



MEDIA RELEASE

Embargoed until 9pm on Tuesday, 15 March 2016

15 March 2016

FSC Life Insurance Awards 2016 – And the winners are...

In a night of nights for the life insurance sector, 300 industry executives gathered in the Ivy Ballroom at a black tie function for the presentation of the fourth annual FSC Life Insurance Awards.

This year, six awards were presented in recognition of excellence in the industry in areas of consumer innovation, leadership, young achievement, social media and pioneering change to transform the industry.

Sally Loane, CEO of the Financial Services Council said: “The life industry is undergoing unprecedented change which is generating innovation and transformative thinking.”

Winners of the 2016 FSC Life Insurance Awards are:

Industry Pioneer Award	Fiona Guscott, Chief Underwriter and Head of Underwriting Quality and Standards, MLC/NAB
Leadership Award	Alexis George, Managing Director – Australia Wealth, ANZ Group
Young Achiever Award	Rhiannon Wilson, Claims Consultant, BT Financial Group
Consumer Innovation Award	AIA and Sunsuper for eClaims
Consumer Innovation Award	BT Financial Group for Advanced Terminal Illness
Big Thinking Award	AIA and Sunsuper for Permanent is no Longer Permanent research
Social Media Award	ANZ social media campaign #equalfuture

The FSC Life Insurance Awards were judged by Carden Calder – Managing Director, Bluechip Communication, Mike Taylor – Editor, Money Management and Michael Molesworth – former Managing Director, GenRe. They were sponsored by Australian Medico-Legal Group, RGA, Munich RE and BlueChip Communication.

AWARD CATEGORIES

Pioneer Award

For an individual who has demonstrated an outstanding commitment to innovative thinking to transform the life insurance industry to meet the challenges of the next generation, awarded to Fiona Guscott, Chief Underwriter and Head of Underwriting Quality and Standards, MLC/NAB, who is widely known in her organisation for being an innovative thinker and a change agent.

Leadership Award

For an outstanding individual who has demonstrated a consistent commitment to cultivating, developing and supporting new and emerging talent in the life insurance industry. The winner, Alexis George, Managing Director – Australia Wealth, ANZ Group, has over 20 years’ experience in the financial services industry. She is considered to be an excellent leader by her peers and positively champions future leaders in the industry.

Young Achiever Award (sponsored by Australian Medico-Legal Group)

This award is to acknowledge, encourage and promote the positive achievements of an individual in the start of their career within the Australian life insurance industry. The winner this year Rhiannon Wilson Claims Consultant, BT Financial Group, has only just joined the life insurance industry and by developing and rolling out a host of new initiatives she has already made a huge impact within her organisation.

Consumer Innovation Award (sponsored by RGA Reinsurance)

This award recognises an individual, team or organisation for excellence in the use of emerging technology to engage with consumers. There were many strong applications this year which made the judges' decision difficult. As a result the award was shared between AIA and Sunsuper for eClaims and BT Financial Group for Advanced Terminal Illness. Both of these submissions demonstrated forward thinking and how the industry needs to change in the consumer space.

Big Thinking Award (sponsored by MunichRe)

This award recognises a team or organisation that has shown leadership and innovative thinking in the area of research that seeks to enhance the reputation, innovation or development of the insurance industry and its customers, products and services. This year the award goes to and AIA and Sunsuper for Permanent is no Longer Permanent – research that is forward thinking and provides unique insight into the behaviour of claimants who had previously been paid a TPD benefit.

Social Media (sponsored by BlueChip Communication)

The innovative use of social media award acknowledges an outstanding social media campaign undertaken by a team or organisation in the past 12 months that demonstrates originality, creativity and a quantifiable 'return on investment' either through improved customer engagement, retention, awareness or brand recognition. The winner this year – ANZ social media campaign #equalfuture – took the issue of gender inequality and helped bring it to public attention with over 20 million impressions.

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About the Financial Services Council

The Financial Services Council (FSC) has over 115 members representing Australia's retail and wholesale funds management businesses, superannuation funds, life insurers, financial advisory networks, licensed trustee companies and public trustees. The industry is responsible for investing more than \$2.6 trillion on behalf of 11.5 million Australians. The pool of funds under management is larger than Australia's GDP and the capitalisation of the Australian Securities Exchange and is the third largest pool of managed funds in the world. The Financial Services Council promotes best practice for the financial services industry by setting mandatory Standards for its members and providing Guidance Notes to assist in operational efficiency.