

An exciting new era **SSAA Insurance Brokers**



SSAA Insurance Brokers staff Joanne Wilson, Liz Jan and Catherine White with City Rural Insurance Brokers consultant Roger Bradley and managing director Peter Benda.

SSSAA Insurance Brokers Pty Ltd is entering an exciting new era with an expansion in services to members, thanks to a partnership with insurance industry leader City Rural Insurance Brokers Pty Ltd.

While precipitated by the departure of Rob Low after 10 years of service, the Insurance Brokers Board is looking forward to a bright future for the company and indeed is excited about the potential benefits that the new arrangements can provide.

The partnership takes effect this March and offers both operational savings for SSAA Insurance Brokers and an expansion of insurance products available to members. City Rural Insurance Brokers, under its managing director Peter Benda, has experience in insurance transactions in every Australian state and territory and has comprehensive access to the right insurance company, for the right coverage, at the right price.

A member of the National Insurance Brokers Association and Steadfast Group Limited, City Rural Insurance Brokers will utilise the experience of Roger Bradley, who many members will know as a former SSAA Insurance Brokers consultant, to investigate further opportunities for member savings. Roger has more than 40 years' experience in the insurance industry and is well-versed in SSAA insurance management.

SSAA Insurance Brokers Board member Alf Bastian said the business partnership, while still retaining our business's autonomy, would drive the SSAA's and members' dollars further with the expansion in insurance buying power.

"I and the other members of the SSAA Insurance Brokers Board welcome City Rural Insurance Brokers and we look forward to a long and prosperous partnership, which can only benefit the SSAA's 100,000-plus membership," Alf said. "We also wish Rob Low well in his new ventures." ●