

JOIN US - 2022 ANNUAL GENERAL MEETING

With the easing of the pandemic, the Board of Directors will be offering the 2022 Annual General Meeting for all members with an in-person and virtual format.

For members feeling comfortable to attend in-person, please join us at the Atlas Hotel, 4177 Albert Street for the AGM, like we have offered in the past. For everyone else, the AGM will be live streamed to members, regardless of your location across Canada.

The meeting is planned for May 26th between 10:30am – 1:30pm. Lunch will be provided for the in-person members.

The meeting will provide updates on the operations of the SRA during 2021 as well as special guest presentations from the Saskatchewan Seniors Mechanism and PEBA (Public Employees Pension Agency). GMS will be in attendance to respond to questions about the SRA Health and Dental Plans.

All participating members will be able to ask questions through a special email account so you can participate from wherever you live.

We are always looking for volunteers and members interested in serving on Committees and the Board of Directors as there will be nominees for the Board as part of the AGM.

Please watch for more details on the meeting, how to register to help guide the SRA with your feedback and comments.



MEMBER COMMENTS Have a question? Suggestion? Need Information? Let us know!

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SRA

SASKATCHEWAN RETIREES ASSOCIATION

THE

ADVISOR

SPRING 2022

MEMBER SURVEY UNDERWAY

By now you will be aware that the SRA is conducting a major survey of all members to get your feedback and ideas to guide the organization over the next few years.

The SRA has engaged Inshtrix from Saskatoon to help with the survey. You should have received an e-copy of the survey or a phone call to complete the survey if you don't use email or are uncomfortable filling out surveys online.

The survey is asking many questions so we can understand your views. We have not asked for your views in this way since 2017. Much has changed since then and we need an updated snapshot of our 3600 members' thoughts and interests.

Please take a few minutes to help us out by completing the survey. We are hoping for a large response from you.

A summary of the findings and observations will be presented at our Annual General Meeting on May 26, 2022.



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THE PEBA CONNECTION

The Saskatchewan Retirees Association is working to strengthen our relationship with the Public Employees Benefits Agency (PEBA) so we can represent and serve the interests of our members as effectively as possible. The board believes that a good working relationship will be beneficial to both organizations, and ultimately to our shared membership.

PEBA is the branch of Saskatchewan's Department of Finance that administers the province's public sector pensions for their respective boards. PEBA is responsible for calculating and paying pension benefits and communicating with members about their pensions. Pension plans administered by PEBA include:

- 1) a number of defined benefit plans like the Public Service Superannuation Plan (PSSP) and the Power Corporation Superannuation Plan, as well as the Municipal Employees Pension Plan (MEPP);
- 2) the Public Employees Pension Plan (PEPP), Canada's largest defined contribution pension plan with 146 participating employers and almost 66,000 total members.



Currently about 21,000 retirees receive a defined pension benefit, variable pension benefit or annuity through pension plans administered by PEBA.

SRA also aims to identify joint activities that will help to inform and educate public employee retirees about their pension and retirement benefits and options. One possibility, for example, is to invite PEBA participation in SRA-sponsored educational and information sessions on pension-related topics.

The Saskatchewan Retirees Association started its initiative about two years ago by requesting meetings with PEBA management to discuss the range of issues and initiatives affecting pensioners. Meetings to date have been very positive. We have exchanged information and discussed activities and issues such as the potential for developing new pension options for PEPP members and the need for retiree representation on public sector pension boards.

SRA SUPPORTING THE "HOME SUPPORTS" INITIATIVE

As a member of the Saskatchewan Seniors Mechanism (SSM), the SRA has been providing financial and volunteer resources over the last two years. SSM is leading this project, aimed at creating awareness that older adults continue to express a desire to live independently in local communities.

Starting in October 2021, a media campaign was started by SSM. Over the next two months, messages were placed in Saskatchewan newspapers, on social media and with two television advertisements on Bell Media (CTV). The media campaign was focused on building understanding of the concept of "home supports", an initiative to build a network of qualified services providers available to older adults that would choose to access the services, provided at an affordable price for anyone that would sign up for the services.

The results were encouraging including:

Print Advertisements:

- Ads in the Saskatoon and Regina regions **reached a potential of 80,003** subscribers
- Ads were published in 15 weekly newspapers across Saskatchewan
- The rate of interest from subscribers were slightly higher than industry averages

Social Media:

- Facebook posts had **245,064 visitors**, resulting in 3,370 in-depth reviews and **563 inquiries** or sign-ups for SSM to learn more about the project
- Social media articles had 364,190 visitors, with 3,437 in-depth reviews.
- The engagement rate was **2.09%, higher** than the industry average of 1.0%

Television:

Two, 30 second paid ads ran 129 times on the 4 Saskatchewan CTV stations with a potential audience of 4,314,700 viewers

- CTV also placed the ads an additional 134 times for **1,793,400 viewers** at times where they had unallocated airtime on their stations
- The ads were also placed on the CTV digital sites with a reach of another 208,332 views on the various posts

With the media campaign, over **900 people agreed to sign up in support of the "home supports" initiative.** By signing up, they were indicating a willingness to support, gain access to more information about the project and take action to build momentum.

The SRA will continue to support this project through 2022 and the next media campaign that will begin in the April-June timeframe.



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