

From Exploring to Enabling: A Blueprint for Open Insurance in Aotearoa New Zealand

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Introduction: From Exploring to Enabling

From case for change to action: How Aotearoa New Zealand can enable Open Insurance

Open Insurance will arrive in New Zealand either by design or default, and there's currently an open window while insurers are still holding the pen on scope, standards, governance and commercial models.

The first paper in this series, **Exploring Open Insurance for Aotearoa New Zealand** highlighted why Open Insurance is becoming a strategic imperative for the industry. Many kiwis are underinsured¹, or unaware of gaps in their cover. Information is fragmented across insurance providers, advisers and channels, making it difficult for customers to understand their cover, compare options, keep policies current, and confidently navigate claims.

Open Insurance enables customers to securely share and access their insurance information, creating greater transparency, simpler interactions, and more proactive protection throughout the insurance lifecycle.

Why a blueprint and why now?

The question is no longer whether Open Insurance will emerge, but whether its deliberately shaped or arrives by default. Today's landscape is disjointed and ad hoc: broker platforms are already opening insurance data through bespoke integrations, and offshore aggregators could define standards, control data flows and own customer relationships.

Before designation, insurers still hold the pen on scope, standards, governance and commercial models. After Open Insurance, choices narrow to compliance timelines.

This blueprint provides a “**Centre of Gravity**” for coordinated action: reducing duplication, protecting local capability, and enabling insurers to confidently move while competing and innovating on their own terms.

New Zealand is positioned to act now. The foundations for trust, consent, accreditation, security and data sharing exist through Open Banking³. A coordinated approach can avoid the fragmentation and duplicated investment.

Learnings that shaped this blueprint

- **Coordination beats prescription:** Ecosystems scale when industry engages early around a strong Centre of Gravity ; prescriptive design without use-case alignment brings cost and slow uptake (Australia).²
- **Value follows use cases, not designation:** Regulation can drive scale, but lasting value needs customer-led use cases and a commercial model designed upfront, not retrofitted.
- **Reuse beats reinvention:** Successful regimes layered local data content on shared standards and infrastructure, to reduce implementation effort, cost and time to maintain trust.
- **Trust enables scale:** Customer participation depends on trusted governance, secure consent, accreditation, liability frameworks, and strong data protections. Trust frameworks are as important as technical standards .

“The choice for insurers is clear. Shape the future now while the window remains open or operate within a framework designed by others. Choosing not to act is still a choice.”

Executive Summary

The blueprint provides a structured framework and mechanism for insurers to proactively shape and retain agency over the future of insurance data sharing in New Zealand.

Insurance data is already moving through broker, adviser, aggregator and platform connections. Acting now gives insurers the opportunity to retain agency over scope, standards, governance, liability and commercial models. Waiting increases the risk of fragmented bilateral arrangements, offshore platforms or future regulation setting the terms.

- **The blueprint turns that strategic choice into coordinated action.** It proposes an accountable industry Centre of Gravity, supported by specialist working groups to set direction, prioritise investment and convert participation into clear commitments, milestones and delivery. This shared infrastructure can reduce duplication, protect local capability and align the market without constraining competition or innovation.
- **Customer value and trust must lead every decision.** Recent cyber incidents in New Zealand have raised the trust threshold. Therefore, privacy, security, informed consent, customer control and end-to-end accountability are core design requirements. Start with a viable sector-relevant use case that solves real problems and offers a compelling, proportionate value exchange.

- **Standardise the foundations while leaving room for emerging technology.** Building the full framework upfront, before value is proven or customers adopt it, risks costly delays and rework. The priority is establishing common definitions, metadata, consent, authentication and accreditation while remaining technology-neutral across APIs, AI agents and emerging exchange mechanisms.
- **Lastly, the industry can start before the whole market is ready.** Mobilising a frontier coalition of motivated, capable organisations will enable early action alongside the broader programme. The coalition can pilot one priority use case, feed evidence back into the blueprint and build momentum without waiting for the whole ecosystem to be ready, while allowing other participants to progressively join the roadmap.

