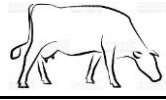


OBA's Quarterly Craic



Issue 2

2022



April - May - June



OBA MD leaves his footprint in Insurance Business Australia:

Insurance Business Australia (IBA) 2nd June 2022 full article online [here](#):

Brett O'Brien: Walking the talk of risk management

The screenshot shows a webpage layout for an article. On the left is a portrait of Brett O'Brien with the headline "Brett O'Brien: Walking the talk of risk management" and "BREAKING NEWS" below it. The main content area has the title "Brett O'Brien: Walking the talk of risk management" and a sub-headline "Livestock risk expert on the importance of planning". Below this is another headline: "Pandemic raises demand for online insurance - Swiss Re survey" with a sub-headline "Consumers expect 'digital touchpoints, new products ... and more efficient underwriting.'" On the right side of the article is a large image of a brown cow in a field. Above the cow image is a quote: "Australian Farmers *do not plan to fail*, nonetheless not insuring Livestock for the financial impacts of Extreme Weather is ultimately *failing to adequately plan*." Below the quote is a bio: "Brett O'Brien - Fourth generation Australian Farmer and Fellow of the Australian & New Zealand Institute of Insurance & Finance". The OBA logo is in the top right corner of the article.

Brett O'Brien lives & believes in the importance of risk management as both a profession & a lifestyle.

The managing director of OBA Consulting, a livestock risk consultancy, regards exercise & healthy living as a form of risk management.

"Absolutely yes, totally & utterly," said the Melbourne based O'Brien, we believe the cornerstone of any sound long-term plan you seek to be part of starts with you planning to be around long-term," he said.

Every day, O'Brien walks 20,000 steps before dawn. He said this provides "virtues" for his body & mind, & he regards this as a way of practising risk management for his health.

The consultant said failing to look after your health in this way, "renders managing all other assets ... more complicated & potentially less enjoyable," he said.

O'Brien drew a direct link between this personal philosophy & how he regards his business & customers.

"At OBA, we say Australian farmers do not plan to fail, [but] not insuring livestock for the financial impacts of extreme weather is ultimately failing to adequately plan," he said.

O'Brien, 46, he said recent life events have underscored the importance of his personal risk management philosophy.



"The entirely unexpected, devastating passing away of my father-in-law (Roel Jorda) at the young age of 54 due to a heart attack, & having a child myself, heightened my own sense of mortality whilst emphasising [my] long-held belief in the need to focus on personal health for optimum living," he said.

O'Brien suggested that applying a risk management approach to all aspects of his life has had business benefits.

"When associates can see with their own eyes that you take care of yourself, they conclude that you may, or likely are capable of, taking care of other interests, including potentially theirs," he said.

Late last year, the insurance industry veteran called on the government to back a \$10 billion reinsurance pool to help farmers fight drought, one of the biggest issues facing farmers in Australia.

"At OBA, we have proposed to Treasury that the Australian Reinsurance Pool Corporation (ARPC) be replicated for want of a better word, to address drought, for which we propose it be called the AGRP – Australian Agriculture Reinsurance Pool," said O'Brien.

His push for insurance cover for drought-stricken farmers began in early 2019 when he started his consulting firm.

"Initially it was a consequence of there being a lack of livestock drought insurance products on the Australian mainstream market," he said.

He said it's a longstanding issue that the government doesn't subsidise rural insurance products like governments do in other countries where there are similar agriculture systems to Australia's.

O'Brien said under the AGRP system he's proposing, farmers would need to partake & pay a premium that would then be backed by the government's risk pool.

"So, if you choose not to take out insurance then you wouldn't be covered by such a pool. We do take the view that pastoralists need to be accountable. I adopt the same principle [as the ARPC] - i.e. that farmers must buy insurance if they ultimately seek to be covered for the peril of drought, for which currently many are not," he said.

