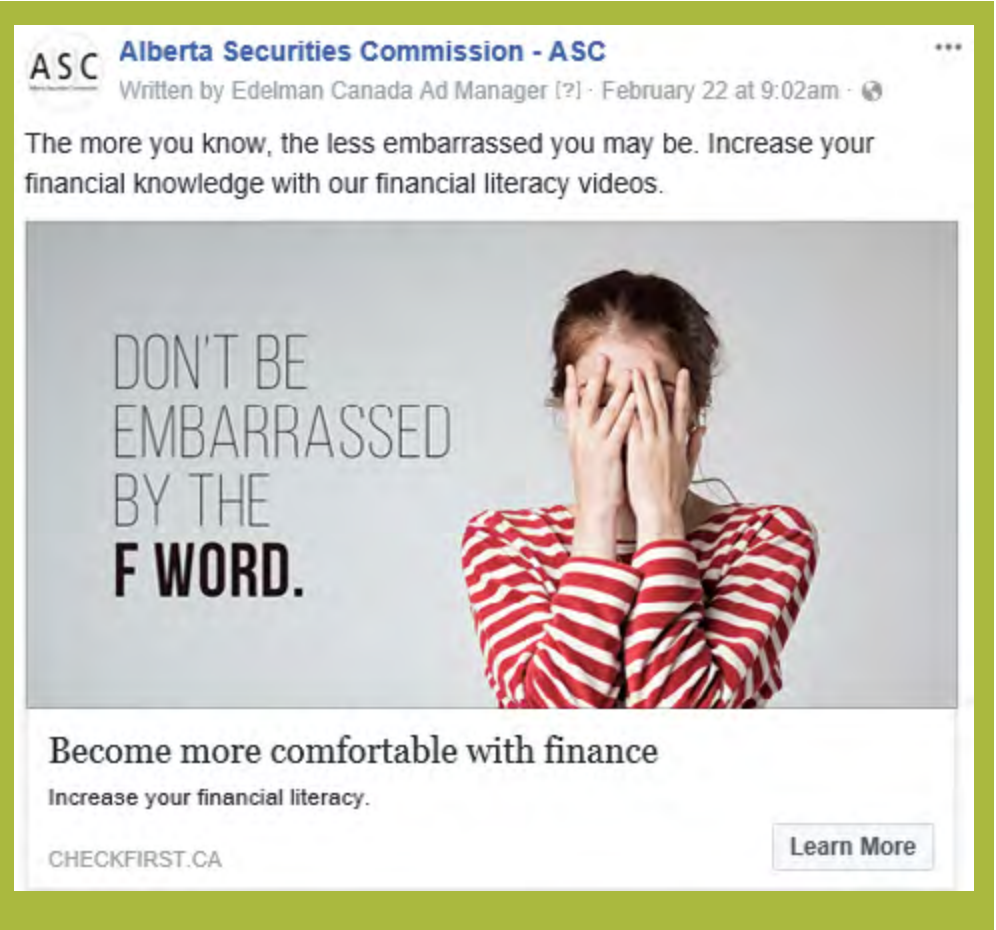
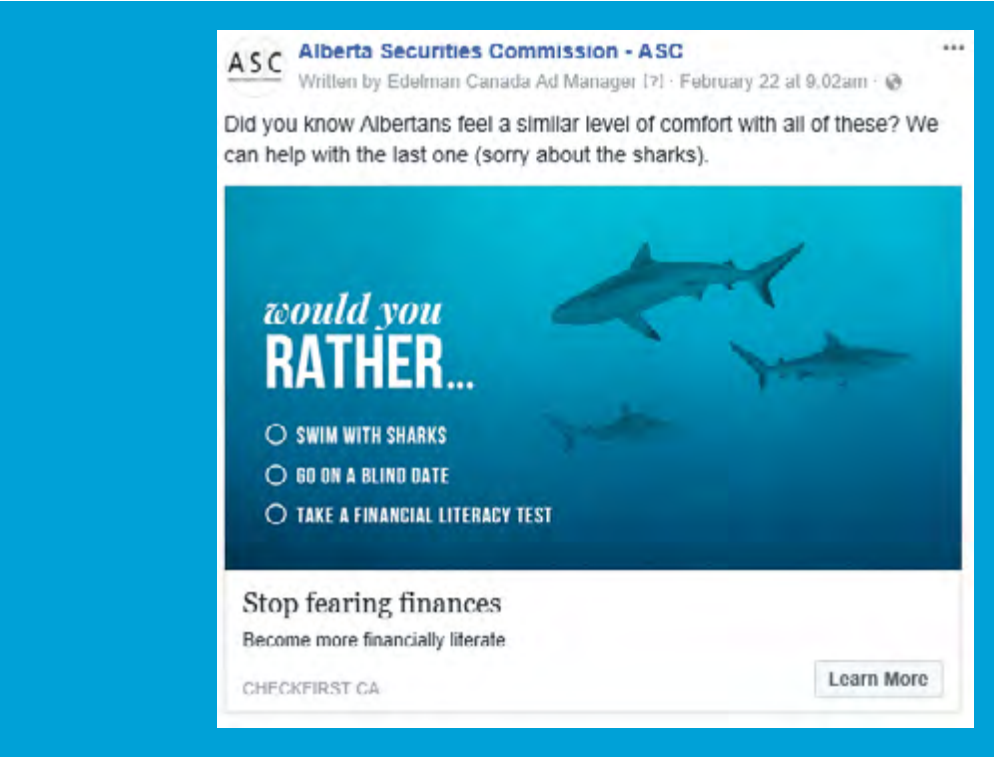
The campaign encouraged Albertans to get curious about investing and ask their questions about the stock market and investing. Responses were developed with the assistance of ASC subject matter experts and posted weekly throughout the campaign. All eligible questions were entered into a draw to win a smartwatch at the end of the campaign.

