



InsurePride

Annual Report 2024-2025

Co-Chair 2024-2025 reflections

PAUL BENNELL (HE/HIM)

InsurePride stands on a foundation of strong governance, meaningful partnerships, and growing industry recognition. The achievements of the past 12 months reflect the dedication of our committee, the engagement of our partners, and the shared belief that inclusion for customers is both a moral responsibility and an industry opportunity.

On behalf of the Committee, I extend sincere thanks to our Official Partners, Network Sponsors, Pride in Diversity, and community supporters for their ongoing commitment to making the insurance industry more inclusive for every customer we serve.



METZ RONAN (SHE/HER)

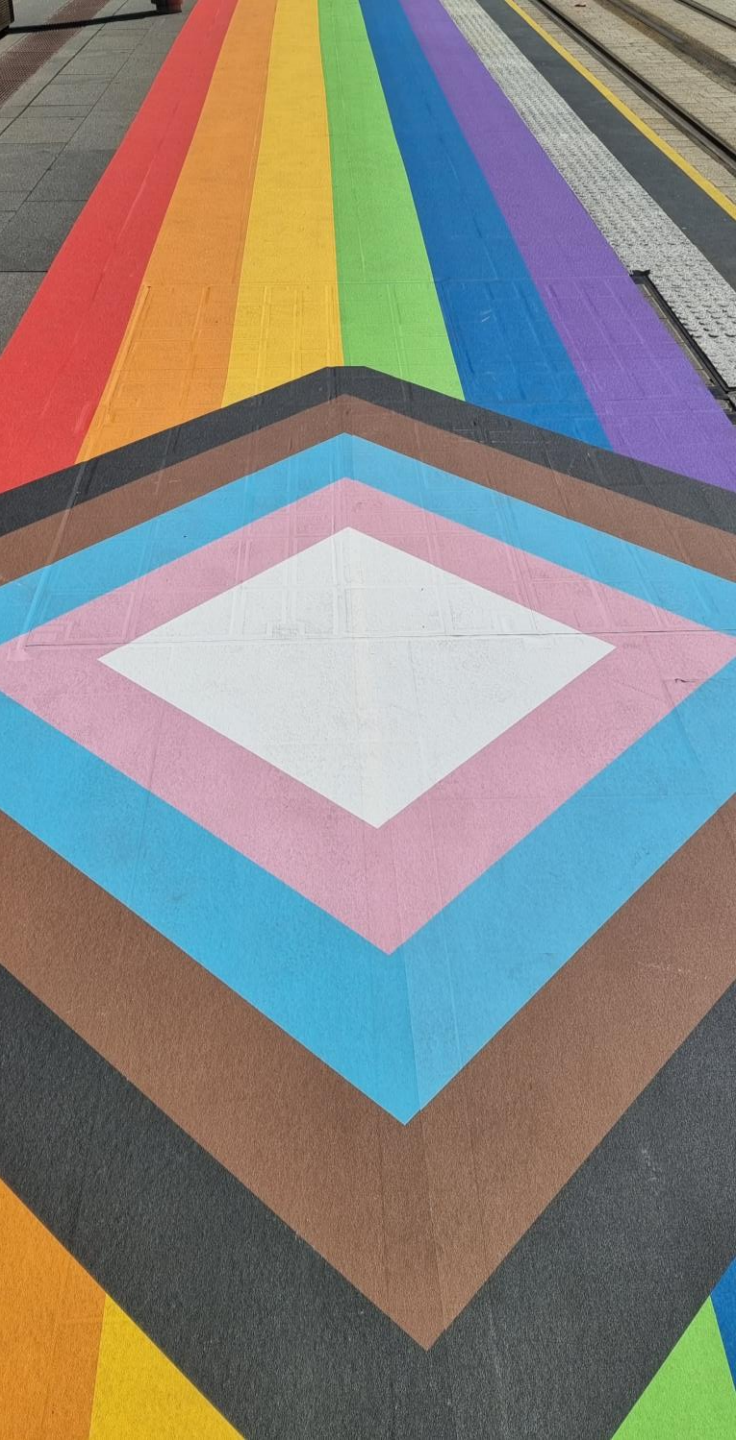
Our very first year of operating as an incorporated association has been a whirlwind of success, potential and opportunity.

