



## Annual Activity Report

2008-2009



### CSA Investor Education

Facilitating access to objective investment information and helping consumers make informed investment decisions.



Canada Securities  
Administrators

Autorité canadienne  
en valeurs mobilières

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## About Canadian Securities Administrators (CSA) Investor Education

### Our Vision

That all Canadians know the benefits of responsible investing and are aware of the impact on their families and their future and know that they can turn to their securities regulator for information to help them make informed investment decisions and assess their level of risk.

### Objectives

To teach current and potential Canadian investors how to make informed investment decisions and take responsibility for their financial health by:

- 1) recognizing that there is a social impact of uninformed investing;
- 2) recognizing, avoiding and reporting investment scams.

### National Target Audiences

Pre-retirees and retirees  
Youth

### Committee Profile

The following jurisdictions had active membership on the CSA Investor Education Committee during 2008/2009:

| Name                       | Jurisdiction  |
|----------------------------|---|
| Lorinda Brinton            | <a href="#">Alberta Securities Commission</a>   |
| Brenda Lea Brown           | <a href="#">British Columbia Securities Commission</a>                                |
| Ainsley Cunningham         | <a href="#">Manitoba Securities Commission</a>  |
| Marissa Rignanesi          | <a href="#">New Brunswick Securities Commission</a>                                   |
| John Corcoran              | <a href="#">Financial Services Regulation Division,<br/>Newfoundland and Labrador</a> |
| Donald MacDougall          | <a href="#">Northwest Territories Registrar of Securities</a>                         |
| Natalie MacLellan          | <a href="#">Nova Scotia Securities Commission</a>                                     |
| Perry Quinton              | <a href="#">Ontario Securities Commission</a>   |
| Anne-Marie Poitras (Chair) | <a href="#">Autorité des marchés financiers (Québec)</a>                              |
| Michel Gariépy (Secretary) | <a href="#">Autorité des marchés financiers (Québec)</a>                              |
| Camille Beaudoin           | <a href="#">Autorité des marchés financiers (Québec)</a>                              |
| Barbara Shourounis         | <a href="#">Saskatchewan Financial Services Commission</a>                            |

### New members on the committee:

- *Tammy Heffernan: Nunavut Registrar of Securities*
- *Linda Peters: Prince Edward Island Securities Office, Office of the Attorney General*

## Review of 2008-2009 Education Initiatives

This section outlines the various Education initiatives (in alphabetical order) that were accomplished during the 2008-2009 year.

### Brochures

The following plain language brochures are available on the CSA website:

- [Scam artists pursue adults over 50](#)
- [Investing basics – Getting started](#)
- [Investments at a glance](#)
- [Protect your money: Avoiding frauds and scams](#)
- [Questions to ask when choosing a financial adviser](#)
- [Working with a financial adviser](#)
- [Investment fraud on the Internet](#)
- [Investments 101](#)
- [Understanding mutual funds](#)

A new information sheet on Boiler Room Scams was released and posted on the website for Fraud Prevention Month (March 2009).

NASAA's Sandwich Generation Brochure – [Are you caught in the middle?](#) – was adapted for Canadian use and has recently been posted to the CSA site. NASAA validated the adaptation and funded the project.

### CSA Website

The entire CSA website was redesigned and rolled out in February 2009. Prior to the new design, the Investor Education Committee reorganized the existing "Investor Information" content for ease of navigation and to reflect the key messages from our integrated national investor communications strategy:

- Know your investment goals.
- Know who you are dealing with.
- Know what you are investing in.
- Know the red flags of fraud.
- Know who to call for help.

## Financial Fitness Challenge



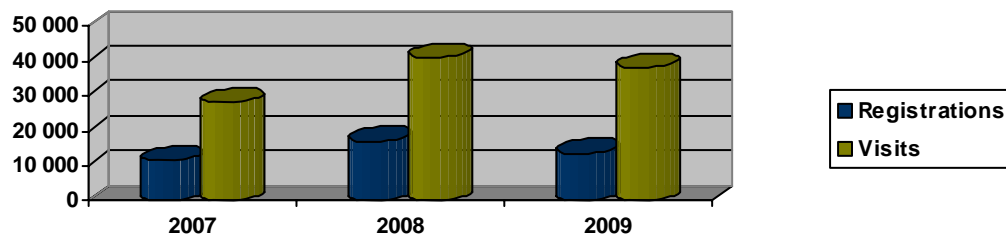
The “[Financial Fitness Challenge](#)” and contest, which ran from February 2 to February 28, 2009, engaged Canadians aged 15 – 21 with an online quiz, games, tips and interactive simulations. This was the seventh edition of the Financial Fitness Challenge. The goal of the program is for youth to learn the importance of saving and investing money for their future. Twelve young Canadians, one from each province and two territories, won a \$750 scholarship.