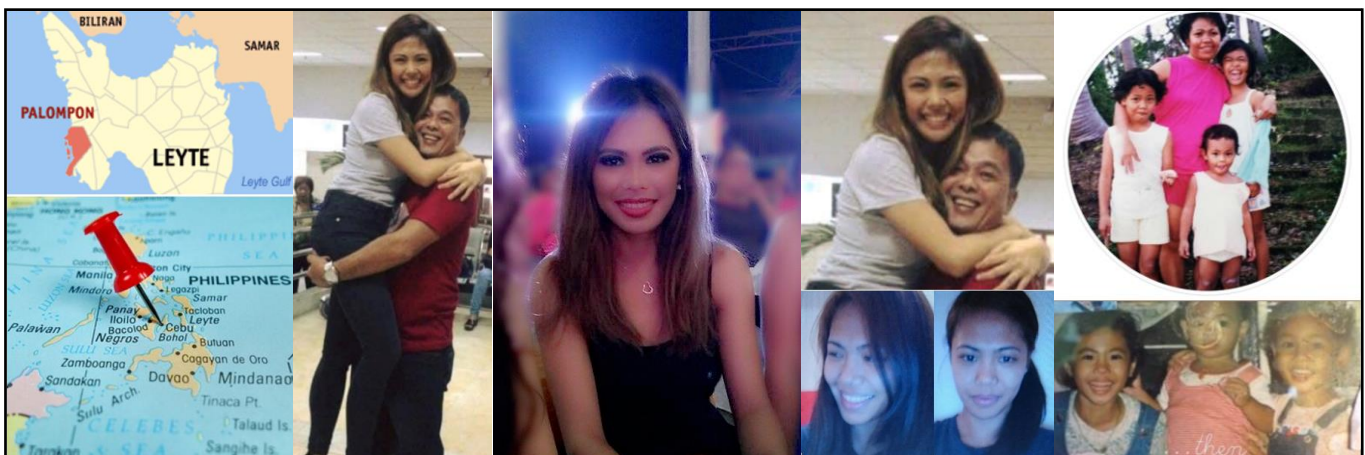
O'Brien said several insurers support his plan in principal & would like a form of government backing to help farmers better cope with droughts through insurance.

Farmers are on board too. "Pastoralists on the eastern seaboard, NSW & Queensland, are very much behind this. Pastoralists are very much on board with this on the basis that the pricing's right," he said.

Earlier last year, the ARPC welcomed the government's plan to establish a \$10 billion reinsurance pool for cyclone & cyclone-related flooding events in northern Australia.

At the time, the federal government said its reinsurance pool will reduce premiums by over \$1.5 billion over 10 years. The scheme will cover household, strata & small business property insurance policies & will operate Australia wide but target support to cyclone-prone areas in the north of the country - the scheme is due to start next month.

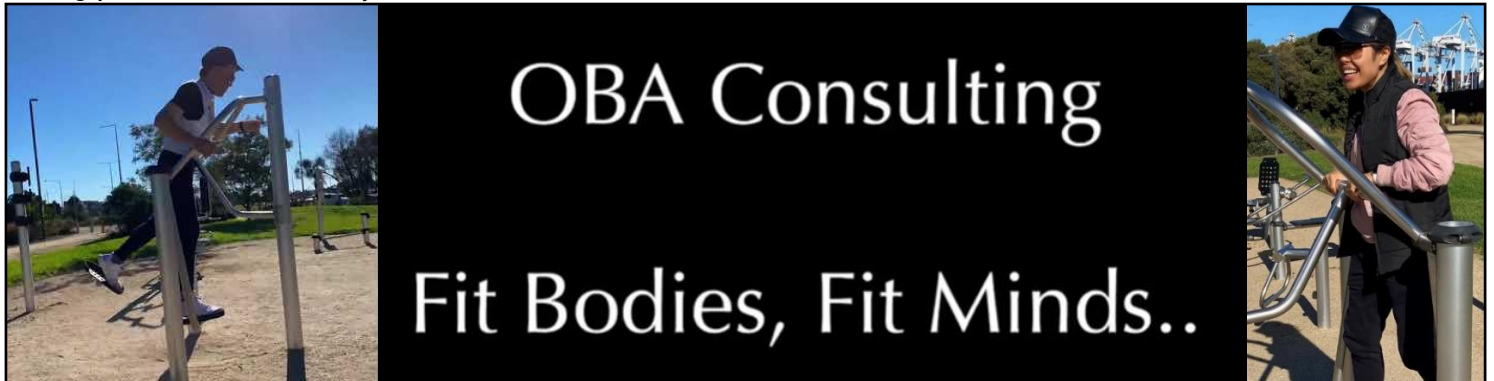
O'Brien said optimum performance as a risk consultant requires a sharp mind, which in turn, depends on a healthy body.



