



**ACCELERATED INNOVATION**  
INNOVATION & VENTURE CONSULTING

# GENERAL INSURANCE INNOVATION REPORT – SUMMARY 2025

A summarised view of how Australia's top insurers are innovating to address key industry challenges. Download the full report at [acceleratedinnovation.com.au/innovation-reports](https://acceleratedinnovation.com.au/innovation-reports)

## Accelerated Innovation

Accelerated Innovation are a boutique management consultancy specialising in insurance innovation. In 2024 we saved some of the world's largest insurers half a million dollars in consulting fees, and an entire year waiting to transform their ideas into outcomes.

Our NPS score (+75) is over three times higher than that of any major consultancy, including leading firms like McKinsey, Bain, and PwC. Our results-driven approach consistently delivers effective, measurable outcomes, positioning us as a top choice for leaders who value both exceptional service and impactful results.

We believe that complex organisations can innovate more effectively, efficiently, and affordably, and our mission is to save leaders \$20m in consulting fees and 40 years waiting to get s#it done.

## Introduction

The General Insurance Innovation Report 2025 explores how Australia's leading insurers are tackling industry challenges through innovation. It highlights critical issues such as climate change, rising premiums, and evolving customer expectations while showcasing how top insurers like IAG, Suncorp, and Allianz are driving resilience, sustainability, and technological advancements. Through rankings, case studies, and actionable insights, the report provides a roadmap for navigating the complexities of the insurance landscape and fostering long-term growth. This essential guide is designed to help industry leaders adapt and thrive in a rapidly changing market.

The report is designed for insurance professionals, business leaders, and policymakers seeking insights to drive innovation, improve customer outcomes, and build a competitive edge in the dynamic general insurance market.

***Download the full report for key strategies and insights to stay ahead in insurance innovation.***



## Executive Summary

The General Insurance Innovation Report 2025 examines how Australia’s leading insurers—IAG, Suncorp, QBE, Allianz, and Hollard—address industry challenges through innovation. Together holding 80% of the market, these insurers navigate rising premiums, increasing natural disasters, regulatory pressures, and evolving customer expectations.

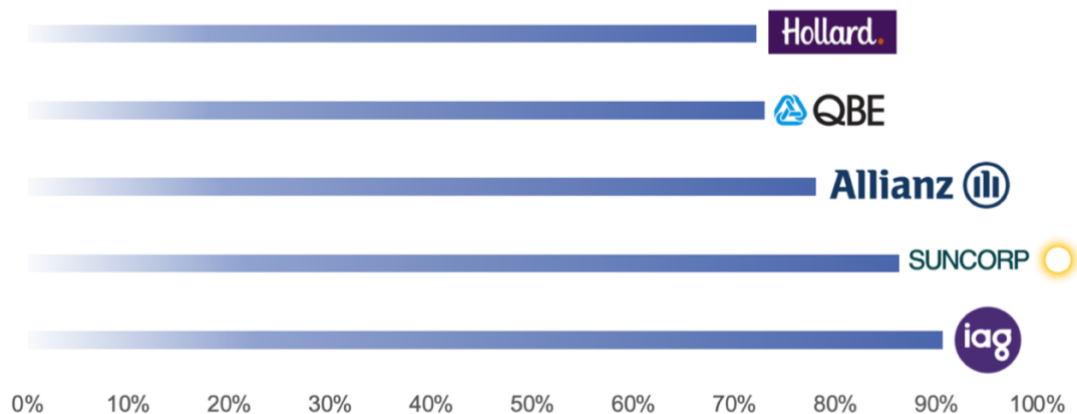
IAG leads with climate resilience, customer-focused solutions, and advanced technologies. Suncorp excels in disaster preparedness and affordability, while Allianz prioritises accessibility and sustainability. QBE and Hollard make targeted contributions but with more limited impact compared to top performers.

