

# MAKING HER MARK

Insurance broking is the only career Penny Collins has ever known, she says she was almost born into the profession with her father, mother and grandfather, all in the business. Penny shares her journey, which involves making her own mark in the family business.

**“M**y earliest memories are of going into work with mum or dad on the school holidays and working in the office, answering phones, filing etc.

We deal with family businesses every day of the week. Being in business with family is a constant reminder that what we do is personal. It's about building trust and maintaining relationships. If we don't get our jobs right, then families can suffer greatly.

In the weeks leading into my final VCE exams, dad was looking for a receptionist as his had just resigned. I always saw myself working in an office environment and thought this would be a great stepping stone for me until I figured out what I wanted to do.

I don't really have any basis for comparing this job to any other but I do know that I've not come across a job I'd rather be doing.

Insurance give you the opportunity to learn about so many different industries, in order to understand their operations, risks and exposures.

There are so many different classes of insurance. One of the most interesting aspects of insurance is claims. Testing your technical knowledge and advocating for our clients at a time that matters most.

We have to learn continually and make sure we keep up with all the changes in legislation and new product developments.

I think there should be greater promotion of insurance through high schools, TAFE and universities. There is such a fantastic variety of roles in the industry and it is a pathway to legal, accounting, business and risk management too.” ■

## 8 QUICK QUESTIONS

### Tell us something most people don't know about you?

I used to be a Tennis Umpire at the Australian Open

### Secret ambition?

To own a bar or lounge

### Favourite film?

*Pretty Woman*

### Favourite book?

*The Power of One*

### Favourite drink?

White spirits, preferably in a cocktail with an umbrella by a pool

### Favourite past-time?

Watching the kids play sport and catching up with my friends

### Favourite food?

Chicken parmigiana

### Why Does NIBA Matter to me?

Brokers need to have a voice. Within the industry there is a lot of 'noise' from direct insurers in particular and consumers need to be reminded of the value a broker can add.

NIBA provides valuable support to brokers through education and information regarding legislation changes and important events relating to the industry, such as the Royal Commission.

NIBA promotes the industry as a career path to future generations and constantly reminds people that insurance is full of great people who are trustworthy professionals – contrary to some of the negative press we get.

