



**CREDIT
UNION**

OMISTA

Moncton

151 Cornhill Street
1192 Mountain Road

Fredericton

444 Aberdeen Street

Oromocto

2 Gateway Drive

OMISTA.com

OMISTA Credit Union is pleased to participate in the Department of Finance's second stage consultation on its review of the federal financial sector framework.

OMISTA offers complete banking for people who want to bank local while making the place they live even better. As a Certified B Corporation with over \$330 million in assets under management, we truly believe in business as a force for good. OMISTA is part of Canada's largest network of financial institutions and has branches in Moncton, Oromocto and Fredericton serving over 10,000 members. With the recent opening of our new flagship branch at 444 Aberdeen Street we have injected over \$750 000 into the Fredericton economy.

Our submission focuses on the Department of Finance's consultation question about the Bank Act restrictions on the use of the terms "bank" and "banking" by non-banks, in particular credit unions. Although we use "bank" and "banking" in our everyday business language, Credit unions are different from banks. We provide a better way to bank by offering much more than financial services and products. We are about keeping more money in our customers' pockets, providing service to all, and helping communities prosper.

The removal of these terms from our website, brochures and other promotional materials would create confusion in the marketplace, place barriers on our ability to describe our services, and have a negative impact on our ability to serve existing and potential credit union members. Additionally, the costs related to a potential restriction would significantly detract from OMISTA's ability, as well as those of all credit unions across the country, to direct these funds in our traditional manners based on our values, history, and demonstration of strong economic and community impact.

For the 13th year in a row the *Ipsos Best Banking Awards* found Canadian credit unions are ranked first among all banks and credit unions for Customer Service Excellence and Branch Service Excellence. The *2016 CFIB Battle of the Banks* reports that credit unions continue to be rated the top performers by small to medium enterprises for best serving SME's overall financial needs. Canadian credit unions contribute 4% of pre-tax profits to local community organizations, well above the recognized industry standard of 1%. OMISTA is the only New Brunswick provider of micro loans to Canadian Newcomers for costs associated with obtaining Canadianized versions of their professional certifications. We award bursaries annually totalling over \$130,000 to date. Annually, all employees also have performance goals and variable pay tied to volunteering and giving back. We donate time and money to many other worthwhile causes including food and housing security; youth education, safety and socialization; organizations such as the Conservation Council of NB; and causes such as the Hubbard Avenue Elementary School Breakfast Program.

We recommend the Department of Finance propose changes to the Bank Act to allow credit unions, as prudentially regulated deposit-taking institutions, to use the terms "bank" and "banking" to describe their activities and services.

Thank you for considering this submission. We welcome the opportunity to work with you.

For more information, please contact:

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