The ASC continues to run cost-effective television and radio

advertisements across Alberta during limited periods to heighten awareness of securities fraud, how Albertans can protect themselves, and the financial literacy resources available through the ASC.



Left: Clever web ads direct Alberta investors to the CheckFirst.ca site.



Top and Right: Facebook ads for ASC’s ‘Would You Rather...’ and ‘The F-Word’ campaigns poke a little fun at people’s anxieties when it comes to financial matters.

SASKATCHEWAN

Financial and Consumer Affairs Authority of Saskatchewan

Saskatchewan investors were targeted by a number of suspicious unregistered companies this past year. MPower Technologies, Melnic Group, FM Trader, UK-based Weber Finance, Fluid FX Inc., Capital Force Ltd., and USI-TECH Limited solicited money from Saskatchewan residents, persuading them to invest in binary options, FOREX, derivatives and other investments. Financial and Consumer Affairs Authority (FCAA) used

Facebook, Twitter

and the media to inform people about the unregistered companies. Multiple news outlets ran the stories, which included tips from our Enforcement Director on how people could protect their money.

Throughout the year, FCAA also delivered financial literacy presentations to the public, highlighting common frauds and scams, red flags and what to watch out for. In the fall, FCAA developed a financial literacy retirement campaign, reminding people that it's never too early to start thinking about saving and figuring out where your sources of income might come from.

FCAA also undertook a website

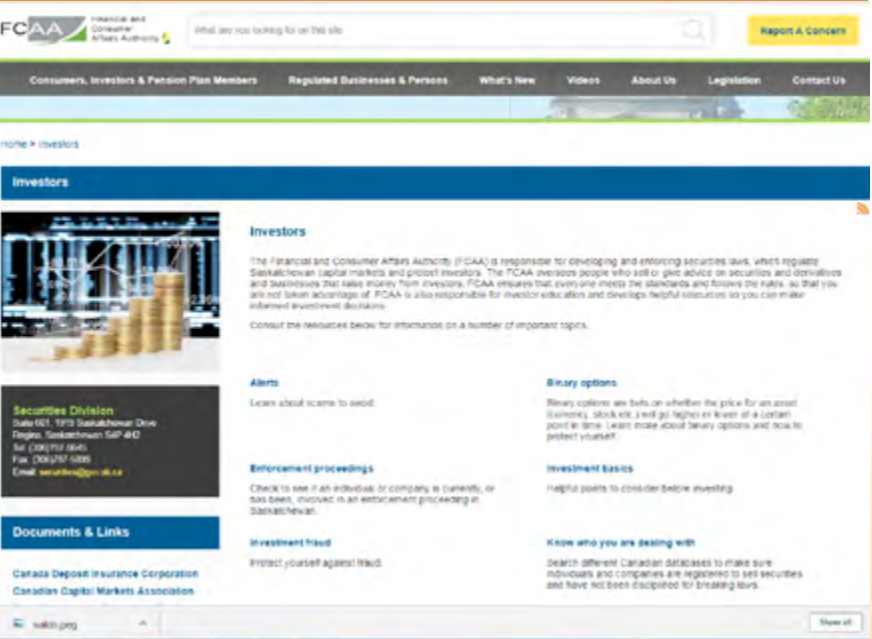
re-design project to modernize and streamline the website for investors, the general public and industry. By making the website mobile friendly, changing the navigation so it's more intuitive and adding a robust search

functionality, investors will be able to easily and effortlessly find information at home, work or on the go.

It will now be easier for investors to find:

- Investor alerts
- Enforcement actions
- Fraud and scam information
- Investor videos
- Search functions to find out if individuals and companies are registered to sell securities and registrant's discipline history

The new website will be launched mid-2018. FCAA continues to be an active participant with the CSA as well as NASAA, and works to educate investors and help them protect their money.



Top Left and Right: FCAA's Facebook posts provide useful advice for Saskatchewan investors.

Lower Right: The newly redesigned FCAA website efficiently streamlines information for the investing public.

This year, The Manitoba Securities Commission (MSC) focused on two areas of concern regarding investor education and financial literacy; investment fraud, which continues to find fertile ground to take root in communities across Canada; and the **Manitoba Custom Report**

commissioned by MSC as a region-specific companion report to the *2017 CSA Investor Index* (Page 5).

In November 2017, MSC was invited to share information from the Index and the Manitoba report on CBC as part of a series on finance for young people.

MSC shared some of the Index's most troubling findings with CBC listeners. For example, many young people are not planning for their financial future; approximately 30 per cent of 18 to 34 year-old Manitobans have no savings; and that only five per cent of 18 to 34-year-olds have either made a Will, a Power of Attorney or a Health Care Directive document.

