

+ Addinsure

A man with a beard and glasses, wearing a dark green jacket, is smiling and looking towards a woman. The woman, wearing glasses and a white turtleneck under a light-colored jacket, is also smiling and looking at a laptop. They are in a bright, modern office environment with bookshelves in the background. A large blue circular graphic is overlaid on the bottom left of the image.

Capability Statement



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Acknowledgement of Country

We respectfully acknowledge the Traditional Owners of the land on which we work and live. We honour and pay tribute to Elders past, present, and emerging. We celebrate the rich stories, cultures, and traditions of Aboriginal and Torres Strait Islander Elders from all communities who share this land with us.





About Our Company

Approach to Excellence

At Add Insure, we believe that while individuals can drive change, it is an experienced, skilled, and motivated team that delivers the best outcomes. Our strength lies in our deep expertise in the insurance industry, combined with a commitment to understanding and meeting our clients' unique needs.

Vision for Success

Our vision for success is grounded in consistently exceeding client expectations through collaboration, professionalism, and an unwavering focus on service excellence. We are passionate about providing forward-thinking insurance solutions that are tailored to each client's specific circumstances.

Tailored Strategies

We recognise that every business has its own set of challenges and opportunities, and we approach each case with this mindset. By embracing the uniqueness of each client, we develop innovative insurance strategies that address not only immediate needs but also long-term goals and risk management.

Comprehensive Solutions

Our solutions are crafted by understanding what is important to you and assessing your needs. Our primary focus is on solving critical insurance and risk challenges by delivering solutions that meet your needs.

Proven Success

The success of our approach is evident in the satisfaction of our clients and the strong, lasting relationships we have built. Over the years, Add Insure has grown to become a trusted partner in the insurance industry, known for our dedication to delivering the best possible outcomes for our clients.

+ Our Team



Jayde Mulholland
Chief Executive Officer

Jayde Mulholland is the CEO of Add Insure, a dynamic leader known for her technological innovation and customer-centric approach. With an impressive background in startups, customer experience, program management, and risk and compliance, Jayde has been at the forefront of reshaping the insurance landscape. Her commitment to technological advancement and customer satisfaction sets her apart as a forward-thinking CEO, dedicated to revolutionising the insurance sector.



Ashley Heffernan
Insurance Broker

With over 9 years of distinguished experience in Personal and Business insurance, Ashley stands out as a broker with an unparalleled commitment to bespoke coverage. Her approach is not just about understanding her client's needs but deeply immersing herself in them to craft appropriate insurance solutions to reduce risk.



Rachel Allen
Insurance Broker

Rachel brings a wealth of knowledge in both personal and commercial coverage and over a decade of experience. As the Treasurer of the Young Insurance Professionals Northern Territory, she is dedicated to connecting with businesses and individuals to demonstrate the positive impact that well-crafted insurance can have. Rachel's approach goes beyond transactions; it's about forging lasting relationships and designing bespoke insurance plans that offer comprehensive protection and peace of mind.



Customer Reviews

“Above and Beyond”



Add Insure has been great to work with and went above and beyond to make sure we had an Insurance product that suited our complex business operations. In tough times great service providers come out to help and Add Insure is one of those great service providers. We highly recommend this provider.

- S. Ward

“Very simple and so helpful”



This was the first time I have used Add Insure. Their process was very simple and the team was just so helpful and found me the best deal that met my requirements for my PI insurance. I will definitely use Add Insure for all my insurance needs moving forward.

- B. Robinson



“Highly Recommend”



Wonderful team. Excellent customer service. Great product knowledge, variety of products and always thinking about their customer's needs.

- E. Cichero



+ solutions



Comprehensive Insurance Solutions

Add Insure offers a wide range of tailored insurance packages to meet the unique needs of businesses and individuals. With access to 130+ underwriters, we secure competitive and reliable coverage options for our clients.

Public Liability Insurance

Protect your business against claims of personal injury or property damage with comprehensive Public Liability Insurance, ensuring your operations are safeguarded.



Cyber Protection Insurance

In today's digital landscape, Cyber Protection Insurance is essential. Get coverage that defends your business against cyber threats, data breaches, and associated legal costs.

Plant Machinery Insurance

Plant Machinery Insurance covers a wide array of equipment, protecting against damage, theft, and breakdowns, ensuring your business operations continue smoothly.



