

WE STAND BEHIND  
**OUR BROKERS**  
SO THAT CUSTOMERS  
**NEVER**  
NEED TO STAND ALONE



**Kevin O'Brien**  
Insured through a  
Steadfast Broker

**Steadfast**   
STRENGTH WHEN YOU NEED IT

# LARGEST

## general insurance broker network in Australia<sup>1</sup>

Steadfast is the leading distribution channel of general insurance products and services to the small and medium sized enterprise (SME) market in Australia and New Zealand.

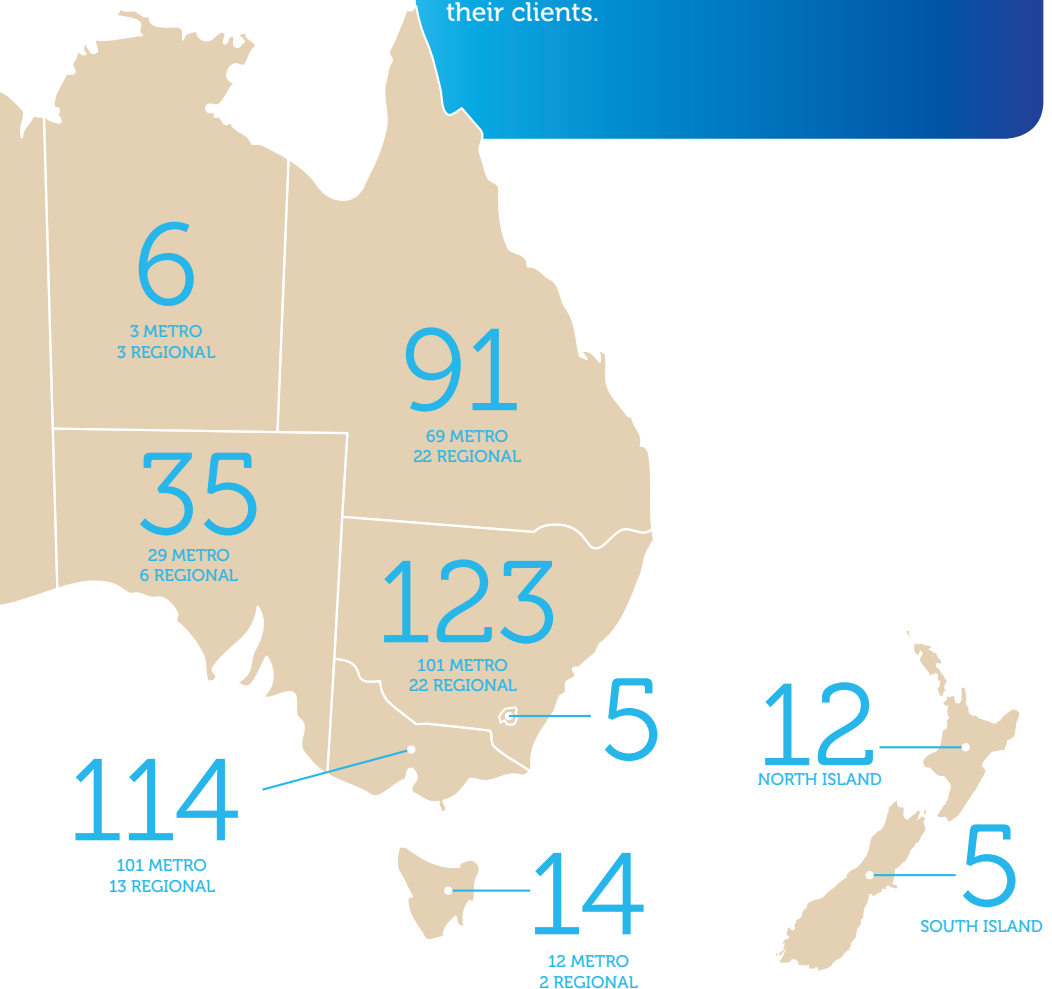
Our network comprises of 285 insurance brokerages, represented by 455 offices. Together they proudly service over one million businesses.



