

Media Release

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For immediate release

NIBA Launches 2025 Broker Market Survey

The National Insurance Brokers Association (NIBA) is proud to announce the launch of the 2025 Broker Market Survey, in partnership with global insights leader NielsenIQ. It sets the benchmark for broker-insurer relationships across Australia's general insurance sector.

The NIBA Broker Market Survey is one of the most comprehensive and independent studies of its kind in the Australian insurance landscape. It provides valuable benchmarking of broker sentiment, insurer performance and service delivery across the general insurance market, providing the foundation for critical industry insights and helping to shape the future of insurance in Australia.

"The NIBA Broker Market Survey empowers brokers to share their experiences, reward best practice, and ultimately, strengthen the relationship between brokers, insurers and underwriting agencies," said NIBA CEO Richard Klipin.

Each year, the survey captures broker perspectives on key performance areas such as claims handling, underwriting expertise, innovation and overall service. The results provide actionable data, enabling performance benchmarking, fostering continuous improvement, and helping insurers align brand promise with delivery.

Why It Matters:

Influence: This is a chance to influence industry standards and champion exceptional service by providing honest, confidential feedback.

Benchmark: The survey provides an independent snapshot of broker sentiment and performance positioning in a competitive marketplace.

Recognise: The insights are used to determine the winners of the prestigious NIBA *Insurer Awards*, including Large General Insurer of the Year, Specialty Insurer of the Year, and Underwriting Agency of the Year, to be announced at the 2025 NIBA Convention on the Gold Coast in October.

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Survey Details

Now Open: Brokers can complete the survey via a personalised link emailed by NielsenIQ.

Estimated Time: 15 minutes

Closes: Friday, 29 August 2025

CPD: Participants earn 2 CPD points

Incentive: Participants go in the draw to win a \$500 pre-paid Mastercard.

"NIBA is committed to elevating professional standards across the sector," said NIBA CEO Richard Klipin.

"The 2025 NIBA Broker Market Survey is an opportunity for brokers to have their say and ensure the highest standards of service across the profession and the wider insurance sector," he added.

Media Enquiries

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About NIBA

NIBA is the peak representative body for the general intermediated insurance market. It serves as the collective voice of approximately 420 member firms and 15,000 individual brokers. Our membership encompasses a diverse range of entities, including large multinational insurance brokers, Australian broker networks, and small and medium-sized businesses located in cities and regional areas around Australia.

NIBA advocates for the interests of general insurance brokers and their clients, ensuring that the general industry operates with integrity and professionalism. Guided by our core pillars: Community, Representation, and Professionalism, NIBA's mission is to enhance the professional standing of insurance brokers through robust advocacy, education, and ethical standards. By fostering a collaborative and innovative environment, NIBA aims to elevate the quality of service provided to consumers and strengthen trust and confidence in the insurance broking profession.

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