



Media release

Thursday 25 February 2016

‘Go anywhere. Do anything.’ Careers in Insurance launches

Rewarding, global, diverse, exciting and all about people—for those in the industry, the benefits of a career in insurance are well-known. For those outside it, the many fulfilling opportunities that insurance offers often fly under the radar—but no longer.

Today, the Australian and New Zealand Institute of Insurance and Finance (ANZIIF) launches Careers in Insurance, an integrated initiative to put working in insurance on the radars of young people.

Developed after substantial research of the motivations and ambitions of gen Y and gen Z, Careers in Insurance aims to raise awareness, change perceptions of insurance and provide a channel to opportunities for young people interested in joining the industry.

Under the theme, ‘Go anywhere. Do anything.’, the initiative aims to inspire young people to consider choosing insurance as a career. It has been developed in partnership with NIBA and the industry through the ANZIIF Corporate Supporter Program.

Careers in Insurance launches with a website designed to appeal to a younger audience through its use of video, personality archetypes and careers content. The website aims to support young people, who often have little or no knowledge of insurance, to explore the diverse career paths the industry has to offer and to reimagine what it’s like to work in it. The website also offers a CV repository and job board to link students and job seekers with potential employers.

In March, Careers in Insurance will move into universities and schools through careers expos, providing an opportunity for students to meet insurance professionals from all sectors of the industry. The grassroots focus of Careers in Insurance has driven the development of resources to support insurance professionals to present at schools in their region.

The initiative will also undertake coordinated communications activities spanning social media, advertising, and media relations as well as school, university and tafe channels. These will continue year-round to keep insurance on the minds of students and job seekers.

Careers in Insurance is launched following recent ANZIIF research on the attraction and retention of under-35s in the industry. In the recent survey, 77.1 per cent of insurance professionals under-35 said that the industry was either invisible or had minimal visibility as a career option prior to joining— a statistic that ANZIIF says the Careers in Insurance is designed to address.

‘In 2014, our research showed that 94 per cent of insurance businesses struggled to find talent,’ said Meg Brideson, General Manager - Marketing & Insights, ANZIIF.

‘Attracting and retaining quality talent is the key to our industry’s success and it is crucial to ensuring that we have the workforce we need in the years to come. Bringing young people

into the industry is also integral to establishing the diverse workplaces insurance needs to address the challenges and harness the opportunities of the future,’

‘ANZIIF is so pleased to partner with the industry on Careers in Insurance. No business can single-handedly achieve what this initiative sets out to—to transform us from being an industry that people fall into to one that people seek out. This is an objective that requires us to work together, and it is a true privilege that as an industry we are getting out into the community to do just that.’

The Careers in Insurance website can be accessed at www.careersininsurance.com.au for Australian audiences and at www.careersininsurance.co.nz for those in New Zealand.

The industry is invited to promote Careers in Insurance by linking to the website, following the initiative on social media and raising awareness among staff. Additional information is available from info@careersininsurance.com.au and info@careersininsurance.co.nz.

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The Australian and New Zealand Institute of Insurance and Finance (ANZIIF) is the leading membership body and provider of education, training and professional development services to the insurance and financial services industry in Australia, New Zealand and the Asia-Pacific region.

Established in 1884, ANZIIF has more than 14,000 members in over 50 countries. With offices in Australia, New Zealand and China, our mission is to lead, engage and support the industry through education, thought leadership, community initiatives and the promotion of professional standards. Through our activities, we aim to help members to achieve their career and corporate aspirations and to contribute to the success of the insurance and financial services industry.