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March was an exciting month for Lumley Insurance. We launched my.place@Lumley portal at the Steadfast Convention, attended the Australasian Fleet Managers Association (AfMA) Conference, and started rolling out our new Intermediary Partners Distribution model, including the Corporate Solutions and Broker Relationship Manager (BRM) teams.

The highlight was the Steadfast Convention that was held in Perth from 13 – 16 March. This was a perfect opportunity for us to show brokers the advantages and key benefits of the new my.place@Lumley portal that allows you, as brokers, to access portfolio information, lodge and track claims and manage reporting online.

The response to Lumley Insurance's new portal has been extremely positive and I thank you for your feedback and enthusiasm. We are looking forward to the my.place@Lumley portal going live later this month and judging by the response to date we are anticipating many hits to the site! It's another step to make doing business with Lumley Insurance much faster and more convenient.

The AfMA Conference was well attended and delegates were impressed with the my.place@Lumley portal and the specific options for motor fleet clients. This includes the Motor Fleet Reporting Tool that allows users to customise their reporting and view it all online.

We are continuing to make connections to our Business Package product through my.place@Lumley via the Sunrise Exchange nationally. So far the feedback has been very encouraging, with a focus on speed and the ability to allow clients to pick and pay for the insurance cover that is needed. To better understand your needs and to make sure the system remains market leading, we will be sending out a survey shortly to users with the chance to win some great prizes, so keep an eye out for it.

The new Corporate Solutions team are on track and will be having their formal launch throughout the months of May and June. Events will be held in Brisbane and Melbourne during May, while Sydney, Perth and Adelaide will each have an event in early June. These events will be a chance for invitees to understand the reasons behind the formation of the Corporate Solutions team, and its target markets. It will also be an opportunity for the invitees to meet the team in a relaxed and friendly environment.

Recently we've made important improvements in innovative systems, processes and capabilities to refocus on the needs of our intermediary distribution channel. We look forward to delivering these initiatives over the coming months.



A handwritten signature in black ink that reads "David Pearce". The signature is fluid and cursive, with a horizontal line underneath the name.

David Pearce  
General Manager Strategic Relationships 02 9248 1193

## a new way of doing business - BRM

Previously Lumley has operated on a mix of product and state based business development. The new Lumley Insurance distribution model focuses on 'National Direction through Local Delivery'.

Lumley Insurance recognises the importance of delivering a local offering through the management of local broker relationships. We have achieved this through building a model which will see our current Business Development Manager (BDM) framework transition to a more focused and professional Broker Relationship Manager (BRM) model. This will mean a lot more than a change in title:

- All brokers will have a Broker Relationship Manager and they will be the conduit into Lumley Insurance.
- Each state will have a State BRM to manage the distribution model.
- BRM's will be provided with administrative assistance from a support team.
- BRM's will be decision makers with underwriting and discounting authority.
- BRM's will facilitate and co-ordinate, internally and externally, new and renewal business.
- BRM's will have a planned approach in dealing with your business to help you find your Lumley Insurance solution.
- BRM's will deliver. If there is a problem the BRM takes responsibility for fixing it and ensures Lumley Insurance is part of the solution.
- A new role of National Account Manager will be responsible for developing and implementing a National Strategy for our Strategic Partners.

## a steadfast launch for my.place@Lumley portal

At the Steadfast Convention, Lumley Insurance demonstrated a better place to do business to more than 400 brokers through our new online my.place@Lumley portal. With more than 1600 people in attendance, the event is the largest meet on our corporate calendar with over 30 Lumley Insurance staff across business units, including Lumley Insurance, Lumley Finance and Lumley Special Vehicles, in attendance.

Richard Goyder, Managing Director of Wesfarmers Limited, was also in attendance to make an address to the Steadfast Convention delegates. In his keynote speech, 'Home Grown Success, Wesfarmers Way', Mr Goyder confirmed that "Wesfarmers is committed to insurance and I want to see Lumley Insurance grow and be seen by the industry as a valued and credible alternative to the "Big 3" insurers". An in-depth interview with Mr Goyder also features in the latest insuranceNEWS (the magazine).



## business relationship manager contacts

Please use these key contacts for all your business enquiries.

