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AMANDA DEAN

VICE-PRESIDENT, ATLANTIC

INSURANCE BUREAU OF CANADA








StrongFortMcMurray.ca
We Will
Rebuild
Welcome Home
Fort McMurray


$3,770,000,000
Insured losses estimated


Safe. Resilient. Together.














CANADIAN
RED CROSS
CROIX-ROUGE
CANADIENNE


Welcome to
Fort McMurray



Personal property claims in Newfoundland and Labrador

1996 – $16.9 million

2015 – $97.5 million

Federal Government Disaster Fund

$6,800,000,000

960 1970 1980 1990 2000 2010 2020

75%

(Flood-related)

* Adjusted to 2014 dollars

Federal Government Disaster Fund

$37m*/year

$900m*/year

1970 1980 1990 2000 2010 2020

* Adjusted to 2014 dollars





Collaborate
to make
significant change





16%

High risk of flood


XYZ
INSURANCE
WE NOW OFFER
FLOOD
COVERAGE

Work in partnership with governments

Governments committed to **flood mitigation**

Insurance industry

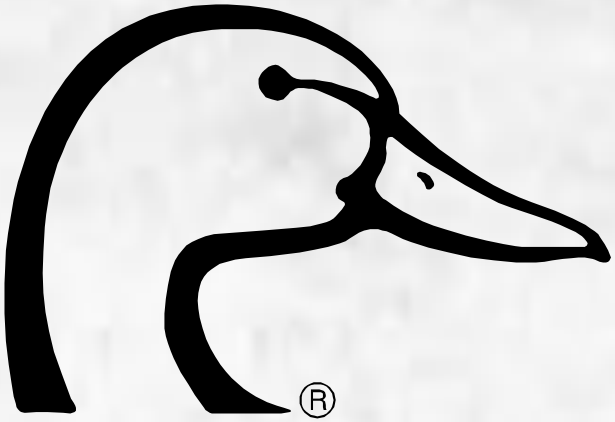
Emergency management officials

Federal agencies



We need the **political will** to **drive** this process to a **productive conclusion**

Limiting or ending the practice of building in high risk areas



DUCKS UNLIMITED



It won't happen **here**

It won't happen **now**

It won't happen **to me**

We need to **work together** to educate consumers



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