



INSURANCE BROKERS ASSOCIATION OF CANADA
ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA

IBAC Launches New IBAC Tech Website – A Smarter, More Interactive Hub for Insurance Brokers

April 7, 2025 (Toronto, ON) – The Insurance Brokers Association of Canada (IBAC) is pleased to announce the official launch of its newly redesigned IBAC Tech website—a modernized and interactive hub designed to support Canadian P&C insurance brokers in staying informed, efficient, and ahead of the curve.

The updated site brings together IBAC’s commitment to supporting brokers in a rapidly evolving digital landscape. With a streamlined layout and improved navigation, the new IBAC Tech platform makes it easier for brokers to stay informed, with access to timely technology insights, industry updates, and collaborative resources—all in one place.

“We know that technology is moving fast—whether it’s AI, data-driven tools, or new platforms—and brokers need support to keep up while continuing to deliver the trusted advice and personalized service clients rely on” said Peter Braid, IBAC CEO. “This new site isn’t just a refresh—it’s a resource built by brokers, for brokers. It offers real-time updates, educational tools, and insights to help brokers streamline operations, adopt new technologies, and stay competitive in a digital-first market—without losing the human touch.”

Key features of the new IBAC Tech website include:

- A modern, user-friendly interface that makes browsing more intuitive and engaging
- Regularly updated news and industry insights relevant to brokers, insurers, and tech partners
- Resources for brokers looking to adopt and implement emerging technologies
- A space for tech vendors to showcase innovative, broker-relevant solutions
- Opportunities for collaboration with carriers, vendors, and other technology service providers



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IBAC Tech serves as the bridge between Canada's broker network and the broader insurance technology community. The site also showcases IBAC's ongoing efforts to advocate for brokers and to help the industry navigate the evolving technology landscape. While IBAC does not build or endorse specific tools, the association plays a critical role in communicating brokers' challenges and priorities to vendors and insurers—encouraging innovation that will sustain and grow the broker channel and the customer-first values of choice, advice, and advocacy.

A huge thank you to everyone who helped bring this new site to life, especially our IBAC Tech Committee, a national group of forward-thinking broker leaders and volunteers, who collaborate to ensure that brokers have a strong voice in conversations shaping the future of insurance delivery.

To explore the new platform, visit www.ibactech.ca today.

About IBAC

The Insurance Brokers Association of Canada (IBAC) is the national voice of P&C insurance brokers and an advocate for insurance consumers. Representing broker interests and promoting the value of professional advice, IBAC fosters dialogue within the industry while safeguarding client choice and service standards.

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