

The Client Connection

How Australians health and wellbeing, leisure and financial security are all intrinsically linked within the advice relationship.

Adam Crabbe
Risk Strategy Specialist

Important information

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Today's outcomes

01 Explore the latest research of Australian leisure pursuits and activities, their benefits and risks, along with the longer-term impacts on a client's wellbeing

02 Develop new techniques to positively guide clients through an enhanced advice experience

03 Strengthen knowledge to reposition advisers as key stakeholders through a client's recovery

04 Uncover the shifts occurring and financial dichotomy within advice businesses

05 Showcase new interactive tools and resources to help boost client engagement

Advice does more than affect financial change

Advisers are wellness crafters – wellness protectors



>8 in 10

During a planning session, your client became **emotional** (crying, sobbing, fearful, angry)

>7 in 10

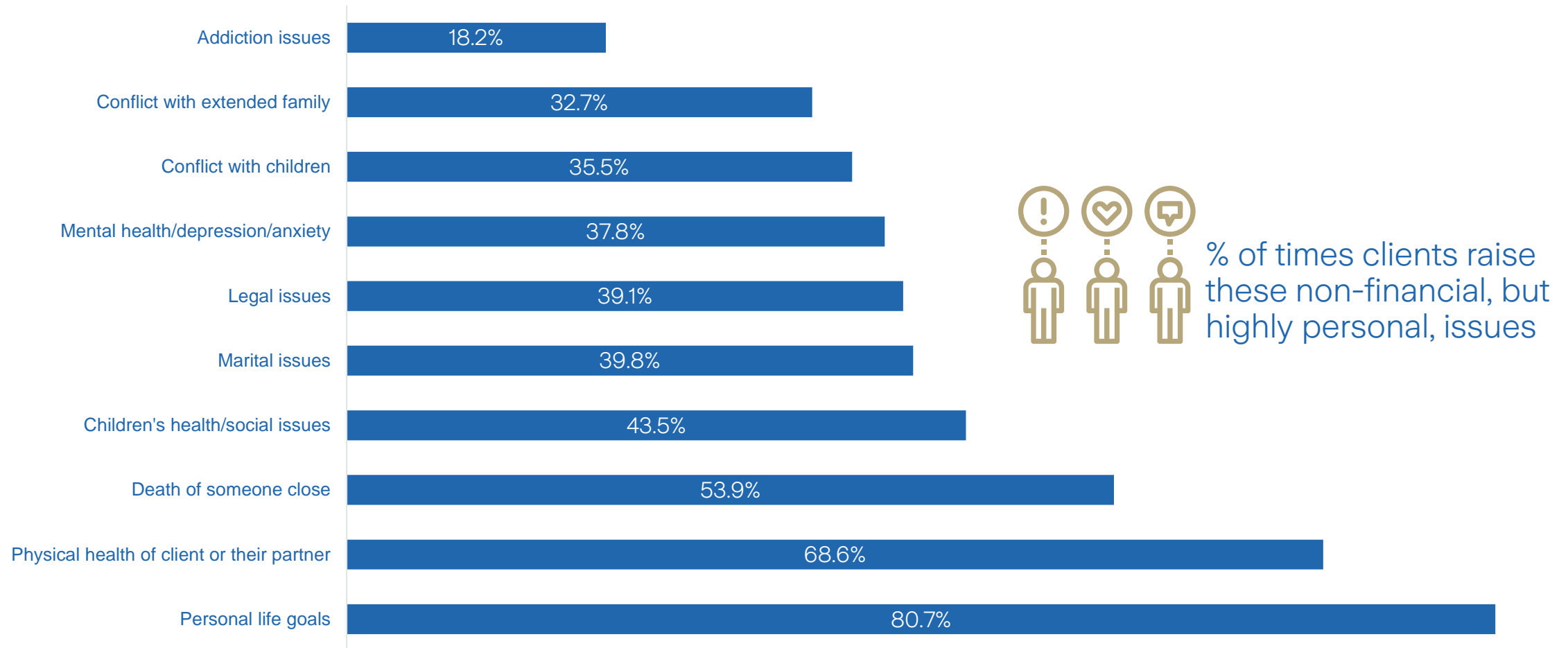
You were told a **secret** by your client, who also said that you are the only person who knows this

approx. 2 in 5

Your client **designated** you as the person to **contact** in the event of an emergency

What non-financial topics do you discuss?

Table discussion



What clients do

Currently, there are:

14,221,900



Australians employed¹

15,481,600

Working-age Australians participating in some form of recreation, exercise activity or sport²...



