

MISSION

Ensuring consumer confidence and choice in the marketplace by supporting our insurance broker members.

VISION

IBAS is a valued partner in shaping Saskatchewan's insurance marketplace and ensuring insurance brokers are a trusted choice for informed consumers.

VALUES

IBAS promotes high standards of broker service and training to ensure consumers benefit from the highest levels of professional knowledge and ethical representation available in the marketplace. In doing so we seek to ensure:

- A fair and competitive market place
- Well informed and confident consumers
- Trusting relationships with our industry stakeholders
- Support that aligns with our Members' evolving needs

Advocate for our members

Be the unifying voice for insurance brokers in Saskatchewan.

Strengthen our industry relationships.

Strengthen our political relationships.

Ensure consumer confidence in the broker channel.

Educate & inform our members

Provide high-quality professional development, continuing education & licencing education

Inform and engage our members in critical industry issues and opportunities.

Provide valued services

Understand our members' unique needs & expectations.

Develop and provide new services that enhance broker value to consumers

Supporting Our Member Priorities

People

Ensure a qualified and engaged team
Increase volunteerism at IBAS

Internal

Maintain organizational efficiency and effectiveness

Financial

Ensure financial stability