When Paul and I took the helm as Co-Leads of the InterInsurance Network in 2022, looking at the momentum and what was achieved with nothing but our pocket fluff and collective passion and grit, we thought why not take it one step further to continue that momentum? What if we elevated the InterInsurance Network to greater proportions?

From such humble beginnings as a group of like-minded professionals and allies gathering once a month with dreams to elevate inclusion, to having nearly twenty partners and sponsors in our very first year in our evolution has been humbling, exciting, and really highlights that the industry is determined and ready for change, ready for deeper engagement and ready for meaningful, inclusive action.

In a time when LGBTQ+ inclusion is more important than ever, we know that we round out the year with a brief breath, celebrate our wins, and then roll up our sleeves and get right back into it for the year to come.





Year in Review

InsurePride was formally incorporated in June 2024, following several years of collaboration as an informal network of LGBTQIA+ professionals and allies across the Australian insurance sector. The organisation was established to provide a united industry voice focused on improving LGBTQIA+ inclusion for customers — ensuring that every Australian, regardless of their sexual orientation, gender identity, or family structure, can access insurance that is fair, respectful, and inclusive.

The launch of the InsurePride Partnership Prospectus in September 2024 was the defining moment that transitioned InsurePride from a volunteer-driven network into a structured and sustainable association. The prospectus introduced a transparent, tiered model for engagement, outlining partnership options, collaboration pathways, and measurable impact outcomes.

This framework became the launch pad for InsurePride's success. Within 12 months, our network grew to 18 Official Partners and Network Sponsors, with a 19th partnership currently being finalised. These partners include leading insurers, reinsurers, and service providers who share our commitment to advancing LGBTQIA+ inclusion across the customer journey.

Treasurer's Report

FY25 InsurePride Inc. (INC2400660)

Financial Year: 1 July 2024 – 30 June 2025

InsurePride incorporated on 28-May-2025 in anticipation of upcoming corporate sponsorships and an expanding community presence. As such this is the first year we are presenting financial statements at the AGM.

1. Opening Balance

- Opening Bank Balance: \$0.00

2. Income Summary

During FY2025, InsurePride received sponsorships and other income from a range of corporate partners and supporters. Key income items included \$30,000 of corporate sponsorships.

3. Expenses Summary

Key expenses incurred during the year included event-related costs, incorporation fees, website hosting, and speaker fees. Please refer to the attached financial statements for details.

