



shine
NEW HORIZONS

CAIRNS CONVENTION CENTRE
23-25 AUG 2026

Anna Puccio

EGM - Broking | Steadfast Workplace Risk



Anna Puccio has over 26 years experience in the insurance industry specialising in workers' compensation and occupational health & safety. Her expertise spans financial, transport, education, construction, retail and manufacturing sectors, developing customised programs targeted at long term strategic workplace risk advice. Prior to joining SWR, Anna led the National workers' compensation and safety team of an international broker.

Anna is an Executive General Manager in SWR, currently heading Broker Partnerships and Broking/Placement initiatives for SWR. Anna leads Major National client renewals across all Australian States and Territories to achieve both financial and strategic outcomes. Anna also has experience in

dealing with business with off shores employees, providing advice on employer liability covers and cross border provisions.

Anna has developed long standing relationships with all key Australian markets to achieve sustainable and mutual outcomes for insurers and clients alike. Anna has been key to the built and development of the SME workers compensation facility on behalf of the Steadfast Network, delivering a significant pricing and servicing model to SME business.

Anna's expertise and industry reputation adds value to the team at Steadfast Workplace Risk, bringing with her in-depth experience in the workers compensation market and a strong service ethic with national clients and brokers.

Anna is responsible for providing comprehensive broking management services, on a national basis, to direct clients as well as partnering with general insurance brokers, with responsibilities such as:

- Managing State and/or National programmes
- Establishing facilities and schemes to support clients and brokers alike
- Premium analysis / Industry classifications / Grouping classifications
- Self-insurance and Comcare options for employers.