



VISION

Strengthen the retirement income readiness of
Canadians and their families

BY PROVIDING RELEVANT INFORMATION SO THAT THEY CAN:

GOALS

**UNDERSTAND
THEIR RETIREMENT
INCOME OPTIONS**

**PLAN AND SAVE
FOR THE FUTURE**

**HAVE ADEQUATE
INCOME IN
RETIREMENT**

TO ACCOMPLISH THESE GOALS, WE WILL:

Mobilize and engage companies and organizations to
strengthen the retirement income literacy of Canadians and
empower them to achieve these goals

APPLYING OUR KEY PRIORITIES OF:

STRATEGY

**COLLABORATING
AND SHARING**

**TAILORING
CONTENT/
APPLYING
PLAIN LANGUAGE
PRINCIPLES**

**REACHING AND
ENGAGING**