News release

Insurance Council of Australia

Monday, 14 September 2026

Insurance Council Board appoints new non-executive director

The Insurance Council of Australia welcomes Dean Cullen to the Insurance Council's Board as a Non-executive Director commencing Monday 14 September.

Dean has served as Chief Executive Officer and Managing Director of Adica Insurance since July 2020. He brings 30 years' experience in the insurance industry, working across banking, intermediated distribution and direct-to-customer insurance models.

Before joining Adica, Dean held senior management roles at QBE Insurance, National Australia Bank and ANZ Bank, where he was responsible for large-scale financial institution programs across both personal and commercial lines. He is also Chair of the Rural Financial Counselling Service Board in Victoria.

The insurance industry is focussed on uplifting protections for consumers to support communities bearing the impact of these challenges while grappling with challenges posed by ongoing inflation and intensifying extreme weather events.

Dean's experience across banking, broker and direct channels, and his work supporting rural and regional communities, will be an asset to the Board as this important work progresses.

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