

## Insurance company with 'Staff First Policy' achieves Hewitt **Best Employer** accreditation

Strong core business values underpin InsuranceLine's people management success

### InsuranceLine

In 1998, Howard Ware and Bradley Goldschmidt identified that the vast majority of Australians were either underinsured or had no insurance. This led to the formation of InsuranceLine, which specialised in Direct Marketing of life insurance products Australia-wide. InsuranceLine was acquired by TOWER Australia Limited in November 2008 becoming a wholly owned subsidiary. InsuranceLine now has over 300 employees in Sydney and Melbourne.

In the early days of the business, joint CEOs Howard Ware and Bradley Goldschmidt created a set of strong, core business values that are still in place today, underpinned by a "staff first policy". Aware that new businesses often face cash and profit issues, InsuranceLine made a conscious effort to prevent this from affecting staff-related investments.

"During this time we had to rely more on our team than ever before, so we often compensated by ensuring employee benefits, both big and small were being applied. We continued to invest in our team in terms of conferences, health and wellbeing programs and incentives – and the team responded magnificently to the strong message that we needed more from them during this period".

In 2009, due to significant expansion and being part of a listed entity, InsuranceLine sought to benchmark itself against the market and against best practice by taking part in the Hewitt **Best Employers** Accreditation Process. "We wanted to understand where our strengths and weaknesses lay, both from an internal and external perspective. The employee opinion survey component of the process also served as a way for us to show our employees that we value their feedback".

Both CEOs believe that encouraging a strong entrepreneurial spirit in their people ultimately benefits the organisation. "Happy, confident and motivated staff who work in a fun environment constantly look for ways to improve services and manage costs. They have a sense of ownership. If you employ the right people, and put them first, they will look after your customers, and then by default your shareholders are taken care of".

The company implements a strong hands-on management philosophy, with executive and management staff seated together in an open plan environment. This allows everyone to participate in discussions and senior staff to understand grass roots issues. New employees are often surprised by the company's "consensus management style" of decision making, considered to be

a very important tool for driving behaviour and buy-in.

InsuranceLine's participation in the Hewitt **Best Employers** program has reinforced its strengths, culture and values, as well as indicating areas requiring improvement. The action plans derived from this process will ensure the company does not become complacent and it will continue to work on ways to live its values, especially as it operates in a listed entity.

Achieving the Hewitt **Best Employer** accreditation has boosted company morale and, as affirmed by Howard Ware and Bradley Goldschmidt "this will enable us to continue employing the best people. It's great to get recognition for a way of operating that has become natural to us and it provides us with the impetus to continue improving our performance".

For more information, contact the Hewitt **Best Employers** team on +61 (0)2 9247 8066 or email [bestemployersanz@hewitt.com](mailto:bestemployersanz@hewitt.com)



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