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From: Geoff Holland [mailto:gholland@mcmedia.com.au]

Sent: Wednesday, 25 January 2012 3:09 PM

To: Flood Insurance

Subject: Flood Ins needs to be an Option.

Flood Inquiry Members,

As a home owner in a marginally flood prone area (Shepparton Vic) I want to be able to opt in or out each year when my premium is due. I am happy to accept a fixed, say maximum of \$ 100,100, if the river causes my house to flood and I have opted to take this cover. The proviso being the flood cover can only be opted into when the policy falls due.....no ability to opt in as the flood warnings are issued!

This "limited exposure" approach balances the needs of the Insurance Industry to make a profit and my needs to have a CHOICE about paying for riverine flood cover.

Thank you for the opportunity to offer my input.

Geoff Holland
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