Open Insurance blueprint for New Zealand

Industry Coordination	Customer trust	Use cases and value	Interoperability standards
Centre of Gravity, governance, liability and regulatory alignment	Consent, privacy, security, digital identity and customer control	Prioritised customer and industry outcomes based on value and feasibility	Lean, future-ready data exchange standards
Partnering & ecosystem participation Accreditation commercial models trusted third-party access			

Implementation roadmap



Outcomes if the industry acts now

Industry shaped governance and standards Insurers retain agency over scope, rules and market design	Lower duplication and integration costs Common rails reduce bespoke builds, rework and bilateral complexity
Trusted customer participation Customers understand, control and trust how their data is shared	Scalable ecosystem innovation and value Partners can build new propositions on trusted, reusable foundations

Industry coordination & Centre of Gravity

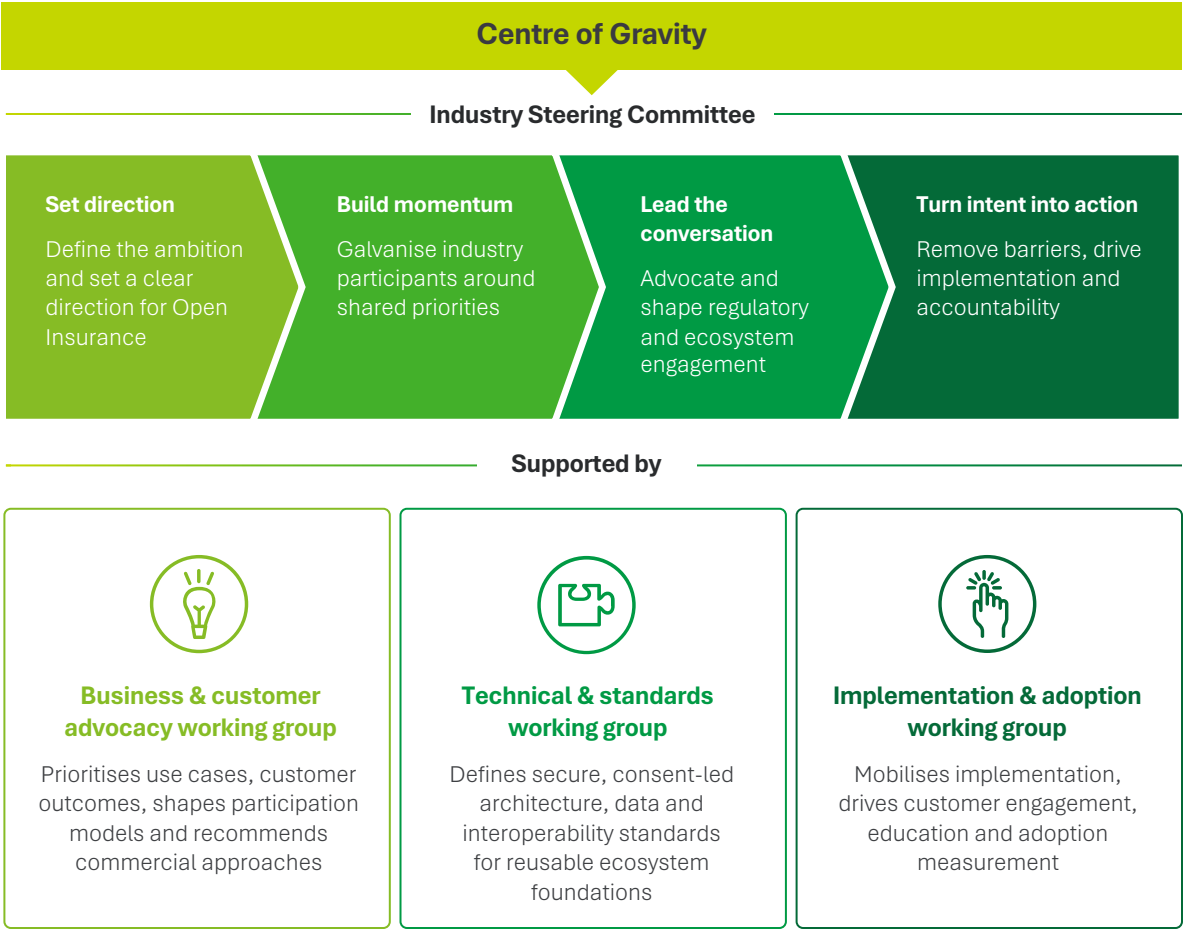
Assigning a Centre of Gravity for the industry will set Open Insurance up for long-term success.

