



MDRT AUSTRALIA

MEDIA RELEASE

MDRT Australia supports united industry focus & solution to national underinsurance crisis

Tuesday October 20, 2009. At the recent meeting convened by Million Dollar Round Table, The Premier Association of Financial Professionals® (MDRT) Australia, Chairman Stuart Farrell was encouraged by the support received from the representatives of the life industry and relevant associations that attended the function and in particular, for their commitment to addressing the growing underinsurance problem in Australia.

“We all acknowledge that there is no simple off-the-shelf solution for the complex issue of underinsurance, however, it can only be addressed with a long term and sustained campaign and commitment by the industry as a whole,” said Stuart Farrell.

“Well protected Australians serviced and supported by profitable and efficient life protection companies and advisers is the winning scenario we should all strive for.”

Also attending the meeting was Alphonso Franco, MDRT Regional Zone Chair for USA, Canada and Oceania and of the world’s leading Critical Illness insurance authorities and renowned risk protection based financial adviser.

In his welcome remarks, Alphonso acknowledged that the eyes of the world were on the Australian Financial Services industry as it is acknowledged globally as an international leader. Furthermore, he encouraged industry participants to work together in partnership with regulators and obtain input from advisers and consumers in order to develop sustainable and innovative long term solutions to the underinsurance issue.

During the MDRT Australia meeting that was supported by its industry sponsors Asteron and CommInsure, a number of product, marketing, promotional, training and remuneration issues were discussed at length – all of which would have an impact on the underinsurance problem.

Continues ...

“However, it is an all encompassing industry solution tailored to the needs of Australian consumers that we must formulate as a matter of the highest importance,” said Stuart Farrell.

“Within the Australian Financial Services industry armory, we have a vast array of resources i.e. the real life examples and scenarios of exemplary service, dedication and commitment of professional financial advisers; the all important life boats that are designed and delivered by innovative life insurance companies that save countless families and businesses from financial devastation as the result of an unexpected death or incapacitation; the commitment to the financial well being of consumers by the nation’s regulatory bodies – and the list goes on and on.”

“But in spite of all these resources, advances and improvements within financial services, the message is not getting through to Australians and families and individuals are failing to safeguard their homes, lives and businesses with life insurance protection cover.”

MDRT has a long established reputation for providing the catalyst that brings industry together to address high level specific issues and concerns.

MDRT brought international attention to the precarious financial future of the Baby Boomer generation as longer life expectancy, shortfalls in government funded social security safety nets and poor saving and investment habits would mean this group would have insufficient financial resources to fund a comfortable quality of life in retirement.

The MDRT Boomertirement Summit in New York in 2007 brought industry partners together to harness collective industry expertise and explore solutions that would assist Baby Boomers to navigate the challenges they will confront in retirement.

A similar initiative is now required in Australia and Stuart Farrell confirmed MDRT Australia’s determination and commitment to support the Australian industry to address the underinsurance issue.

Stuart Farrell concluded, “It is MDRT Australia’s steadfast objective to take this issue to the next level and the professional association would work with all industry stakeholders to explore, develop, educate and communicate solutions that will help to secure the financial future and well being of Australians.”

Issued by MDRT Australia

Media Enquiries: Mr. Joe Perri
Joe Perri & Associates Pty Ltd
Telephone/Fax: +61 3 9324 0362
Mobile: +61 412 112 545
Email: jperri@joperri.com.au