

SAMPLE TEMPLATE FOR ADVISERS

[Your Company Letterhead]

[Date]

[Client's name]

[Client's address]

Dear **[Client's name]**,

[Subject/Re:] An important update on your insurance premiums with Acenda

We hope this <letter/email> finds you well. We're writing to you about an important update regarding your insurance policy with Acenda (previously MLC Life Insurance).

Acenda advised us that they <will soon be sending/recently sent> you a significant event notice (SEN) about an adjustment to your insurance premium.

Why the increase?

All insurers regularly review their premium rates. After conducting a comprehensive review, Acenda has decided it's necessary to adjust the premium rates for some policy types, including yours.

These decisions are never made lightly and are a result of several factors, including:

- Increased claims costs: there has been a significant rise in the cost of claims. This is due to the number of anticipated claims being higher than expected and the duration of the claims being longer than anticipated.
- Economic factors: inflation and other economic conditions have also contributed to the need for this adjustment.

What this means for you

Ahead of your next policy anniversary you'll receive an Annual Review Notice and notification of your premium adjustment, which will specify your new premium. We understand that any increase in expenses can be concerning and want to assure you this adjustment is necessary to maintain the quality and reliability of your cover.

Our commitment to you

[YOU MAY WISH TO PLACE YOUR OWN MISSION STATEMENT OR WORDING HERE]

We remain committed to providing you and your family with the best possible insurance cover for your needs. Our team is dedicated to maintaining the utmost level of support and service to help you during this transition. Here are a few steps we can consider if you would like to discuss this premium adjustment:

- **Review your cover** – we're available to review your current cover and ensure it is best meeting your needs. If there are any adjustments we can make to better suit your situation, we'll discuss these with you.
- **Flexible payment options** – we can review various payment methods and frequencies to help you manage your premium payments more comfortably.
- **Dedicated support** – our team is here to answer any questions you may have. Please feel free to contact us at **[contact information]** or visit Acenda.com.au/premiumupdate for more information.

We appreciate your understanding and continued trust in our services. Our goal is to ensure you have the protection you need while navigating life.

Sincerely,

[Adviser name]

[Adviser's title]

[Required regulatory wording and disclaimers]