Experience from New Zealand Open Banking and international Open Data ecosystems shows success requires establishing a clear industry Centre of Gravity to guide decision-making⁴, coordinate standards, prioritise investment and manage the transition from individual initiatives to shared market infrastructure. Without coordinated leadership, ecosystems risk fragmentation, duplicated investment, inconsistent customer experiences and slower industry adoption.

For New Zealand, an industry-led steering committee with representatives from established industry bodies and participating organisations could provide this Centre of Gravity, uniting participants around shared priorities and commitments. The central body should coordinate specialised working groups responsible for shaping, implementing and supporting the adoption of different aspects of the Open Insurance ecosystem.

- **The Business & Customer Advocacy Working Group**, supported by customer and independent voices, would drive the identification and prioritisation of high-value use cases. It would balance value for customers, participating organisations and the wider ecosystem, while recognising common and distinct needs across life, health and general insurance.
- **The Technical & Standards Working Group** would define secure, consent-led architecture, data and interoperability foundations.
- **The Implementation & Adoption Working Group** would mobilise delivery, build customer and industry understanding, and drive measurable adoption.

Collectively, these working groups would create the operational machinery required to move Open Insurance from concept to reality.



Customer Experience & Trust

In Open Insurance, trust and security must extend across every organisation, system and service that handles customer data. The blueprint must make that chain visible, governable and secure.

Recent privacy breaches in New Zealand are raising the trust threshold

Recent cyber incidents (privacy breaches)⁵ are making New Zealanders think more carefully about where their personal information is held, who can access it and how securely it is managed. The threat environment is also evolving, with the National Cyber Security Centre (NCSC) warning⁶ that frontier AI could enable malicious actors to identify and exploit vulnerabilities at unprecedented speed and scale.

Sensitivity of insurance data requires a more nuanced approach than Open Banking

Insurance information can be more private and consequential than the transactional data commonly shared through Open Banking. It may reveal health conditions, claims history, household and family circumstances, property risks and financial vulnerability. Customers may also be concerned that sharing this information could affect premiums, exclusions, eligibility or access to cover.

Trust will be set by the weakest link in the data-sharing chain

As Open Insurance introduces more participants into the data-sharing chain, data may move between insurers, brokers, advisers, InsurTechs, technology providers, aggregators and AI-enabled services. Each additional participant, system and connection creates another point where sensitive information must be protected.

The blueprint must establish consistent security, accreditation and accountability requirements across all participants. Customers must get a clear view of who receives their information, how it will be used and how access can be managed or withdrawn.

Customer experience & trust design principles



Customer benefit and control sit at the centre. Customers should understand the benefits of sharing their information and control which organisations can access it, and why with the ability to revoke access. Benefits should be proportionate to the sensitivity of the data.



Embed Māori data sovereignty.⁷ For the blueprint to support equitable outcomes and recognise Māori data sovereignty, partner with Māori for design governance, consent and data-sharing frameworks.



Build confidence in ecosystem-wide security standards. Every organisation receiving insurance data should meet common security, privacy, resilience and data-handling requirements before participating.



As data flows, accountability must follow. The blueprint should clearly define who is responsible for data protection, monitoring, breach responses, misuse, retention and deletion as information moves between participants.



Design for an AI-accelerated threat environment. The blueprint should govern how participants use AI with customer data, including access, purpose, oversight and accountability, and support faster vulnerability identification, remediation, monitoring and incident containment.



Priority Use Cases & Business Value

Open Insurance creates value through practical applications across the insurance value chain. To maximise impact, the industry should collectively identify and prioritise use cases based on customer value, ecosystem benefit and implementation feasibility.

Use cases turn Open Insurance from ambition to action, providing a practical way to address real customer and industry pain points, test the foundations of trust and interoperability, and progressively shape standards, governance and participation.

Lead with shared value: Prioritise use cases that create clear and measurable value for customers, participating organisations and the wider ecosystem. The value exchange should be compelling enough to justify sharing data and participating in the ecosystem.

Recognise sector differences: Consider common opportunities and distinct pain points across life, health and general insurance. For example, general insurance may offer high-volume opportunities across applications, renewals and claims, while life and health use cases may place greater emphasis on advice, coverage adequacy, underwriting and sensitive health information.