Critical industry challenges include the growing protection gap, climate change impacts, and regulatory pressures. Addressing these requires innovative strategies like stricter building codes, better risk modelling, and affordable premium structures to mitigate rising costs. At the same time, market drivers, including household growth and motor vehicle registrations, offer opportunities for insurers who can navigate intense competition and increasing customer demands for personalisation and digital-first experiences.

Embedding sustainability and ESG principles into operations is now essential to meet stakeholder and regulatory expectations. Collaboration with policymakers, communities, and industry peers is crucial for resilience and a sustainable future.








Innovation is no longer optional in general insurance. Insurers who prioritise value, technology, and future-ready solutions will lead the market. This report provides a roadmap to help stakeholders navigate the evolving landscape of Australian general insurance.

### INNOVATION INDEX






## Insurance Industry Challenges

The below themes have been identified by the Insurance Council of Australia and several major consultancies as key challenges facing Australia's general insurance industry.

 Protection Gap	 Regulatory Pressures
 Rising Premiums	 Trust & Transparency
 Climate Change & Catastrophes	 Technological Disruption
 Evolving Customer Expectations	 Sustainability & ESG Pressures







## Industry Drivers

The below themes have been identified by IBISWorld as significant drivers impacting the current and future state of the general insurance industry in Australia.

 Natural Disasters & Climate Change	 Number of Households	 Motor Vehicle Registrations
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## Competitive Forces

The below themes have been identified by IBISWorld as competitive forces shaping the success of general insurers in Australia.

 High Competition	 Market Concentration
 Barriers to Entry	 Limited Product Differentiation
 Buyer Power	 Supplier Power (Reinsurance Costs)

## Summary of Results

In Australia's competitive general insurance market, innovation is key to meeting evolving consumer needs. This report evaluates the performance of leading insurers—IAG, Suncorp, Allianz, QBE, and Hollard—against key innovation metrics. IAG leads with a strong focus on resilience and customer solutions, followed by Suncorp's disaster preparedness and tech advancements. While Allianz, QBE, and Hollard show targeted efforts, their impact varies. The findings reveal differing levels of innovation maturity across the industry.

### IAG

**Ranking:** 1



**Innovation Index:** 91%

**Rationale:** IAG leads with a proactive, multi-faceted approach to innovation, addressing challenges like the protection gap, climate resilience, and regulatory pressures. Their strategic partnerships, disaster resilience initiatives, and advanced technologies position them as a clear innovator. IAG focuses on community engagement, customer-centric solutions, and advocating for stricter building codes and land-use reforms.

### Suncorp



**Ranking:** 2

**Innovation Index:** 86%

**Rationale:** Suncorp employs a strong focus on resilience, technology, and affordability. Their investments in disaster preparedness programs, reinsurance strategies, and advanced AI tools ensure better customer outcomes. Suncorp is proactive in regulatory compliance and sustainability efforts, collaborating with governments and communities for impactful results.

### Allianz



**Ranking:** 3

**Innovation Index:** 78%

**Rationale:** Allianz enhances accessibility and resilience with initiatives like including flood cover as a standard feature and supporting green building projects. Their advocacy for affordable premiums through tax reductions and disaster preparedness programs reflects a focus on community needs. However, their innovation efforts are less comprehensive than higher-ranked peers.

QBE



**Ranking:** 4

**Innovation Index:** 73%

**Rationale:** QBE focuses on long-term risk management, such as investing in catastrophe modelling, resilience infrastructure, and climate adaptation. Their work is pivotal in risk assessment and reinsurance strategies but is less focused on immediate customer accessibility compared to other insurers.

Hollard



**Ranking:** 5

**Innovation Index:** 72%

**Rationale:** Hollard prioritises affordability and simplicity through product innovation and customer engagement. Their focus on vulnerable communities and integration of climate risk into decision-making are commendable. However, their strategies are more reactive and less extensive than the top-ranked insurers.

