



# NEWS RELEASE

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## Renewed strategic accord enhances B.C. auto insurance consumer protection

VANCOUVER – July 8, 2026 – The Insurance Brokers Association of B.C. (IBABC), the Credit Union Insurance Services Association (CUISA) and ICBC have renewed their Strategic Accord, setting out shared principles and values for the distribution of ICBC's Autoplan insurance through the broker channel in B.C. The agreement, known as the *6<sup>th</sup> Accord*, reinforces the organizations' shared focus on the consumers' best interests.

The *6<sup>th</sup> Accord*, replaced the existing accord (scheduled to expire Jan. 1, 2027) as of July 1, 2026, and will be in effect until Dec. 31, 2031.

"The *6<sup>th</sup> Accord* is a positive and practical outcome for brokers and for B.C. consumers," said Julie Skelton, Executive Director and COO, IBABC. "It recognizes the essential role brokers play in Autoplan distribution and supports a clear framework for working with ICBC as technology and customer expectations continue to change."

Since the earliest days of ICBC's inception, insurance brokers and representatives from ICBC have met regularly with one goal in mind: working to improve one of the most efficient and customer-accessible automobile insurance distribution systems in Canada. The Autoplan system benefits from the advice that the broker force offers to reduce risks to the consumer and to ICBC.

"B.C.'s insurance brokers play an important role in connecting customers with the coverage, advice and support they need," said Kelly Aimers, ICBC's Vice President of Insurance. "This Accord reflects the strong partnership between ICBC and B.C.'s insurance broker associations, and our shared commitment to keeping services accessible and evolving with the needs of our customers throughout the province."

The *6<sup>th</sup> Accord* reconfirms the distribution of Autoplan insurance through the broker channel and governs the relationship between IBABC, CUISA and ICBC. It recognizes brokers as an important part of one of the most efficient and customer-accessible automobile insurance distribution systems in Canada, and as a key safeguard for consumers seeking the right coverage for their circumstances.

"A broker's priority has always been the consumer, and the *6<sup>th</sup> Accord* gives us a stronger, more formal framework to keep that focus at the centre of our work," said Amrit Sidhu, Chair, IBABC. "By making it easier to address broker priorities in a changing marketplace, this agreement supports us and ICBC in continuing to deliver accessible, cost-effective auto insurance products and service for B.C. consumers."

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### About IBABC

The Insurance Brokers Association of B.C. serves as the voice of the general insurance brokerage industry and promotes its members as the premier distributors of insurance products and services in British Columbia. IBABC is the primary provider of pre-licensing and continuing professional education for the general insurance brokers in B.C. IBABC represents the interests of the public and its member brokers to government and to industry stakeholders. [www.ibabc.org](http://www.ibabc.org)

**Contact:** Sarah Polson, COMMUNICATIONS Director, IBABC 604 606 8008 [spolson@ibabc.org](mailto:spolson@ibabc.org)  
Julie Skelton, EXECUTIVE DIRECTOR & COO, IBABC 604 606 8014 [jskelton@ibabc.org](mailto:jskelton@ibabc.org)