



Building Forward: Strategic Progress, System Enhancements, and a Year of Strengthened Consumer Protection

Posted April 2026

The Insurance Council of Manitoba (ICM) is closing out this strategic cycle with significant progress, major system investments, and meaningful outcomes that advance consumer protection across the province. As we complete the 2023-2026 Strategic Plan and prepare to introduce our next plan, we are pleased to share highlights from the year and give stakeholders a first look at the improvements your feedback has helped drive.

Completion of the 2023-2026 Strategic Plan, and a Look Ahead

ICM has successfully delivered on the core priorities outlined in the 2023-2026 Strategic Plan, including modernization of regulatory tools, enhancements to licensing processes, and expanded support for consumer protection. With this plan now coming to a close, the next Strategic Plan will debut later this year, setting out refreshed priorities that continue to strengthen fairness, transparency, and public confidence in Manitoba's insurance sector. More details will be revealed in the coming months.

Showcasing Consumer Protection Wins

This year saw several impactful outcomes through Council decisions and regulatory actions, reinforcing ICM's role in safeguarding Manitobans:

- Clearer guidance for consumers navigating complaints and regulatory processes
- Strengthened oversight of licensee conduct
- Improved transparency on enforcement decisions
- Expanded educational tools to help the public understand their rights

These achievements reflect ICM's commitment to proactive, outcomes-focused regulation that puts consumers first.

Investments in Portal Security

Protecting personal information and strengthening digital infrastructure continues to be a top priority. Over the past year, ICM invested in several upgrades to increase the safety, reliability, and resilience of the licensing portal. Enhancements included modernized authentication tools, improved monitoring, and additional safeguards designed to prevent unauthorized access. These changes support a more secure and seamless experience for all licensees.

“You Asked... We Invested...” - Improvements Driven by Stakeholder Input

Your feedback directly shapes our work. Throughout the year, ICM gathered input from licensees, applicants, educators, and industry partners, and used it to guide tangible improvements.

As part of our “*You Asked... We Invested...*” theme, this year's upgrades include:

- Enhanced portal functionality
- A more user-friendly website
- Expanded educational videos
- Streamlined communication tools

This ongoing feedback loop is central to helping us align our services with stakeholder needs while upholding strong regulatory standards.

Together, these achievements demonstrate ICM's ongoing commitment to modern, efficient, and consumer-focused regulation.

INSURANCE COUNCIL OF MANITOBA

contactus@icm.mb.ca

www.icm.mb.ca