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Asteron and Aviva share life awards

Criteria includes adviser feedback

By Julie May
Thu 26 Feb 2009



Life insurance companies have been recognised at an annual awards ceremony in Sydney.

Asteron and Aviva have been named joint winners of the Platinum Life Company of the Year Award at a ceremony in Sydney yesterday afternoon.

The award recognises the company that has achieved the highest scores across both the product and service quality areas, Association of Financial Advisers chief executive Richard Klipin said at the Plan For Life/AFA Life Company of the Year event.

Aviva general manager marketing and public relations Tim Cobb, who accepted the joint award on behalf of the firm, said with the terrible bushfires in Victoria it is quite clear that

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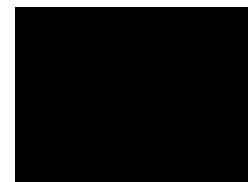
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in 2009 there are a lot of things that people cannot control.

"That's why life insurance and the role of advisers are so important in helping ordinary Australians protect their families when things they can't control come up," Cobb said.

Insurance firms recognised across the life product and service quality categories included Tower Australia, Commlnsure, AIG Life, Zurich Australia and Asteron.

The overall Annuity Provider of the Year Award went to Challenger, which also took out the Short Term Annuities Award and the Long Term Annuities Award. Commlnsure received the Lifetime Annuities Award.

The overall Investment Bond of the Year Award and Insurance Investment Bonds Award also went to Commlnsure, with Lifeplan taking out the Friendly Society Investment Bonds Award.

Winners were judged on the Plan For Life Insurance Benchmarking Reports and more than 1000 company surveys completed by over 400 advisers.

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