Overall, Manitobans rated poorly in financial literacy according to the Index, on par with other provinces, coming in around the middle of the pack nationally. However, Manitoba came in below the national average with regard to

savings and investment knowledge.

In addition to the CBC interview, MSC appeared in more than 50 media hits in Canada, including print, radio, television and online. Our ongoing work against Binary Options fraud was also once again featured in the Israeli press, and statements by our Investigations and Enforcement team on cryptocurrency advertising bans were picked up by international media.

MSC played a key role in the execution of projects stemming from the CSA's Investment Fraud Task Force (see Page 7). The Commission helped coordinate national efforts on both the multi-year Binary Options fraud campaign, as well as the upcoming Cryptocurrency Risk campaign.

For the second year in a row, MSC contributed time and resources to the CSA's Check Registration campaign and promotion of the National Registration Search tool—both efforts to encourage investors to check the registration of their

financial professionals in order to combat fraud. In addition to the national campaign, MSC sponsored a modest digital campaign within Manitoba.

Through our work on these two recent marketing campaigns, MSC played a part in the development of the CSA's new investor protection-focused Facebook page, which went live in March. The page is envisioned to be a new way of communicating investor protection information such as sanctioned company alerts and newly emerging trends in fraud.

MSC also developed new financial education and investor protection pieces in the reporting year, including an at-a-glance definition of Insider Trading. We also

adapted three new infographics from our colleagues at the Financial and Consumer Services Commission of New Brunswick on Binary Options, Cryptocurrencies, and Initial Coin Offers.

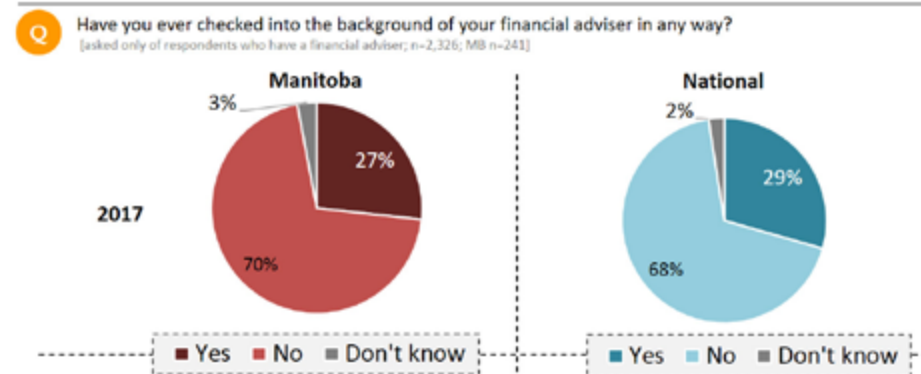
MSC's major online outreach initiative is rapidly taking shape. In development since mid-2017, the **MoneySmart Manitoba** website is nearing completion. The new site will feature investor education pieces incorporating all aspects of MSC's mandate, specifically tailored to the unique needs and worldview of Manitobans. We look forward to sharing more about the site in next year's report.

MSC continues to strongly support initiatives of the CSA through active participation and leadership on a variety of IEC projects.

2017 CSA Investor Index >>

Manitoba Custom Report

Adviser background check: over a quarter (27%) checked, similar to 2012 MB and 2017 national results



MoneySmart
MANITOBA

Top: A page from the Manitoba Custom Report comparing the provincial and national numbers on adviser background checks.

Bottom: The new MoneySmart Manitoba logo - the new site will take flight later in 2018.

ONTARIO

The Ontario Securities Commission - Investor Office

The Investor Office sets the strategic direction and leads the Ontario Securities Commission’s efforts in investor engagement, education, outreach and research. The Office also has a policy function, plays a key role in the oversight of the Ombudsman for Banking Services and Investments, and provides leadership in the area of behavioural insights at the OSC.

Following a successful relaunch this year, **GetSmarterAboutMoney.ca** was awarded the 2017 Web Marketing Association Award for Best Information Services Mobile Website. The website was developed from the ground up to enable investors using mobile devices and tablets to better access articles, videos, tools and calculators.

The Investor Office also expanded its suite of investor education resources. A series of short animations reminding investors of the importance of checking registration was created. A new tool, **Scam Spotter**, was developed to help investors recognize the red flags of fraud. The ETF Facts interactive tool helps investors understand each

section of an ETF Facts document using plain language. New articles and features on timely and relevant investor issues were released throughout the year, including topics on investing in real estate investment products, investing in the marijuana industry, millennials and the markets, and cryptocurrency basics and offerings.