NSW	Natasha Osborne	02 9248 1124 - nosborne@lumley.com.au
VIC	Doug Berge (Acting)	03 8627 4123 - dberge@lumley.com.au
QLD	Darryn Muncaster	07 3307 4823 - dmuncaster@lumley.com.au
SA	Adam O'Reilly	08 8228 1717 - aoreilly@lumley.com.au
ACT	Craig Moorfoot	02 6279 0316 - cmoorfoot@lumley.com.au
WA	Paul Italiano	08 9220 8247 - pitaliano@lumley.com.au
NT	Andrew Bryce	08 8946 4600 - abryce@lumley.com.au
TAS	Nick Di Martino	0448 970 633 - ndimartino@lumley.com.au

## my.place@Lumley portal

**my.place**  
@ Lumley portal

### Take your business to a better place

It's the fast and easy online place to obtain portfolio and claims reports, lodge and track claims, access outstanding debtor information and enquire about policies, 24/7. As a client, you can now do business with

Lumley Insurance anytime, anywhere and save time by having direct access to your business and product portfolio.

#### Brokers will benefit from four key features:

1. Policy enquiry – including schedule of items covered, conditions and premium summaries.
2. Real time claims enquiry – including current status, reserves and selected case notes.
3. Notification of a loss – lodge a new claim online, including the attachment of related documentation.
4. Scheduled and on-demand report generation – real time ability to monitor portfolio performance.

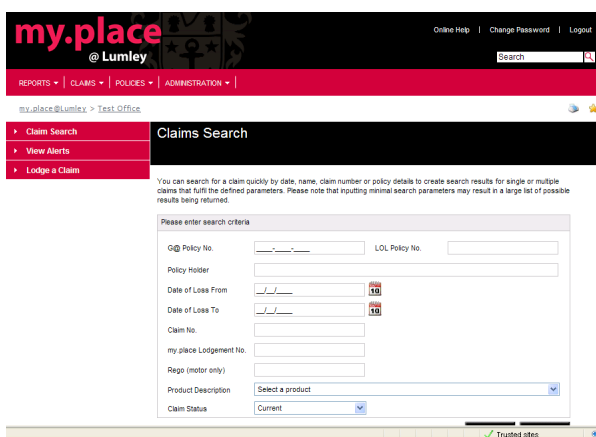
#### Motor Fleet Managers will benefit from four key features:

1. Motor Fleet reporting tool – analytical tool used to review claims information.
2. Real time claims enquiry.
3. Notification of a loss.
4. Scheduled and on-demand report generation – real time ability to monitor their fleet's performance.

The new my.place@Lumley portal is another commitment from Lumley Insurance as we strive to become the intermediated insurance specialist of choice. It is the solution for your online claims, policies and reporting

needs – a fast, easy and secure way to manage our partnerships with brokers.

Your local BRM will be in contact with your office soon to arrange for access.



The screenshot shows the 'my.place @ Lumley' portal interface. At the top, there are navigation links for 'REPORTS', 'CLAIMS', 'POLICES', and 'ADMINISTRATION'. Below this is a 'Claims Search' section with a search bar and a 'Search' button. A sidebar on the left contains links for 'Claim Search', 'View Alerts', and 'Lodge a Claim'. The main content area contains a 'Please enter search criteria' form with fields for 'G@ Policy No.', 'LOI Policy No.', 'Policy Holder', 'Date of Loss From', 'Date of Loss To', 'Claim No.', 'my.place Lodgement No.', 'Rego (motor only)', 'Product Description', and 'Claim Status'. The 'Product Description' dropdown is set to 'Select a product' and 'Claim Status' is set to 'Current'. At the bottom right of the form, there is a 'Trusted sites' icon.

### INTRODUCING

## your corporate solutions team



As a broker with large corporate clients, you'll soon be able to offer them tailored insurance solutions across Lumley Insurance's general insurance

product range incorporating property and liability, united with the personal service that you expect from us.

During April Lumley Insurance is launching a new "Corporate Solutions" team focused on insurance products and risk management services for leading ASX-listed, private and government organisations, with the appetite and capacity to cover companies of all sizes and complexity.

A strong and experienced team has been put in place, led by Rob Funnell (pictured above), with Thomas Easo and Jason Henry leading the Corporate Property and Casualty underwriting teams respectively.

"For many years Lumley Insurance has led the industry in the provision of commercial motor fleet insurance services and the exclusive Benchmark program to Australia's largest corporations. We now have the skill and capacity to offer large corporations our full range of general insurance products, with a specialised team offering bespoke services to best meet individual business needs," said John Nagle, Chief Operating Officer, Intermediary Partners.

"We saw an opportunity in the market for Lumley Insurance to develop a new offering, and have been fortunate to be able to put in place a highly skilled and experienced team," said Vivek Bhatia, CEO.

