



Helia wins 'Best Industry Marketing Campaign' at the 2025 Australian Mortgage Awards

Helia has won the 2025 Australian Mortgage Award (AMA) 'Best Industry Marketing Campaign', for our 'LMI Lets Me In' and '[LMI Lets Me Invest](#)' campaign.

The campaign set out to reposition Lenders Mortgage Insurance (LMI) with mortgage brokers and lending specialists as a powerful first-choice conversation, through sharing real stories and showcasing moments where LMI let their clients into the property market. The campaign, anchored in real experiences, sought to make the message of the value of LMI more relatable, trusted and memorable.

According to Greg McAweeney, Helia's Chief Commercial Officer, "Helia exists to accelerate financial wellbeing through home ownership. With brokers influencing more than 77% of home loans¹, it made sense they were an integral focal point of the campaign".

"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".

The award for 'Best Industry Marketing Campaign' recognises the best below the line (B2B) marketing and advertising campaign aimed at mortgage brokers and lending specialists. The award considers the overall campaign strategy and objectives, the marketing mix and evidence of value delivered to the mortgage broker community. You can see the full list of awards, finalists and winners [here](#).

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.

About Helia

As Australia's leading Lenders Mortgage Insurance (LMI) provider, we harness the power of almost 60 years' experience to help home buyers and investors achieve home ownership sooner. Since 2010, we have helped almost 1.2 million Australians achieve home ownership.

About the Australian Mortgage Award (AMA)

Presented by Mortgage Professional Australia and the Australian Broker, the annual 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.

¹ [Source: Mortgage Professional Australia, "Broker share of mortgage market surges at new record", citing MFAA data.](#)