

IBABC to join forces with FireSmart B.C. to encourage more wildfire-resistant practices

VANCOUVER – 29 June, 2022 – Summer has begun and B.C. has already seen its first heat warning. At this time last year, the Village of Lytton was experiencing record breaking temperatures from the “heat dome,” before being destroyed by wildfire on June 30. It’s clear that climate change is here and wildfires are one area B.C. is feeling the affects. In response, the Insurance Brokers Association of B.C. (IBABC) is committing to creating stronger relationships between brokers and organizations such as FireSmart B.C. that are helping people prepare to adapt for the changes ahead.

The IBABC hosted its annual Leaders’ Conference June 8 & 9 in Kelowna for the personal & commercial insurance brokers in B.C., during which Kelsey Winter, FireSmart Program Lead, B.C. Wildfire Service, and chair of the FireSmart B.C. committee, gave a presentation on the FireSmart Program during the “Climate Change Forum” session. FireSmart is about living with wildfire and managing for it on our landscapes. Time and again, FireSmart methods have been demonstrated to reduce the risk of losses, even under the most extreme fire conditions.

Once aware of FireSmart B.C., more than eight in ten people say it is valuable to the province. However, Winter said only about 20% of people they surveyed have implemented FireSmart methods. IBABC hopes that a partnership between our two organizations can help bring that number up to better protect the residents of our province. As such, the association is pledging to distribute and promote FireSmart B.C.’s programs and resources through its member brokers to their customers.

“As insurance brokers, we want to protect our customers and their property in every way we can before and after disasters happen,” said Andrew Janzen, president, IBABC. “FireSmart B.C.’s resources and methods are more tools we can promote to the consumers to prepare for and mitigate wildfire risks before they occur.”

B.C. has adapted by moving to a year-round workforce for the Wildfire Service, and it’s only a matter of time before the next wildfire occurs. It will take strong partnerships and cooperation from various organizations and government to ensure the public has what it needs to be prepared.

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.

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