

Industry Stats 2010

the risk store has compiled this table to show the contribution that the life risk industry makes to its policyholders' families and businesses.

2010 CLAIMS PAID BY PRODUCT TYPE

The retail companies whose statistics are included in this table are listed below.

[These figures don't include all the vast amounts that are paid from superannuation funds' group insurance policies for 'early retirements' due to illness, injury and death, so the reality is much more than shown here]

PRODUCT:	TERM	TPD	TRAUMA	INCOME PROTECTION	TOTAL
\$Paid	1,629,150,468	460,930,853	443,736,522	1,033,831,983	3,567,649,826
Number	16,173	5,477	2,531	37,093	61,274

This enormous amount of **\$3.5 billion** would not be paid at all if it weren't for the work that is done with consumers, by advisers, to protect family lifestyles and assets and businesses from the devastating effects of illness and injuries.

An average \$14.3 million was paid to 245 Australians every working day in 2010. This is what advisers make happen.

These statistics are the aggregate from the following companies:

AIA Australia | AMP | Asteron/Suncorp | AXA | BT

CommInsure | OnePath | Macquarie | MLC | Tower | Zurich

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Each year the risk store updates these statistics so that your clients can be shown what a great job this industry will do for them when they need it!

Think on this:

- Not one of these claimants expected to claim on their insurance.
- If these claimants hadn't received \$3.5 billion from insurance policies, where else would they have got that kind of money?
- This is not a one-off statistic: over the last 5 calendar years the total from the retail companies has added up to almost \$15 billion paid to policyholders.

That's a lot of people who didn't ever want to claim – but had to. How glad do you think they and their dependants were, to have been wise enough to take the good advice of their adviser and plan for the unexpected?