Roel & Patricia in Palompon, Philippines & with Emenita, Micca & Nikka Jorda – A Marine Engineer by profession Roel spent large portions of his life at sea, his good looks often drawing persons he met to remark of his likeness to actor Benicio del Toro – Roel, rest his soul, is missed by his wife Emenita, daughters, granddaughters & son-in-law Brett.

Why long-distance walking?

It's my escape & where I do my best thinking, for my professional & personal life. It allows me to transcend my everyday environment & think on a deeper, more dynamic level. It's said you should practise what you preach, & as my profession is risk management, I practise risk management for my health by soaking up all the virtues walking provides for the body & mind.



Port Melbourne is one of O'Brien's favourite walking haunts & where he hits his stride at an outdoor gym with his daughter Donatella, 4 months old, getting a head start taking in the piece on her Dad in print.

How often do you go walking?

Every day. In the last 18 months, I have not missed one day.

Longest walk you have undertaken?

Fifty-four kilometres, or 72,000 steps in one day. I didn't reach my target that day, which was 75,000 steps.

Walking ambitions?

I have a goal (I've kept it secret from my wife) to do 100,000 steps in a day, which will be about 75km. I'd need to walk for about 20 hours, starting at 2am & concluding around 10pm, averaging 5,000 steps an hour. Other than that my ambitions are to continue to enjoy it, to maintain a healthy BMI & to see new things.

Distance you walk in a year?

COVID-19 made it challenging to be outdoors in Victoria over the last two years. Still, I walked 7,500 kilometres (11.175 million steps at 30,700 steps a day every day) in 2021. This is almost equivalent to walking across Australia & back.

How often do you need new shoes?

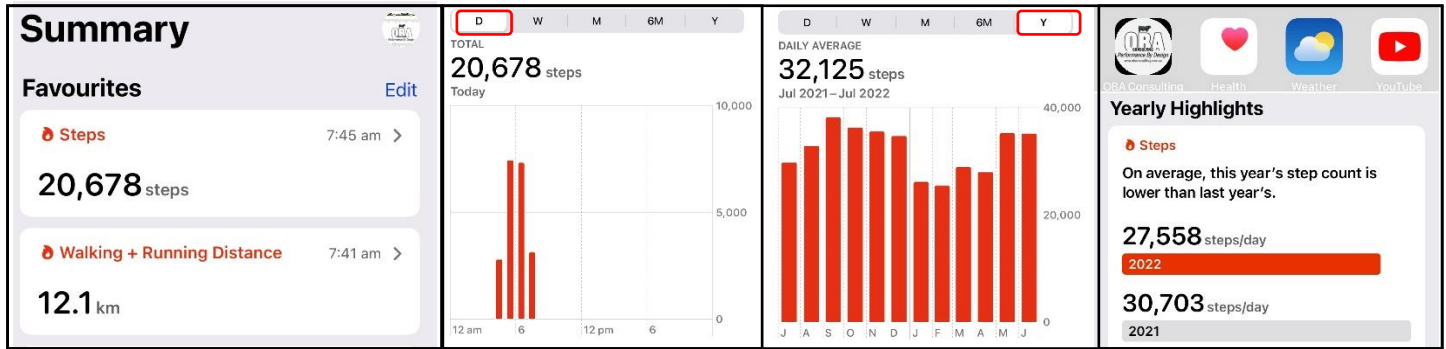
Too often. In 2021, I went through five pairs at a cost of about \$1,000.



Treadmill walking with clouds, bulls & cows on windowsill for company at OBA Southbank office

Do you set goals for timing?

Absolutely. I try to achieve 75 per cent of my daily quota between 4am & 7am, which are the most invigorating hours of the day. I love the darkness & the quiet. I will usually have walked about 20,000 steps by 7am.



From June 22nd 2022 above left steps at 7:45am (20,687), July 2021 to June 2022 average 32,125 & 2021/22 far right

Most memorable moment while walking?

I recently witnessed the planetary alignment of Jupiter, Saturn, Mars & Venus, which scientists say is a one-in-a-thousand-year event. It was awesome.

Below captured walking between the hours of 4-7am rendering the witnessing of aforementioned [planetary alignment](#):

Australian GEOGRAPHIC Planetary parade one-in-1000-year event Australian GEOGRAPHIC



Source: Australian Geo Port Melbourne South Melbourne Southbank - Venus & Mars upper left quadrant Source: The Cosmos News South Melbourne - Moon centre

Photos can be seen on OBA [Instagram OBA-OB1](#) noting the resolution is what it is (not great) taken on i-phone 13s in the early hours

Why did you start long-distance walking?