### Traffic Statistics

This year, there were 13,702 youth registrations on [www.FinancialFitnessChallenge.ca](http://www.FinancialFitnessChallenge.ca). The 2009 edition was a success with 37,790 visitors to the Financial Fitness Challenge website. Although the numbers of 2009 registrations show a decrease compared to 2008, when compared over a long period of time, they still are higher than 2007 registrations (13,702 vs. 11,467). It can be attributed to a combination of factors such as a decrease from marginal traffic sources (regulator/government sites) and a shift in our promotional efforts from students to parents and homeschoolers who were a new audience. However, the survey results following the 2009 edition demonstrated a positive impact on participants’ financial literacy knowledge (please refer to the survey section).

#### Site Traffic Statistics

|                      | 2007   | 2008   | 2009   |
|----------------------|--------|--------|--------|
| <b>Registrations</b> | 11,467 | 17,166 | 13,702 |
| <b>Visits</b>        | 28,129 | 40,793 | 37,970 |

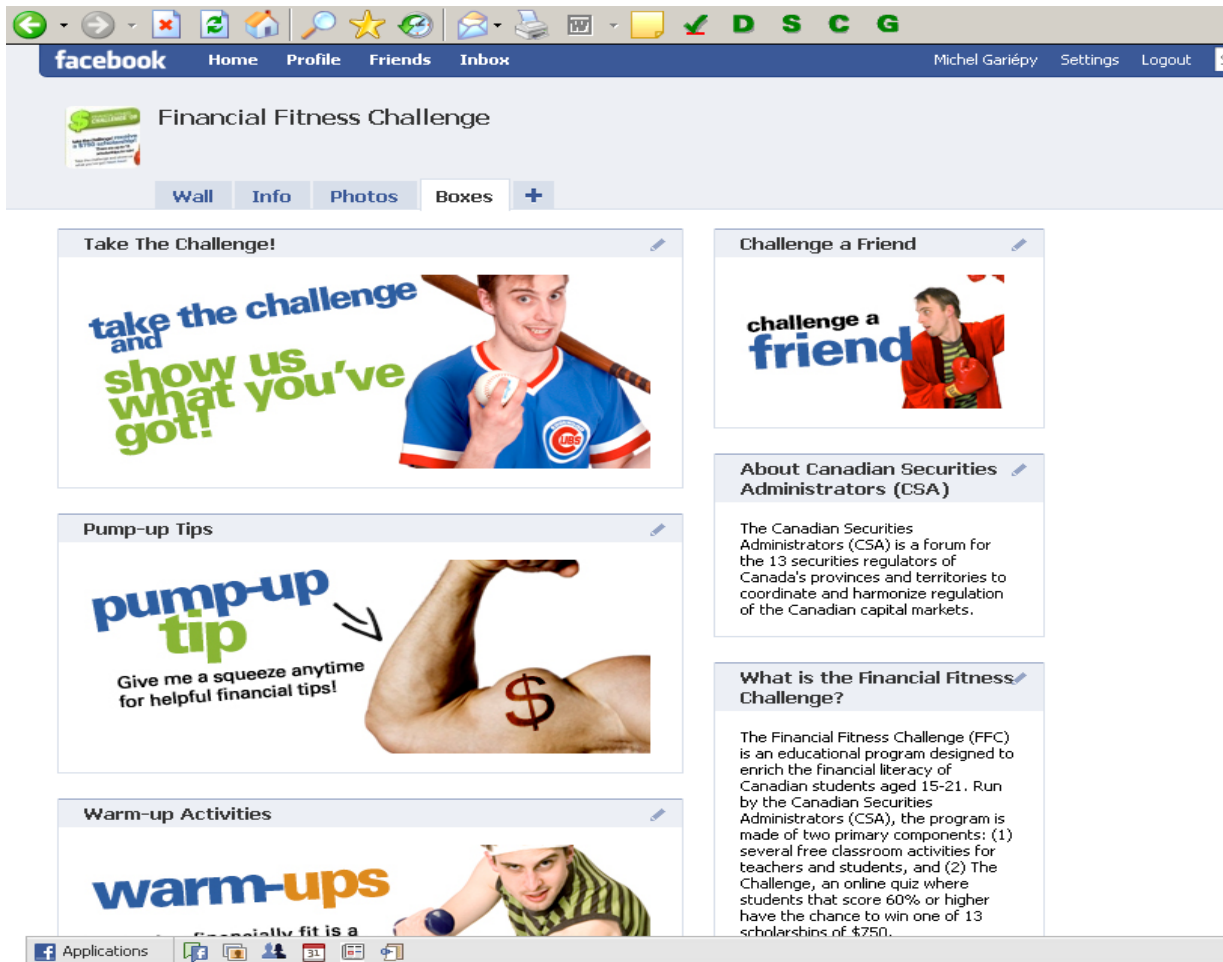


## Outreach and Social Media

Outreach efforts were targeted towards youth, teachers and, for the first time this year, parents.

A mass e-mail campaign, built upon previous years' success, proved once again to be very effective, generating 15,015 visitors.

The contest also featured a [Facebook](#) page where students were able to participate and keep the conversation flowing with featured discussion topics. The Facebook page generated positive results: 188 "fans" this year, up from 110 in 2008.



Screen shot of the Facebook page.

## Survey Results

The challenge continues to increase youths' interest and knowledge in personal finances.

While only 30 per cent of participants surveyed were very interested in personal finance before completing the challenge, 62 per cent said they were very interested in personal finance after completing the challenge.

## Survey Results

|                              | 2007   |       | 2008   |       | 2009   |       |
|------------------------------|--------|-------|--------|-------|--------|-------|
|                              | Before | After | Before | After | Before | After |
| <b>Very interested</b>       | 33%    | 62%   | 53%    | 74%   | 30%    | 62%   |
| <b>A little interested</b>   | 53%    | 36%   | 37%    | 24%   | 54%    | 36%   |
| <b>Not at all interested</b> | 13%    | 2%    | 10%    | 2%    | 16%    | 2%    |

