

WeMoney Awards Program – Ratings Methodology Criteria

Pet Insurance Awards

Name: 2026 WeMoney Pet Insurance Awards

Key Dates:

Applications open: Monday, 20-Apr-2026
Applications close: Friday, 15-May-2026
Winners announced: Monday, 25-May-2026

2026 WeMoney Pet Insurance Award Summary

The WeMoney Pet Insurance Awards celebrate the best pet insurance products, services, and innovators in the Australian market, offering outstanding value and service quality to consumers.

We use our knowledge and experience to identify those products that offer outstanding value, as well as market-leading features, and recognise them with the WeMoney Pet Insurance Awards.

For applicants, a WeMoney Pet Insurance award is a third-party endorsement of their product(s) and service(s).

Method: We score each factor on a 0-to-10 scale (or as a zero or one, depending on the factor), with 0 being the lowest possible score and 10 being the highest possible score.

Overview

2026 Pet Insurance Award Categories

Overall Award
Insurer of the Year

Overall Award Categories
Pet Insurer of the Year
Digital Pet Insurer of the Year
Best New Pet Insurer

Pet Cover Award Categories
Best for Value
Best for Value - Routine Pet Care
Best for Value - Multiple Pets
Best for Quality
Best for Flexibility
Best for Young Pets
Best for Comprehensive Pet Cover
Best for Member Benefits
Outstanding Customer Service
Outstanding Claims Experience

Award Methodology

Overall Award

Insurer of the Year

This award recognises the insurer demonstrating excellence across multiple insurance product lines in the Australian market. Applicants were assessed based on cross-category product performance, digital innovation, policy flexibility, coverage quality, multi-policy benefits, multi-channel customer support, and overall market leadership across the WeMoney Insurance Awards portfolio. The award is given to the provider with the highest weighted rating across the following categories:

- Cross-Category Product Performance
- Digital Innovation & Features
- Premium Value & Affordability
- Flexible Policy Terms & Options
- Coverage Quality & Breadth
- Multi-Policy & Bundling Discounts
- Multi-Channel Support Availability
- Market Leadership & Scale

Overall Pet Insurance Award Categories

Pet Insurer of the Year

This award recognises the pet insurer demonstrating comprehensive excellence across all aspects of pet insurance delivery, from coverage design to customer outcomes. Applicants were assessed based on product quality, customer satisfaction, digital innovation, claims performance, and overall market leadership. The award is given to the provider with the highest weighted rating across the following categories:

- Customer Satisfaction & Retention
- Product Innovation & Coverage
- Digital & Technology Leadership
- Claims Efficiency & Approval Rates
- Value Proposition & Pricing
- Market & Industry Leadership
- Customer Support & Service Quality

Digital Pet Insurer of the Year

This award recognises the pet insurer leading the industry in digital transformation and technology to create seamless mobile-first experiences for pet owners. Applicants were assessed based on digital platform capabilities, mobile app functionality, online claims processing, and user experience design. The award is given to the provider with the highest weighted rating across the following categories:

- Mobile App & User Experience
- Digital Claims & Processing
- Online Policy & Self-Service
- Digital Pet Health Innovation
- Real-Time Coverage & Benefits
- Digital Support & Communication
- Tech Integration & APIs

Best New Pet Insurer

This award recognises the newest entrant to the Australian pet insurance market demonstrating exceptional product quality and infrastructure from launch. Applicants were assessed based on product launch quality, underwriter backing, accessibility for first-time pet owners, and market disruption potential. The award is given to the provider with the highest weighted rating across the following categories:

- Product Launch Quality & Readiness
- Underwriter Backing & Scale
- Access for First-Time Pet Owners

- Market Disruption Potential
- Operational Excellence from Launch
- Innovation in Market Entry
- Day One Customer Service Quality

Pet Cover Award Categories

Best for Value

This award recognises the pet insurer delivering exceptional value through competitive pricing combined with comprehensive coverage that maximises protection while minimising financial burden. Applicants were assessed based on premium affordability, coverage breadth, reimbursement rates, and cost-effectiveness. The award is given to the provider with the highest weighted rating across the following categories:

