



Helia wins ‘Best Industry Marketing Campaign’ at the 2024 Australian Mortgage Awards

Helia has been named the winner of a 2024 Australian Mortgage Award (Best Industry Marketing Campaign) for our recent ‘Better, Sooner, Brighter’ video campaign. The video campaign, developed for mortgage brokers, helps clarify common misconceptions about Lenders Mortgage Insurance (LMI) for home buyers, repositioning LMI as a faster way to achieve home ownership.

Presented by Mortgage Professional Australia and the Australian Broker, the annual Australian Mortgage Awards (AMA) serves as a platform to acknowledge industry professionals who have made significant contributions and demonstrated exceptional expertise in the mortgage industry throughout the year.

The award for Best Industry Marketing Campaign recognises the best below the line (B2B) marketing and advertising campaign aimed at mortgage brokers. The award considers the overall campaign strategy and objectives, the marketing mix and evidence of value delivered to the mortgage broker community. Finalists in the award category include Bendigo Bank Broker, Mortgage Choice and the Uptick Group.

“I couldn’t be prouder of our team’s creativity, dedication and hard work through the campaign. This recognition is a testament to our ongoing commitment to helping Australians realise their dream of home ownership sooner,” said Greg McAweeney, Helia’s Chief Commercial Officer.

Helia exists to accelerate financial wellbeing through home ownership, and helping home buyers understand their options is key to this mission. The campaign set out to do exactly that, showcasing how two couples with the same deposit, seeking homes in the same area could have two very different outcomes - comparing one couple using LMI and the other buying without LMI. The overwhelmingly positive response to the campaign signals that this message is powerfully resonating with our audience.

For more information about Helia and our award-winning campaign, please get in touch with our Head of Marketing and Brand, Dimi Bartolillo: dimi.bartolillo@helia.com.au.

You can see the full list of awards and winners [here](#).

About Helia

Helia is Australia’s first Lenders Mortgage Insurance (LMI) provider, and with almost 60 years in the residential mortgage market has been dedicated to helping aspiring home buyers realise their property dreams. Helia exists to accelerate financial wellbeing, through home ownership, now and for the future.

Since 2010, LMI has enabled almost over 1.2 million Australians to enter the housing market earlier than they would have been able to by saving a traditional 20% deposit. In 2023, Helia supported 42,641 home buyers and approved 9,064 hardship requests helping people stay in their homes by supporting loan deferrals and restructures.

About Australian Mortgage Awards

The Australian Mortgage Awards are an annual award's night that celebrates the outstanding achievements of Australia's top brokers, brokerages, lenders, aggregators, and other industry representatives that serve the broker community.

The event serves as a platform to acknowledge industry professionals who have made significant contributions and demonstrated exceptional expertise over the year.

The Australian Mortgage Awards are presented by Mortgage Professional Australia and Australian Broker.