**More than 90 per cent of participants indicated that they now know more about how to budget, save and invest and 95 per cent indicated that they now have some ideas on how to be financially healthy.**

## Fraud Prevention Month & Investor Education Month

### Fraud Prevention Month

The CSA promoted Fraud Prevention Month in March through the following initiatives:

- News release issued March 10 highlighting new fraud resources for investors.
- New *Avoiding Fraud* section on CSA website, boiler room brochure, [Boiler Room Scams - Could you be vulnerable?](#), and online quiz, [Name That Fraud](#). Fifty visitors who completed the fraud quiz and scored an average of 77%.
- Targeted online advertising on various "lifestyle" websites driving investors to CSA website - included ads, newsletter articles, sponsored content and an "email push". Our online advertisements were viewed more than 850,000 times and resulted in 68,797 clicks through to the CSA website during March.
- Partnership with [CAPSA](#) (Canadian Association of Pension Supervisory Authorities, member of Joint Forum of Financial Market Regulators) who promoted the CSA website and resources.
- Partnership with Fraud Prevention Forum (FPF), [Competition Bureau](#) for the fourth year, with CSA activities listed on national [calendar of events](#).
- Some individual jurisdictions participated in and led local initiatives in conjunction with other consumer and fraud prevention groups.

## Investor Education Month

The CSA kicked off Investor Education month on October 8 by posting a press release “Canadian securities regulators caution investors to avoid uninformed investment decisions during market ups and downs” urging investors to take the time to research any investment opportunity before parting with their hard-earned money, especially in the midst of a financial crisis. Investors were invited to talk to a qualified financial adviser before making sudden moves based on media stories or unsound advice and to visit the Investor Information section of the CSA website. Also, some jurisdictions led local initiatives to promote the importance of making informed investment decisions.

## Collaboration

Collaboration and partnership play an important role in the CSA Investor Education Committee. By combining our efforts with other organizations working in financial education, we come closer to accomplishing our committee’s primary goal of improving financial literacy. Moreover, it increases distribution of programs and materials, and reduces duplication of effort.