- Premium Competitiveness
- Coverage-to-Cost Ratio
- Reimbursement Percentage Options
- Annual Limits & Sub-Limit Structure
- Multi-Pet & Loyalty Discounts
- Payment Flexibility & Options
- Promotions & Long-Term Value

Best for Value - Routine Pet Care

This award recognises the provider offering the most comprehensive and cost-effective routine care coverage to help pet owners manage everyday preventive health expenses. Applicants were assessed based on routine care inclusions, benefit limits, value for preventive treatments, and policy integration. The award is given to the provider with the highest weighted rating across the following categories:

- Routine Care Comprehensiveness
- Annual Preventive Care Limits
- Vaccination & Desexing Coverage
- Dental Cleaning & Check-up Benefits
- Parasite Prevention Coverage
- Routine Care Value Ratio

Best for Value - Multiple Pets

This award recognises the insurer providing the most attractive solutions for households with multiple pets through competitive discounts and family-friendly features. Applicants were assessed based on multi-pet discount structures, combined policy management, family coverage, and overall value. The award is given to the provider with the highest weighted rating across the following categories:

- Multi-Pet Discount Percentages
- Multi-Pet Coverage Scalability
- Combined Policy Management
- Family Account Benefits & Perks

- Simplified Claims for Multi-Pets
- Bundled Payment Options
- Multi-Pet Loyalty Benefits

Best for Quality

This award recognises the pet insurer demonstrating superior product quality through comprehensive coverage options, minimal exclusions, and premium features that protect pets. Applicants were assessed based on coverage comprehensiveness, benefit structures, policy features, and condition coverage. The award is given to the provider with the highest weighted rating across the following categories:

- Coverage Comprehensiveness
- Absence of Sub-Limits
- Maximum Reimbursement Percentages
- Comprehensive Dental Coverage
- Behavioural & Alt Therapy Cover
- Hereditary & Congenital Cover
- Policy Benefit Excellence

Best for Flexibility

This award recognises the insurer offering the most adaptable and customisable pet insurance solutions, allowing owners to tailor coverage and adjust policies as circumstances change. Applicants were assessed based on customisation options, policy modifications, excess flexibility, and payment versatility. The award is given to the provider with the highest weighted rating across the following categories:

- Policy Customisation Options
- Excess Amount Flexibility
- Annual Limit Selection Range
- Benefit Percentage Adjustability
- Optional Coverage Add-Ons
- Mid-Term Policy Modifications
- Payment Frequency Options

Best for Young Pets

This award recognises the provider delivering the most comprehensive coverage designed for puppies and kittens, with features that support early life healthcare needs. Applicants were assessed based on early age acceptance, coverage for young pet conditions, preventive care support, and growth-stage benefits. The award is given to the provider with the highest weighted rating across the following categories:

- Early Age Coverage Acceptance
- Puppy & Kitten Specific Benefits

- Preventive Care Inclusions
- Coverage for Congenital Conditions
- First-Year Bonus Benefits
- Vaccination & Early Health Support
- New Pet Owner Education & Support

Best for Comprehensive Pet Cover

This award recognises the pet insurer providing the most comprehensive pet coverage with minimal exclusions, broad benefit limits, and inclusive condition coverage. Applicants were assessed based on benefit limit structures, sub-limit removal, hereditary condition coverage, and overall coverage depth. The award is given to the provider with the highest weighted rating across the following categories:

- Annual & Lifetime Benefit Limits
- Sub-Limit Removal
- Hereditary & Congenital Cover
- Broad Exclusion-Free Protection
- Coverage Depth Across Life Stages
- Inclusive Condition Coverage
- Premium Tier Reimbursement

Best for Member Benefits

This award recognises the pet insurer delivering the most comprehensive member benefits ecosystem beyond core pet insurance coverage. Applicants were assessed based on member rewards programs, cross-product loyalty integration, partner discounts, and ongoing engagement beyond standard insurance. The award is given to the provider with the highest weighted rating across the following categories:

- Member Rewards Program Breadth
- Cross-Product Loyalty Integration
- Partner Discount Network
- Ecosystem Value Beyond Insurance
- Ongoing Member Engagement
- Lifestyle Benefits Integration
- Multi-Brand Group Recognition

Outstanding Customer Service

This award recognises the pet insurer delivering exceptional customer experience through responsive, empathetic support that understands the bond between pets and their owners. Applicants were assessed based on support availability, response times, communication quality, and member satisfaction. The award is given to the provider with the highest weighted rating across the following categories:

- Australian-Based Support Team
- Multi-Channel Support Availability
- Response Time Excellence
- Empathetic Pet-Focused Comms
- First Contact Resolution Rates
- 24/7 Emergency Support Services
- Customer Satisfaction Scores
- Proactive Customer Engagement

Outstanding Claims Experience

This award recognises the provider delivering the most efficient and compassionate claims experience, supporting pet owners during stressful times with speed, transparency, and innovation. Applicants were assessed based on claims processing speed, approval rates, payment methods, and digital capabilities. The award is given to the provider with the highest weighted rating across the following categories:

- Claims Speed & Efficiency
- Claims Approval Rates
- Digital Claims Submission
- Gap-Only & Pre-Approval Options
- Real-Time Claims Tracking
- Transparency in Claims Decisions
- Support During Claims Process
- Payment Speed & Reliability

Assessment Criteria

Awards are based on a comprehensive list of individual criteria applied to each pet insurer and available products, assessing important factors, such as:

1. Affordability & Fees

The independent judging panel examines each Pet insurer based on their pricing competitiveness and fee transparency across the four customer scenarios. This includes a detailed assessment of minimum annual quotes for accident and illness pet insurance, standard excess amounts, and all potential costs throughout the policy term.

- Minimum annual quote across specific customer scenarios
- Standard excess amounts
- Customer flexibility to vary excess levels
- Premium evaluation methods
- Sign-up incentives, multi-pet discounts, and bundled product offerings

2. Value

The independent judging panel examines each Pet insurer based on their overall value proposition and policy inclusions relative to premium costs. This includes a detailed assessment of coverage comprehensiveness, payment flexibility, and additional benefits provided at standard pricing levels.

- Policy inclusions
- Multi-pet discount structures
- Bundled insurance product availability
- Payment frequency options
- Cancellation costs and policy modification fees

3. Quality

The independent judging panel examines each Pet insurer based on their coverage breadth, benefit limits, and policy features across different animal types. This includes a detailed assessment of policy tier offerings, maximum benefit limits, and standard inclusions by cover type.

- Policy tier offerings, including accident-only, and comprehensive coverage options
- Maximum benefit limits
- Benefit percentages by animal type (Dog, Cat, Bird)
- Routine care services, coverage limits, and waiting period flexibility
- Preferred vet arrangements
- Direct claim facilities and veterinary helpline access

4. Customer Experience

The independent judging panel examines each Pet insurer based on their digital capabilities, customer support infrastructure, and overall service accessibility. This includes a detailed assessment of online policy management, mobile functionality, and customer service response times.

- Online policy purchase capability
- Mobile application functionality
- Policy approval times and streamlined application processes
- Support channels availability
- Customer service response times
- 24-hour emergency helpline provision

5. Claims Experience

The independent judging panel examines each Pet insurer based on their claims processing efficiency, approval rates, and customer support during the claims journey. This includes a detailed assessment of digital claims capabilities, processing timeframes, and dispute resolution processes.

- Online and mobile claims submission capabilities
- Automated processing features
- Claims processing times from submission to payment
- Approval percentages
- Dispute and appeal support processes for rejected claims
- Claims turnaround times and payment efficiency

Customer Scenarios

To ensure a fair and accurate comparison, applicants are assessed against **four distinct customer profiles** that reflect real-world needs. This approach allows the judging panel to evaluate each provider's strengths within relevant segments and highlight those that deliver exceptional value and service for different types of members.