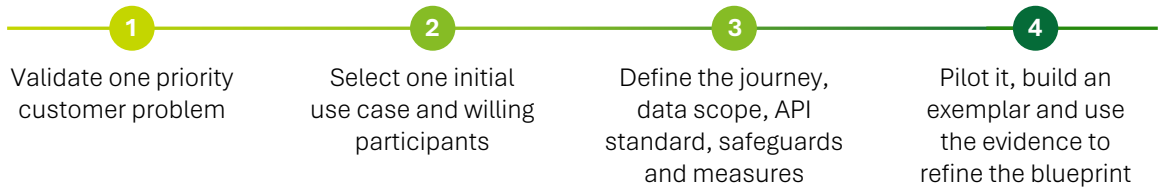
Start with simple, less sensitive data where the customer benefit is easy to explain: Embed transparent consent, customer control, privacy, security and proportionate safeguards, recognising that insurance information can be more personal and sensitive than banking transaction data.

Use the pilot to prove and evolve: Progress one focused use case at a time, using implementation insights to iteratively shape standards, governance and participation models. Early delivery should test the blueprint in practice, demonstrate measurable outcomes and create a foundation for more complex use cases.

Start with a first cut, not a full roadmap. Below is an initial set of potential use cases based on customer pain points as well as international Open Insurance implementations. The intent is for the working group to select **one** viable use case to prove and test the blueprinting approach **Business and Customer Advocacy** end to end with an exemplar of the API standard.

Pain points & use cases

Customer pain points	Explore	Choose & buy	Manage cover	Claim & recover	Review & renew
	Unclear cover, gaps and options	Slow quote and application process	Cover not up-to-date with life changes	Limited claims visibility	Renewal focused on price not protection
	Hard to compare policies	Clunky and repetitive data sharing	Unclear eligibility or entitlements	Shopping around means starting again	
Use cases	Coverage intelligence Provides a standardized view of policy cover, limits, exclusions.	Pre-filled quote Reuses verified customer, policy and risk data to simplify quotes.	Continuity-of-cover prevention Identifies lapse risk and prompts action before cover is lost.	Automated eligibility check Checks eligibility for benefits, claims or policy features.	Life-event protection review Prompts a protection review after major life events.
	Embedded distribution Offers cover through partner platforms when protection is needed.	Quote comparison Compares cover, limits, exclusions and premiums side by side.	Consent and data sharing centre Lets customers view, grant, manage and revoke permissions.	Real-time claim status Provides up-to-date claim progress through connected partners.	Customer data portability Securely shares customer, policy, premium and claims data.



Data Exchange Standards

Open Insurance can take a future-focused approach to interoperability by establishing common standards for data, consent and trust, while enabling innovation through APIs, AI agents and emerging technologies.

Risks of not using standards

In New Zealand, point-to-point connections are already expanding across the industry. Without shared standards, every new data-sharing relationship requires a separate integration approach, security assessment and ongoing support model, increasing fragmentation and limiting the efficiency gains of digital connectivity.

- **Fragmented trust:** Without common approaches to authentication, authorisation, consent, accreditation, liability and data-handling, there is no shared framework to safely exchange sensitive insurance data.⁸
- **Duplicated costs:** Each new partnership between brokers, advisers, aggregators and insurers needs its own integration, data mapping, security assurance and maintenance, creating duplicate costs and inconsistent customer experiences.
- **A missed opportunity to scale:** International Open Data ecosystems show standards scale when they are built on existing foundations, aligned around priority use cases and trust is embedded from the start.
- **Loss of design control:** Without shared standards, control can gradually move to platforms and intermediaries that control the connection points, rather than staying with the industry

For Open Insurance, APIs are the foundation, not the destination.