## Reaching Higher, Canadian Conference on Financial Literacy

September 9-10, 2008, Montreal, Canada

The second symposium on the importance and impact of financial literacy ***Reaching Higher: Canadian Conference on Financial Literacy*** was held in Montreal in September 2008. It was organized by the [Financial Consumer Agency of Canada \(FCAC\)](#), [Social and Enterprise Development Innovations \(SEDI\)](#) and the [Joint Forum of Financial Market Regulators \(Joint Forum\)](#). The two-day conference looked at Canadian and international experiences in developing, measuring, delivering and evaluating financial literacy programs, products and services. The event brought together more than 260 representatives from the government, private and voluntary sectors from around the world.

Anne-Marie Poitras (AMF), Chair of the CSA Investor Education Committee, Ainsley Cunningham (MSC), Tamera Van Brunt (ASC) and Patricia Bowles (BCSC) were among the panelists.

Patricia Bowles and Ainsley Cunningham took part of the workshop *What is working? Effective Delivery Strategies* and Anne-Marie Poitras was among the panelists for the *Innovative Sector Based Approaches to Increasing Financial Literacy* panel.

Participants discussed the need to continue building innovative multi-sector partnerships to make financial literacy training available to all Canadians and suggested creating a national strategy for a greater coordination of financial literacy products and services offerings.



## Joint Forum of Financial Market Regulators

### **Session on Consumer Information and Education**

September 10, 2008, Montreal, Canada

In her role as Joint Forum Chair of Consumer Information and Education Committee, Anne-Marie Poitras organized a meeting with financial services regulators and practitioners involved in consumer information and education. They discussed what regulators and industry can do and how they can partner in the delivery of financial consumer information and education, with a focus on youth and pre-retirees.

## International Forum for Investor Education (IFIE)

### **International Conference**

2-3 March 2009, Washington, D.C., U.S.A.

The International Forum for Investor Education's main goal is to improve investor education on a worldwide basis so that consumers in all jurisdictions are able to make informed choices about financial products and investments.

Anne-Marie Poitras and Marissa Rignanesi (NBSC) attended the conference and Patricia Bowles (BCSC) was one of the speakers.

Various workshop topics included: *Starting effective investor education programmes, Finding and utilizing resources for investor education programmes, Evaluating investor education programmes, Marketing Investor Education to target groups and Moving investor education into the 21<sup>st</sup> century.*

The conference ended with a round-table on *the future of investor education* and allowed participants to explore what the current financial crisis means for investor education with regulators and financial industry executives.

Participants agreed that investor education is key to improving investor confidence in financial markets and will therefore contribute to making financial markets more competitive.

## North American Securities Administrators Association (NASAA)

This past year, Anthony Wong of the British Columbia Securities Commission represented the CSA as Canadian Liaison on the NASAA Investor Education Section Committee. As well, three CSA IE Committee members were involved with various NASAA Investor Education project groups.

This included the:

- Pre-Retiree Outreach (previously Sandwich Generation Project Group) – Lorinda Brinton, Alberta Securities Commission
  - Activities: Developing a Sandwich Generation investor toolkit, [Caught in the Middle](#) and the Canadian adaptation of a Sandwich Generation brochure.
- Research & Coordination – Michel Gariépy, Autorité des marchés financiers
  - Activities: Working on a survey for NASAA IE coordinators to assess training needs in marketing investor education programs.
- Affinity and Military Outreach – Natalie MacLellan, Nova Scotia Securities Commission
  - Activities: Developing a Military Personnel & Dependents toolkit, developing a Union Outreach toolkit, promoting existing Law Enforcement Outreach program, and updating components of Affinity and Ethnic outreach.

## Appendix A: Jurisdictional initiatives

In addition to the CSA's national investor education initiatives, several jurisdictions engaged on their own local education programs and activities:

| Jurisdiction   | Notable Initiatives   |
|--|---|
| <p><a href="#"><u>British Columbia Securities Commission</u></a></p> | <p>The British Columbia Securities Commission (BCSC) used advertising, social media, website optimization, and proactive media relations to reach investors and encourage them to visit their investor education website, <a href="#"><u>InvestRight.org</u></a>. BCSC added the <a href="#"><u>Let's Talk About Investing blog</u></a> to the <i>InvestRight</i> website, as well as a new mutual fund section and <a href="#"><u>Guide to Investing: How to Work with Your Investment Advisor</u></a>. <i>InvestRight</i> advertising campaigns targeted investors in BC regions known to have experienced investment fraud, as well as the large Chinese and South Asian communities in the Lower Mainland. Website visits nearly equalled the previous year's totals by fiscal year-end. There were also 5,276 downloads of the Guide to Investing between launching on October 21, 2008 and March 31, 2009.</p> <p>The <a href="#"><u>Financial Consumer Agency of Canada</u></a> (FCAC) and the BCSC launched <a href="#"><u>The City</u></a>, a web-based, bilingual financial education resource modeled on the <a href="#"><u>BCSC's award-winning teacher resource</u></a>. <i>The City</i> aligns with BC's mandatory financial education class for grade 10 students. It is used in all 60 of BC's school districts and has been delivered to more than 1,400 teachers since it was introduced in November 2004. To promote and market <i>The City</i>, BCSC partnered with the Smart Cookies, five well-known television hosts and best selling authors. Members of the Smart Cookies gave financial literacy seminars to students, teachers, and future educators in communities around the province.</p> |
| <p><a href="#"><u>Alberta Securities Commission</u></a></p>          | <p>To reach out to investors in a new way, the Alberta Securities Commission (ASC) created a blog called <a href="#"><u>You ASC'd</u></a>. They also launched a new tool highlighting investor testimonial videos, <a href="#"><u>Ask the right questions</u></a>, featuring two Alberta investors speaking about their close calls with a questionable investment and tips to remind investors of the importance of asking the right questions.</p> <p>A new free online course called <i>Who's Taking Care of Your Money?</i> helps investors choose and maintain a good relationship with a financial adviser. The ASC also connected with teachers to further increase awareness of their resources, and sent out over 7,000 brochures for use in classrooms. Results have been very positive, indicating that teachers are finding the resources valuable.</p> <p>To help prevent Albertans from becoming victims of fraud, the ASC ran "Consumer Update" radio ads with the Better Business Bureau and participated in an Alberta Fraud Prevention network involving RCMP, Police and other consumer protection groups. ASC also partnered with other commissions, CUSOURCE and the Credit Union Central to launch an Investment Fraud training course to help credit union employees detect possible investment fraud through their interaction with customers.</p>  |

|  |  |
|--|--|
| <p><a href="#"><u>Manitoba Securities Commission</u></a></p> | <p>In 2008-2009 The Manitoba Securities Commission (MSC) launched a new parent driven education initiative <i>Make it Count: A Parent's Guide to Youth Money Management</i>. The hardcopy and online guide provide activities, tips and tools to help parents incorporate youth money management lessons into their daily routine.</p> <p>The <i>Make it Count</i> parent's guide is broken down into five straightforward sections in which parents can quickly access the information they need. Sections include: out and about, lessons for life, milestones, fun with friends and extras with topics like dining out, earning money, online safety, first cell phone, budgeting and recreational spending. Also included in the guide are youth budget sheets, mentor budget sheets and saver sheets to help make money management easier.</p> <p>Highlights include:</p> <ul style="list-style-type: none"> <li>• Resource guide for parents designed to make talking about money with children easier.</li> <li>• Mentorship program where parents can model, guide and help their children practice money management skills.</li> <li>• Simple activities built into everyday routines that parents can engage their children in to learn about effective money management.</li> <li>• Information for parents that will help them to better understand their own financial management style.</li> <li>• Available in both English and French.</li> <li>• Accompanying web site at <a href="http://www.makeitcountonline.ca">www.makeitcountonline.ca</a>.</li> <li>• All materials are free of charge.</li> </ul> |
| <p><a href="#"><u>Ontario Securities Commission</u></a></p>  | <p>The Ontario Securities Commission (OSC) engaged in outreach and marketing of key investor protection messages to a variety of audiences, including seniors, boomers, women and new parents. As part of these efforts, the OSC ran online and radio ad campaigns to promote the "Check before you invest" message during Investor Education Month and Fraud Prevention Month. OSC ambassadors spoke directly to 19,510 investors at 74 events across the province and distributed more than 87,000 investor brochures.</p> <p>In addition, the OSC directly contacted 800 Ontario investors whose names appeared on lists from "boiler room" operations obtained as part of Enforcement activities. Letters alerted investors that they are at high risk of being repeat targets, and urged them to "check before you invest" by contacting the commission and researching their investments.</p> <p>The OSC also supported investor education through the Investor Education Fund (IEF), funded through proceeds from OSC enforcement settlements and fines, but operates separately from the commission. In 2008-2009, the IEF worked to integrate financial literacy into the Ontario high school curriculum by partnering with school boards and teachers. Additionally, the IEF partnered with IIROC to bring the innovative <i>Funny Money</i> presentations to schools across Canada. The IEF also added new tools, articles and content to its website, <a href="http://www.investorED.ca">www.investorED.ca</a>.</p>  |