Corporate Solutions will be open for business for risks attaching from the 30th April. For more information on our capacity, please contact to Rob Funnell on 03 8627 4329.

## Lumley insurance and the Australasian Fleet Managers Association

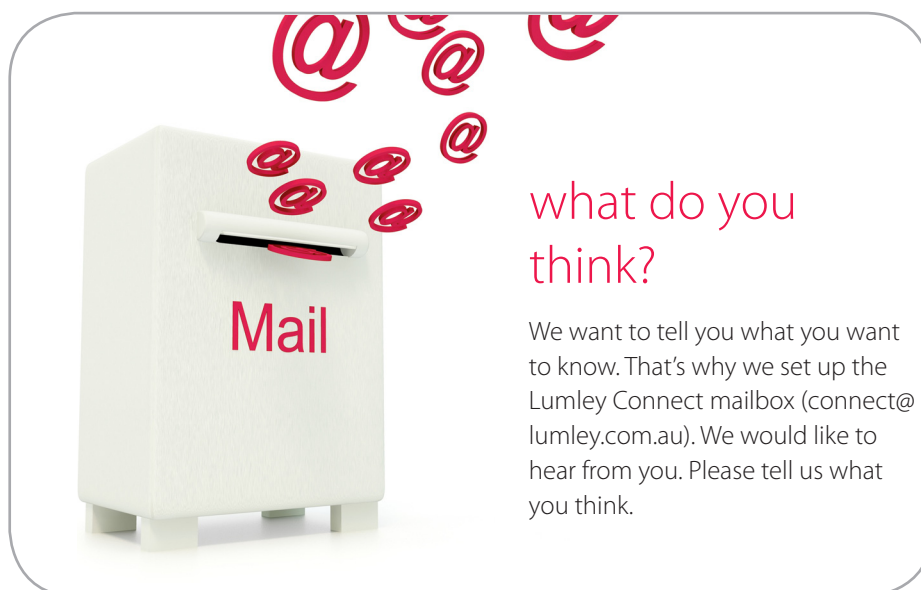
The AfMA Conference held in Melbourne from 16-17 March, was the perfect opportunity for Lumley Insurance's Motor Fleet division to showcase the new my.place@Lumley motor fleet portal. AfMA has more than 550 members in Australia and New Zealand and attendance at the event was high. Conference delegates were impressed with the live demonstrations of my.place@Lumley motor fleet portal that was seen as new and innovative.



With three Lumley representatives in Sean Cobb, Steve Talbot and Scott Gangell in attendance, visitors were provided with product demonstrations and examples of the features on offer. The feedback was that clients were very impressed by the portal, some stating they were "blown away" by it! The features that impressed the audience the most were the online claims reporting in real time, the depth of

reporting available (e.g. division, vehicle) and the flexibility to generate reporting and information based on their needs.

The conference and my.place@Lumley motor fleet portal was a great success with visitors reporting they could not wait to get their hands on the finished product and are looking forward to the launch later this month with anticipation.



### what do you think?

We want to tell you what you want to know. That's why we set up the Lumley Connect mailbox (connect@lumley.com.au). We would like to hear from you. Please tell us what you think.

## conferences

### 12th Annual Steadfast Convention, 13-16 March, Perth

It was great to catch up with many of you at the recent Steadfast Convention in Perth. We hope you were able to sit in on a demonstration of our new my.place@Lumley portal. If not, as mentioned above your local BRM will be in contact soon.

### AUSURE National Conference, 19 April, Sydney

Lumley Finance will sponsor the upcoming AUSURE National Conference, being held at the Hilton Hotel in Sydney. Representatives from both Lumley Insurance and Lumley Finance will be available within the Trade Expo and for the duration of the Conference to assist you with any requirements you have from either side of our business. We look forward to seeing you there.

### AIMS National Conference, 23-27 April, Cape Town, South Africa

We are proud to be supporting the 2010 AIMS National Conference. A number of key senior management staff will be attending the Conference in the capacity of both sponsor and exhibitor.

### Insight Insurance Brokers Conference, 27-31 May, Sandy Bay, Tasmania

We have also secured our presence in Sandy Bay at the Insight Conference and look forward to catching up with many of you there. Vivek Bhatia, our CEO, will be addressing the group to showcase how Lumley Insurance are 'Exploring the Possibilities' of further strengthening our relationship!

Lumley Insurance is a trading name of Wesfarmers General Insurance Limited  
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