

Media Release

PFL Excellence Awards 2022 - Direct Life Insurance Winners Announced

27 October 2022

TAL wins Direct Life Insurance Overall Excellence Award 2022

TAL Life is the winner of the Overall Direct Life Insurance Excellence Award for 2022, announced by Plan For Life, Actuaries & Researchers on Thursday, 27 October 2022.

The 9th 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 **TAL Life** (Accelerated Protection), 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 **TAL Life** (Accelerated Protection) and the Income Protection Award went to **NobleOak Life** (My Protection Plan Income Protection Cover).

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

The Customer Service Award for Life Companies went to **NobleOak Life**.

The Innovation - Distribution Award went to **NobleOak Life** (Creation of new end to end partner white-labelling functionality with Budget Direct and RAC WA.) and the Innovation Product Award went to **TAL Life** (Introduction of Accelerated Protection as a Direct Product.).

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 **AAMI**.

Marketer - Term Life Award went to **Suncorp** (Life Protect) and the Marketer - Income Protection Award went to **RAC WA** (My Protection Plan IP Cover).

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. <https://www.pflresearch.com/pfl-awards-overview>

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

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PFL Excellence Awards 2022 - Direct Life Insurance - Winners and Finalists

Award	Company	Product
Overall Excellence Award		
Winner	TAL Life	
Finalist	NobleOak Life	
Finalist	HCF Life	
Finalist	MLC Life	
Term Life		
Winner	TAL Life	Accelerated Protection
Finalist	NobleOak Life	Premium Life Direct
Finalist	HCF Life	Smart Term Insurance
TPD		
Winner	NobleOak Life	My Protection Plan (TPD Option Rider)
Finalist	Budget Direct	Premium Life Direct (TPD Option Rider)
Finalist	TAL Life	Accelerated Protection
Trauma - Stand Alone		
Winner	HCF Life	Critical Illness Cover
Finalist	TAL Life	Accelerated Protection
	NobleOak Life	Premium Life Direct - Trauma
Trauma - Rider		
Winner	TAL Life	Accelerated Protection
Finalist	NobleOak Life	Premium Life Direct Life (Trauma Rider)
Finalist	Budget Direct	Premium Life Direct Life (Trauma Rider)
Income Protection		
Winner	NobleOak Life	My Protection Plan Income Protection Cover
Finalist	HCF Life	Income Assist Insurance
Finalist	TAL Life	Accelerated Protection

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Award	Company	Product
Accidental Injury		
Winner	HCF Life	Personal Accident Insurance
Finalist	HCF Life	Bounce Back Cover
Funeral Cover		
Winner	Insuranceline	Funeral Insurance
Finalist	Suncorp	Funeral Insurance
Customer Service		
Winner	NobleOak Life	
Finalist	TAL Life	
Finalist	HCF Life	
Finalist	MLC Life	
Innovation - Distribution		
Winner	NobleOak Life	Creation of new end to end partner white-labelling functionality with Budget Direct and RAC WA.
Innovation - Product		
Winner	TAL Life	Introduction of Accelerated Protection as a Direct Product.
Debt Insurance		
Winner	MLC Life Insurance	Debt Insurance

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Award	Company	Product
Marketer - Customer Online Experience		
Winner	AAMI	
Finalist	Suncorp	
Finalist	Budget Direct	
Marketer - Overall Product Award		
Winner	AAMI	
Finalist	RAC WA	
Finalist	Suncorp	
Marketer - Term Life Award		
Winner	Suncorp	Life Protect
Finalist	AAMI	Life Insurance
Finalist	Insuranceline	Life Cover
Marketer - Income Protection Award		
Winner	RAC WA	My Protection Plan IP Cover
Finalist	Budget Direct	Premium Life Protect IP Cover
Finalist	AAMI	Income Protection

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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.](#)

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