



NOBLEOAK

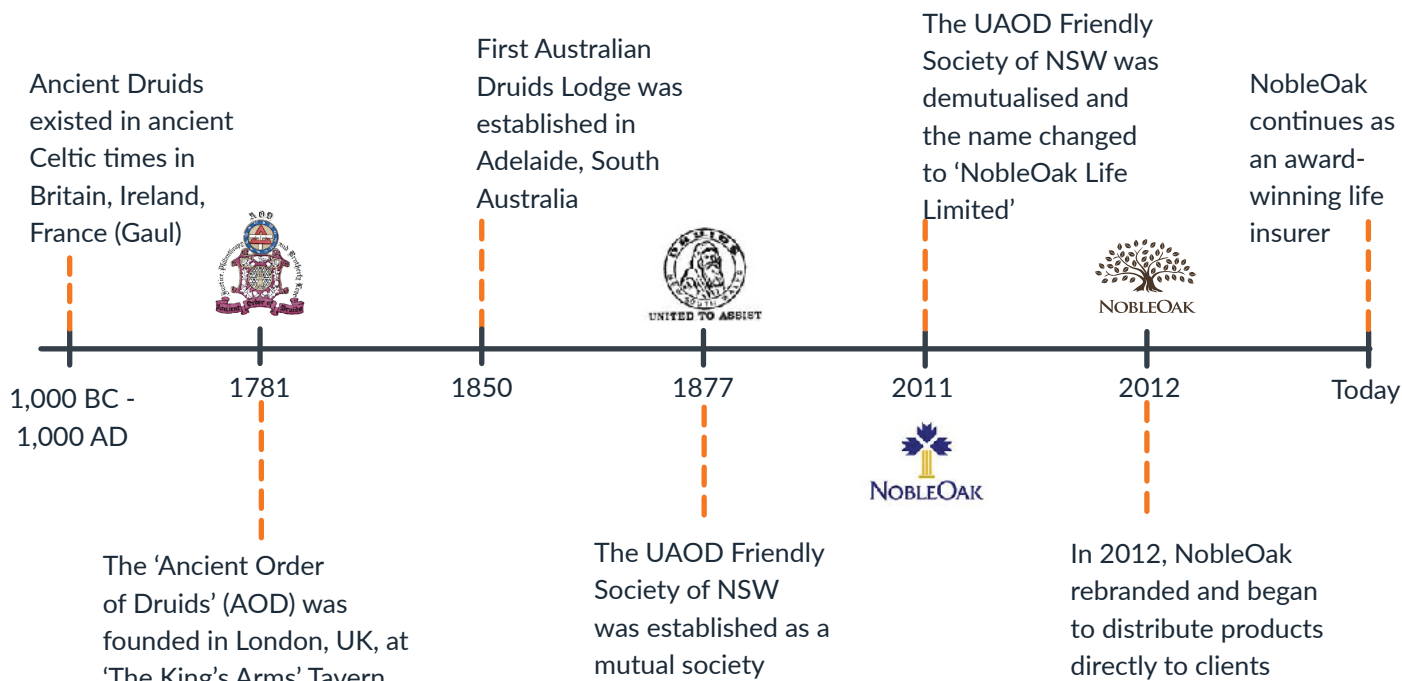
The History of NobleOak

**OUR JOURNEY:
PAST TO PRESENT**

NobleOak Life Limited
ABN 85 087 648 708 AFSL No. 247302

Issue Date - May 2020

The History of NobleOak



With a history dating back over 140 years, NobleOak Life Limited ('NobleOak') is one of Australia's oldest life insurers, with links to an ancient Druid past, guided by principles of integrity and benevolence during a time when the noble oak tree was revered.

This legacy lives on...



The Druids in Ancient Celtic Times

1000BC - 1000AD

In ancient Celtic culture around 1,000 BC, a Druid was a member of the high-ranking professional class. This class included legal authorities, lore-keepers, medical professionals and political advisers, as well as religious leaders. They existed mainly in Ancient Britain, Ireland and France (Gaul). Although records aren't clear, Druidism is believed to have died out around 1,000 AD, following the Roman conquest, and was replaced by religions, such as Christianity.

While the Druids were reported to have been literate, they are believed to have been prevented by doctrine from recording their knowledge in written form. Instead, they passed on their lore (body of traditions and knowledge) by word of mouth. Druidic lore consisted of a large number of verses learned by heart, and Julius Caesar remarked that it could take up to twenty years to complete the course of study.

