



shine
NEW HORIZONS

CAIRNS CONVENTION CENTRE
23-25 AUG 2026

Richard Crawford

Chief Executive Officer | Community Broker Network



Richard Crawford brings a wealth of experience to his role as CEO of Community Broker Network, with a career spanning both operational business management and consulting. He began his professional journey with Shell, followed by a leadership role at Elders, where he directed the insurance and marketing teams. Over a decade as a principal in his own consulting practice further honed his expertise in driving business performance.

Richard's next chapter saw him join Insurance Australia Group (IAG), where he focused on talent development and culture transformation within the organisation. His leadership journey continued when he became GM Distribution at NAS, overseeing the integration of three distinct communities into one of Australia's largest Authorised Representative networks. Following the sale of IAG's

business to Steadfast in October, Richard stepped into the CEO role, leading the organisation through a new era of growth and innovation.

A proud Queenslander, Richard and his wife Sue have made Adelaide their home for the past 26 years, raising their family in the city. Outside of his professional pursuits, Richard's passion for golf matches his enthusiasm for his beloved football team, the Adelaide Crows.

Richard Crawford is a dedicated business leader and coach, driven by a commitment to developing and nurturing leadership talent across the industry.