Professional Indemnity Insurance

For professionals offering advice or services, Professional Indemnity Insurance shields you against claims of negligence, protecting your reputation and financial security.

Corporate Travel Insurance

Whether for a single trip or ongoing business travel, Corporate Travel Insurance offers comprehensive protection, covering everything from medical emergencies to trip cancellations.



Property Insurance

Safeguard your business premises and assets with tailored Property Insurance, providing coverage against fire, theft, natural disasters, and other risks.



Management Liability Insurance

Management Liability Insurance protects your company's directors and officers against claims related to mismanagement, ensuring the financial health of your business.

Construction and Builders Warranty Insurance

For those in the construction industry, Construction and Builders Warranty Insurance offers critical coverage, protecting against defects and ensuring compliance with legal requirements.



Fleet Insurance

Fleet Insurance provides comprehensive coverage for businesses managing multiple vehicles, offering protection against accidents, theft, and damage to ensure smooth operations.

Not-for-Profit Insurance

Designed specifically for the unique needs of not-for-profit organisations, Not-for-Profit Insurance offers tailored coverage to protect against liability, property damage, and more, enabling you to focus on your mission.



Business Interruption Insurance

Minimise the financial impact of unexpected disruptions with Business Interruption Insurance, which covers lost income and helps your business recover quickly.

Ongoing Management & Support

Beyond policy selection, Add Insure provides 360 degrees of ongoing management to adapt your coverage as your circumstances evolve, offering continuous support and expert guidance.



Our Claims Promise

We are fully committed to supporting you through the claims process. With our expertise, we ensure a smooth and stress-free experience for your agency and your clients. You can rely on us to be your advocate throughout the claims process.

+ Underwriting Partnerships

At Add Insure, we pride ourselves on our extensive network of 130+ underwriting partnerships, both national and global. These strategic alliances allow us to offer a broad spectrum of insurance solutions, tailored to the specific needs of our clients.

By leveraging the expertise of leading underwriters, we ensure that our clients benefit from competitive rates, comprehensive coverage options, and innovative products. Our partnerships empower us to provide exceptional value and security, whether for local businesses or global enterprises, helping our clients protect their assets and manage risks with confidence.

Add Insure Partners





Why You Need Us as Your Broker

Tailored Solutions

Imagine discovering an insurance policy that meets your needs. We make that happen. Say goodbye to one-size-fits-all coverage that can often cost more. Embrace a solution crafted just for you.

Expert Guidance

Ever felt lost in the fine print? Our expertise turns that confusion into clarity. Dodge the maze of jargon and misinterpretations with our guidance, ensuring you know exactly what you're covered for.

In-Depth Research

Picture us diving into the sea of insurance options, emerging with the most appropriate picks for you. Avoid the overwhelming hassle of sifting through countless policies alone. We handle the legwork, so you don't have to.

Broad Range of Policies

Why settle for the ordinary when you can have the extraordinary? With our extensive network, you'll uncover policy coverage options you might otherwise miss. Say farewell to limited choices and hello to the best available.

Personalised Service

Think of us as your insurance sidekick, always by your side. Avoid the uncertainty of unsupported coverage with our continuous advice and updates. We're here to keep you informed and confident, every step of the way.

Advocacy and Claims Support

When it's time to make a claim, imagine having a dedicated advocate fighting for your best outcome. Skip the stress of navigating complex claims alone. We manage the process, ensuring you get the support you deserve.

Comprehensive Gap Analysis

Picture us as your insurance detectives, unearthing any hidden vulnerabilities in your coverage. Prevent potential risks from falling through the cracks. Our thorough gap analysis secures your protection, to reduce your risks.



Essential Information



Add Insure is a Corporate Authorised Representative of Steadfast IRS Pty Ltd ABN 95 159 898 398 AFSL 435538 and is part of the Steadfast Network.



Steadfast Group is the largest general Insurance Broker network and the largest group of insurance Underwriting Agencies in Australasia, with growing operations in Asia and Europe.

The Steadfast Group, which is the largest general insurance broker network in Australia, has over 400 general insurance brokerages across the country.

General insurance services are provided by Add Insure Pty Ltd ABN 58 641 686 599 AR 1282515

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