

# Media Release

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For immediate release

## **Record Broker Participation in Broker Market Survey Sets New Benchmark for Industry Insights**

The National Insurance Brokers Association (NIBA) is pleased to announce record participation in the 2025 NIBA Broker Market Survey, with more than 1,000 brokers sharing their insights.

This milestone continues the strong year-on-year growth in participation, highlighting the commitment of the broking community to play an active role in shaping the future of the insurance sector.

The survey, conducted independently by NielsenIQ, provides forward-looking, practical insights into broker attitudes and preferences across general insurers and their offerings.

Feedback gathered through the survey will be pivotal in determining the 2025 NIBA Insurer Awards—Large General Insurer of the Year, Specialty Insurer of the Year, and Underwriting Agency of the Year—which will be announced at the upcoming NIBA Convention, held from 19–21 October at the RACV Royal Pines, Gold Coast.

Richard Klipin, CEO, NIBA said the record results demonstrate the strength of the profession:

"To see more than 1,000 brokers have their say is an extremely pleasing result, Richard said.

"These record numbers show that our community is engaged, invested, and committed to shaping the future of insurance broking. Their insights help us benchmark industry excellence and ensure that broker voices inform the recognition of insurers who are leading the way in delivering value to clients," Richard added.

Angela Carter, Director, Brand and Media, NielsenIQ, said the consistent growth in participation highlights the survey's importance as a trusted source of industry insight:

"Each year, the NIBA Broker Market Survey provides independent, actionable feedback from brokers that helps insurers and underwriting agencies better understand the needs of the profession," Angela said.

"The record response this year underlines the value brokers place on making their voice count in driving positive industry change," Angela added.

NIBA extends its thanks to all the participants who contributed to this year's survey.

## 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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