



**Canadian Association of
Managing General Agents**

Strategic Plan

2026 & 2027

151 YONGE STREET | 11TH FLOOR | TORONTO | ONTARIO | M5C 2W7 | 437.295.1437

CAMGA.CA



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EXECUTIVE DIRECTOR WELCOME

It's been an incredibly warm welcome into my new role. Since my start date of October 1, 2025, I've engaged in a steady stream of conversations across every corner of the industry — regulators, brokers, carriers, fellow trade associations, and of course, our members – the MGAs. What's been most striking is the overwhelming alignment I've observed. The industry wants to see MGA's work together to speak as a single voice, and use the association as an efficient access point and coordinator of the MGA message.

I have quickly learned that the nuances, workflows, and challenges within the MGA community are very different from others in the insurance sector. This distinction creates an obvious need for an MGA-focused advocacy body and trade association.

I have enjoyed working with the CAMGA Board of Directors to build this strategic plan. A plan in which we will be held accountable for. We view these next two years as critical build years, setting us up for growth and expansion in the years that follow.

MGA's are an essential part of the insurance ecosystem, and their importance is quickly growing. Thank you to members, sponsors and supporters for helping CAMGA raise the collective bar.



Brett Boadway – Executive Director

*Canadian Association of
Managing General Agents*

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CANADIAN ASSOCIATION OF MANAGING GENERAL AGENTS

Our association represents and advocates for Managing General Agents (MGA's) specializing in property, casualty & specialty underwriting, operating under delegated authority and distributing through insurance brokers.

**Empowering MGAs.
*Advancing the Industry.***



CAMGA'S MISSION

To represent, connect, and advance Managing General Agents as leaders in delegated authority property, casualty & specialty underwriting.



CAMGA'S VISION

The trusted authority and leading source of influence for the MGA sector.



OUR COMMITMENTS

ARE FOCUSED ON 5 AREAS:

1



ADVOCACY & PROFESSIONAL STANDARDS

We're the unified voice of the MGA profession — advocating for clarity, credibility, and excellence.

2



GUIDES, TOOLS & INDUSTRY METRICS

We're equipping members with the resources and knowledge they need to succeed.

3



SERVICES & PROFESSIONAL DEVELOPMENT

We're committed to helping members grow through education, support, and recognition.

4



STAKEHOLDER RELATIONS & EVENTS

We're strengthening partnerships and building community through meaningful connections.

5



MEMBER ENGAGEMENT & COMMUNICATION

We're enhancing the way we connect with members and the broader market.



ADVOCACY & PROFESSIONAL STANDARDS

CAMGA will:

- Contribute to licensing and regulatory discussions using data-driven insights and industry expertise
- Form a Regulatory Committee to coordinate engagement and submissions
- Refresh and deliver the “Role of the MGA” presentation across the industry
- Review and update the CAMGA Code of Conduct
- Formalize a process for addressing misconduct to uphold professionalism and integrity



GUIDES, TOOLS & INDUSTRY INSIGHT

CAMGA will:

- Gather and share key statistics and insights on Canada's MGA sector
- Develop a comprehensive guide to MGA licensing across Canada
- Publish white papers and position statements to inform and influence
- Strengthen relationships with international MGA associations to exchange knowledge and best practices
- Endorse and approve trusted support vendors to serve our members



MEMBER SERVICES & PROFESSIONAL DEVELOPMENT

CAMGA will:

- Offer free accredited Continuing Education (CE) courses across Canada
- Endorse and expand member discount programs with approved vendors
- Review Designation Accreditation Programs



STAKEHOLDER RELATIONS & EVENTS

CAMGA will:

- Host in-person member events designed to connect and inform
- Develop a new sponsorship program, with clear mutual commitments
- Collaborate with other industry groups to deliver localized, MGA elevated events that unite brokers, vendors, and members across Canada

SAVE THE DATE!

CAMGA EVENTS IN 2026:

AGM & SPEAKER SUMMIT

June 9

Toronto, Ontario (*Venue TBD*)

Education, networking
and tradeshow

THE CAPACITY EXCHANGE

November 12

Toronto, Ontario (*Venue TBD*)

Market practitioners and MGA
members engage and discuss
capacity, all in the same room

OTHER EVENTS TO BE ANNOUNCED!





MEMBER ENGAGEMENT & COMMUNICATION

CAMGA will:

- Broaden our member contact network and strengthen outreach
- Launch a monthly member newsletter to share updates, insights, and opportunities
- Map membership geographically to ensure regional representation and responsiveness
- Complete a website refresh to better reflect our mission, resources, and members
- Build a robust LinkedIn engagement strategy to amplify MGA voices and thought leadership on social platforms
- Establish more member committees and clear mandates to encourage collaboration and engagement

WAYS TO GET INVOLVED

**You can be a source of influence.
Leadership at all levels can do their part.**

JOIN A COMMITTEE.

Currently recruiting for:

- **Regulatory Committee:**

Looking for individuals well versed in regulatory and compliance standards, with ambitions to improve the status quo.

- **Marketing Committee:**

Looking for creatives who can contribute to social media content, education sessions and event promotion.

- **Edu-Tech Committee:**

Looking for enthusiasts who are keen to explore tech solutions that will benefit the MGA sector.

ATTEND AN EVENT:

Building a network is one of the most valuable things you can do for yourself.

IDENTIFY YOURSELF OF A SUBJECT MATTER EXPERT:

Interested in sharing your knowledge with the network?

We're eager to share your thought leadership with the wider network.

For more information contact brett.boadway@camga.ca



MOVING FORWARD ***TOGETHER***

Every initiative reflects our shared commitment
to strengthening the MGA profession in Canada.

Together, we're shaping a stronger, more connected,
and more influential MGA community.



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CONTACT INFORMATION:

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