Statement of Intent (SOI) for IAA Activities on Future Actuary

Building Supply & Demand

Approved by Council on 27 May 2023

Executive Summary

1. What are we proposing?

Based on the report of the Future Actuary Task Force regarding Risk and Opportunity, the IAA is proposing to launch an initiative to examine the supply and demand for the future actuary, including how to build awareness, using consistent messaging, across multiple stakeholders of what it means to be an actuary and the benefits that actuaries can bring.

2. Why are we proposing this?

- Proactively prepare the profession to face the challenges in the future by advancing the competency of the profession and creating awareness about the profession.
- Promote the role of the actuary in traditional as well as emerging wider fields, and raise the image and profile of the actuary through an appropriate communication strategy.
- Inspire younger, new generation of actuaries and support them to keep the profession relevant.
- Coordinate and facilitate the development of actuarial education, skills, professionalism, and practice standards, thus adding value to the efforts of our members.

3. How will we reach this objective?

- Extend the mandate of the FATF with update in its membership as needed.
- Engage with Member Associations (MAs) to gather information, collate and share with all MAs to create awareness and provide the opportunity to learn from others
- Create a branding campaign for MAs to use and be able to “localize”, to help promote the actuarial profession.
- Engage with external stakeholders to create awareness, and educate them on the role that actuaries could play, using consistent messaging and an appropriate communication strategy.

4. When and how long?

- Information gathering on what messaging MA’s are using surrounding actuaries, what collaterals already exist (www.beanactuary.org), collating and sharing the report (Q3/Q4 2023)
- Create the Future Actuary profile, including messaging to be used for stakeholders (Q1 2024)
- Seek approval from Council of the messaging to be used and how to deploy it (Q2 2024)
- Promote the Actuary of the Future to MAs and external stakeholders (Q2 2024)

5. How much will it cost?

No additional costs are envisaged for the work of the FATF.
1. **Background**

In April 2022, Council ratified the Statement of Intent (SOI) for IAA Activities on Future Actuary – Risk & Opportunity Radar. The Future Actuary Task Force (FATF) was created thereafter to develop a Risk and Opportunity Radar for the profession, which has now been completed. The report of the FATF recommends as next steps that one or two workstreams be created for the following tasks:

i. Gap analysis and Skill Development – to identify and evaluate gaps in skills against the emerging opportunities in mature as well as fast growing economies, and propose how the actuarial associations in those markets can potentially address them.

ii. Supply and Demand – to examine the supply and demand for the future actuary, including how to promote the Actuary of the Future and the actuarial profession with consistent messaging.

The IAA Education Committee would be best placed to address the gap analysis and skill development workstream.

This SOI proposes the IAA activities relating to the second workstream, i.e., to examine how to increase the demand and supply for actuaries by creating a global branding exercise that could be used by the IAA and the actuarial associations across the world.

The proposed activities support the vision of the International Actuarial Association (IAA), which is that the “actuarial profession is globally recognized as leading experts in risk and financial security, contributing to the well-being of society”. One of the IAA strategic objectives is to support the development of the actuarial profession worldwide and promote appropriate professional/education standards through Member Associations.

The IAA must support the development of the actuarial profession and the associations to maintain the relevance of the actuary. Promoting the Actuary of the Future will be helpful to create awareness and position the role of the future actuary. The approach should be strategic rather than reactive.

2. **Objectives of the Proposed IAA Activities**

The main objectives of the proposed activities in the SOI are:

a. Proactively prepare the profession to face the challenges in the future and advance the competency of the profession by facilitating knowledge sharing, educating actuaries, and creating awareness about the profession.

b. Promote the role of the actuary in traditional as well as emerging wider fields, and raise the image and profile of the actuary through an appropriate communication strategy.

c. Inspire younger, new generation of actuaries and support them to keep the profession relevant.

d. Coordinate and facilitate the development of appropriate actuarial education, skills, professionalism, and practice standards, thus adding value to the efforts of our member associations.

3. **Scope, Content and Activities with Timelines**

The IAA will engage in activities to create awareness amongst MAs and the actuarial profession more broadly regarding how to increase the demand and supply of actuaries by creating a global branding.
exercise that could be used by the IAA and the actuarial associations across the world.

Activities with internal focus:

- Engage with FMAs to determine what work has already been done to increase supply and demand, and what collaterals already exist (e.g., www.beanactuary.org). Gather and collate this information in a sharable format (Q3/Q4 2023).
- Create the Future Actuary profile, including messaging to be used with stakeholders (e.g., when meeting with Supranational organizations, regulators, etc.), that will be tailored for the audience, yet giving a consistent definition of how actuaries can play a role. (Q1 2024)
- Create a branding campaign for FMAs to use and be able to localize, to help promote the actuarial profession
- Seek approval from Council of the messaging to be used for the Future Actuary and how to deploy it (Q2 2024)
- Support MAs to increase the demand and supply for actuaries (Q2 2024).

Activities with external focus:

- Engage with external stakeholders (e.g., key Supranational partners, employers in wider fields) via the FMAs, to create awareness, and educate them on the role of the actuary (2024 onwards).

In developing the above, the IAA should be mindful to:

- Ensure that the IAA’s deliveries are useful and relevant to external stakeholders and the FMAs;
- Consider what the FMAs have been and are expecting to deliver; IAA output should add value to the MA deliveries in this area; and
- Avoid simply re-disseminating information produced by FMAs without adding value.
- Use the limited IAA resources efficiently and effectively.

4. **Resources Needed**

The actual work is expected to be conducted through an appropriate combination of IAA groups and MAs, working in collaboration. The timeline for this work is anticipated to run to the Q2/Q3 2024.

It is anticipated that most of the work, if not all, will be done by using resources from the existing IAA entities, or by creating smaller teams of 3 to 4 people from diverse backgrounds and experience levels, leveraging on work done or intended to be done by FMAs. Most work will be through email exchanges and conference calls.

Coordination and secretarial support will be required from the IAA Secretariat, but assuming the outputs can be staggered, this should not create a significant demand on the Secretariat staff. If it is decided that professional services to create a marketing campaign is needed, a budget will be created and brought back to the Council for approval.

In summary, a significant increase in the IAA budget is not envisaged to support the proposed activities. Anticipated benefits are expected to far exceed such additional expenses.

5. **Next Steps**

To perform the activities described above, the FATF mandate will be expanded through the EC with a mandate to oversee the accomplishment of the proposed activities in accordance with this SOI.