Some of the Druid rituals took place in oak forests where both the oak tree and mistletoe were held sacred. The oak represented durability, purity and constancy. Mistletoe that grew off oak trees symbolized life and fertility and protected against poison. Eating acorns was believed to give them prophetic powers.

The name 'Druid' can be traced to 'duir', the Celtic term for the oak. Interestingly, the actual translation of 'duir' is 'door' and the spiritually advanced Celts believed they could access the planes of higher thought by 'opening the door'.

The ancient Druids of Britain were believed to be patriotic, students of music and verse and had sought by all means to preserve peace and order. It is also believed that they led their community by practising the sacred arts of benevolence, truth and morality.



Revival of the Druids

1701 - Present

On November 28, 1781, Henry Hurle and William Jones, together with some friends, met at 'The King's Arms' tavern in London, England. They met up to form a society inspired by the ancient Druids of Britain, Ireland and France (Gaul), who 'practised the sacred arts of benevolence, truth and morality'. This became a modern social and benevolent society, which they called the 'Ancient Order of Druids' (AOD).

From around 1835, the AOD grew internationally, expanding into the United States, Germany, Sweden and Denmark. Across the world, the Societies carried on the tradition of referencing the oak, which included the representation of leaves and acorns in their regalia and medals for recognized service.

In commemoration of the AOD revival, a plaque was placed outside 'The King's Arms' tavern on the 150th anniversary of the AOD, providing a lasting historic reminder of what began at the tavern so many years ago. Guided by the principles of justice, benevolence and friendship, the AOD in the UK and in some Scandinavian countries still exists today.

One of the most well-known people to join the AOD in the UK was Winston Churchill (1874 - 1965), who was a member of the Albion Lodge of the Ancient Order of Druids of Oxford.



NSW Ancient Order of Druids

1861 - 1877

On November 28, 1781, Henry Hurle and William Jones, together with some friends, met at 'The King's Arms' tavern in London, England. They met up to form a society inspired by the ancient Druids of Britain, Ireland and France (Gaul), who 'practised the sacred arts of benevolence, truth and morality'. This became a modern social and benevolent society, which they called the 'Ancient Order of Druids' (AOD).

From around 1835, the AOD grew internationally, expanding into the United States, Germany, Sweden and Denmark. Across the world, the Societies carried on the tradition of referencing the oak, which included the representation of leaves and acorns in their regalia and medals for recognized service.

In commemoration of the AOD revival, a plaque was placed outside 'The King's Arms' tavern on the 150th anniversary of the AOD, providing a lasting historic reminder of what began at the tavern so many years ago. Guided by the principles of justice, benevolence and friendship, the AOD in the UK and in some Scandinavian countries still exists today.

One of the most well-known people to join the AOD in the UK was Winston Churchill (1874 - 1965), who was a member of the Albion Lodge of the Ancient Order of Druids of Oxford.



United Ancient Order of Druids

1877 - 2011

The United Ancient Order of Druids (UAOD) Friendly Society of NSW, established as a mutual society in 1877, abided by the motto 'United to Assist'. The UAOD Friendly Society of NSW was demutualized in 2011 and became NobleOak Life Limited.

Morvyth Goldstein, at 99 years of age, still remembers this well as a long-time member of the Society. "United to Assist" was their motto and they certainly did in every way," says Morvyth, who has been a UAOD member for most of her life.

Druids House at 302 Pitt Street in Sydney, NSW, became a central place for the UOAD to gather for monthly board meetings and annual conferences. They eventually purchased the building in 1927. At the time of the 1928 opening ceremony, the UAOD had approximately 240,500 members and was playing an active role as a Friendly Society in Sydney.

This office block was sold to developers in late 2013 and was transformed into a hotel. The Lodge Room on level four is the only direct reminder of the Druids occupation of the premises; however, it is not heritage protected. The building facade and windows have been retained, most of which date back to 1927.

Continuing on the Druid tradition of benevolence, Druids Court in Allambie Heights in Sydney, NSW, was opened on the 17th of June, 1967, and established as a home for aged members to be cared for and looked after.



NobleOak today

2011 - Present

In 2011, the 'United Ancient Order of Druids Friendly Society of NSW' became 'NobleOak Life Limited'. We may have changed our name, but we continue to operate within the spirit of the ancient and modern-day Druids, with a genuine desire to better protect our clients and their families. Integrity continues to be at the heart of our business.

Today, the oak is used as the logo representing NobleOak, a powerful symbol that is a strong reminder of our history, when the oak was honoured for its strength, endurance and noble presence.

