

AAMI's vision is to be Australia's most admired and respected insurer, a company people want to: work for, do business with and own shares in. Currently AAMI has more than 2.5 million policies and handled some 365,000 claims in the year to April 2008.



BUSINESS

Established in 1970, AAMI (Australian Associated Motor Insurers Ltd) is a leading car insurance and home insurance provider.

Since the mid-1990s, AAMI has achieved an average growth of approximately 20 per cent per annum in both sales and revenue.

CUSTOMER CHARTER

- Introduced in 1996, the first AAMI Customer Charter contained 20 promises. Today it has 21 promises and sets out in plain English the quality of service guaranteed to customers.
- This charter is supported by monetary penalties in the customer's favour for any breaches, as well as annual independent audits, annual publication of results, a dedicated Charter office and a dispute resolution process.

EXECUTIVE GENERAL MANAGER

Anthony Durakovic joined AAMI in 1994 and was appointed Executive General Manager in October 2007. Previously he was General Manager, Southern Region (comprising Victoria, Tasmania and South Australia) and prior to this, AAMI's longest serving General Manager for Victoria.

Under Anthony's leadership, Victoria experienced an outstanding track record of profitable growth almost unsurpassed in AAMI's history. Before joining AAMI, Anthony was Manager, Strategic Planning and Analysis for Coles Myer. He holds a Masters degree in Business Administration from the University of Melbourne's Graduate School of Management.

Facts about AAMI

Continued

PRODUCTS

CAR INSURANCE

- Provides financial protection and peace of mind against damage or theft of a customer's motor vehicle, as well as for any damage it may cause to others' property.
- Key benefits include lifetime rating one protection, lifetime repair guarantee, valet service where AAMI looks after all repair arrangements on customers' behalf, the AAMI Skilled Drivers course for under-25 licensed drivers, discounts on AAMI's home insurance products and preferred rates on a rental car during the period immediately following an accident.

HOME BUILDINGS AND CONTENTS INSURANCE

- Provides financial protection and peace of mind against damage to a customer's home, and theft/damage of their home contents.
- Key benefits include complete replacement cover for the customer's home building, new for old replacement on home contents, temporary accommodation if a customer's home is unliveable following damage, variable excesses, savings for over-50s and a combined building and contents discount.

PRIMARY TARGET MARKETS

- Motor vehicle insurance products – people aged 25 years and older, who own/drive a private vehicle.
- Home insurance – people 25 years and older, who own/occupy a home, residents of non-strata title homes and AAMI's motor vehicle insurance policyholders.
- Just Car Insurance (underwritten by AAMI) was established in 1995 – it offers insurance for under-25s, drivers of modified, high-performance cars or privately imported second-hand cars, drivers with a less-than-perfect driving or insurance history and drivers with no insurance history (that is, drivers being insured for the first time).
- Bingle (underwritten by AAMI) was established in 2007 – it offers basic comprehensive car insurance at low prices because it is delivered solely online. Bingle is targeted at people aged 25-45 with a good driving record and standard cars that haven't been modified.

The AAMI logo is displayed in a bold, red, sans-serif font at the bottom left of the page.

ACCOLADES/ACHIEVEMENTS

- 1982 – established Skilled Drivers program, which is available in all capital cities where AAMI operates
- 1995 – established Just Car Insurance which offers car insurance for young drivers and others who might otherwise have difficulty obtaining insurance from the mainstream providers
- 1996 – introduced Customer Charter, which is firmly entrenched as a driver of progressive, customer-focussed corporate development
- 1996 – won the Victorian Government Fair Trader of the Year Award
- 1997 – won both state (Victoria) and National Australian Customer Service Awards in the category of large business (Australian Customer Service Association)
- 1997 – was awarded the inaugural Sir Edmund Rice Ethics Award
- 2001 – was named among the 'Best Employers to Work for in Australia' (Australian Graduate School of Management)
- 2002 – launched CTP Claimant Charter
- 2004 – named General Insurance Company of the Year (Australia and New Zealand Insurance Industry Awards)
- 2004 – awarded state and national Australian Safer Communities Awards (Emergency Management Australia)
- 2005 – state and national winner, Customer Charter Award, 2005 Australian Service Excellence Awards (Customer Service Institute of Australia)
- 2006 – state and national winner, Australian Service Excellence (Large Business) Award, Australian Service Excellence Awards (Customer Service Institute of Australia)
- 2006 – state and national winner, Customer Service CEO of the Year Award, Australian Service Excellence Awards (Customer Service Institute of Australia)
- 2006 – Best of the Best Award (under 10,000 staff), 2005-06 Australian Service Excellence Awards (Customer Service Institute of Australia)
- 2007 – established Bingle, offering low-cost, basic comprehensive car insurance delivered online



AAMI FAST FACTS

Executive General Manager – Anthony Durakovic

- Number of employees – 3500
- Number of offices – approximately 60
- Head office – St Kilda Road Melbourne, Victoria
- Office locations – all states/territories except WA
- Market position/rank – in the top two in most markets (motor and home insurance)
- Number of customers – three million
- Revenue – AAMI has grown from a \$25m entity in the 1970s to one that has approximately \$1.2bn in revenue in 2008
- Core products/services – comprehensive car insurance, third party property damage insurance, home buildings insurance with complete replacement cover, home contents insurance, landlord insurance, renters' insurance, fire and theft contents insurance, caravan insurance, compulsory third party personal injury insurance