

BEREAVEMENT AUTHORITY OF ONTARIO

Member Role Profile

CONSUMER ADVISORY COUNCIL

Role at a glance

ITEM	DESCRIPTION
Role	Member, Consumer Advisory Council
Reports / advises	Advisory to the CEO & Registrar and, where appropriate, the Board of Directors
Appointment	Appointed by the Board of Directors
Term	Three years; reappointment subject to the approved Terms of Reference
Meetings	Minimum twice annually, or as required
Status	Members receive a Board-approved honourarium; eligible expenses are reimbursed in accordance with the BAO Expense Policy

Purpose of the role

Members provide independent, proactive and evidence-informed consumer advice to help the BAO consider the impact of regulatory policies, programs, initiatives, communications and services on consumers and the public interest.

Key responsibilities

- Act in the public interest and bring an independent consumer perspective
- Prepare for and participate actively in meetings
- Provide constructive advice on consumer impacts, barriers and emerging issues
- Consider the needs of consumers beyond personal circumstances
- Apply an equity, inclusion and accessibility lens
- Maintain confidentiality and comply with conduct requirements
- Disclose and appropriately manage actual, potential or perceived conflicts
- Participate in orientation, annual work planning and Council-level evaluation

Desired capabilities and experience

- Understanding of issues affecting bereaved consumers and the public
- Relevant lived, community, caregiver, advocacy, accessibility, policy or service experience
- Ability to listen, communicate clearly and work with different viewpoints
- Sound judgment when considering sensitive or competing issues

- Ability to identify systemic barriers and practical improvements
- Availability and commitment to prepare for meetings

Collective composition

The BAO will seek a Council that collectively reflects different regions, demographics, lived experiences, socioeconomic circumstances, consumer and community perspectives, accessibility knowledge and experiences with bereavement-related services. No member is expected to represent an entire community.

Eligibility and independence

- Must be at least 18 years of age and reside in Ontario
- Must be able to perform the role constructively and respectfully
- Must comply with confidentiality, privacy, conflict-of-interest and conduct requirements
- Must be independent and free from conflicts that would impair objectivity
- Current owners, officers, directors, senior employees or registered representatives of BAO-regulated organizations are generally not eligible for consumer-member positions. Other sector connections will be considered individually.

Supports provided by the BAO

Administrative support and advance meeting materials

Orientation and access to subject-matter briefings

Virtual participation where applicable

Accessible and alternate-format materials and accommodations

A named staff contact for administrative or participation support

Communication of outcomes and follow-up actions

Authority and limitations

The Council is advisory and has no decision-making, governance, operational or resource-allocation authority. Members do not speak publicly for the BAO unless expressly authorized.