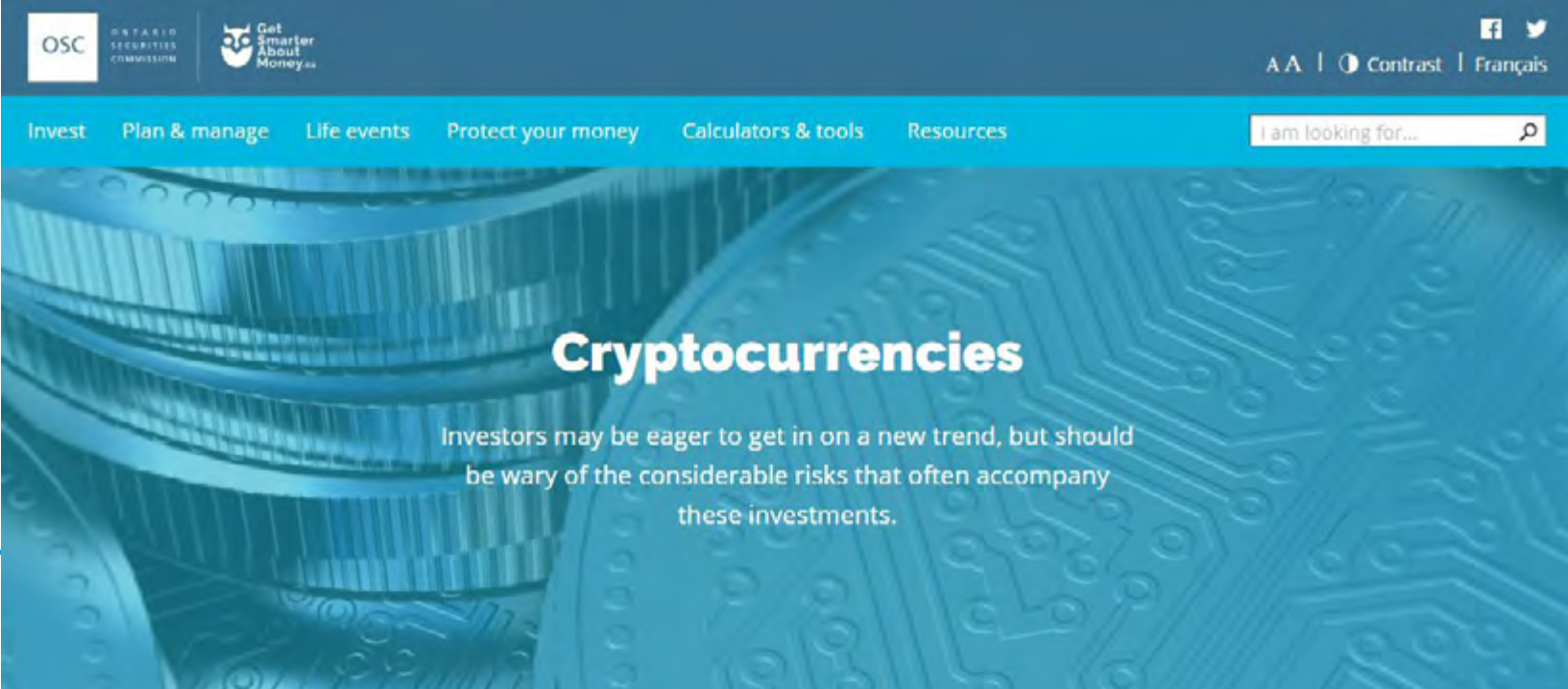
The new multimedia feature, **GetSmarterAboutRealEstate.ca**, combines information and design to guide readers through several types of common real estate investment securities, including real estate investment trusts and limited partnerships, mortgage investment entities and syndicated

mortgages, and uses video interviews with OSC staff members to help explain the topic.

The Investor Office continued to lead the OSC’s outreach program with participation from OSC Enforcement staff. This year, there were 72 **OSC in the Community** events held in communities across Ontario, delivering investor education seminars on how to make informed investing decisions and avoid investment fraud.

Five teletownhalls were held throughout the year, connecting the OSC with thousands of Ontarians by phone and online. Teletownhalls work much like a call-in radio show where OSC staff provide information, answer questions and conduct live polls over the course of one hour.

The **OSC Seniors Strategy**, an initiative led by the Investor Office, was released in the latter half of the year. It outlines how the OSC can respond to the needs of Ontario seniors and better



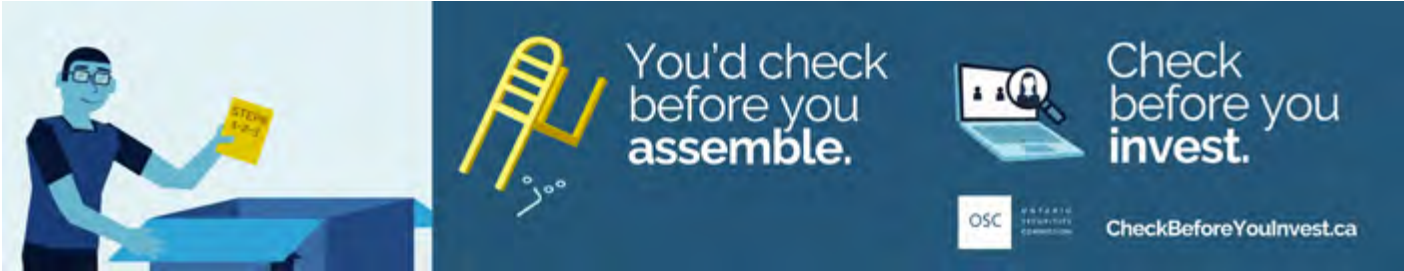
equip the financial industry to address issues that may arise as their clients age. A significant part of the strategy includes developing additional tools, resources and programs for older investors, their families, caregivers and the advisors who support them to plan for the future; creating a new resource hub with all related materials in one central location; and, reaching out to communities of new Canadians, and in particular members of those communities who are older, to help them navigate the Canadian financial marketplace, plan for their futures and avoid financial frauds. The OSC will also continue to conduct research to understand changes among older demographics and develop potential solutions to help improve outcomes for investors.



