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Got An Idea? - \$50,000 Resilience Award Entries Now Open

The Insurance Council of Australia, together with its Members, is looking for creative ideas which demonstrate measures or concepts that improve an individual's, business' or community's ability to withstand or recover from extreme weather events.

"Communities, businesses and individuals that possess strong resilience characteristics can arrive on the other side of a severe extreme weather event in a stronger position. That's why the Insurance Council is calling for ideas and initiatives to improve Australia's ability to endure or recover from extreme weather events," said Ms Kerrie Kelly, CEO of the Insurance Council.

The \$50,000 Resilience Award will be awarded to an idea, concept, product, research or practical innovation that will assist and contribute to Australian communities becoming more resilient to extreme weather events.

"This Award is a further step in supporting actions that need to be undertaken by governments, communities and the general insurance industry under the Insurance Council's **Resilience Policy, *Increasing Community Resilience to Extreme Weather Events***," said Ms Kelly.

Entry is open to all Australian residents, companies and government agencies. Details of entry terms and conditions, the assessment criteria and the six key ingredients of Resilience can be found at www.insurancecouncil.com.au.

A panel of risk experts appointed by the Insurance Council will assess each entry, with the winner to be announced at the Insurance Council of Australia's Annual Dinner on 7 May 2009, in Sydney.

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