To prepare myself for fatherhood, which came late for me, at age 45. I needed to lose weight, lower my blood pressure & increase my agility - all of which I did. I want to be the best version of myself so that I can be the best father & husband I can be. Additionally, I have had costochondritis (a condition that affects the nerves around the rib cage) for decades, & it was getting worse. It has largely subsided since I began walking.

What do you think about when you are walking?

How to maximise my time in endeavours that I consider have purpose & meaning rather than purely financial gain. As I get to an age where mortality draws into sharper focus, I plan my activities so that I can look back with as little regret as possible. Accordingly, I have spent the last three years transforming my health & working in risk transfer concerning drought & Australian agriculture. I also support an organisation that seeks to create awareness about dementia.

Do you listen to anything while you walk?

I listen to music 60 per cent of the time, mostly RnB or rap for the clever lyrics & phat beats that help to keep you moving. For the rest, I wear headphones to shut out noise & impromptu conversations.

Advice for other long-distance walkers?

Be sun smart. Be safe - if you are fatigued, rest. Check the weather forecast & dress appropriately. Keep hydrated & nourished.

Favourite walking gear?

Water-resistant vests & track pants with zip pockets for valuables.

Favourite route?

I rotate between Port Melbourne Beach, Southbank Boulevard, Albert Park Lake & the Royal Botanic Gardens.

Do you ever get sore feet?

Every day.

Don't like about walking?

People who lack footpath etiquette & awareness; people who don't control their dog's lead, impeding your path – I love dogs, just not some owners – & traffic lights.

Best post-walk meal?

It's hard to go past sugar-free vanilla yoghurt with organic berries & sugar-free dark chocolate mousse with a long black coffee.



As seen on Channel 10 news 17th June 2022 a [30 year Monash University study](#), below, had some interesting findings pertaining to childrens exercise & links with dementia & above right from 2019 when OBA collaborated with then 10 news meterologist Mike Larkin, whom we are pleased to report Mike's forecast for a bright future for us has been accurate:

ScienceDaily

30-year study links childhood obesity & fitness to midlife cognition: & may protect against dementia in later years.

Our 2 minute 45 second [video](#) 'OBA Consulting Fit Bodies, Fit Minds..' shows the outdoor gym's pictured above in Port Melbourne & Albert Park, also seen [here](#), which we like as they don't contain memberships, fee's nor exercise equipment in your home gathering... dust.

Further parallels with the above AFR & IBA pieces can be seen in [Our Journey](#) with other articles under OBA [media](#) tab noting in 2022 we continue to support [#dementiaawareness](#) as part of our [wellness plan](#) as we did in 2021:



Within our [risk management](#) framework is our [wellness plan](#) noting the above is not exercise, nor [health advice](#) from OBA nor should it be considered such, whilst we do advocate weighing up what's important to you.



Referenced in the IBA pieces pertaining to risk management within the cycle of life, we look back to 1994 when shortly after the below centre photo was taken, Brett O'Brien would clinically die:



Top row centre, Brett captaining the Lorne U/17 football side 1993 wearing his seniors guernsey signified by the yellow patch

In the midst of completing his VCE at Lorne High School & captaining the local U/17 football side Brett sustained serious injuries in a car accident on the 19th August 1994, which would see him transported to Geelong hospital via helicopter & momentarily die whilst being attended to on a nurse's trolley.

Fortunately, as his orthopaedic surgeon Dr Bill Huffam, featured in this short [video](#), stated several times, 'Brett has a strong heart' & following resuscitation he would spend 6 hours in surgery, to repair among other injuries what Dr Huffam described as one of the worst knee injuries he had ever seen, leading to amputation of the limb being discussed yet decided against - excerpts below from Dr Huffam's medical report & comment from Brett's High School Principal [here](#) - Brett's major injuries included:

Double break of left femur	Complete tear right ACL	Fractured left hip
Fractured left pelvis	Severed right popliteal nerve	Fractured sternum

'His right knee was examined and found to be grossly unstable - There is a complete disruption of all structures around the lateral half of the knee joint'
 'A severe complex injury of the right knee joint.' 'Mr O'Brien was resuscitated and taken to the operating theatre'

Orthopaedic surgeon Dr Bill Huffam:

Treatment and Progress Mr O'Brien was resuscitated and taken to the operating theatre



Lorne High School Principal Gary Allen:

Brett displayed enormous courage and self-discipline to return to school in 1995 to complete his studies so sadly interrupted in 1994.



