



Robert Kelly AM

Steadfast Group



Robert co-founded Steadfast and has over 52 years of experience in the insurance industry. He was voted the second most influential person in insurance by Insurance News, and was awarded the ACORD Rainmaker Award in 2014.

Robert is a Qualified Practising Insurance Broker, a Fellow of NIBA, a Senior Associate of ANZIIF, a Certified Insurance Professional and a Graduate member of the Australian Institute of Company Directors. Robert is the Chairman of the ACORD Board and is also a Director of ASX-listed Johns Lyng

Group Limited and not-for-profit organisation KidsXpress.

Robert Kelly co-founded Steadfast in 1996 to provide insurance-related quality advice and service, leading the company to become the largest general insurance broker network and underwriting agency group in Australia and New Zealand and an ASX 100 listed company. Steadfast Group is the largest general insurance broker network and the largest group of insurance underwriting agencies in Australasia, with growing operations in Asia and Europe.

He recently received the prestigious award of Member of the Order of Australia (AM) in the Queen's Birthday 2022 Honours List.