Our Values



Nobility

We put our clients and members first at all times. Integrity is the essence of our business and we are here to protect Australians with better cover.



Simplicity

We use simple, clear communication at all times and avoid jargon. We aim to make getting Life Insurance easier and ensure our clients know what they are covered for.



Adaptability

We continually drive, and respond to, positive change to ensure our clients have access to the best service and products.



Deliverability

We deliver results, not excuses. This includes both to our clients and to each other. When we say we are going to do something, we do it.



Awards and successes

NobleOak is one of the most awarded life insurers in Australia. We're proud to be independently recognised for our outstanding products and service.

Canstar Outstanding Value Awards

(2016, 2017, 2018, 2019, 2020 and 2021)

We were the only insurer to win the prestigious Canstar Outstanding Value Award for our Premium Life Direct Life Insurance product for five years running, and Income Protection Insurance product for six years running.

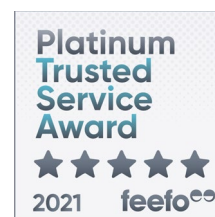
Canstar has a team of over 80 people who collect, analyse and research over 16,000 products, including Life Insurance and Income Protection Insurance. Their star ratings system is designed to help consumers find the right product based on the best mix of features and price.



Feefo Platinum (2020) and Gold Trusted Service Awards (2017, 2018 and 2019)

NobleOak received a second Feefo Platinum Trusted Service award in 2021. To earn a Platinum Trusted Service award, businesses must have received at least 50 reviews between 1 January and 31 December, achieve a Feefo Service rating of at least 4.5/5, and maintain this for three or more consecutive years.

Feefo is an independent organisation which provides a platform for businesses to receive reviews independently from consumers.



Finder Awards -

**Best Life Insurance (2019 and 2020),
Best Life Insurer and Income Protection (2020)**

The annual Finder Awards recognise the market's most competitive offerings for that year, as well as products that are 'challenging the status quo'.

Finder is a comparison site helping over 2.6 million Australians each month find what they need from 1,800+ brands across 100+ categories.



Mozo Experts Choice Awards -

Life Insurer of the Year (2019, 2020 and 2021)

The Experts Choice Awards highlight products in the marketplace that Mozo believes offer great value to Australian consumers.

Mozo is a comparison site allowing Australians to compare and save on financial products, such as home loans, credit cards and insurance.



Plan for Life Awards - Overall Excellence Award (2018, 2019, 2020)

This pre-eminent award is only awarded to one insurer each year. In 2019 and 2020, NobleOak also won an Excellence Award for Customer Service.

Plan for Life (formerly Strategic Insight) are specialists in providing accurate statistical information and analyses covering the financial services, funds management and life insurance markets.



GRIST Top Rated Life Insurance Contact Centre (2020)

In 2020, NobleOak was recognized as the number one Life Insurance sales contact center in Australia by GRIST. NobleOak was also ranked number 2 out of 62 Australian sales contact centers across nine industries.

GRIST is an independent tactical consulting and behavioural analytics company. Each year GRIST runs a project to identify Australia's best - most consistent, engaging and compelling - contact centre sales teams.



Australian Insurance Awards - Life Insurance Company of the Year (2018)

NobleOak was the winner of the Life Insurance Company of the Year award, issued by the RFI Group in 2018. NobleOak also won the Life Insurance Product Innovation of the Year award for our online calculator at the Australian Insurance Awards in 2018.

RFI Group is a global data-driven, business insights partner that specialises in evidence-based insight generation and business decision support for the world's leading financial service providers.



We're here to help

Phone

Quotes & Applications
1300 041 494

All other enquiries
1300 551 044

Mail

**NobleOak, Freepost,
GPO Box 4793
SYDNEY NSW 2001**

(no stamp required)

By Email

enquiry@nobleoak.com.au

The oak lives on...

In our ever-changing world, where trust can sometimes be lacking, the simple values of Druidism appear to be more relevant than ever.

NobleOak's stated values stand as proof positive of this relevance.



NOBLEOAK

The smarter way to insure your life

CONTACT US AT NOBLEOAK

Quotes & Applications: 1300 041 494

All other enquiries: 1300 551 044

By mail: NobleOak, Freepost, GPO Box 4793

SYDNEY NSW 2001 (no stamp required)

By email: enquiry@nobleoak.com.au

NobleOak Life Limited ABN 85 087 648 708 AFSL No. 247302