Far Left: The OSC’s Scam Spotter tool will help you recognize the red flags of fraud.

Top and Centre: GetSmarterAboutMoney.ca was awarded the 2017 Web Marketing Association Award for Best Information Services Mobile Site.

Left: GetSmarterAboutRealEstate.ca guides you through common real estate investment products.



Finally, Ontario participated in the first-ever World Investor Week sponsored by IOSCO in October.

The OSC is an active participant in IOSCO and its initiatives, and has contributed to the international cooperation and coordination of securities regulators around the world, emphasizing the importance of investor education and protection. As a member of the IOSCO Committee on Retail Investors, the OSC contributed to the report on **Senior Investor Vulnerability** which looks at the potential issues faced by older investors around the world and how these can affect their interactions with financial services.



Top: A series of ten second animations reminded investors to check the registration of a firm or individual by visiting CheckBeforeYouInvest.ca.

Centre: New articles on GetSmarterAboutMoney.ca explain how cryptocurrencies work and the risks involved.

QUÉBEC

Autorité des marchés financiers

The AMF draws a positive assessment of financial education initiatives across Québec in 2017. A survey conducted in December 2017 with the *Réseau québécois de l'éducation financière* (a network of financial literacy key players lead by the AMF) found that more than one million Quebecers have been in contact during the year with tools, training and messages encouraging effective personal financial management.

According to the survey:

- Over 75,000 Quebecers participated in workshops or training sessions
- Around 15 financial education campaigns were launched, some of which were funded by the AMF's Education and Good Governance Fund

In line with the objectives of the **Québec Financial Education Strategy**, the AMF promoted the financial education of youth, seniors and the strength of partnerships with other key players of the Québec economy. AMF financial education staff met with over 10,000 Quebecers of all ages through various events and conferences.

The AMF is committed to implementing measures as part of the 2017-2022 **Québec government's action plan to address elder abuse** and is also working with other agencies to implement other measures, including a national framework agreement on elder abuse.

The AMF will keep on offering conferences on fraud prevention to seniors and financial sector stakeholders and dedicate a fraud and abuse prevention webpage to retirees,

seniors and their entourage.

Tools

The AMF developed an innovative new tool, the online **Investor profile**. The tool estimates the respondent's profile and provides detailed results. The tool also identifies incoherent answers (for example a goal to invest for the long run and a probable need to cash out quickly), fraud vulnerability and suggests helpful educational tools if required.



QUÉBEC
Autorité des marchés financiers (CONTINUED)

The AMF published a guide entitled *L’essentiel des finances personnelles*– Programme pour nouveaux arrivants au Québec (Personal finance essentials – Program for newcomers to Québec). The guide is intended to help new immigrants learn about the Québec financial system and personal finance issues. It can also be used in francization classes.

The AMF partnered with Protégez-vous to publish a 100-page guide titled *Investir*. From the basics to more complex investments and registered savings plans, the guide helps Quebecers choose suitable investments and find the right person or firm to help them out.

Contests

This year again, the AMF promoted financial education by organizing or supporting various contests.

The contest *Talking money in class!* –2nd edition–was held in 2017. The AMF contest is for primary, secondary, college and adult education teachers. Its purpose is to introduce teachers to the many educational tools available in Quebec for financial education in the classroom and to familiarize as many students as possible with notions of personal finance. Participating teachers were eligible to win one of the 21 cash prizes (20 prizes of \$300 and one grand prize of \$1,000). The tools were available on the *Tesaffaires* webpage.

Nearly 6,000 students had access to financial education activities. Close to 12,000 participated in the 31st edition of the *Bourstad*, an AMF-sponsored stock market simulation.

AMF in Québec, Canada and Worldwide

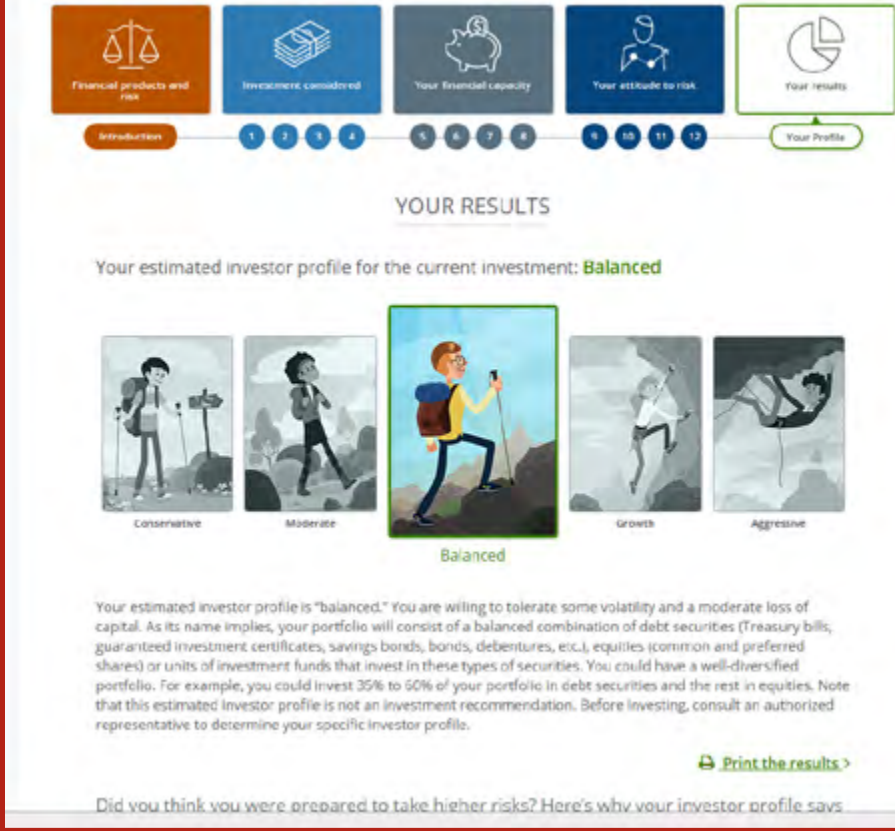
The AMF organised the 8th edition of *Financial Education Day 2017*, which gathered more than 90 specialists, with Québec’s Minister of Education as the guest of honour who shared his thoughts on the challenges of implementing a mandatory Financial Education course in grade 12. Attendees also heard about successful and innovative financial education initiatives and the latest trends.

