

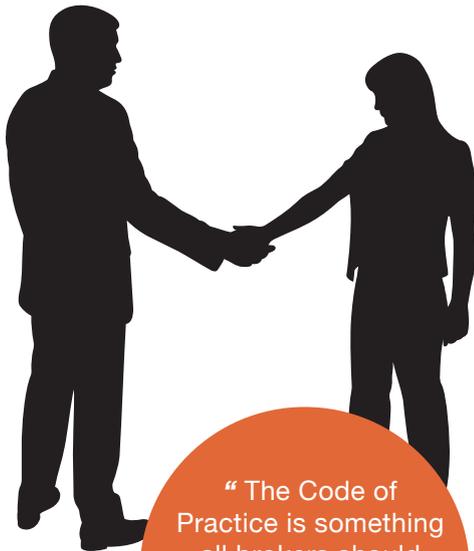
# INSURANCE BROKERS CODE OF PRACTICE

## WHAT IS THE INSURANCE BROKERS CODE OF PRACTICE?

The Code is an agreement between NIBA and its members (and other brokers who subscribe to the Code) which sets out the minimum service standards that clients can expect from brokers.

It also outlines how complaints and disputes regarding potential breaches of the Code can be resolved.

NIBA's updated Insurance Brokers Code of Practice comes into effect on 1 January 2014. This leaflet is designed to help brokerage staff understand the importance of the Code and to how it may affect them.



“The Code of Practice is something all brokers should be very proud of.”

*David Wyner,  
Former NIBA  
President*

## ARE YOU READY FOR THE CODE?

The Insurance Brokers Code of Practice comes into effect on 1 January 2014. All NIBA members and subscribing brokers are encouraged to review the service standards laid out in the document and ensure they are being followed as soon as possible.

In order to help familiarise all brokerage staff with the Code and what it represents, NIBA has created an online CPD program. We recommend that all brokerage staff undertake this program, and further details will be circulated to members in early 2014.

An extended version of the Code, containing additional guidance notes for brokers and clients, can be accessed online at [www.nibacodeofpractice.com.au](http://www.nibacodeofpractice.com.au)

A downloadable version of this pamphlet, as well as one aimed at furthering consumer understanding of the Code, can be accessed online at [www.nibacodeofpractice.com.au](http://www.nibacodeofpractice.com.au)

If you require additional copies of the Code of Practice, please contact NIBA on (02) 9459 4300 or email [niba@niba.com.au](mailto:niba@niba.com.au)

The Australian Financial Complaints Authority (AFCA) administers the Code on behalf of NIBA.

For more details visit [www.nibacodeofpractice.com.au](http://www.nibacodeofpractice.com.au)



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**NIBA**  
National Insurance Brokers Association

What it means for brokers

## WHAT'S DIFFERENT ABOUT THE CODE?

The Code has been written and designed specifically to make it truly accessible to brokers and clients. It is a vibrant and easy-to-navigate document clearly spelling out the benefits of using a broker, the service standards clients can expect from brokers (outlined far right), and the processes in place to assist clients in the unlikely event that they have a complaint against a broker.

In order to aid consumer understanding, the Code also includes a 'Words with special meanings' section to ensure any unfamiliar terms are carefully explained.

## WHY DOES IT MATTER?

The Code aims to: –

- build professional competence in the broking profession; and
- increase consumer confidence in insurance brokers – and the role they play in the insurance process.

The service standards outlined inside are also aimed to safeguard self-regulation of the broking industry.

**“ Reviewing the Code of Practice should be mandatory during staff appraisals. ”**

*Dallas Booth,  
Chief Executive Officer,  
NIBA*



## THE CODE COMMITS BROKERS TO:

- high standards of customer service;
- a free and transparent complaints and compliance review process; and
- abide by any binding sanctions imposed on us under the Code for any breach.



## HOW CAN I USE IT TO BENEFIT MY BUSINESS?

Engage your staff in the Code and what it seeks to achieve. This is a very important document, which we hope all brokers and their fellow staff members will be proud of.

Talk to your clients about it. While the Code is not a marketing product, the protection it offers clients, and the key service standards contained within it are of enormous benefit.

If used well, the Code can reinforce a broker's commitment to professionalism, competence and integrity, and can act as a positive point of differentiation between brokers who subscribe to the Code and those who don't.

## THE 12 KEY SERVICE STANDARDS

The Code outlines 12 service standards that apply to Covered Services. If you consider these the fundamentals of best practice in broking and apply them to all transactions with clients, your business is very likely to thrive.

## WE WILL

1	✓	comply with all relevant law
2	✓	transparently manage any conflicts of interest that may arise
3	✓	clearly tell you if we do not act for you
4	✓	clearly tell you about the scope of our covered services
5	✓	discharge our duties diligently, competently, fairly and with honesty and integrity
6	✓	clearly tell you how our Covered Services are paid for before we provide them and answer any questions you have
7	✓	handle any money received in accordance with relevant law and any agreement with you
8	✓	ensure that we and our representatives are competent and adequately trained to provide the relevant services and will maintain this competence
9	✓	respond to catastrophes and disasters in a timely, professional, and compassionate manner in conjunction with any industry-wide response
10	✓	ensure that we have an internal complaints and disputes handling process that meets the Code Complaints and Dispute process standards
11	✓	support NIBA in promoting the Code and make information on the Code (including how to make a complaint) and our Covered Services readily available to you
12	✓	not engage in activity or inactivity that is reasonably likely to bring the insurance broking profession into disrepute