



Submission to the

Department of Finance

Second Stage Consultation on the

Federal Financial Sector Review

September 20, 2017

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

Goodsoil Credit Union is an independent Credit Union located in Goodsoil, Saskatchewan and is the only financial institution in our community. We serve just over 1,400 members in all aspects of community which include agricultural, small to medium business and consumers as related to their banking needs. Without our services our members would have to travel a significant distance to another small credit union or to a larger community where other banking options exist. To our members we are the only financial institution in town.

While we are proud to be a credit union and do not promote ourselves as a bank, we do use 'banking' terms to describe the activities and services we offer. These terms include colloquial words and phrases like "on line banking", "commercial banking", "and a better way to bank". We provide what Canadians would know as "banking" services and we need to communicate to our members in language they use and understand. Despite this, we take care to ensure that we do not misrepresent ourselves as a bank. For example, our banking app can be found under through a search of credit unions and is not found under a bank search.

We offer our members a variety of services which Canadians would know and refer to as "banking". These services include chequing accounts, saving accounts, registered accounts, all types of loans as well as various types of clearing options. We provide the same services you would find at any bank plus fully guaranteed deposit insurance. The difference is in how we operate. In addition to local service, our members get service provided by individuals they come to know and trust. This is a key aspect of our brand and that trust would be broken if we misled our members into thinking we were a bank. We are proud of our differences and take time to promote them to our members and educate them about the credit union difference. In fact, the words 'credit union' are proudly displayed in our name and throughout our website. If you add the burden of higher costs in defining those services such as eliminating the use of the words 'bank' and 'banking' you do put in jeopardy our ability to provide these services in our community.

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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