3,682,100

more from age 65

Sources:

¹Australian Bureau of Statistics (ABS), as at January 2024

²Clearinghouse for Sport, Ausplay estimates, ages 15-64, released October 2023

WHAT IS YOUR PURSUIT FOR HAPPINESS?



WHAT IS MY PURSUIT FOR HAPPINESS?



“

It's the visceral quality of it,
the vibration, the wind, the sound.
It's a great place to think, to feel, to get away.
When I don't ride a motorcycle,
I go through withdrawal.
It's not good for my health.”

KEANU REEVES

It's **not** on a
business card,
but it **is** a part
of **who we are.**

Being active is not without risk

66,000 

Australians each year are hospitalised due to sport and leisure-related injuries.

The impact **isn't just financial...**

Impacts extend far beyond financial

I was working until I had a pretty severe **car accident** about a year ago.

I have just started back at work. **I am struggling.**



No one around me seems to understand how hard it is for me to go back to work when I've been down at home for so long. **I feel lost and alone even though I have people physically around me.**

Anyway, I don't know where I'm going with this or even if anyone will respond. **I guess I just wanted to talk about it somewhere.** Thanks for taking the time to read if you did.



First responder



Revenue generation



Claims and non-claims advocacy



Social campaign



Education



Referral partners

Question 1

Research shows that **over two-thirds** of clients are discussing which of the following non-financial issues with advisers?

a.
Marital
issues

b.
Physical health
of the client or
their partner

c.
Addiction
issues

d.
Legal
issues

Lessons in Leisure

Latest research on community
pursuits, leisure activities,
sport and recreation

01

What are our top activities?



