



ATMIA
Submission to House of Commons Finance Committee Pre Budget Consultations
August 6, 2014,

ATMIA is pleased to make a submission to the House of Commons Standing Committee on Finance's pre-budget consultations.

The ATM Industry Association (www.atmia.com) is a non-profit trade association serving all businesses and groups in the ATM industry. The association is made up of approximately 5,000 members in 65 countries. In Canada, ATMIA has 447 Members.

Our members followed the debate earlier this year on the New Democratic Party's motion to cap ATM fees. Many myths and misperceptions about our sector were raised during the debate. ATM's provide a much needed service to Canadians and our members comply with stringent Canadian standards set by the financial sector; and have strong security protocols.

ATMIA's Recommendation

Canada has a financial system that is the envy of the global community. Our Interac Association structure enables Canadians to access their accounts at financial institution from anywhere in Canada and it is one of the foundation elements that benefits consumers and the retail sector. Bank ATMs and our white-label ATM's are and are seen by consumers as safe, convenient and secure ways to access cash.

Almost 4 of 5 ATM withdrawals in Canada are free to the cardholder. Where there is an ATM fee, the rate is clear, transparent and the consumer is asked if they accept the charge before the transaction takes place. Canadians use ATM's because they offer easy secure access to their financial institutions. For the 1 in 5 ATM withdrawals that does have a Surcharge fee, Canadians are choosing to pay this fee in return for the convenience of having the cash then and there. These users always have the option to go to a free ATM of their financial institution, usually nearby.

The Government of Canada supports an innovative, competitive and open market for financial services. We support the Government's focus on ensuring that consumers are educated and informed of the costs of making their financial decisions.

The Value of Cash

Cash has been used for centuries and today cash represents [85%](#) of global retail payment transactions. The Bank of Canada's "[2009 Methods of Payment Survey](#)" notes that "the most popular way of obtaining cash is through the ATM network. On average, consumers withdraw cash from an ATM once a week, and the typical ATM withdrawal is around \$113."

Canada's ATM network is the main distribution channel for cash.

Canada's Competitive Market for ATM's

Canadians have a lot of choice when using ATM machines. Canada has one of the most competitive markets with more than 22,500 Bank ATMs and more than 41,000 white-label ATMs. ATM fees. For the 1 in 5 ATM withdrawals that have a fee, have supported the successful expansion of the Interac ATM network across Canada to more than 1,500 communities from coast to coast.

Supporting Merchants

ATMIA member ATMs in merchant locations such as gas stations and convenience stores form part of the fabric of small business in Canada. ATM access at their local merchants saves Canadians both time and inconvenience of finding an ATM to access cash; helps bring customers into merchant locations aiding commerce; and allows for the economic benefit of the cash to be immediately spent in their local business community.

Curt Binns

Executive Director Canada

curt.binns@atmia.com

10520 Yonge Street

Unit 35B, Suite 218

Richmond Hill Ontario L4C 3C7

Canada

T; 416-970-7954

F; 905-770-6230

www.atmia.com

www.atmiaconferences.com



As an independent, non-profit trade association, our mission is: to promote ATM convenience, growth and usage worldwide; to protect the industry's assets, interests, good name and public trust; and to provide education, best practices, political voice and networking opportunities for member organizations.

Watch the Cash Lives & Cash Connects Us videos. Share and spread the word! [Click here](#) to view them.

This email, including attachment(s), is the property of ATMIA and is intended only for the person or entity to which it is addressed. This email, including attachment(s), may contain information that is privileged, confidential or otherwise protected from disclosure under applicable law. Distribution or copying of this email, or the information contained herein, by anyone other than the intended recipient(s) is strictly prohibited. If you have received this email in error, please immediately reply to the sender, then delete and destroy all copies, including electronic copies, of this email.