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RACV LAUNCHES HOME INSURANCE CAMPAIGN WITH A FOCUS ON THE SOUTH-WEST

With residents of South-West Victoria spending more time at home over the summer break, a new advertising campaign from RACV is hoping to get people thinking and talking about what they need to make their homes safer, more comfortable, as well as valuable.

Titled 'Ask anyone', the RACV advertising campaign aims to get people talking about their own Home experiences and what it's like to be an RACV Home Insurance customer.

Residents of Geelong, the Surf Coast and down the Great Ocean Road to Apollo Bay will hear and see RACV's 'Ask anyone' advertisements on radio, in their local newspaper, at the cinema, as well as on billboards.

RACV Executive General Manager Home Nicole Brasz said RACV has been supporting and engaging with South-West Victoria for nearly 100 years and the focus on home insurance is part of RACV's commitment to making lives better.

"Many of us have a strong association with RACV, particularly through our advocacy in the motoring space," Ms Brasz said.

"What many people don't realise is that we also support the lives of Victorians at home – whether that's through home insurance, security, solar and battery systems or home trades.

"RACV is the market leader in home insurance in Victoria so we're taking the opportunity with our new advertising campaign to get people in the South-West talking about RACV Home Insurance and the importance of being insured by a trusted organisation when you need it most."

Ms Brasz went on to say the focus on home insurance is particularly relevant in the summer months as this is the time when extreme weather events like bushfires and storms often bring damaging winds and heavy rainfall that may affect properties. It also a time of year when some Victorians are away from their homes leaving them vulnerable to burglary.

"Now is the time to make sure your home insurance is up to date and covers you for what you really need. A surprising number of Victorians still don't know the true value of rebuilding their home or replacing their possessions and therefore run the risk of being underinsured," Ms Brasz said.

"The summer period is also the perfect time to tend to any maintenance required for your home. Not only does this reduce the likelihood of damage it can also add value to your home and make your home more comfortable particularly as more and more people are working remotely on an ongoing basis."

In addition to home insurance, many residents of South-West Victoria are choosing RACV Solar for their solar and battery needs, with RACV Solar growing its presence in the region. In 2021, RACV Solar purchased Great Ocean Solar and Electrical and built a warehouse in the region to service its growing Solar customer base.

In addition to product offerings, RACV's community development program has a very strong focus on South-West Victoria. This includes the \$1 million Solar in the Regions program that has seen free solar and battery systems installed on community buildings in Aireys Inlet and Anglesea, providing back up power to townships during emergencies.

RACV also provides significant funding for mental health support services in the region through its partners Lifeline and Orygen.

RACV's 'Ask anyone' campaign launches today and includes radio, local newspaper, cinema, outdoor and digital advertising.

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For media enquiries or to arrange an interview, please contact the RACV media team on media@racv.com.au or 0417 041 398.