



**ASR**  
underwriting  
AGENCIES

## Media release

### ASR Underwriting Agencies launches tourism industry liability policy

Specialist managing general agent and Lloyd's coverholder ASR Underwriting Agencies Pty Ltd has launched a new liability product for the tourism industry.

ASR CEO/Managing Director John Flower said the addition of Lloyd's Syndicate 609 Atrium Underwriters Ltd to Queensland-based ASR's security has enabled it to expand its product offer to brokers around Australia.

The policy wording suits inbound tour operators, hire equipment operators and tourism sites. The product offers up to a \$20 million indemnity limit.

"We're broadening the options for brokers by providing an alternative solution for their clients. The policy is part of our commitment to product innovation," Mr Flower said.

"Atrium writes this type of cover around the globe, so we're able to benefit from their underwriters' expertise to expand the product's availability to Australian brokers."

Mr Flower said the policy suited inbound tourism operators, offering a vast array of activities, including urban, regional, agritourism, ecotourism and leisure tourism packages.

Acceptable equipment for hire operators includes watercraft, bicycles, camping equipment, row boats and paddle boats, and fishing equipment.

The policy wording also provides coverage for a wide range of tourism sites, including museums, galleries and animal parks.

Mr Flower said policy benefits included fines and penalties cover; legal expenses cover; a broad array of occupations and activities; and competitive premiums with tailored deductibles. "We also offer an errors & omissions endorsement," he said.

ASR's Atrium binder became effective from early March. Atrium is rated A (Excellent) by AM Best with a stable outlook. FOR FURTHER INFORMATION, CONTACT:

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*Release date: Monday, March 17, 2014*

#### **ABOUT ASR Underwriting Agencies Pty Ltd**

ASR is a Lloyd's coverholder and a member of the Underwriting Agencies Council. It has more than 10,000 policies in force and annual gross written premium (GWP) of more than \$18 million, growing from only \$500,000 GWP in 2000. All its liability policies are underwritten by Lloyd's of London and its property policies are placed with domestic insurers. ASR provides alternative solutions for professional indemnity, public liability and niche property insurance throughout Australia to meet a wide variety of clients' needs.

ASR began in 2000 as a specialty lines underwriting division of Beenleigh, Queensland-based ACE- IRM Insurance Brokers and became an independent unit in 2006. It has been wholly owned by CEO John Flower since 2008. ASR is a true managing general agent, dealing only with licensed insurance brokers across Australia.