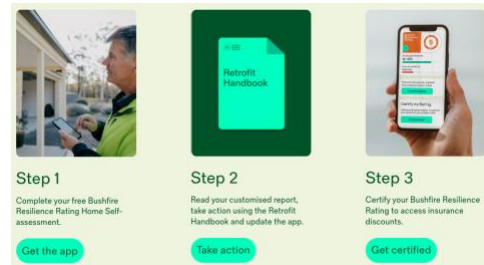
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## Case Studies

### IAG Bushfire Resilience Rating

IAG’s Bushfire Resilience Rating Initiative helps homeowners reduce bushfire risks with tailored recommendations like vegetation management and structural upgrades. Incentives include premium discounts and a self-assessment app. By advocating stronger building codes, IAG has improved resilience for over 20,000 homes, cementing its leadership in climate adaptation.



### Suncorp’s Build it Back Better Program

Suncorp’s Build It Back Better Program rebuilds disaster-hit homes with stronger, sustainable materials. Partnering with experts, Suncorp improves resilience while reducing claims costs and stabilising premiums. This program strengthens community preparedness and reflects Suncorp’s commitment to sustainable insurance.



### Standard Flood Cover Inclusion by Allianz

Allianz’s Standard Flood Cover Inclusion embeds flood protection into all home insurance policies, improving affordability and reducing underinsurance in high-risk areas. Supported by advanced risk modelling and community education, this initiative enhances trust and sets a new standard for climate resilience.



## Key Takeaways

The 2025 General Insurance Innovation Report highlights critical insights for navigating the dynamic and challenging landscape of Australia's general insurance industry.

- **Innovation Leadership Drives Impact:** IAG leads the industry with a customer-centric, forward-thinking approach that prioritises climate resilience, advanced technologies, and regulatory alignment. Success in innovation correlates with a clear focus on addressing core industry challenges, leveraging market drivers, and adapting to competitive pressures.
- **Climate Resilience Is a Strategic Imperative:** The increasing frequency and severity of natural disasters demand proactive measures such as stricter building codes, land-use reforms, and investments in community resilience programs. Insurers that integrate climate risk mitigation into their offerings, like resilience incentives and predictive modelling tools, position themselves as leaders in sustainability and customer advocacy.
- **Addressing the Protection Gap Enhances Accessibility:** Simplified, affordable insurance products tailored to underinsured populations can reduce financial vulnerabilities and expand market reach. Partnerships with governments and local organisations to provide premium relief and risk education are essential to closing the protection gap.
- **Technology Unlocks Efficiency and Customer Value:** Insurers adopting AI-driven claims systems, geospatial mapping, and digital-first platforms enhance operational efficiency and customer experiences. Partnerships with insurtech firms can accelerate innovation, enabling traditional insurers to stay competitive in a rapidly evolving market.
- **Customer Expectations Demand Personalisation and Transparency:** Consumers expect clear communication, real-time updates, and personalised insurance solutions. Building trust through transparent pricing, simplified claims processes, and proactive customer engagement is crucial for retention and loyalty.
- **ESG Alignment Is No Longer Optional:** Embedding environmental, social, and governance (ESG) principles across operations and products aligns insurers with stakeholder expectations and regulatory trends. Initiatives supporting renewable energy, sustainability, and transparent ESG reporting enhance reputational strength and market competitiveness.
- **Collaboration Is Key to Systemic Solutions:** Effective partnerships with policymakers, industry bodies, and community organisations enable insurers to influence regulations, share risk, and drive resilience. Multi-stakeholder approaches to disaster mitigation, risk management, and innovation amplify the industry's collective impact.

Balancing Challenges and Opportunities: Rising premiums, regulatory demands, and technological disruption present hurdles, but they also offer opportunities for insurers to differentiate through innovation. Those who adapt swiftly, prioritise customer needs, and invest in future-ready solutions will secure long-term success.

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