



‘It lets me focus on the clients’

Paul Murphy, Managing Director, Australian Risk Advisers, Sydney:

Paul Murphy will have been an authorised representative (AR) with United Insurance Group (UIG) for seven years in August, in an arrangement that suits a veteran who knows his way around the industry.

Mr Murphy began his insurance career in 1968 with Mercantile Mutual, working in claims, reinsurance and other areas before becoming a branch manager. His career trajectory was disrupted as corporate transactions shifted the landscape, with the venerable company long since absorbed by QBE.

“I had a big branch and a lot of autonomy and staff and had lectured at UTS, and all the career progressions came to a halt,” he says.

Proffered positions held little appeal and he bought into an Austbrokers business, where he worked for more than a decade before leaving and seeking to leverage his knowledge and experience under a different arrangement.

A meeting with UIG Managing Director Trevor Howard confirmed a decision to join the AR group, which prefers experienced people who know the ropes.

“There was a bit of serendipity,” Mr Murphy says. “One of our marketing guys was also working for a UIG AR in Melbourne and he introduced me to Trevor. I liked the model.

“I like that they give you sufficient support but don’t interfere in the day to day.”

Mr Murphy says he welcomes UIG taking care of back-office administration and tasks that would divert his time from an expanding operation if he were the licence-holder. UIG is also part of the Steadfast Group.

“The AR model for me is very profitable, because I simply pay a margin out to UIG and they take care of things, and the rest of the time they get out of your way and let you do your job as a broker,” he says.

Mr Murphy set up Australian Risk Advisers in Ingleburn in southwest Sydney, and says after a three-year restraint period previous clients have returned.

“Even with larger clients, insurance tends to be personal. You build relationships with CEOs and CFOs of businesses. They are very loyal if you look after them.”

Mr Murphy says under this model he can better focus on relationships with clients and insurers, and be actively involved with claims.

“What I found [previously] is that I got further and further away from clients, and working with clients is what I enjoy. I have a range of clients, from medical technology to law firms to manufacturers, and some quite unique clients who have a worldwide profile, as well as tradies.

“Clients are always interesting. It is fascinating to see what people can make money out of that I would never have thought of, and they all need insurance. They all need risk advice.”