Recreational Walking



Fitness / Gym

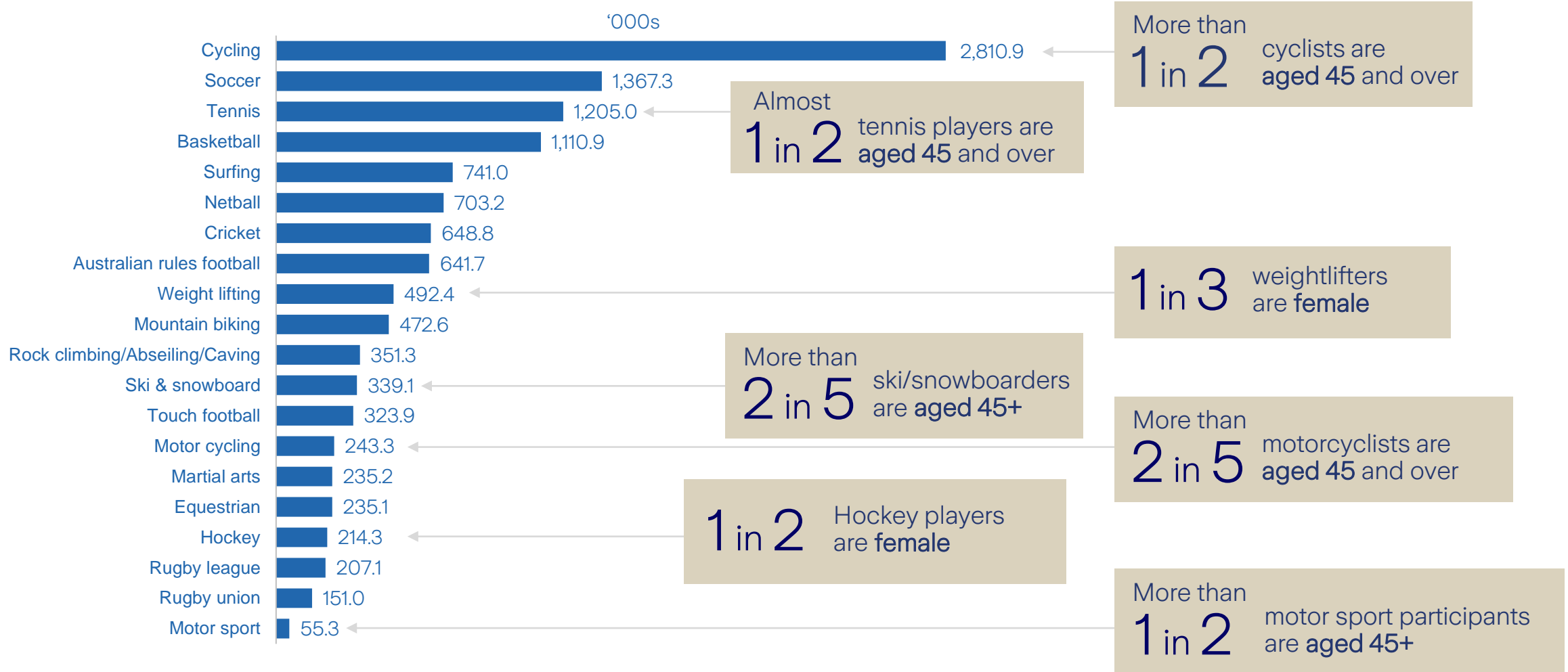


Jogging / Running



Swimming

What else are we doing?



How much is enough?

Just 30 minutes of exercise per week lowers the CES-D, the Centre for Epidemiological Studies – Depression scale:

Low Active

(250m<2.5kms each day)

reduces depression scores by 14.1%¹

Active

(2.5kms<4.5kms each day)

reduces depression scores by 27.6%¹

Highly Active

(>4.5kms each day)

reduces depression scores by 28.1%¹

Benefits extend to lessen risks of other illnesses, with decreasing rates of dementia by up to 45%²

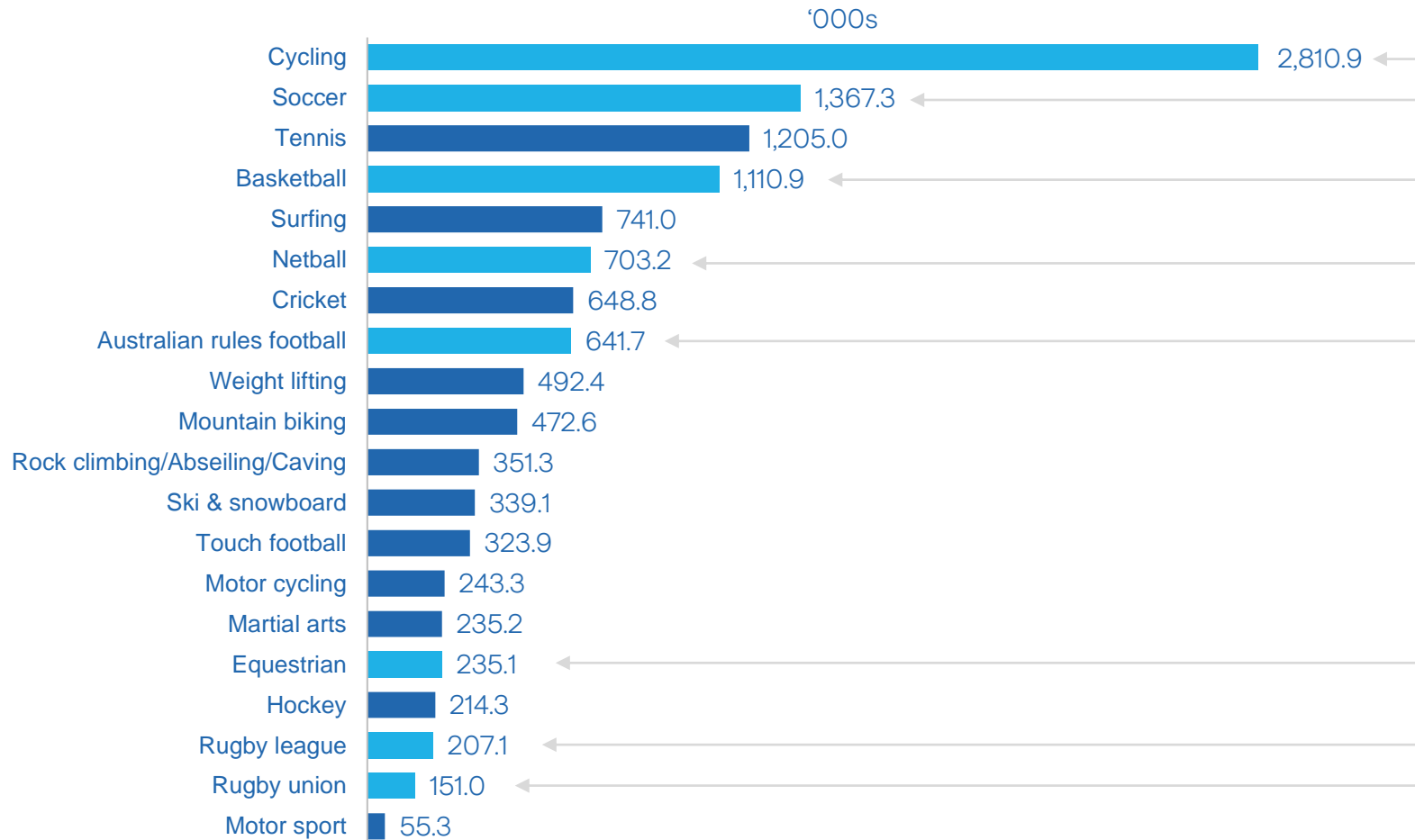
Sources:
1. Official Journal of American College of Sports Medicine, average decrease compared against inactivity, n = 6,728
2. The Ohsaki Cohort Study, over 65's, n = 6,909