4. Net Profit / (Loss)

- Net Cash Surplus for FY2025: \$22,990.12

5. Closing Balance

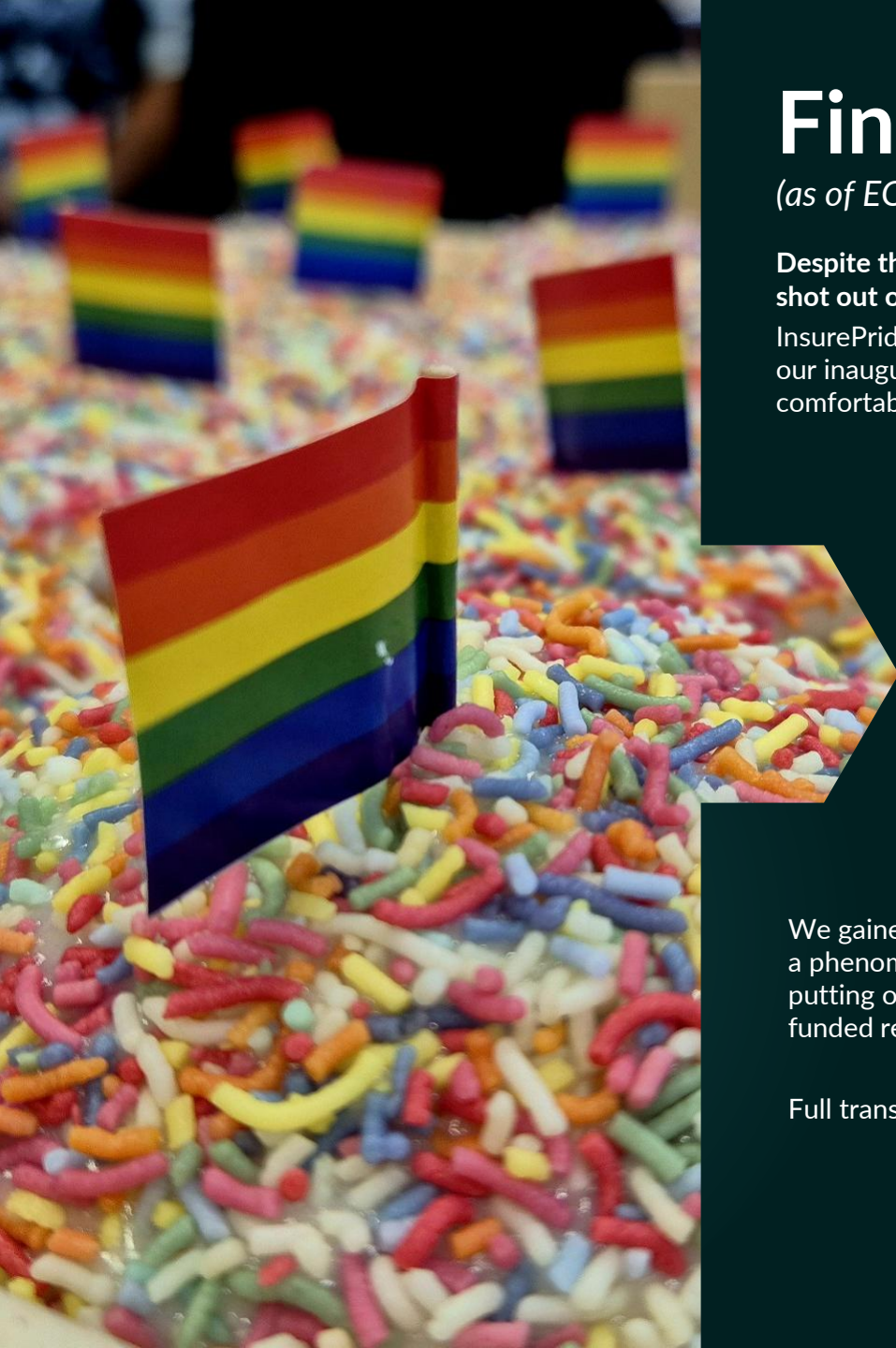
- Cash at Bank (as at 30 June 2025): \$22,990.12
- Petty Cash: \$0.00
- Unpaid Invoices (Liabilities): \$199.00
- Net Assets: \$22,791.12

NOTE: current Cash at Bank balance (as at 22-Nov-2025) is: \$32,643.04

6. Budget vs Actuals

While the FY2025 budget anticipated a break-even result, the organisation achieved a strong surplus due to successful sponsorship engagement and prudent expense management. Notably, actual income exceeded budget expectations, while expenses remained well below forecast. As we transition to multi-year sponsorship deals it's anticipated that the income for FY26 will greatly exceed the forecast for FY27 and as such we are developing a multi-year budget to maintain financial solvency through the peaks and troughs of income generated by this.





Financial Snapshot

(as of EOFY 2025)

Despite this being our first year of operation as an incorporated association, InsurePride shot out of the gates with a bang.

InsurePride is still considered in its early stages of development as we tested the waters in our inaugural year, but with so many partners that quickly jumped on board, it's put us in a comfortable position while we continue to refine our operationalisation and offerings.

	Revenue	Expenses	Profit/Loss
Sponsorship	30,000		30,000.00
Event Expenses	200	(6,305.07)	(6,105.07)
Speaker Fees		(200)	(200)
Website		(505.81)	(505.81)
Service NSW Fees		(199)	(199.00)
TOTALS	30,200	(7,209.88)	22,990.12

We gained 14 official partners and 3 network sponsors within our first year of operation, a phenomenal result that has enabled us to achieve one of our key objectives around putting on bigger and better events. This also allows us explore opportunities for further funded research to fuel more meaningful change within the insurance industry.

Full transaction listings and financial statements can be found in the appendix.



Social Media Performance

(as of EOFY 2025)

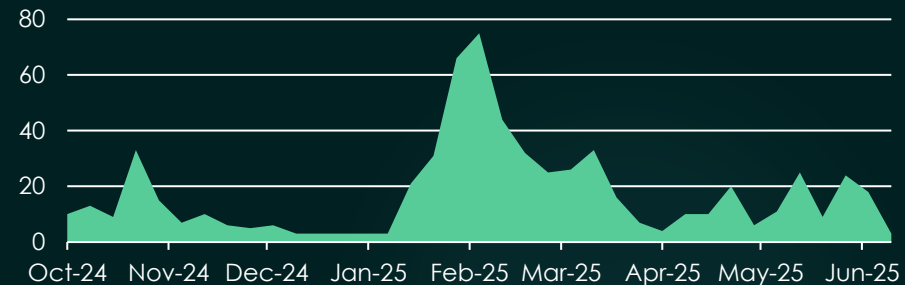
As a part of our brand strategy with the launch of the association, InsurePride launched our LinkedIn page on the 21st of October 2024, with precisely 3 followers.