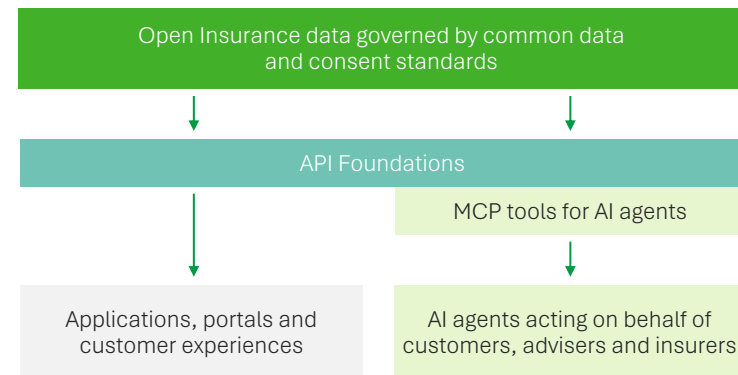
Standards should enable future innovations, including AI agents, without prescribing how participants implement them.

Open Banking in New Zealand largely focused on API standardisation⁹ as the primary deliverable. Considering the pace agentic technologies are emerging, there is an opportunity for a broader view of Open Insurance. APIs provide a common foundation for secure data-sharing, but future value will increasingly be created through applications, platforms and AI-driven services.

As participants have different rates of adopting emerging technologies, interoperability standards should support both traditional and evolving access models in the medium term, to ensure participants aren't excluded due to technology maturity.

Reusing heavily layered standards from other industries risks unnecessary complexity, implementation efforts and high costs¹⁰. Open Insurance should instead focus on lean, targeted standards that define common data, consent and interoperability requirements with flexible implementation.

Future state: how Open Insurance data is consumed



Data exchange foundations that support both current and future AI-enabled consumption models

Key design principles

Technology neutral: Define outcomes, data structures and consent requirements rather than prescribing implementation technologies or architectures.

Support mixed maturity: Standards should accommodate both existing and emerging data exchange approaches, enabling participation regardless of technical sophistication.

API first, agent ready: Capabilities exposed through standard APIs should be readily consumable by both traditional applications and AI-driven services.

Progressive adoption: Deliver standards incrementally around high-value use cases, allowing the ecosystem to learn and evolve without requiring a comprehensive framework upfront.

Partnering & Ecosystem Participation

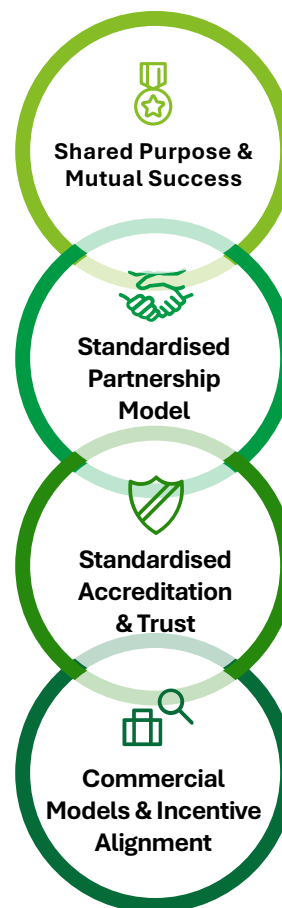
Open Insurance enables insurers, brokers, insurtechs and digital platforms to collaborate through trusted, scalable data-sharing arrangements. To avoid the friction experienced in Open Banking, partnering models should be standardised, repeatable and commercially sustainable from the outset.

Open Insurance is an ecosystem model built on trusted partnerships among insurers, brokers, insurtechs, technology providers and other participants. Governance sets direction and standards to enable interoperability; partnering determines how participants collaborate to exchange data, deliver services and create, share and capture value .

From bilateral deals to scalable ecosystem participation. New Zealand's Open Banking experience highlights the importance of reducing participation friction¹⁰. Where organisations rely on separate onboarding, security, legal and commercial arrangements, participation can become more complex and resource-intensive. Requiring to negotiate separate bilateral legal, commercial and technical arrangements with each bank creates complexity and constrains scale.

A frontier coalition can create early momentum. Full-market participation is not required to begin. A smaller group of motivated, capable organisations can operate alongside the wider industry programme to pilot priority use cases, demonstrate shared value and build confidence for broader adoption.

Partnering is a strategic choice. Organisations that embrace ecosystem partnerships can access new distribution channels, participate in integrated customer journeys and develop data-enabled propositions. While a protectionist approach may preserve control over channels and data, it risks limited innovation and enables others to shape future customer relationships .



Four building blocks for scalable participation

Effective partnerships require clarity about what success means for every participant and a compelling shared purpose for the ecosystem. Defining customer, commercial and public value outcomes upfront will ensure collaboration is mutually beneficial and decisions stay anchored to a common goal.

