

An Alliance That Will Make You Great _____

Risk

it

all.



**Apex Insurance in partnership
with CPA Australia to provide your
members a streamlined insurance
experience from end to end.**

Introducing Your Insurance Partners.

As accountants, your members are well placed to understand their client's risk – from their liabilities to their assets... but when your CPA members risk needs protecting Apex are front and centre, ready to service their insurance requirements. Whether it be from a commercial or personal perspective we offer the members a premium insurance broking service.

CPA Membership Alliance.

Apex can offer the CPA members a full suite of insurance products – from Life Insurance, Personal and Commercial Risk covers, to financial and investment/loan products.

We can offer co-branded communication documents including:

- Proposals
- Schedules
- Wordings
- Insurance Summary Reports

Beyond the slick broking service, Apex can offer you presentations around new products and emerging risks to educate your CPA Members about how the insurance market is evolving to accommodate new risks including – Intellectual Property (first party) cover; Cyber Insurance; Legal Expenses covers and more.

If you'd like to know more about this special CPA Australia Member alliance, visit our website www.apexinsurance.co.nz/CPAMember or call our freephone 0800 500 510 and ask for a CPA Member Alliance team member.

CPA Australia Member Alliance insurance suite of services.

- Commercial Insurance for business through CPA Australia for your Practice or Clients who you refer.

General Insurance Sector	
Accountants Professional Indemnity	Employment disputes
Management Liability	Statutory Liability
Director & Officers Liability	Employers Liability
Motor Vehicle	Public Liability
Fidelity	Travel
Office Contents	Cyber Liability

Life Insurance Sector	
Key Person	Debt Reduction
Share Purchase	Employee Benefits

- Personal insurance for individuals through CPA Australia whether Accountants or clients you refer.

Personal Lines Insurance	
Home	Cars
Contents	Boats
Travel	Bikes
Mechanical breakdown warranties	

Personal Risk	
Life	Mortgages
Health	Kiwi Saver
Disability	Investments

Recently we've seen New Zealand companies starting to enter the tech space race. That's a huge step up from garden shed inventors. These are Apex's kind of people. New school explorers, bold thinkers, highly skilled "can-do" kiwis. **#RiskItAll**



Whether you're a tech startup or a
100 year old kiwi business, if you're
prepared to dream big and **#RiskItAll**,
we'll back you 100%.



Our Service Team.



James McGhie - Managing Director

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M 021 625 634

E jamesm@apexinsurance.co.nz

James is the Managing Director and part owner of Apex General Limited trading as Apex Insurance. James has extensive experience in the area of sales, product development, marketing and distribution. He is a strong leader with proven financial results over a 15-year period including change management, strategic planning and problem solving. He has key accounts and relationships at all levels.

James believes in best practice from all levels of the business being managed and always works to the highest professional standards.



Jason Hurcum - Claims Specialist

T 09 968 9772

E jason.hurcum@apexinsurance.co.nz

After 30 years of local industry experience, **Jason** has joined Apex with an in-depth and varied claims skillset. Having held senior claims and leadership roles in a number of different insurers around NZ, Jason has been exposed to and understands end to end claims processes in a variety of domestic and commercial product lines. Industry qualified, Jason is a talented claims specialist, with a passion for providing our clients with a superior claims experience.

What's our story?

Like many success stories, ours started with an idea. How could we protect kiwi businesses if we didn't truly understand them? If we didn't get out from our corporate ivory tower and actually walk in their shoes for a day? So that's exactly what we did 25 years ago. We got out and started our own independent insurance broking company – Apex Insurance.

Today Apex is one of the leading insurance brokers in the country. We've purchased brokerages and expanded our businesses to extend our range of services and client base. We may be based in Auckland, but our entrepreneurial spirit stretches nationwide.

A new breed.

Like you, we've grown up in a new world. Where a smart kiwi "can do attitude" works. Where bureaucracy and siloes don't. We love technology and embrace all that it offers.