As an official member representing Quebec, the AMF contributed to the work of the *National Steering Committee on Financial Literacy*. The committee is chaired by the Financial Literacy Leader in Canada (Jane Rooney) and led by the Financial Consumer Agency of Canada (FCAC). The AMF keeps on contributing to the implementation of the Canadian National Strategy for Financial Literacy, with a special contribution for Financial Education at the workplace component.

The AMF signed a letter of intent for collaboration with *The George Washington University’s Global Financial Literacy Excellence Center (GFLEC)* to explore various areas of collaboration

such as participating in each other’s events and co-branding tools.

The AMF hosted the IOSCO Standing Committee 8 on Retail Investors’ (Investor Education/Protection) meeting in Montreal on October 11-12. Working groups and the Committee discussed collaboration on such topics as Senior investor vulnerability, Behavioural insights, Core competencies framework, and OTC derivatives. The AMF also actively contributed to organize and promote the first edition of IOSCO World Investor Week.





NEW BRUNSWICK

Financial and Consumer Services Commission

Community Outreach

To make talking about money a little more comfortable, FCNB has focused on providing New Brunswickers opportunities to connect with FCNB in a familiar, relaxed setting. These community events provide an opportunity to meet FCNB employees in an informal setting, ask questions, share experiences and learn how to stay out of fraud's reach.

Through our *Community Awareness Program*, FCNB reached more than 24,800 people at summer festivals throughout the province. The program's focus was to promote tools and resources to help New Brunswickers protect themselves from fraud and make smart spending decisions. We also connected with New Brunswickers

at wellness expos and other public events, reaching 951 people. FCNB also continued the popular *Spend Smart Café* at three local coffee shops.

Financial Literacy

Throughout the year, FCNB delivered educational presentations to over 2,200 New Brunswick residents. The majority of these were delivered to students from Grades 3-12. Themes covered smart spending, budgeting, credit and investing. FCNB also attended community wellness fairs across the province, and hosted booths at homeshows and tradeshow including the "Amazeatorium" (an interactive family learning event).

This year, we created new infographics and videos.

Our infographics on payday loans and our series on binary options, cryptocurrencies and initial coin offerings present concise information that can be interpreted quickly and easily shared on social media. Our video series on YouTube, called 3-Minute Money, targets millennials looking for financial information. Our blogs continue to cover a wide range of topics – from home equity loans to the science of investment behaviour – and our interactive web-based trivia game, *Fortune*, allows users to learn and build financial literacy skills in a game setting.

To support other organizations in delivering financial literacy to their audiences, FCNB partnered with Prosper Canada to offer a train-the-trainer workshop. This two-day workshop provided attendees with

the tools to deliver financial literacy workshops to their clients. The session was attended by individuals working in the non-profit sector.

Fraud Prevention

Our website continues to be a main point of access for our financial literacy and consumer education materials. Over the last year, FCNB improved its website's *Frauds and Scams* section. The new content highlights current fraud trends, encourages reporting and allows people to subscribe for fraud alerts. In January, it launched a multi-media fraud awareness campaign focusing on the many different ways frauds and scams can reach New Brunswickers. Using television, social media and videos at SNB offices and Tim Hortons locations across the province, the campaign promotes FCNB as a resource to help consumers *stay out of fraud's reach*.



