

# Protecting Australians' access to life insurance

One in two Australians want personalised advice about life insurance and more are turning to online tools, including market comparison sites, to learn more.

Life insurers use these legitimate, regulated lead generation pathways that are now at risk of being swept into a blanket ban aimed at misconduct in other parts of the financial system.

A blanket ban for life insurance risks reducing access to information, product comparisons and makes it harder to obtain protection.



## The ask

The Council of Australian Life Insurers (CALI) is seeking an exemption for legitimate, regulated and low-risk life insurance lead generation from any blanket ban or other reforms the Federal Government is considering.

### This exemption should apply where:

- lead generation is undertaken for the sole or dominant purpose of promoting, referring, or facilitating access to a life insurance product or service; and
- the initiating party complies with obligations under the Corporations Act, ASIC Act, Privacy Act and other consumer protection laws.



This keeps reforms tightly focused on harmful conduct while preserving legitimate customer access to life insurance protection.



## The issue

CALI supports broad and effective reforms to protect people's superannuation and savings. However, a blanket ban on lead generation for life insurance risks shutting down legitimate, customer-initiated pathways that help people find life insurance and get assistance.

## Why this matters

### Australians want life insurance but can't easily access it



**Almost 1 in 2** Australians (47%) have considered or **sought advice** on life insurance in the past 12 months, but only **12%** have **actually received it**.<sup>1</sup>



**1 in 2** Australians (50%) want **personalised advice** about how much cover they need.<sup>1</sup>



More than **3 in 5** Australians (76%) want **free advice** on life insurance.<sup>1</sup>



**69%** of Australians have a **basic to no understanding** of life insurance.<sup>1</sup>



#### Lead generation

is often how customers engage when they decide they need help with life insurance.

### Why life insurance lead generation is lower risk

Life insurance lead generation does not carry the same risks as lead generation in superannuation or investments:



Accumulated savings and superannuation are not at risk



Customer-initiated and voluntary



Strong safeguards already apply



Life insurers cannot make outbound sales calls

<sup>1</sup> CALI Aggregate Customer Life Insurance Sentiment Tracker 2025/2026