

Media Release

PFL Excellence Awards 2021 - Direct Life Insurance Winners Announced 4 November 2021

NobleOak Life wins Direct Life Insurance Overall Excellence Award 2021

NobleOak Life is the winner of the Overall Direct Life Insurance Excellence Award for 2021, announced by Plan For Life, Actuaries & Researchers on Thursday, 4 November 2021.

The 8th Annual Direct Life Insurance Awards recognise Life Insurance company excellence in the provision of Direct Life Insurance products and services to Australian consumers over the past year.

The Term Life Award went to NobleOak Life (My Protection Plan), the TPD Award went to NobleOak Life (My Protection Plan - TPD Option Rider), the Trauma Standalone Award went to HCF Life (Critical Illness Cover), the Trauma Rider Award went to NobleOak Life (Premium Life Direct Trauma Rider) and the Income Protection Award went to Insuranceline (Income Protection Insurance Plan).

The award for Accidental Injury went to HCF Life (Personal Accident Insurance) and the Funeral Cover Award went to Suncorp (Funeral Insurance).

The Customer Service Award for Life Companies went to NobleOak Life. The Innovation Technology Award went to Insuranceline (Wunderwriter) and the Innovation Product Award went to HCF Life (Recover Cover).

The Debt Insurance Award went to MLC Life Insurance (Debt Insurance).

The Marketer - Customer Online Experience Award went to AAMI and the Marketer Overall Product Award went to Insuranceline.

About the Awards

The PFL Excellence Awards are based on an independent, objective and transparent research process using actuarial disciplines. They provide industry participants with a benchmark to compare performance and provide consumers with an insight into best practice. The process involves a data request and submission, followed by a review and analysis by Plan For Life.

For additional information please contact: support.australia@issmarketintelligence.com

Media Release

PFL Excellence Awards 2021 - Direct Life Insurance - Winners and Finalists

Award	Company	Product
Overall Excellence Award		
Winner	NobleOak Life	
Finalist	TAL Life	
Finalist	HCF Life	
Finalist	MLC Life	
Term Life		
Winner	NobleOak Life	My Protection Plan
Finalist	AAMI	Life Insurance
Finalist	Suncorp	Life Protect
Finalist	HCF Life	Smart Term Insurance
TPD		
Winner	NobleOak Life	My Protection Plan (TPD Option Rider)
Trauma - Stand Alone		
Winner	HCF Life	Critical Illness Cover
Finalist	NobleOak Life	Premium Life Direct - Trauma
Trauma - Rider		
Winner	NobleOak Life	Premium Life Direct (Trauma Option Rider)
Finalist	Insuranceline	Life Cover (Major Illness Rider)
Finalist	Suncorp	Life Protect (Major Illness Rider)
Finalist	AAMI	Life Insurance (Major Illness Rider)
Income Protection		
Winner	Insuranceline	Income Protection Insurance
Finalist	NobleOak Life	My Protection Plan Income Protection Cover
Finalist	HCF Life	Income Assist Insurance
Accidental Injury		
Winner	HCF Life	Personal Accident Insurance
Finalist	HCF Life	Bounce Back Cover

Media Release

PFL Excellence Awards 2021 - Direct Life Insurance - Winners and Finalists

Funeral Cover

Winner	Suncorp	Funeral Insurance
Finalist	Insuranceline	Funeral Insurance
Finalist	APIA	Funeral Insurance

Customer Service

Winner	NobleOak Life
Finalist	TAL Life
Finalist	HCF Life
Finalist	MLC Life

Innovation - Technology

Winner	Insuranceline	Wunderwriter
---------------	----------------------	---------------------

Innovation - Product

Winner	HCF Life	Recover Cover
---------------	-----------------	----------------------

Debt Insurance

Winner	MLC Life	Debt Insurance
---------------	-----------------	-----------------------

Marketer - Customer Online Experience

Winner	AAMI
Finalist	Suncorp
Finalist	NobleOak Life

Marketer - Overall Product Award

Winner	Insuranceline
Finalist	Suncorp
Finalist	AAMI

Media Release

About the Media Release

This report is provided by Plan For Life, Actuaries and Researchers. Plan For Life is an ISS Market Intelligence brand (ISS MI), part of Institutional Shareholder Services (ISS). [Read more about ISS.](#)

Plan For Life are specialists in collecting data and reporting accurate statistical information and analyses covering financial services, funds management and life insurance markets. This Media Release is designed to give managing directors, marketing managers and other senior managers a timely and comprehensive overview of the performance of individual companies and the overall market. Plan For Life is an ISS Market Intelligence brand (ISS MI), part of Institutional Shareholder Services (ISS). <https://www.pflresearch.com/>

Disclaimer and Conditions of Use

This report and material have been prepared by Plan For Life, an ISS Market Intelligence brand (Asset International Australia Pty Ltd, ACN 147 440 140, ABN 42 147 440 140) (“Vendor”). Vendor has taken all reasonable care in preparing this Report and takes no responsibility for inadvertent errors and omissions, or those due to information received from other parties. If any errors or omissions are found, these should be brought to our attention so that appropriate corrective action can be taken. Vendor takes no responsibility for the subsequent use of the material provided.

Vendor, its employees and associated persons make no recommendations, representations, warranties nor provide opinions, implied or otherwise about the suitability in general terms of a particular asset type or insurance and its suitability for any particular individual or organization. This report is provided as an information service and is not suitable to be acted upon as life insurance advice without additional input from an Authorised Representative of an Australian Financial Services Licence Holder. In particular, Vendor advises that in preparing this report it did not take into account the individual goals and objectives, anticipated resources, current situation, attitudes or other circumstances of any particular person. In this regard any such user must consult with an appropriate Authorised Representative of an Australian Financial Services Licence Holder. The information provided on financial products does not constitute financial product advice and users of this information should obtain independent advice before making any financial decision.

Vendor is an Australian Financial Services Licence Holder; none of its employees and associated persons are currently Authorised Representatives of a Licence Holder. Vendor is a research company. Actuarial services are provided by and under the independent control of Somari Systems Pty Ltd ABN 97 006 233 923 (Simon Solomon & Associates). No part of this publication may be reproduced or distributed in any form without express prior written consent from Vendor.

Data is collected from companies in the managed funds market covering funds under management, gross inflows and outflows, unit prices and investment return rates. Gross Inflows represents an indication of new business sales. This data is thoroughly checked and queries are raised with the providers if any of the data is significantly different from trends or compared to other companies. Where inflow or outflow data is unavailable, we make estimates based on market behaviour from similar investments in compatible markets. This estimation procedure, coupled with our rigorous direct data collection, enables us to prepare high quality, reasonable and comprehensive data for every Manager.