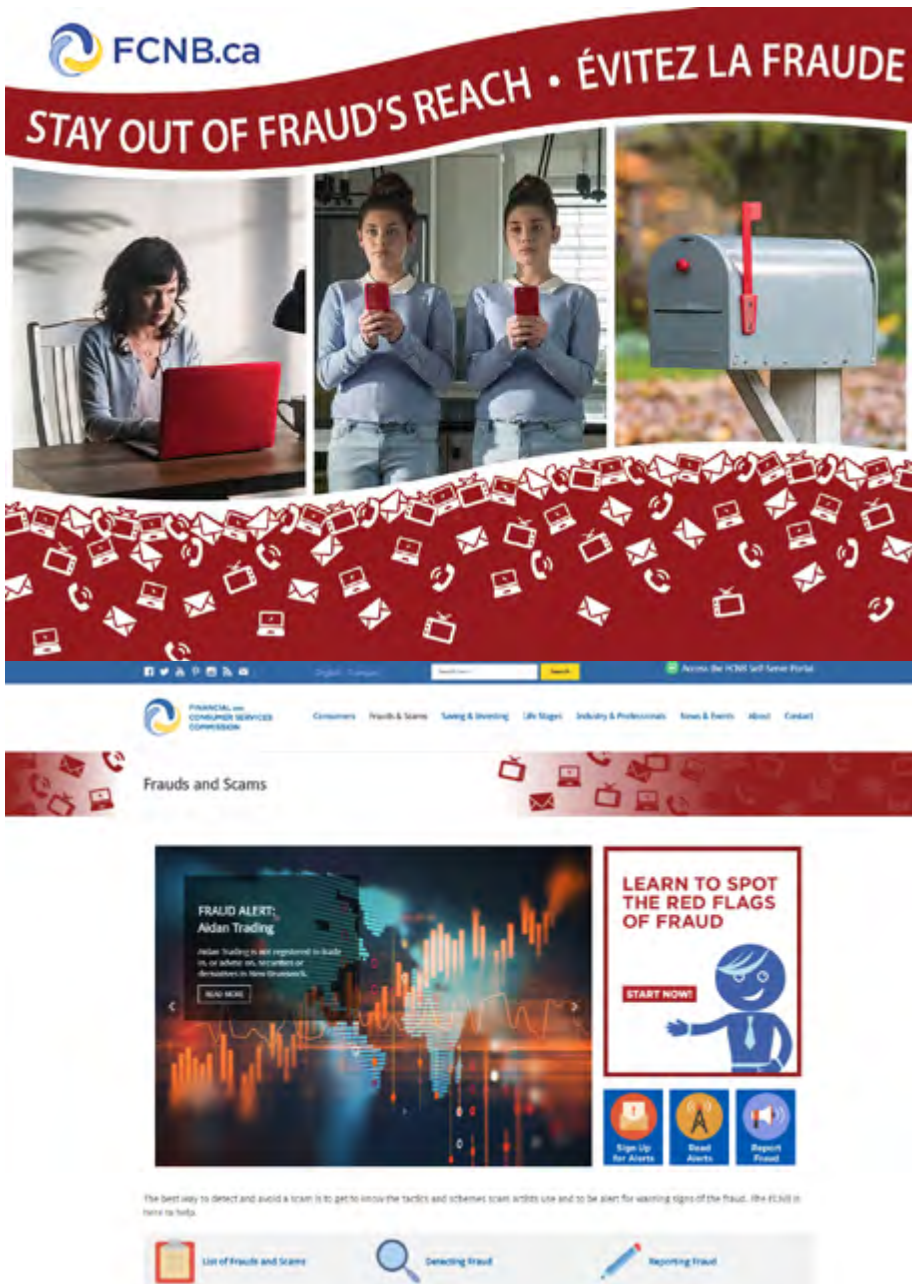
Far Left: FCNB staff welcome guests to the Spend Smart Café.

Left: New Brunswickers learn about FCNB programs and resource, like Fortune, at our many Community Awareness Program venues.



Left and Centre: The STAY OUT OF FRAUD'S REACH campaign showed the many ways fraud can find you if you're not careful.

Bottom: The FCNB website's new and improved Frauds and Scams section highlights fraud trends and encourages New Brunswickers to report fraud.





Combatting Financial Abuse of Seniors

FCNB’s Senior Initiative project started in 2014-2015. This multi-year seniors’ strategy is focused on preventing financial abuse through collaboration with stakeholders, delivery of information session and development of educational materials.

This year, FCNB held consultations across the province to find solutions to prevent and respond to the financial abuse of New Brunswick’s growing population of seniors. The consultation paper, entitled Improving Detection, Prevention and Response to Senior Financial Abuse in New Brunswick was

organized around four key themes:

1. Opportunities for legislative change that would provide increased safeguards against financial abuse of seniors.
2. Addressing the challenges in reporting and investigating financial abuse of seniors.
3. Improving best practices for industry, in particular those FCNB regulates, to guide them when they spot signs their clients are being financially abused.
4. Building a more collaborative approach between government departments and agencies to address the issues surrounding financial abuse of seniors.

Responders included representatives of nursing homes, the real estate industry, accounting firms, police forces, the health-care sector and the senior population. This consultation will help guide the development of recommendations and solutions aimed at addressing policy, legislative and outreach gaps with the aim of improved effectiveness in addressing financial abuse of seniors in the province.

Top: Attendees to a two-day train-the-trainer session, hosted by FCNB in conjunction with Prosper Canada.

NOVA SCOTIA
PRINCE EDWARD ISLAND
NEWFOUNDLAND & LABRADOR

The Nova Scotia Securities Commission

Over the last year, the Nova Scotia Securities Commission (NSSC) Investor Education branch continued to make a strong push to connect with Nova Scotia youth by focusing on developing new partnerships with high school and post-secondary students. These new partnerships were developed with a new communications and engagement plan targeting high school economics and investing classes, university and college business students, professors, clubs and societies. Our goal was to not only let these audiences know we exist, but to offer ourselves as a source for investor education resources and information.

