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Insurance brokers announce General Insurer of the Year

Zurich Australia has been announced as the winner of the National Insurance Brokers Association of Australia's (NIBA) General Insurer of the Year Award for the second consecutive year.

Zurich narrowly fended off the challenge of QBE and CGU to land the coveted title in what proved to be the closest vote in the award's 16-year history, with only 14 votes separating winners Zurich and third-placed CGU.

The General Insurer of the Year Award is voted for by NIBA member brokers, who rate insurers' products and services in a range of categories as part of the annual Broker Market Survey. A record number of 1148 brokers completed the survey this year.

Linda Evans, NIBA's Professional Development Executive in charge of the survey, said: "We congratulate Zurich for winning the award, and great credit must also go to QBE and CGU. All three have put in an exceptional effort to meet brokers' expectations for quality products and services and that was reflected in the very small margins separating the finalists.

"The high standards in evidence are very encouraging not only for brokers, but ultimately for their clients as well."

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NIBA is a not-for-profit, independent industry association representing 360 firms and more than 2000 individual Qualified Practising Insurance Brokers (QPIBs), who handle almost 90% of the commercial insurance transacted in Australia. Brokers play a major role in insurance distribution, handling around \$17 billion in premiums annually and placing around half of Australia's total insurance business.