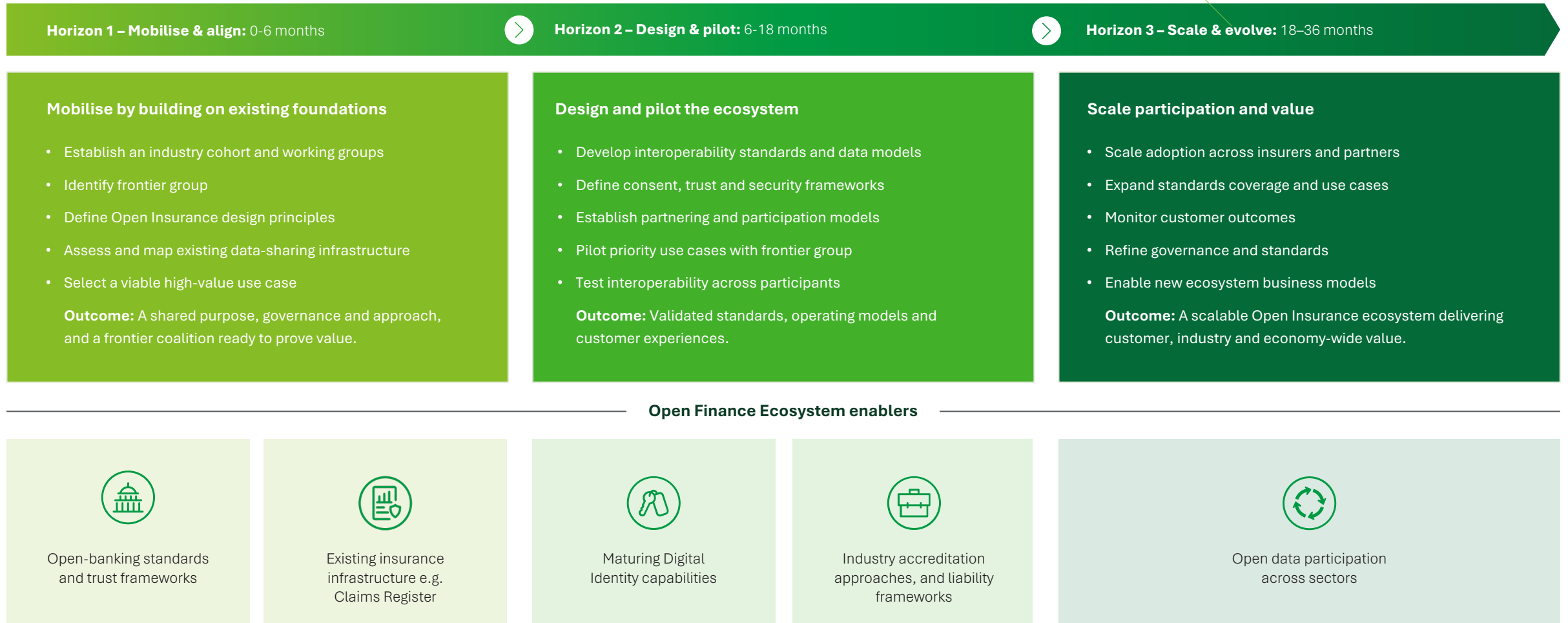
Open Insurance enables new forms of collaboration across insurers, brokers, insurtechs and digital platforms. Standardised partnership frameworks can reduce the need for bespoke integrations and bilateral agreements, support scalable participation and unlock new opportunities across the insurance value chain .

Trust is fundamental to Open Insurance participation. Common accreditation requirements and certifications, security standards and governance expectations can provide confidence that participants handle customer data safely and consistently, while reducing duplication and lowering barriers to ecosystem participation through consistent entry points .

Sustainable participation depends on aligning incentives across the ecosystem. Commercial models should balance innovation, investment and fair access, ensuring participants can create value while supporting the ongoing development and operation of Open Insurance as shared market infrastructure.

Open Insurance Implementation Roadmap

The blueprint only creates value when organisations translate Open Insurance into action. Coordinated execution across the industry aligned to New Zealand's broader Open Finance ecosystem, will help ensure Open Insurance is shaped by design.



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