With the power of community, we've since grown that to 1,368 by the end of our first financial year- all organic growth within the insurance industry and surrounds.

InsurePride's beginnings were predominately based in NSW which is reflected in the state-based breakdown of the group, and it's part of InsurePride's broader strategy to expand that mix into other states as we venture into more events outside of Sydney.

Most of our audience is local to the ANZ region (94.6%) but also garner a small amount of attention from other countries all over the world (5.4%).

Followers over time



State Distribution



■ NSW ■ VIC ■ QLD ■ SA ■ WA ■ NT ■ TAS ■ ACT

Seniority



■ Senior ■ Entry ■ Director ■ Manager ■ VP ■ CXO ■ Owner ■ Other

1,368
LinkedIn Followers

54,901
Impressions

It's also promising to see so many senior level individuals among our audience, because these are often the influencers and decision makers that help drive business and industry towards greater outcomes for our people, our customers, and our community.

The distribution of seniority in our audience may be due to audience mix on LinkedIn in general, but does highlight the smaller segment of those in entry level positions, who tend to be more impacted by an organisation's inclusion (or lack thereof). It highlights a greater opportunity to broaden our presence to capture more people in entry level positions, through other mediums and platforms. This will be factored into planning for 2026's strategy.

Industry Engagement and Visibility

Beyond our partner events, InsurePride has maintained a visible and active presence in industry and community forums. We proudly participated in the Pride in Practice Conference, The Hatchery LGBTQIA+ Conference, and the Pride Cup Intercompany Trivia Night, while also supporting days of significance such as Wear It Purple, IDAHOBIT, and Trans Awareness Week in collaboration with our partners.

We have also partnered with ANZIIF on webinars, podcasts and articles that contribute to their members' CIP (Certified Insurance Professional)

Points to go towards professional development hours.



FREE WEBINAR

Worth the Risk-
Exploring Current and
Emerging D&I Trends

THURSDAY 18 JULY 2024



Paul Bennett
Product Owner - Claims, TAL



Metz Ronan
Senior Strategy Manager,
Bupa
Co-Lead, InsurePride



Paul Bennett

LGBTQIA+ Leadership & Allyship Summit 2025



With keynote speaker Hannah Gadsby, gain candid, valuable & hard-won advice from senior LGBTQIA+ leaders & allies.

Date: Thurs 19 June 2025



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SERVING WITH PRIDE

InsurePride

WEAR IT PURPLE



PRIDE IN PRACTICE CONFERENCE

In 2024 we participated in Pride in Diversity's Pride in Practice Conference, held at Marvel Stadium in Melbourne on the 25th of November.

The session, entitled "Out and Insured: Collaborating with the LGBTIQ+ Community for Better Protection", was a panel interview with current and former Victorian Pride Lobby Alumni; Former President Nevena Spirovska and current Treasurer Austin Fabry-Jenkins. Hosting a session on how community engagement transformed an industry, panelists Nevena and Austin brought their expertise, passion, and lived experiences to the stage.

We spoke on the insurance industry two years on from the release of the ground-breaking Worth The Risk Report, and how finding LGBTIQ+ organisations bridge the gap between corporate entities and community for the betterment of all. Sharing actionable strategies for other organisations seeking community feedback and building trust in the process, highlighting the impact of companies not working in a vacuum, and what can be achieved when working together to uplift industry and community.



9 PARTNER EVENTS



500+ PARTICIPANTS



ACTIONABLE INSIGHTS



PARTNER EVENTS

InsurePride has delivered major events since incorporating, collectively engaging over 500 unique insurance professionals nationwide. Each event has provided a platform for shared learning, authentic storytelling, and collaboration on inclusion themes relevant to the insurance industry and its customers.



PARTNER EVENTS

A special thank you to our official partners who hosted these events, and all who attended since our incorporation in June. These collaborations have helped establish InsurePride as a trusted partner in shaping practical inclusion initiatives across the sector and have strengthened the connection between insurers, community organisations, and advocacy networks.