The digital world helps us process things faster and develop creative insurance solutions, quicker. We also hire a new breed of talent. Young kiwis with inquisitive minds and a passion for service excellence. They're our future and they carry our flag.

Paying it forward.

We're serious about protecting futures and we're serious about protecting our planet.

We act ethically, responsibly and sustainably to create a profitable business that is respected by our peers and partners. While our carbon footprint compared to the global insurance giants is tiny, we still wanted it to be zero and we have successfully been CarboNZero certified for over 6 years.

Our Services.

We offer a full suite of services for insurance broking, risk management, risk transfer advice and premium funding.

Some of our specialist areas include:

- Property
- Casualty
- Technology
- Professional Risks
- Film, advertising, television
- Marine
- Education
- Body Corporates
- Sports, entertainment, leisure
- Construction
- Franchise Operators

Apex Insurance operates alongside Apex Advice, further expanding our product offering and ability to provide personal risk management. This includes life, investment and mortgage advice.





At Apex we're digital natives, which means we process and develop creative insurance solutions, quicker and better. *#RiskIt All*

We're behind some of
New Zealand's biggest
success stories. Why?
We're not afraid to put
on a hardhat and walk
in your boots to see
the world your way.

#RiskItAll



What makes Apex, the tops?

Unlike many of the big conservative insurance companies, we're not restricted by old traditions or archaic systems thought up in London. We cut through the red tape, we don't hide behind jargon, and we back our clients 100%. Call it a kiwi sense of fair play. When something's not right, we're on your side.

Quality where it counts.

- All our brokers have either achieved the QPIB (Qualified Practicing Insurance Broker) status - which is presented by IBANZ (Insurance Brokers Association of New Zealand) - or are working towards this essential qualification.
- We continually work to increase the expertise available to our clients and provide significant support to the training of insurance brokers, including the development of an IBANZ approved training programme.
- Most of our senior people are fully qualified with the Australian and New Zealand Institute of Insurance and Finance, and our more junior staff are actively progressing towards these qualifications.
- Our accumulated insurance experience is well above the average for the industry sector.

Professional Indemnity Insurance.

- We carry Professional Indemnity Insurance to protect our clients in the rare event of an error or omission by Apex Insurance. This cover substantially exceeds the minimum requirements as laid down by the Independent Brokers Association of New Zealand (IBANZ).

We back ourselves and stand behind the advice and service we provide. So much so, we do not have any limitations of liability under our terms of business.

Board of Directors:

Andrew Hay, Jill McMillan, James McGhie

Operational Management:

James McGhie — Managing Director

Jill McMillan — Director

Bankers:

ANZ Bank Limited

Lawyers:

McVeagh Fleming

Auditors:

MGI Limited

Professional Memberships:

IBANZ (Insurance Brokers Association of NZ)

NZbrokers Group

Important Relationships.

We act with integrity and back this up with the following professional and industry memberships.

We believe in New Zealand's future and sustainability by supporting these community-based projects.



www.ibanz.co.nz



www.rotoroia.org.nz



www.nzbrokers.co.nz



www.hillaryoutdoors.co.nz



www.sustainable.org.nz



www.millionmetres.org.nz



www.carbonzero.co.nz

The Insurance Brokers Association of New Zealand Inc

We are a member of The Insurance Brokers Association of New Zealand Inc. (IBANZ), the professional body representing the interests of fire and general insurance brokers, risk managers and consumers in New Zealand.

We adhere to the IBANZ Code of Professional Conduct. Further information can be obtained at www.ibanz.co.nz

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MEMBER
BENEFITS

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Be Great With Us.

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Brokers and Advisors
Specialists in Risk Management

APEX INSURANCE IS THE TRADING NAME OF APEX GENERAL LIMITED, A REGISTERED FINANCIAL SERVICE PROVIDER.