<sup>1</sup> Measured by annual premiums placed and number of licensed brokers.

Steadfast Group Limited was established in 1996 through the union of independently owned insurance brokerages to harness the power of numbers for their clients' benefit.

In August 2013, Steadfast Group Limited listed on the Australian Stock Exchange. To prepare for Listing we expanded our operations, through acquisitions into other insurance broking related businesses. This expansion translates to more diverse services available to Steadfast Brokers and a more compelling offering for their clients.



offers

# POWER

through strength

Our size provides us with enormous buying power, flexibility and influence when negotiating with insurers. Steadfast's strength and size provides Steadfast Brokers and their clients access to a broad choice of insurance products, exclusively built policies and a unique claims escalation process.

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**STEADFAST BROKERS OFFER YOU STRENGTH THROUGH SIZE:**

The Steadfast Group placed

**\$4.6<sub>bn</sub>**

in Insurance Sales in FY13

**285**

Brokerages  
represented by

**455**

Offices  
throughout Australia  
and New Zealand

We are committed to the Steadfast Network Brokers who are the core of our business and growth. They give Steadfast scale that is difficult to replicate. This scale together with our successful listing on the ASX in August 2013 provides insurance brokers in the Steadfast Network with the ability to remain independently owned and operated or the opportunity to capitalise on years of hard work by selling part or all of their business to the Steadfast Group. Our network throughout Australia and New Zealand provides strong distribution for product providers such as insurance companies.

Steadfast's ethos 'Strength when you need it' will remain anchored by its determination to deliver a suite of products and services that are innovative, dynamic and best in class and available only to the Steadfast Broker Network. We will continue to provide the required support to all our brokers to ensure they have the tools they need to provide the right professional service and advice to their clients.

**Robert Kelly**  
Managing Director & CEO



## STEADFAST BROKERS OFFER YOU POWER THROUGH STRENGTH:

- 1. INSURANCE BROKING**  
Providing support services to 285 Steadfast Network Brokers in locations throughout Australia and New Zealand; with equity interest in 63 broking businesses.
- 2. INSURANCE UNDERWRITING AGENCIES**  
Ownership interests in 5 insurance underwriting agencies which develop and market insurance products in niche segments.
- 3. PREMIUM FUNDING**  
50% interest in Macquarie Pacific Funding, one of the largest originators of premium funding products in Australia.
- 4. ANCILLARY SERVICES**  
Equity interests in complementary businesses providing back office services, legal services and life insurance broking.

# The Steadfast Insurance Broker Network

**Our network of Strategic Partners includes some of the world's leading names in insurance.**

Steadfast has genuine relationships with a significant number of selected insurers, underwriters and specialist providers in Australia and New Zealand. This association has secured Steadfast a place at the negotiating table where all parties benefit from listening to and being influenced by the requirements of the group.

Our solid reputation and size provides Steadfast with opportunities and access to international markets. Working with Lloyds on international risk appetite and business placement as well as being an industry leader; influencing and implementing standards through our affiliation with ACORD – Asia/Pacific region.

## MAJOR STRATEGIC PARTNERS

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### Ancillary Services

Steadfast holds equity interests in businesses that provide valuable services to our brokers and their clients, while delivering an ongoing revenue stream to the Steadfast Group as a whole.

### Steadfast Underwriting Agencies

Steadfast holds equity interests in five underwriting agencies, collectively referred to as Steadfast Underwriting Agencies.

These underwriting agencies act as agents on behalf of general insurers, providing product expertise, claims management and distribution for specialised insurance policies.

Each of the five underwriting agencies provide access to niche and specialised product areas. This provides Steadfast Network Brokers with an additional respected market for our brokers to place business on behalf of their clients' company requirements.

### Macquarie Pacific Funding

Steadfast holds a 50% equity interest in Macquarie Pacific Funding, with the remaining 50% held by Macquarie Bank. MPF is one of the largest premium funders in Australia. MPF has been deliberately designed to give brokers and their clients a better deal, offering highly competitive rates to clients, while sharing the profits with their brokers. They provide a higher level of service to brokers with leading edge systems, streamlined procedures and dedicated support.