This new communications and engagement plan has so far been a great success, as we have developed contacts in Nova Scotia high schools, community colleges and universities that have led to several presentations and question and answer sessions. Just a few

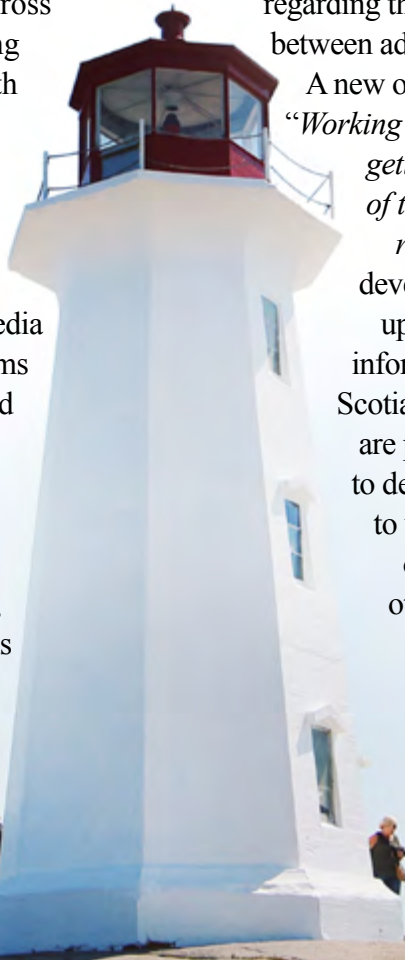
examples include: a presentation on investing, frauds and scams to grade 11 and 12 students at Dartmouth High School; a presentation on registration and what the securities commission does to the Nova Scotia Community College School of Business Financial Services Concentration; and a presentation on senior investors protections, also to Nova Scotia Community College students. We hope to continue to branch out across the province in the coming year to engage more youth and help them become informed investors.

During Fraud Prevention Month in March NSSC developed a new social media campaign on common forms of investment fraud and red flags to watch for to avoid becoming victims of investment fraud. This series received excellent feedback and engagement, leading to great discussions and questions from many

different audiences to help broaden our reach and deliver our message on safe investing. During the month, NSSC also piggybacked on the national campaign Warning Canadians on Binary Options, through social media and coverage through traditional media.

During Financial Literacy Month in November, the NSSC’s goal was to tackle the ongoing questions we had been receiving during the year regarding the relationship between advisers and clients.

A new online guide “Working With an Adviser: getting the most out of the client-adviser relationship” was developed to provide up-to-date relevant information for Nova Scotia investors. There are plans to continue to develop these easy to update and share online guides for other topics in the future including



NOVA SCOTIA, PEI, NEWFOUNDLAND & LABRADOR
(CONTINUED)

“types of investment,” “cryptocurrencies & ICOS,” and “safe investing for seniors.”

Throughout the year, NSSC continued to issue Investor Alerts, timely and relevant blog posts on issues affecting Nova Scotia investors, and deliver presentations to Nova Scotians young, old and in-between, to protect them from danger when investing in the capital markets.

The Prince Edward Island Office of the Superintendent of Securities

The Office of the Superintendent of Securities continues to provide access to available tools and resources to assist Prince Edward Island investors to make informed investment decisions, through its website with links to the CSA and NASAA websites. The Office website includes a link to the National Registration Search tool to encourage investors to do a registration check before investing.

Service NL

Newfoundland and Labrador’s Service NL, which is responsible for the Office of the Superintendent of Securities, a supporter of CSA IEC initiatives and projects over the years, continued its work with the CSA IEC committee.

The Office of the Superintendent of Securities is looking forward to new partnerships and opportunities in 2018-19.

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YUKON, NUNAVUT, and
The NORTHWEST TERRITORIES

The Office of the Yukon Superintendent of Securities

This year, the Office of the Yukon Superintendent of Securities used its website to provide Yukon investors with valuable and current information. It did this by providing links to online resources, including those provided by the CSA and NASAA. For instance, it retweeted information and warnings about binary options.

The Office provides investors with the latest online tools and information to help them increase their knowledge of the risks associated with investing, giving them the ability to make informed decisions. The Yukon Office is located within the Yukon Government Department of Community Services.

The Office of the Northwest Territories
Superintendent of Securities

The Office of the Superintendent of Securities continues to provide available tools and resources to investors through its newly structured website with links to the CSA and NASAA websites. During Fraud Prevention Month, staff gave a presentation to seniors at a local community center about protecting themselves from potential fraudulent activities. The session was a success and received positive feedback from those in attendance. Plans are being developed for future initiatives, including future public information sessions, and the Office is committed to ensuring that investors will have access to current information on its website.

The Office of the Superintendent of Securities, Nunavut

The Office of the Superintendent of Securities continues to provide important financial and investor education resources to the public via Nunavut’s Department of Justice website. In our efforts to promote better public awareness of investment issues, The Office utilizes and appreciates the many useful IE resources offered by the CSA and its members. We look forward to working with the IE Committee on significant initiatives in the year ahead.





INVESTOR EDUCATION COMMITTEE

securities-administrators.ca