Title	Date
ResolutionLife: Fireside with Alex Greenwich, Supported by AWS and Atlassian	27-Jun-24
Queer and neurodivergent: InsurePride fireside chat with Justine Field, hosted with Suncorp	4-Dec-24
Munich Re: Bring Your Whole Self to Work keynote on the key learnings from the Worth the Risk Report.	25-Feb-25
ClearView × FINEOS: Fireside Chat with Canva's Manon Pietra exploring workplace belonging and inclusive product and customer design.	1-May-25
IAG: Pride Then, Now, Next celebrating Pride Month and inclusion in insurance, featuring Karl Zlotkowski and Teddy Cook.	27-Jun-25
Swiss Re: Fireside with Ashley Scott (Rainbow Families) inclusion, parenting, and support for LGBTQIA+ families.	21-Aug-25
HCF × The Pinnacle Foundation: WIPD- Stories of Courage and Connection featuring Pinnacle scholars and fundraising for LGBTQIA+ youth.	27-Aug-25
Resolution Life: Wear It Purple: Visibility & Allyship morning tea highlighting intergenerational allyship and inclusion.	29-Aug-25
TAL × Divergent Wealth × Pride Business Association: Make Your Money Werk! financial empowerment and inclusion in financial advice.	18-Sep-25
Zurich: AFLW Pride Round Fireside Chat with Tayla Harris and Paxy Paxman exploring leadership, resilience, and visibility through sport.	19-Oct-25
Suncorp: Brisbane Launch Event with Gavin Clark (WSP) our first Queensland event, focused on lived experience and gender diversity.	19-Nov-25





Governance and Strategic Direction



Throughout 2025, the Committee has focused on strengthening InsurePride's governance, financial management, and operational planning to ensure long-term stability. With the foundation now firmly established, our priority for the year ahead is stability, consolidation, and targeted impact.

After a period of rapid growth, the next 12 months will be dedicated to embedding our programs, refining our partnerships, and pursuing collaborative opportunities that deliver measurable change for LGBTQIA+ customers. Key initiatives for FY26 include a research collaboration with La Trobe University, exploring LGBTQIA+ customer experiences across the insurance sector; active participation in the Life Code Review, advocating for fair, inclusive, and equitable treatment of LGBTQIA+ customers; and continued partner development, ensuring every collaboration contributes meaningfully to both industry progress and community outcomes.

Collectively, these initiatives position InsurePride for a period of deliberate consolidation, strengthening our operational foundations while continuing to advance inclusion outcomes across the industry. The coming year will be one of thoughtful growth, deeper engagement, and strategic collaboration to ensure InsurePride remains a trusted, credible, and sustainable voice for LGBTQIA+ inclusion in insurance.

OFFICIAL PARTNERS

Resolution Life



Munich RE



ClearView



iag

ALUCA

ZURICH



TAL

ANZIIF



FINEOS



SUNCORP



Swiss Re



CHU



NETWORK SPONSOR

MetLife



nti

DUDGEON BERRY
INSURANCE GROUP



SCOR

We also wish to acknowledge the ongoing support of Pride in Diversity, whose advocacy and partnership have been instrumental in amplifying our message and aligning the broader insurance community's efforts to support LGBTQIA+ inclusion.

InsurePride's beginnings started because of Pride in Diversity's support, and we wouldn't be here today without them.

Pride in Diversity is the leading subject matter expert in LGBTQ+ inclusive workplace policy, practice, and behaviours needed to achieve positive cultural change.

For more than 25 years they have guided more than 500 member organisations to greater workplace inclusion, leading best practice for industries across Australia.