Scenarios	Customer Attributes
Scenario 1	Pet: Dog Breed: Cocker Spaniel Size: Small Gender: Female Age: Less than 1 year Guide Dog: N/A Standard Excess: \$200 Location: Western Australia, Duncraig 6023
Scenario 2	Pet: Cat Breed: Burmese Size: Small Gender: Female Age: Less than 2 years old Assistance Animal: N/A Standard Excess: \$200 Location: Queensland, The Gap 4061
Scenario 3	Pet: Dog Breed: Labrador Size: Medium-Large Gender: Male Age: 4 years old Guide Dog: N/A Standard Excess: \$200 Location: New South Wales, Cherrybrook 2126
Scenario 4	Pet: Bird Breed: Parakeet Size: Small Gender: Male Age: 3 years old Assistance Animal: N/A Standard Excess: \$200 Location: South Australia, Flagstaff Hill 5159

Scoring Methodology

Score Range	Description
0-4	Below industry standards, there is significant room for improvement.
5-7	Meets industry standards, and solid performance but there is room for improvement.
8-10	Exceeds industry standards, exceptional features and customer experience

Data Collection & Review Process

WeMoney collects data from Pet Insurance Providers and observes demonstrations, as necessary. Our process begins by sending out detailed questionnaires to Pet Insurance Providers. The questionnaires are structured to be unbiased in nature and provide coverage at eliciting both favourable and unfavourable responses. The questionnaire answers, combined with our in-house specialists' hands-on research, make our proprietary assessment process that scores each provider's performance.

We then undergo an additional evaluation process that is curated for certain types of consumers. This evaluation adjusts the weighting of factors (and occasionally will consider additional criteria) to emphasise features that matter most to consumers.

We also take into account customer experience, industry standards and regulatory requirements.

Award Eligibility

Insurers were given 4 weeks (30 business days) to respond to our invitation process and provide all necessary data. Only Insurers that provided data satisfactorily and met all requirements were included in the WeMoney Awards Program.

The Review Team

The review panel comprises a member from the WeMoney team and experts that include market contributors, CEOs, Directors and editorial staff who are seasoned writers. Each panel member follows WeMoney's strict guidelines for editorial integrity and are all commercially independent of the applicants.

Selection Criteria

Awards are based on a comprehensive list of individual criteria applied to each product that assesses important features such as Affordability & Fees, Value, Quality, Customer Experience and Claims Experience among others, that broadly fall into the following 5 categories:

- Affordability & Fees
- Value
- Quality
- Customer Experience
- Claims Experience

Each individual criterion receives a weighting, which varies according to the award. Each award is made up of its own unique combination of weightings.

Weighting

Criteria	Indicative Breakdown	Weighting (%)
Affordability & Fees	<ul style="list-style-type: none">• Minimum annual quote across specific customer scenarios• Standard excess amounts• Customer flexibility to vary excess levels• Premium evaluation methods• Sign-up incentives, multi-pet discounts, and bundled product offerings	20%
Value	<ul style="list-style-type: none">• Policy inclusions• Multi-pet discount structures• Bundled insurance product availability• Payment frequency options• Cancellation costs and policy modification fees	20%
Quality	<ul style="list-style-type: none">• Policy tier offerings, including accident-only and comprehensive coverage options• Maximum benefit limits• Benefit percentages by animal type (Dog, Cat, Bird)	20%

	<ul style="list-style-type: none"> ● Routine care services, coverage limits, and waiting period flexibility ● Preferred vet arrangements ● Direct claim facilities and veterinary helpline access 	
Customer Experience	<ul style="list-style-type: none"> ● Online policy purchase capability ● Mobile application functionality ● Policy approval times and streamlined application processes ● Support channels availability ● Customer service response times ● 24-hour emergency helpline provision 	20%
Claims Experience	<ul style="list-style-type: none"> ● Online and mobile claims submission capabilities ● Automated processing features ● Claims processing times from submission to payment ● Approval percentages ● Dispute and appeal support processes for rejected claims ● Claims turnaround times and payment efficiency 	20%