

## Member Post Pack

**Campaign tagline: Your Voice. Your Code.**

**Primary CTA (use as-is):** Share your feedback: [niba.com.au/code-of-practice-review](https://niba.com.au/code-of-practice-review)

**Suggested post format:** 3–6 short lines + CTA + tagline

**Suggested hashtags (pick 2–3):** #NIBA #InsuranceBrokers #Professionalism #CodeOfPractice

---

### Angle 1: Future-ready Code (fit for purpose)

#### Post A1

From client expectations to the way we deliver advice and service, the world is evolving quickly. And it's more important than ever that our Code remains fit for purpose.

Member consultation is now open. Make sure to have your say. Because the future Code starts with us. Share your feedback: [niba.com.au/code-of-practice-review](https://niba.com.au/code-of-practice-review)

**Your Voice. Your Code.**

#InsuranceBrokers #Professionalism #NIBA

#### Post A2

The Code guides how we show up for clients every day.

That's why it's critical it's not out of step with how client expectations are changing.

With member consultation now open, it's a great opportunity to ensure our Code is practical and ready for the future.

Have your say: [niba.com.au/code-of-practice-review](https://niba.com.au/code-of-practice-review)

**Your Voice. Your Code.**

#NIBA #InsuranceBrokers #CodeOfPractice

### Optional "member add-on" line (plug-in)

Add at the end if desired:

**A quick email now can shape the standards we'll all work to.**

## Angle 2: Promise to clients

### Post B1

The Code is our promise to clients. It's about integrity, fairness, and putting their interests first. That promise must stay credible and relevant, especially as the world changes and clients look to us as trusted advisers to navigate complexity.

Share your feedback on how the future Code can continue to deliver on our promise to clients:

[niba.com.au/code-of-practice-review](https://niba.com.au/code-of-practice-review)

**Your Voice. Your Code.**

#NIBA #CodeOfPractice #InsuranceBrokers

### Post B2

Our clients are the reason we do what we do as brokers.

From being on the frontline through bushfires or floods to helping people through complex claims, it's about putting people first.

Our Code defines what this people-first ethic looks like in practice. With consultation open, let's make sure it reflects what clients need today and tomorrow.

Make your voice heard: [niba.com.au/code-of-practice-review](https://niba.com.au/code-of-practice-review)

**Your Voice. Your Code.**

#InsuranceBrokers #Professionalism #CodeofPractice

**Optional "member add-on" line (plug-in)**

**If you care about client outcomes, this is the moment to speak up.**

---

## Angle 3: Trust and accountability

### Post C1

Trust and accountability matter in every profession. And as brokers, trust is everything. It's about clients having peace of mind and knowing we've got their back when it matters most.

The Code gives clients confidence that collectively, we hold ourselves to the highest standards. Member consultation for the Code review is open.

Have your say: [niba.com.au/code-of-practice-review](https://niba.com.au/code-of-practice-review)

**Your Voice. Your Code.**

#NIBA #InsuranceBrokers #CodeofPractice

## Post C2

The Code is not just any document.

It's a beacon of trust and confidence. A signal to clients and the wider community of our commitment to professionalism.

Consultation is open. Let's help shape what our standards should be in the future.

Get involved: [niba.com.au/code-of-practice-review](https://niba.com.au/code-of-practice-review)

**Your Voice. Your Code.**

#NIBA #Professionalism #CodeOfPractice

Optional "member add-on" line (plug-in)

Let's make sure our standards are future ready.

---

## Angle 4: Self-regulation

### Post D1

We all benefit when the broking profession sets and meets the highest standards.

Our Code clearly sets out what those standards should be: integrity, putting clients first, and handling complaints fairly.

Member consultation on our future Code is open. Don't miss the chance to share your feedback:

[niba.com.au/code-of-practice-review](https://niba.com.au/code-of-practice-review)

**Your Voice. Your Code.**

#Professionalism #CodeOfPractice #NIBA

### Post D2

The Code is a big part of how we demonstrate professionalism to clients and the broader community. Consultation is ongoing to shape what the future Code should look like.

Please take a few minutes to share what should stay, what should change, and what needs more clarity: [niba.com.au/code-of-practice-review](https://niba.com.au/code-of-practice-review)

**Your Voice. Your Code.**

#Professionalism #NIBA #CodeOfPractice

Optional "member add-on" line (plug-in)

The Code works best when it reflects real broking practice.

## Angle 5: Help write the next chapter

### Post E1

This is our chance to help write the next chapter of our Code of Practice.

If we want a Code that reflects the realities of broking and strengthens trust with clients, we need to show up.

Email your feedback: [niba.com.au/code-of-practice-review](https://niba.com.au/code-of-practice-review)

**Your Voice. Your Code.**

#InsuranceBrokers #NIBA #CodeofPractice

### Post E2

If you've ever thought "the Code should be clearer on this" or "that's not how it works in practice," now is your chance.

Member consultation to deliver our future Code is open. Your input is essential.

Have your say: [niba.com.au/code-of-practice-review](https://niba.com.au/code-of-practice-review)

**Your Voice. Your Code.**

#CodeOfPractice #InsuranceBrokers #NIBA

**Optional "member add-on" line (plug-in)**

**Don't leave this to the last minute. We all live this Code.**

---

## Quick "Make it yours" swaps (members can personalise)

Use any of these as a first line before the post text:

- As a broker, I'm adding my voice to the Code review. I'd encourage other members to do the same.
- I've just sent my feedback for the Code review. If you haven't yet, please jump in.
- This is one consultation worth making time for. It affects all of us and our clients.