



# HDL

## SHAPE THE GAME YOU PLAY – DON'T BE THE GAME

**HDL SPORTS** - is a specialist sports risk insurance advisor and broker with a passion for building relationships where advice, commitment, dedication, creativity, service and an intimate understanding of sports risk and delivery solutions combine enabling sporting organisations greater control of their own destiny delivering sustainable opportunities for investment back into their sport.

**HDL** HORSELL  
SPORTS DIVISION DUFFY  
LANGLEY

# SHAPING THE GAME

The foundation of all relationships with HDL Sports, is ADVICE. Transacting insurable risk in the global insurance market is the easy part of the process. Only with specialised professional ADVICE can sporting organisations adequately examine and critique their existing approach to risk and insurance; the efficiency and suitability of delivery models; the cost/reward balance of risk management controls; the loss predictability and resultant linkage to the financial efficiency of available insurance risk transfer structures that deliver the potential to invest back in the sport for the ultimate benefit of all constituents.

**HDL Sports ADVICE will well equip you to shape the game you play.**

## **We strive for impact**

We partner with sporting organisations using our technical knowledge and expertise to address their risk and insurance needs.

We have deep functional and sporting industry experience and are passionate about taking on challenges that matter to our clients where advice, commitment, dedication, creativity and service represent the foundation of our relationships.

## **We excel through commitment**

We believe all sporting organisations achieve greater value working with experienced individuals who understand risk issues within the sporting environment.

Our individual team members have vast experience with sports specialisation. With the ability to deliver outstanding customer service they are committed to the relentless pursuit of value-added solutions and results.

## **We facilitate informed decisions**

Sporting organisations encapsulate a vast range of constituents including national, state and territory associations; member clubs; individual members; and various social participants. Each having particular needs in regards to risk and insurance.

HDL Sports provides sporting organisations with an informed decision making process including an appropriate delivery model ensuring all solutions address their needs.

## **We deliver financial benefit**

We are intimate in our understanding of risk and insurance solutions available to sporting organisations and how innovative program structuring can deliver ongoing financial benefit to the broader sporting community.

Our approach is focussed and dedicated to achieving the correct solutions that will deliver the most financially beneficial program encompassing the needs of all constituents within your sport.



## We instil confidence

For risks that need to be transferred to the insurance market, we only deal with financially secure insurers and encourage clients to meet with insurers to help build a stronger understanding between all parties.

We offer real choice through our ability to access all major insurance centres around the world where each of our team members enjoy an excellent reputation for acting with integrity and transparency and, as such, possess significant leverage.

## We build trust

We never lose sight of the fact that we are acting for you. As your trusted advisor, we consistently provide you with access to all our specialists through an engaging service model that is well planned, consultative, transparent and realistic where promises made will be delivered.

**If you value good old-fashioned service backed up with proven expertise and cutting edge technology, we are the credible solution.**

## Take control with the help of proven expertise

Take control with the help of proven expertise. We, at HDL Sports, thrive on finding structured solutions for 'whole of sport' risk scenarios and take pride in presenting new and often ground breaking perspectives on the management of risk that enable the sport to realise ongoing financial benefit.

Transferring insurable risk is all too often treated in a transactional fashion, and managed by broking teams with very little experience, that simply results in dollar swapping plus an insurer margin.

Formulating clear objectives followed by reflective program scoping, design and placement strategies are critical keys. Having these managed by knowledgeable and experienced people with proven expertise who understand your sport is a critical success factor in differentiating your risk and delivering financial benefit that can be enjoyed by all of your constituents.

If you desire a creative beneficial risk and insurance solution that engages all constituents, minimises cost volatility, achieves sustainability, leverages buying power, enables financial return and ultimately provides greater control of your own destiny, then contact HDL Sports today.

## WE'RE READY TO JOIN YOUR TEAM

**Horsell Duffy Langley Pty Limited**

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