Risks in Leisure

02



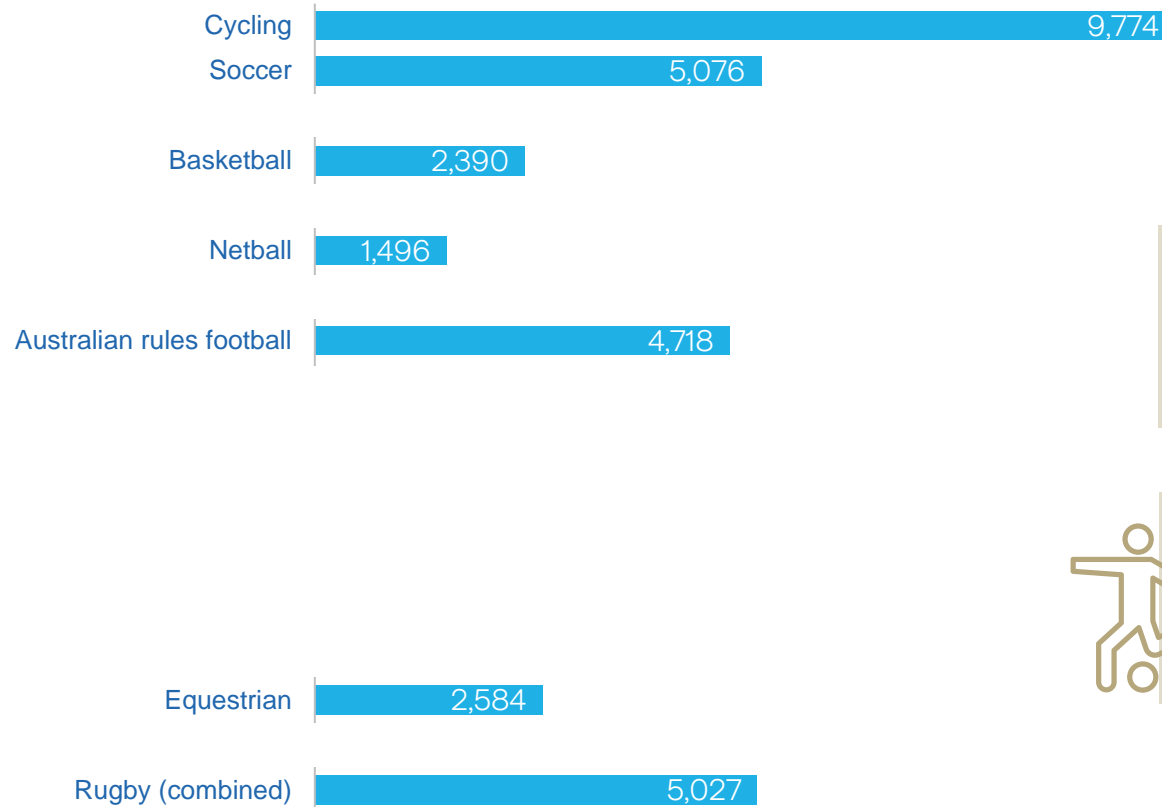
What are the risks?



