



Hollard.
commercial insurance

MEDIA RELEASE

04/04/2019

Hollard Commercial Insurance (HCi) Launch Long Live the Broker

Hollard Commercial Insurance (HCi) has launched their new campaign - Long Live the Broker. The campaign which will be running over the course of the year focuses on championing the broker and promoting the good work they do.

Richard Heilig, CEO of HCl said "In recent times there has been a lot of talk about how technological advancements in the industry mean that consumers have a far wider choice and more information at their fingertips than they have ever had. Coupled with the growth of direct insurance in recent years, this can be seen as a potential challenge to the relevance of the role of the broker".

He went on to say "However, this is only one side of the story, whilst there is undoubtedly more choice, arriving at the best possible cover can be a daunting task for business owners. We need specialists who understand insurance and their client's needs intimately, and can help them navigate our complex industry. We believe that brokers are now more important than ever. And with intermediaries a core part of our business model, we must look for ways to support them"

The campaign was kicked off at launch events in Sydney, Melbourne and Brisbane, alongside the launch of the new Hollard Commercial Insurance brand. As part of the campaign, HCl have released a manifesto which highlights why they believe brokers to be important.

Statistics show despite industry changes and direct online sales channels, brokers remain just as relevant as they have always been with \$11.5B in general insurance premiums invoiced by intermediaries in the second half of 2018, and the share of general insurance premiums placed by intermediaries continuing to grow.#

Contact

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Hollard Commercial Insurance (HCi) is The Hollard Insurance Company's wholly owned commercial insurance business. HCl specialise in business insurance products designed to protect everyday risks for Small to Medium Australian businesses via insurance intermediaries.

Attached: Long Live the Broker Manifesto

#Source: APRA Intermediated General Insurance Statistics December 2018.

<https://www.apra.gov.au/publications/intermediated-general-insurance-statistics>

www.hollardcommercial.com.au

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