www.prideindiversity.com.au



**pridein
diversity**



APPENDIX

Transaction Listing

Date	Description	Debit	Credit	Balance	Comments	P&L Classification
28-May-2024	Opening Balance			\$0.00		
28-May-2024	Service NSW		\$199.00	-\$199.00	Incorporation	Service NSW Fees
4-Sep-2024	ResLife	\$2,000.00		\$1,801.00	Resolution Life	Sponsorship
13-Sep-2024	HCF	\$2,000.00		\$3,801.00	HCF	Sponsorship
31-Oct-2024	Munich Holding	\$2,000.00		\$5,801.00	Munich Re	Sponsorship
8-Nov-2024	ClearView	\$2,000.00		\$7,801.00	Clearview	Sponsorship
18-Nov-2024	AUSTRALASIAN LIF	\$2,000.00		\$9,801.00	ALUCA	Sponsorship
22-Nov-2024	Insurance Australia	\$2,000.00		\$11,801.00	IAG	Sponsorship
25-Nov-2024	Dan Murphy's		\$722.70	\$11,078.30	Suncorp Event	Event Expenses
27-Nov-2024	The Card Network		\$410.90	\$10,667.40	Suncorp Event	Event Expenses
29-Nov-2024	Feedwell		\$549.45	\$10,117.95	Suncorp Event	Event Expenses
2-Dec-2024	Justine Field		\$200.00	\$9,917.95	Speaker Fees	Speaker Fees
5-Dec-2024	Locali By Romeo's		\$27.60	\$9,890.35	AFLW Pride	Event Expenses
13-Dec-2024	Suncorp	\$2,000.00		\$11,890.35	Suncorp	Sponsorship
13-Jan-2025	Metlife	\$1,000.00		\$12,890.35	MetLife	Sponsorship
16-Jan-2025	ZFSAL Holdings	\$2,000.00		\$14,890.35	Zurich	Sponsorship
30-Jan-2025	Metz Ronan		\$505.81	\$14,384.54	Website Hosting	Website
6-Feb-2025	PMT-JNL000414 ANSIIF	\$2,000.00		\$16,384.54	ANZIIF	Sponsorship
20-Feb-2025	FINEOS	\$2,000.00		\$18,384.54	Fineos	Sponsorship
25-Feb-2025	Swiss Re	\$2,000.00		\$20,384.54	Swiss Re	Sponsorship
17-Feb-2025	Vanilla Blue Catering		\$574.43	\$19,810.11	Event	Event Expenses
12-Mar-2025	TAL	\$2,000.00		\$21,810.11	TAL	Sponsorship
29-Apr-2025	Dan Murphy's		\$874.80	\$20,935.31	Event	Event Expenses
30-Apr-2025	Woolworths Online		\$76.70	\$20,858.61	Event	Event Expenses
30-Apr-2025	The Blonde Buttler		\$177.52	\$20,681.09	Event	Event Expenses
30-Apr-2025	The Blonde Buttler		\$890.97	\$19,790.12	Event	Event Expenses
7-May-2025	AIA Australia	\$2,000.00		\$21,790.12	AIA	Sponsorship
8-May-2025	The Blonde Buttler	\$200.00		\$21,990.12	Event	Event Expenses
17-Jun-2025	NTI Limited	\$1,000.00		\$22,990.12	NTI	Sponsorship
25-Jun-2025	IAG Event		\$1,000.00	\$21,990.12	Event	Event Expenses
25-Jun-2025	Equality Australia	\$1,000.00		\$22,990.12	Equality Australia	Sponsorship
25-Jun-2025	Equality Australia IAG Event		\$1,000.00	\$21,990.12	Event	Event Expenses
30-Jun-2025	Dudgeon Berry	\$1,000.00		\$22,990.12	Dudgeon Berry	Sponsorship
	TOTALS	\$30,200.0	\$7,209.88	\$22,990.12		

Profit & Loss Statement

InsurePride Incorporated
2024-2025 FY
INC INC2400660

Income	Revenue	Expenses	Profit/Loss
Sponsorship	\$30,000.00	\$ -	\$30,000.00
Event Expenses	\$200.00	\$ 6,305.07	-\$6,105.07
Interest	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ -
Speaker Fees	\$ -	\$ 200.00	-\$200.00
Insurance	\$ -	\$ -	\$ -
AGM Expenses	\$ -	\$ -	\$ -
Equipment	\$ -	\$ -	\$ -
Website	\$ -	\$ 505.81	-\$505.81
Bank Fees	\$ -	\$ -	\$ -
Advertising	\$ -	\$ -	\$ -
Petty Cash	\$ -	\$ -	\$ -
Pride Celebrations	\$ -	\$ -	\$ -
Unknown	\$ -	\$ -	\$ -
Service NSW Fees	\$ -	\$ 199.00	-\$199.00
Research	\$ -	\$ -	\$ -
Donations	\$ -	\$ -	\$ -
TOTALS	\$ 30,200.00	\$ 7,209.88	

Profit/Loss

\$22,990.12