Let's look at these 8

Top hospitalised sport-related injuries


Number of hospitalisation cases, by sport, per year, ages 15+

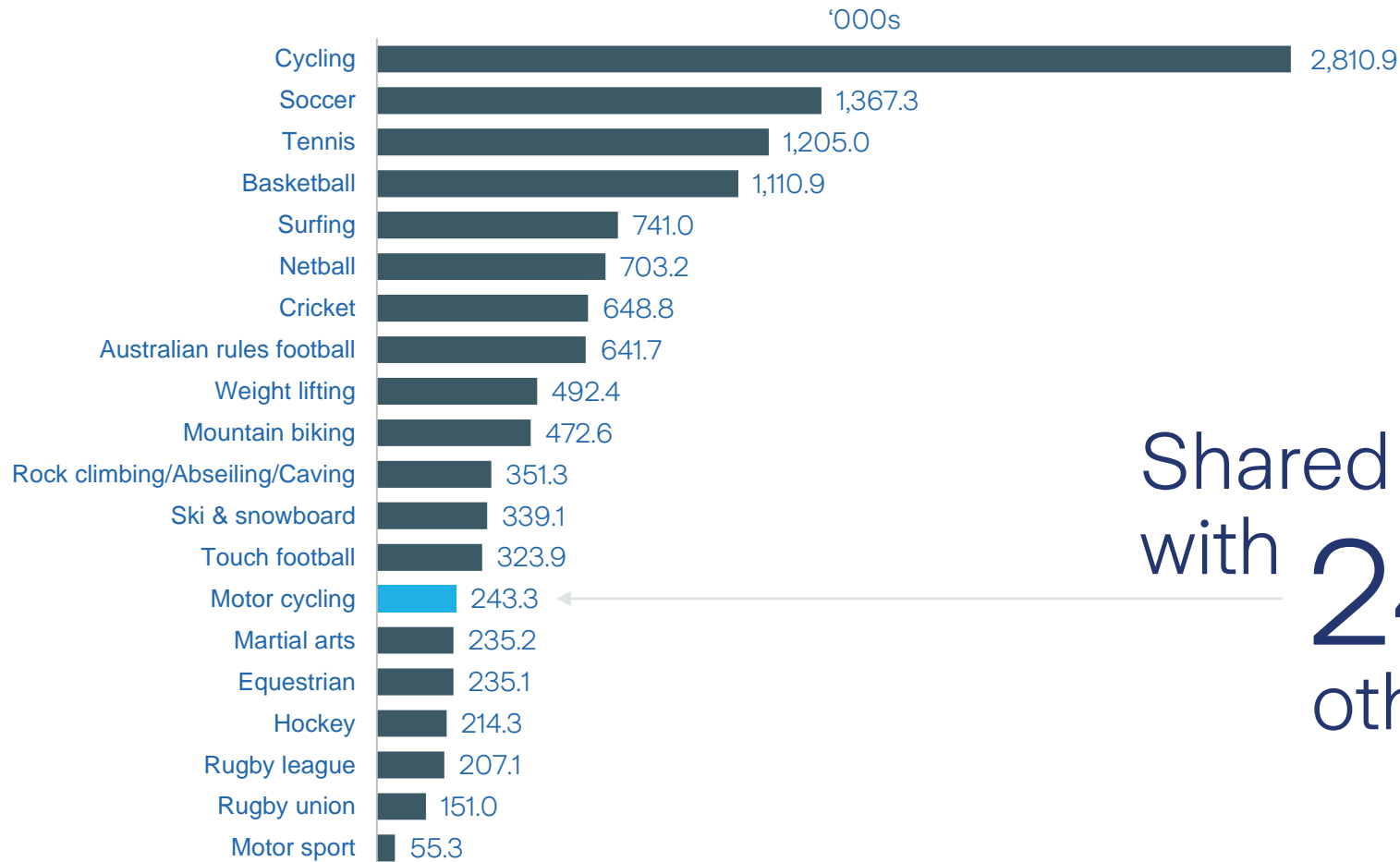


Represent **620** cases on average each week



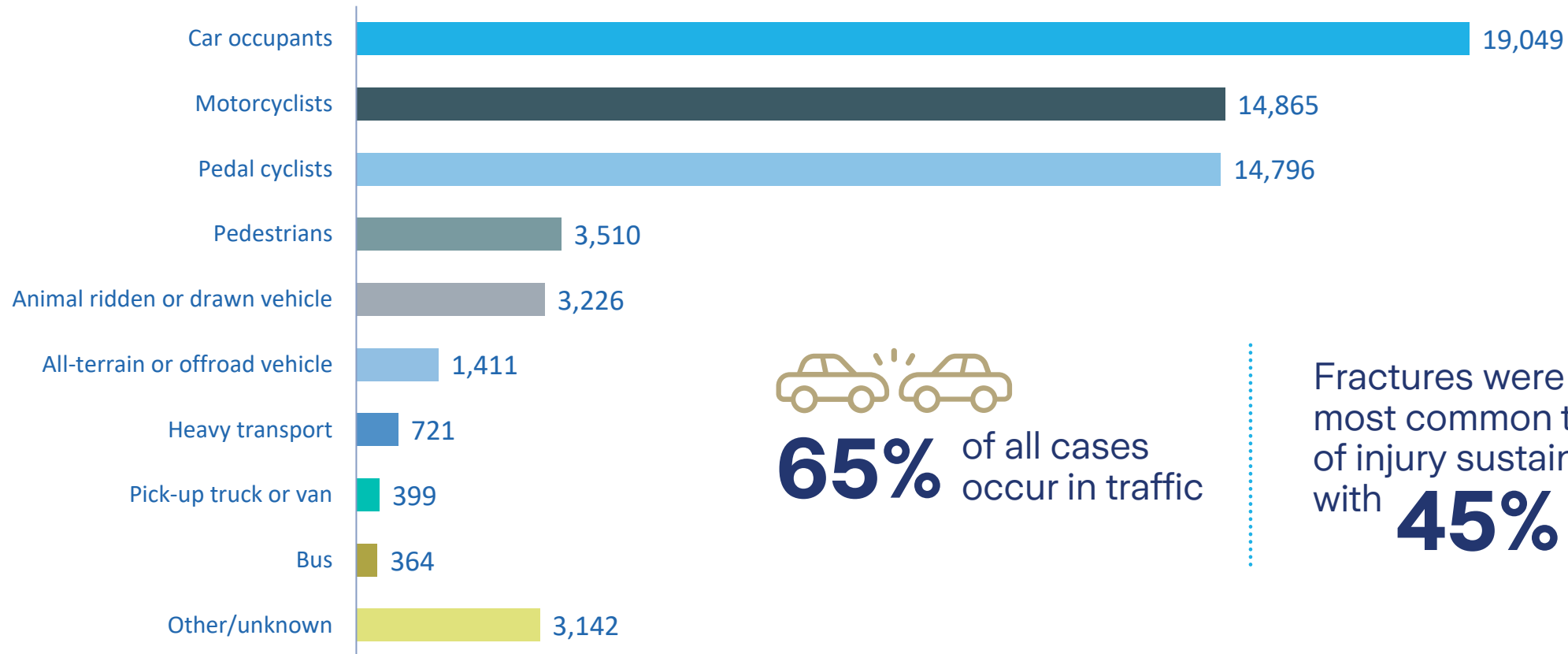
Fractures were the reason for **52%** of all sport-related admissions





Shared
with **243,000**
other Australians

Transport-related hospitalisations



65% of all cases occur in traffic

Fractures were the most common type of injury sustained, with **45%** of cases.



Responsible road use deaths outweighs irresponsible

Approx. 40% of transport deaths involve irresponsible road use, where:

150 
vehicle occupants were not wearing a **seatbelt**

137 
drivers or motorcyclists with a **Blood Alcohol Concentration (BAC)** above the legal limit

128 
unlicensed drivers or motorcyclists

 **60**
drivers or motorcyclists with an **illegal drug** in their system

 **8.9%**
of motorcycle deaths involved not wearing a **helmet**



Vehicle occupant fatality rate
0.4 per 10,000



Motorcyclist fatality rate
2.6 per 10,000

There's every chance...



Rugby League ↑
has a very high risk

(1,181 hospitalisations per 100,000 participants)



Fitness and gym ↓
activities are low risk

(9 hospitalisations per 100,000 participants)

The screenshot shows the Zurich OnePath Sports & Leisure Injury Tool interface. It includes a header with the Zurich and OnePath logos. Below the header, there are three dropdown menus: 'Select Gender' (Male), 'Select Age Group' (25-34), and 'Select Sport/Leisure Activity' (Soccer). The interface displays several key statistics: 'Participation rate (selected activities)' (29%), 'Hospitalised injury cases per year' (3,644), 'Hospitalised injury cases each week' (59), and 'Incidence rate' (335 per 100,000 people). A yellow box indicates a 'MODERATE' risk level. A key at the bottom explains the risk level calculation based on hospitalisations per 100,000 participants.

Question 2

Approximately **how many minutes** of exercise per week is enough to begin lowering the CES-D (Centre for Epidemiological Studies – Depression) scale?

a. 10

b. 20

c. 30

d. 40

Expect the unexpected

—
How advice becomes
intrinsically linked

03.

What approach does your firm take?