**A Steadfast Broker is an industry expert who works with their client to manage their business risks and costs. The client receives the best possible cover and competitive pricing for the business.**

Chris Lee, Property and Business Owner  
Insured through a Steadfast Broker



offers brokers

# SUPPORT

for a strong competitive edge

At Steadfast we pride ourselves on supporting brokers with Steadfast badged products, tools and services, giving them a competitive edge in a fast changing market.

## ADVANTAGES OF BEING A STEADFAST NETWORK BROKER

- > Ability to remain independently owned and operated
- > Access to Strategic Partners
- > Collective negotiating
- > Training and support
- > Helplines
- > Steadfast Virtual Underwriter (technologies)
- > Group Insurances
- > Compliance tools
- > Erato Program
- > Steadfast Triage
- > Marketing
- > Networking and industry events
- > Discounted goods and services
- > Exclusive policy wordings



We support our brokers with almost every aspect of their business, from tailored product packages and compliance procedures to marketing exposure. Our services include ground-breaking innovations like Triage and Steadfast Virtual Underwriter that are unique in the industry.

This allows our brokers to combine the nimbleness and flexibility of an independent business with the rigorous processes and depth of expertise usually only available to large national organisations.

**The key advantage of being a Steadfast Network Broker is the ability to access the support and collective scale of the largest general insurance broking network in Australia, while at the same time remaining independently owned and operated.**

Steadfast Broker



provides

# STRENGTH

through knowledge and  
professionalism

Being part of a strong national network, brokers have access to ongoing training and education programs, exclusive tools, services and resources. Access to this intelligence assists them in providing you with the relevant, current and directed information and advice. This quality of advice is what differentiates a Steadfast Insurance Broker.

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Steadfast services available to all brokers in the network include:

#### **Exclusive policy wordings**

Steadfast Network Brokers have the benefit of exclusive Steadfast-negotiated policy wordings, which provide access to policies that offer broader coverage than the standard product offerings of the major insurers and underwriting agencies.

#### **Market access**

Steadfast has solid relationships with a significant number of carefully selected insurers, underwriters and specialist insurance providers – referred to as our Strategic Partners. Also included in this select group are Steadfast Underwriting Agencies and Macquarie Pacific Funding. All Steadfast Network Brokers have access to our Strategic Partners and hence an extensive market of product and service providers.



## Collective negotiating

Steadfast negotiates with insurers, underwriting agencies and premium funders on behalf of the Steadfast Network. As a result, Steadfast Network Brokers are able to offer products with pricing and terms more favourable than could be achieved by the brokers negotiating individually.

## Compliance tools

We have created a comprehensive suite of compliance tools to help our brokers manage their statutory obligations.

They include:

- > Broker Compliance Control (BCC): a computerised system that helps brokers schedule and track compliance activities.

- > Compliance manuals: detailed manuals setting out the steps brokers should take to meet their statutory obligations and maintain their licences, continually updated to reflect new regulatory developments.
- > E-advice: short legal advice on specialised topics, prepared in collaboration with Steadfast's legal advisers and sent by email.

## Helplines

Our dedicated helplines are an essential part of the ongoing support we provide to our broker network. They include:

- > Compliance
- > Contractual Liability
- > Human Resources and Industrial Relations
- > Legal Advice
- > Technical Assistance

# The Steadfast Insurance Brokers Difference

## Steadfast Virtual Underwriter (technologies)

Steadfast Virtual Underwriter (SVU) is a web-based tool, developed and funded by Steadfast, that enables Steadfast Network Brokers to obtain multiple, detailed quotes from a variety of Strategic Partners using only one data input. The SVU empowers brokers and their clients by delivering the information they need to make an informed choice, quickly and cost-effectively.

## Training and support

Training programs include online access to specially developed learning modules, face-to-face workshops on Steadfast products, processes and industry-related themes, and training from third parties including selected referral partners.

We support our brokers with web-based tools and helplines managed by experts in the areas of compliance, contractual liability, human resources, and legal and technical advice.

We have implemented a Quality Assurance Program designed to maintain high performance standards and industry professionalism across the group.

