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## STRATEGIC APPROACH TO PROMOTE INSURANCE

Mr Michael Wilkins, a Director of the Insurance Council of Australia and Managing Director, Promina Group Limited, told the Council's annual Queensland conference today that insurance was often taken for granted until there was catastrophe or turmoil in the insurance market.

It is increasingly important for the general insurance industry to demonstrate its contribution to the economy and the protection it provides to individuals and the community, Mr Wilkins said.

"The key point to be made is that insurance provides the vital market function of spreading risk around our society through efficiently allocating and pricing risk. This is an essential element of a high performing economy. And without a reliable mechanism for pooling and sharing that risk, a lot of economic activity simply wouldn't take place. And neither would a lot of normal social activity - we learnt that the hard way during the public liability crisis.

"For this reason, the Board of the Insurance Council has added a longer-term strategic focus to the Council's work. We have referred to these as our Blueprints for the future. These Blueprints aim to provide consistency of policy over time, setting out the insurance industry's agenda, its desired outcomes and how those outcomes will benefit the community and the economy, and therefore compliment the public policy directions of Government."

Mr Wilkins said the Blueprints would cover a number of areas dealing with issues of societal risk, affordability of insurance, personal injury management and compensation, and the overall health and effectiveness of the industry.

"The challenge for all of us is to identify the issues which the insurance industry contributes to, that directly or indirectly impact the fast-changing society we live in. In turn, the Insurance Council will add value for its members by arguing the case for our industry in the wider community and to Governments," Mr Wilkins said.

### Media inquiries

Insurance Council:	Rod Frail	0413 98 98 97
Promina Group Limited:	Alexander Drake	0407 701 495