Table discussion



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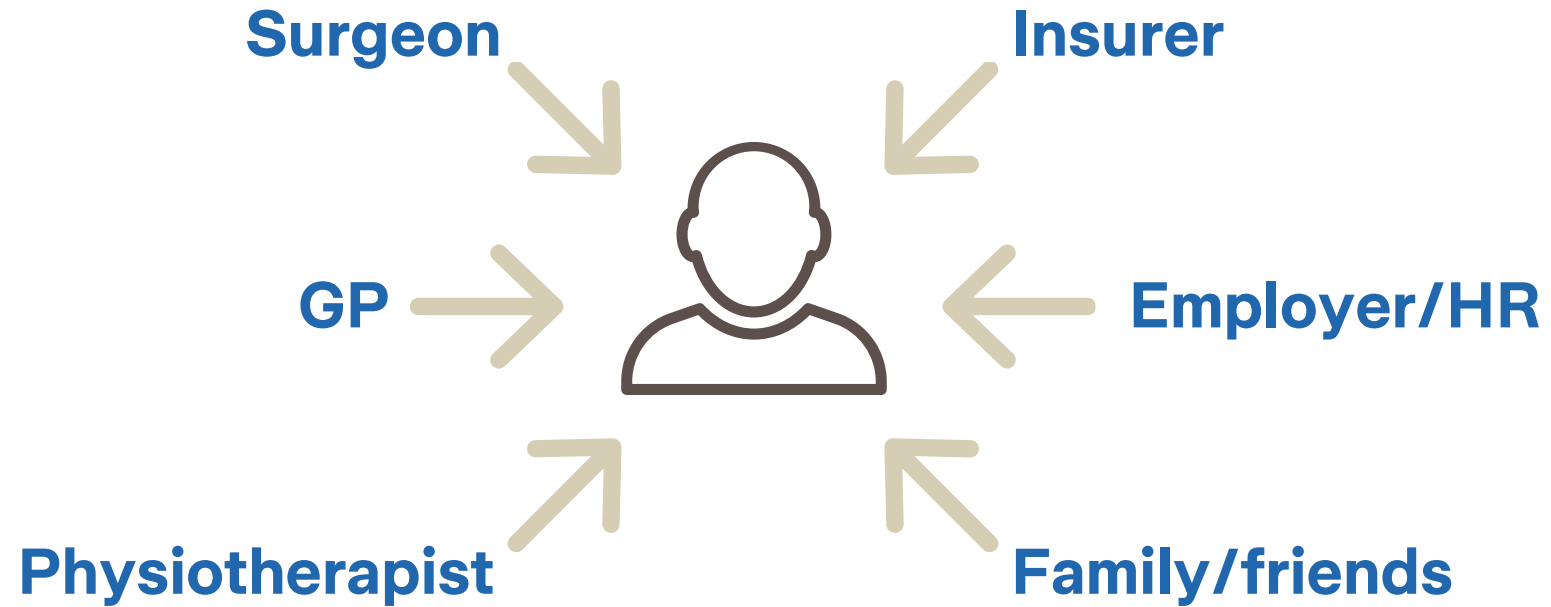
OnePath

“

Something's **happened..**”



Is there a role for advice?



“I feel lost and alone even though I have people physically around me.”

What **processes** are in place when an incident occurs?




How often should you **reach out** to impacted clients during recovery?



Do **telephone-based staff** report back with what's happening in a client's situation?



Would it be different if it was a **family** member? If so, why?





While **empathy** refers more generally to our ability to take the perspective of and feel the emotions of another person, **compassion** is when those feelings and thoughts include the desire to help.”

University of California, Berkeley

The elevation of **touchpoints** throughout a client’s injury journey can be invaluable.

Financial assistance is a natural start

Transport-related assistance
– CTP Green Slip (NSW)

01

Who does it cover?

Drivers, passengers, pillions, other road users including cyclists and pedestrians, injured by your vehicle.

What is provided?

A percentage of pre-injury weekly income if time off work is needed; reasonable and necessary treatment and rehabilitation costs, commercial attendant care if help is needed around the home.

Does it cover 'at fault'?

Yes, covers all injured people regardless of fault, unless:

- Charged with or convicted of a serious driving offence in connection with the accident, or
- Were the at-fault driver of an uninsured vehicle and you knew the vehicle was uninsured

At fault cap applies.

What is the 'at fault' cap?

For accidents occurring on or after 1 April 2023, income support payments will end after one year if:

- You were at fault / most at fault, or
- Your injuries are assessed as 'threshold' (as defined in the legislation)

02

- If the policy is held **outside of superannuation** (not issued to the trustee of a superannuation fund):
 - Sick leave entitlements **will not** be offset
 - Other disability income policies disclosed to us in your application **will not** be offset
 - Workers' compensation or other legislated benefits **will not** be offset if the life insured's occupation category is A1, A1M, A1L or A2, as shown on the policy schedule.