Brett's last season playing football saw him captain Lorne U/17's to their most successful season in several years seeing him collect 24 votes in the club best & fairest, 6 votes in the league (CDFNL) best & fairest, winning best utility player at club level pictured top row left & finishing on 78 games for club per excerpts from his captains report top row above right.

In calendar year 5 alcohol-free as of July 2022, on his recollections of death, a state he approached immediately prior to being air lifted to Geelong hospital being categorised by Lorne SES crash site personelle as 'fading', prior to being resusitated on arrival at Geelong hospital some 20 minutes later, Brett states:

'On both occasions I felt relaxed & in retrospect they are good reminders to step right into life, living it whilst we are afforded the opportunity to do so to, cognisant of having had such a divergent experience'



Per below & her dual role referenced in [April 2021 Quick Bite](#) OBA Operations Manager Patricia O'Brien was featured in Just Home Care Packages June 2022 company newsletter for her role as Care Manager as follows:

MAY . 2022 | VOL. 24

Meet the Team: Patricia, Care Manager.

What's your favourite thing about your job?

The feeling of camaraderie I have working within such a great team for an employer, I feel fortunate enough to know appreciates me & knowing we make a positive impact on people's lives in their later years.

What is the greatest piece of advice you have ever received?

Do not worry about things you cannot control - control the controllable.

If you could instantly learn a new skill, what would it be?

How to harness & project the force from Star Wars - I know it's within my power however I am yet to master it. Evolving my cosmic consciousness.

Where is your favourite place you've been and why?

Plenty of places but my 1st favourite is Fitzroy Garden where my husband and I got married. That week was forecast to rain but on our wedding day, the sun was shining; it was a magnificent day.



Meet Patricia



June 19th 2019 Mr & Mrs Brett O'Brien

A change within OBA ranks

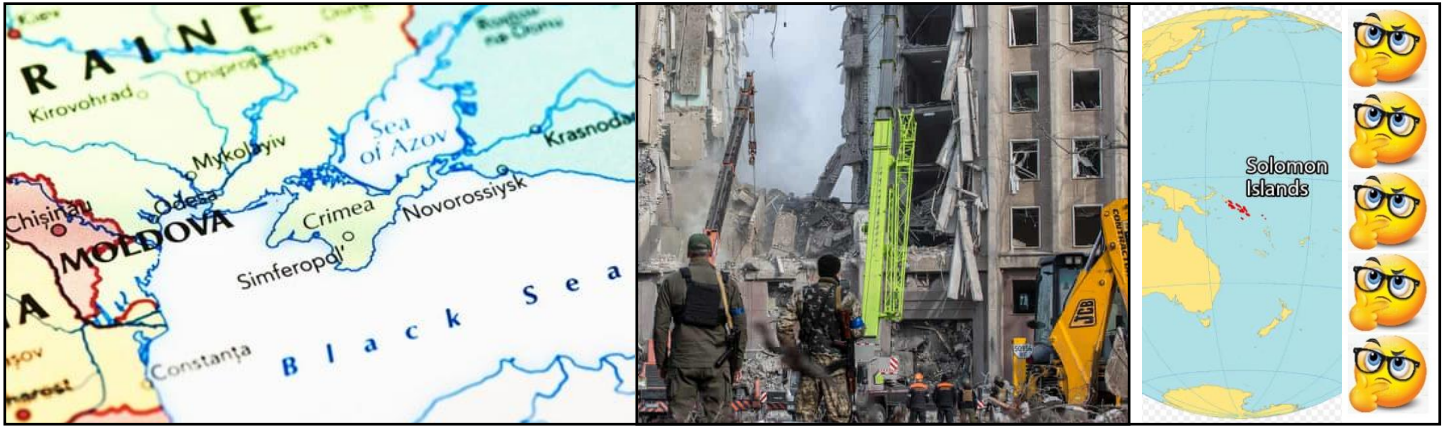
Continuing with the milestone's congratulations to our [Operations Manager](#) Patricia for accepting a new role as Care Manager with Better Living Homecare.