## Group Insurances

In addition to Professional Indemnity insurance through Erato, we provide a range of other insurances for brokers, including:

- > Excess fidelity
- > Legal expense
- > Management liability
- > Travel policy
- > Group life/salary continuance

**Professionalism is paramount when it comes to the relationship between a Steadfast broker, strategic partners and the client.**

Robert Barber, Altitude Volvo  
Insured through a Steadfast Broker





## Erato Program

The Erato Program is a professional indemnity program and error rectification service offered to Steadfast Network Brokers, which provides coverage for errors and omissions by Steadfast Network Brokers. The program provides cover of \$100 million for any one event and \$214 million in aggregate, with one automatic reinstatement per annum. One of the key benefits of the Erato Program is that it provides Steadfast Network Brokers with access to a higher level of professional indemnity cover than would be the case had the broker purchased cover individually.

## Steadfast Triage

Steadfast Triage is a managed escalation process designed to support brokers in areas impacting client interaction and business relationships including claims, ethics and placement issues. Working closely with the brokers, we help to clarify the facts of the situation, apply established standards of best practice and assist with the resolution of disputes involving customers, insurers and other brokers.

## Claims

Triage Claims is a review and appeal process for refused claims and other claims related issues, including:

- > Poor service from insurers or underwriting agencies
- > Poor service from loss adjusters
- > Claims that may lead to potential Erato issues
- > Policy coverage and interpretation issues

When a broker reports a claims issue, we work with them and their client to prepare an exhaustive and well-evidenced submission which we can take to the insurer for review. Unique to Steadfast, Triage Claims is an opportunity to express the consumer's perspective directly to key claims decision makers, giving Steadfast clients a significant edge in achieving positive claims outcomes.

## The Steadfast Disaster Emergency Claims Helpline

Steadfast has extended the Triage process to include a helpline for those who have been directly affected by an emergency bushfire, storm or flood situation. The service can be accessed through a local Steadfast Broker or directly via the Steadfast website. This is a unique claims service that offers free professional advice to those experiencing claims difficulties after a disaster, whether you are a client of a Steadfast Broker or not. We are here to help.





# The Steadfast Insurance Brokers Difference

## Marketing

Steadfast provides marketing support to Steadfast Network Brokers, including promotional material, marketing collateral and brand awareness.

During FY13, Steadfast initiated a brand awareness campaign promoting the value of Steadfast Network Brokers to consumers.

This included the implementation of an ongoing national advertising strategy incorporating sponsorship, television, radio, print, outdoor and digital media.

## Networking and industry events

Regular networking and industry events include Steadfast Network Broker town hall meetings, held three times annually Australia wide, and the annual Steadfast Convention. The town hall meetings are held to keep brokers up to date with new developments and are used to gather feedback. The Steadfast Convention is the largest insurance conference in Australia attended by Steadfast Network Brokers, Strategic Partners and service providers.

## Discounted goods and services

Brokers have access to a range of discounted goods and services through our extensive network of selected referral partners including insurance service providers and business service providers.

**Steadfast Brokers put these services to work on behalf of the client, for every policy and every claim. The customer is insured and assured.**

Steadfast Broker



## Steadfast donates to charitable causes each financial year.



Since Steadfast was founded, our brokers and Strategic Partners have consistently demonstrated their generosity and commitment to supporting the communities where we live and work. As a result, Steadfast has always been a substantial contributor to charity, typically donating around 1% of our Fees to charitable causes each financial year.

Steadfast Foundation makes grants to charitable organisations in Australia and globally which advance knowledge and benefit the community in the area of the arts, community wellbeing, education, environment, health science and medical research.

Over the last eight years, Steadfast Group Limited and the Steadfast Foundation have contributed almost \$1.2 million to charities.

As well as the ongoing activities of the Steadfast Foundation, our brokers help to raise funds for a local charity based near the location of our annual Steadfast Convention. In 2013, Steadfast Convention attendees donated more than \$160,000 to KidsXpress, which helps children impacted by emotional trauma.

We would like to thank our brokers and Strategic Partners for their continued generosity.

**Steadfast Group Limited**

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