- If the benefit received is:
 - A lump sum or part of a lump sum paid as compensation for pain and suffering or as compensation for loss of use of a limb or
 - A lump sum total and permanent disablement or trauma benefit:

Offsets

CTP benefits and IP offsets – **post**-APRA

➤ The monthly benefit amount we pay will be reduced by other payments received in the same month. The monthly benefit will also be reduced by monthly income if you are partially disabled and ongoing income if you are totally disabled for the claim month. Other payments include:

- paid leave **received** from an employer, including sick leave, annual leave or long service leave **will** be offset
 - Workers' compensation or other legislated benefits (including accident compensation) **will** be offset
 - Other disability income policies disclosed to us in your application **will not** be offset
-

➤ Amounts that we **won't** offset include:

- Total and permanent disability benefits, trauma benefits, terminal illness benefits or lump sum super benefits,
- Sums awarded by a court for pain and suffering

Access to a lump sum

Is Compassionate Grounds via super an option?

03

A person may be able to access their super on the grounds that it is required:

.....
for medical treatment or medical transport for the person or a dependant; or

.....
to make a payment on a loan, to prevent foreclosure of a mortgage or sale of a principle place of residence; or

.....
to modify the person's principal place of residence or vehicle to accommodate the special needs of the person or a dependant arising from severe disability; or

.....
to pay for expenses associated with the person's palliative care; or

.....
to pay for expenses associated with a dependant's palliative care, death, funeral or burial



“

As a rule of thumb, injury sufferers should expect **two days** of rehab for **each day** of inactivity due to injury”

Emotional reactions to trauma

Emotive responses to trauma can include:

- ⊗ **Fear**, anxiety and panic.
- ⊗ **Shock**
Difficulty believing in what has happened, feeling detached and confused.
- ⊗ **Feeling numb**
- ⊗ **Not wanting to connect** with others or becoming withdrawn from those around you.
- ⊗ **Continuing alarm**
Feeling like the danger is still there or the event is continuing.
- ⊗ **Let-down**
After the crisis is over, exhaustion may become obvious. Emotional reactions to the event are felt during the let-down phase, and include depression, avoidance, guilt, oversensitivity, and withdrawal.

Help your body, help your mind

Considerations to resolve traumatic reactions

- ✓ **Normality**
Getting back to your normal routine as soon as possible, but take it easy.
- ✓ **Segment**
Tackle the things that need to be done a little bit at a time, and acknowledge your successes.
- ✓ **All the small things**
Make as many smaller, daily decisions as possible. This can help you feel more in control of your life.
- ✓ **Milestones**
Track and record milestones as they occur.
- ✓ **Avoid making major decisions** or big life changes until you feel better.
- ✓ **Make time for regular exercise**
It helps cleanse your body and mind of tension. Time to reignite that passion, hobby.
- ✓ **Express your feelings as they arise**
Talk to someone about your feelings or write them down.

Making milestones matter



Hobbies remain critical



Listening to music and reading are **highly effective**



For your copy of the reports, please speak to your **BDM**

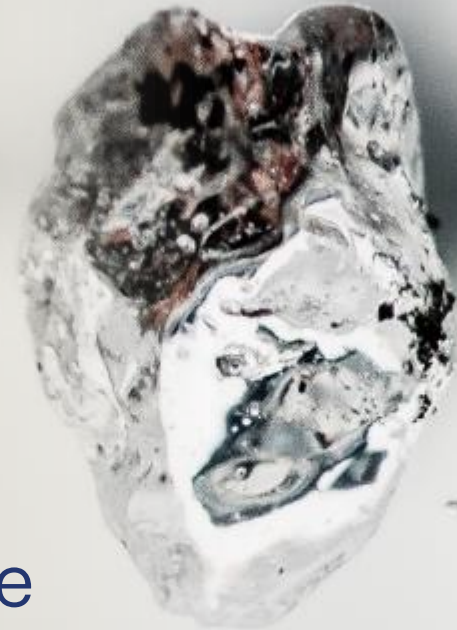


Guard well your **spare moments**.
They are like uncut diamonds.

Discard them and their value will
never be known.

Improve them and they will become
the brightest gems in a useful life.”

RALPH WALDO EMERSON





Thank you