OBA is glad we will retain Patricia's services part time and we know (implicitly) Pat will make an exceptionally impressive & refreshing impression all round with Better Living:

 Patricia O'Brien - 1st Care Manager at Better Living Homecare	 Experience Care Manager Better Living Homecare · Full-time Feb 2021 - Present · 1 mo Operations Manager OBA Consulting (Australia) · Part-time Feb 2019 - Present · 2 yrs 1 mo	
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With the peace in terms of military conflict we enjoy in Australia being highly topical of recent times we briefly look at a War exclusion clause: Source [Investopedia](https://www.investopedia.com/terms/w/war-exclusion-clause/)



A war exclusion clause in an insurance policy specifically excludes coverage for acts of war, such as invasions, insurrections, revolutions, military coups, & terrorism. A war exclusion clause in an insurance contract refers to the protection of an insurer who will not be obligated to pay for losses caused by war-related events. Insurance companies commonly exclude coverage perils on which they cannot afford to pay claims – some might even argue Drought is such a peril.

War exclusion clauses were expanded & became standard after the September 11 terrorist attacks.



As OBA Readers are aware we have proposed to Treasury a bespoke risk transfer mechanism / risk pool for Australian Agriculture called the Australian Agriculture Reinsurance Pool - [AGRP](#):



Australian Agriculture Reinsurance Pool: AGRP

AGRP



Referenced above & within [issue 1](#) of Quarterly Craic the 1st reading in the House of Representatives of The Cyclone & Flood related damage Reinsurance Pool [bill](#) came to pass - the [bill](#) that is, on the 31st March 2022 [here](#), with APRA proposing amendments as reported 29th April 2022 [here](#) & a look back to OBA [update](#) during the last federal election in 2019, plus an interesting, rather cogent video from Alan Jones of 31st May 2022 on drought related matters & players within [here](#).





The above pictures online [here](#)



Within the Quarterly Craic OBA seeks to follow the content 'tips' below:

TIPS FOR AUTHENTIC AGRIBUSINESS CONTENT

- Share your experiences
- Don't be pushy
- Understand your audience
- Know your brand voice/humanize your brand
- Be timely

4 News Spotlight
The MIND diet may help prevent the onset of dementia. This is how it works.
Can you eat your way to good memory and cognitive health? The latest research points to yes.

Regular Blueberry Consumption May Reduce Risk of Dementia - Neuroscience News
neurosciencenews.com • 5 min read

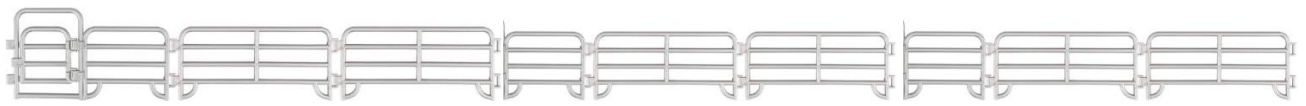


Previous OBA releases:

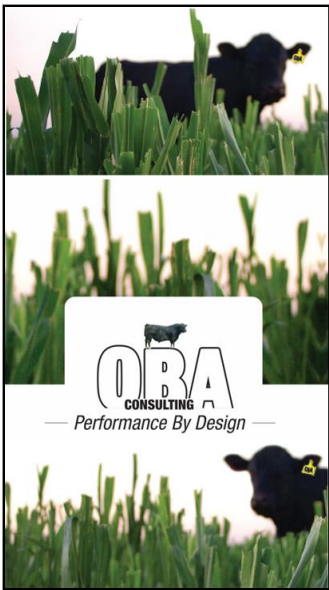
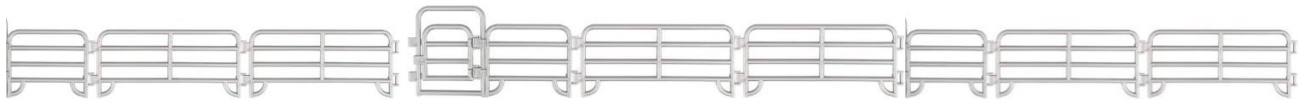
[Updates \(2019\)](#),
[Chewing The Cud \(2020\)](#),
[Quick Bites \(2021\)](#) &
[Quarterly Craic \(2022\)](#)

Google Search Console
Site overview <https://www.obaconsulting.com.au/>
Past 28 days
Search Console Insights BETA
from Google Search (+726%)

June 2022



Performance By Design



Managing Director – Brett O'Brien | OBA Consulting [Management Team](#) | Operations Manager – Patricia O'Brien

'OBA Consulting – Supporting Rural Australia'



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