|   |   |
|---|---|
| <p><a href="#"><u>Autorité des marchés financiers</u></a></p>     | <p>Since the beginning of 2009, the <a href="#"><u>Autorité des marchés financiers (AMF)</u></a> has been monitoring news media in order to identify companies laying off employees. It was known that laid off workers were being targeted with fraudulent propositions such as “tax free” RRSP or LIRA withdrawals. The AMF has been warning workers so that they do not become the next victims, and has been in touch with labour unions of identified companies to warn them of possible fraud schemes.</p> <p>Two important confederations of labour unions have been contacted. The CSN alerted union members to fraud in their newsletter <a href="#"><u>Webdo Info</u></a> in April and the FTQ published an article in their newspaper <a href="#"><u>Le Monde ouvrier</u></a>.</p> <p>The AMF also updated its <a href="#"><u>RRSP or LIRA fraud</u></a> leaflet to specifically address the issue, and has offered to send printed copies to unions, along with the <a href="#"><u>Red-flagging financial fraud</u></a> brochure. As a result, more than 3,325 brochures and leaflets on fraud have been sent to laid off employees through their union representatives. In addition, they have secured a partnership with Canada Revenue Agency (CRA) and has inserted the CRA brochure <i>Protect Your Retirement Savings</i> into its mailings to labour unions.</p> <p>The AMF will continue to monitor the economic situation and customize its fraud prevention initiatives accordingly.</p>  |
| <p><a href="#"><u>New Brunswick Securities Commission</u></a></p> | <p><i>Invest in Knowing More (IKM)</i> is the New Brunswick Securities Commission’s (NBSC) public awareness campaign that has run since 2006. It creates awareness of the seriousness and reality of investment fraud in New Brunswick and helps to influence reporting behaviour by encouraging investors to report suspected investment fraud to NBSC. In April 2008, the NBSC commissioned a survey to evaluate the IKM campaign, and assist in planning of the 2009 campaign. Overall awareness was 61%.</p> <p>Advertisements that ran during January and February 2009 were themed around the tagline “answering the telephone could cost you your life savings...calling us could save it - the New Brunswick Securities Commission.” Television commercials, billboards, transit shelters, internet advertisements and print advertisements in major New Brunswick newspapers were part of the campaign. The commercial demonstrated that often fraud is perpetrated over a series of calls after building a level of trust with the fraud victim.</p> <p>This messaging was also used during <i>Fraud Prevention Month</i> to reinforce to the investing public that fraud exists, and that NBSC is the place to call should any suspicious investment related activity take place. Activities included direct mail, public service announcements in print and on television and radio, and outreach to post-secondary education and public libraries. The television advertisements were shown in Moncton area movie theatres and the print advertisement was used as a transit shelter ad and shown in movie theatres in Saint John. Direct mail had significant reach with delivery of bilingual post cards showing the print advertisement to 110,000 households in New Brunswick.</p> |

**Nova Scotia  
Securities  
Commission**

The Nova Scotia Securities Commission (NSSC) launched a new investor focused website at [www.beforeyouinvest.ca](http://www.beforeyouinvest.ca). The main feature of the site is the Before You Invest blog, to be updated 2-3 times a week once fully launched. The blog looks at many investor education topics in detail, one at a time, in easy to digest bits. It also provides commentary on investing related current events, and links to news articles and other blog posts.

NSSC has also incorporated much of the information from our brochures and previous site under 5 headings: *Investing Basics*, *Invest Wisely*, *Choosing an Advisor*, *Fraud*, and *Getting Help*.

There are plans for usability testing in the Fall, and more content may be added in the future, based on feedback and demand. NSSC has worked hard to make the site easy to read and easy to navigate and looks forward to building an engaged subscriber base. They are also exploring the use of other social media, such as Twitter or Facebook.

While the site was originally meant to launch in March for *Fraud Prevention Month*, technical difficulties delayed this significantly, and official launch is now intended for later in 2009. In the meantime, the site is live, but not advertised.