

SUNCORP 

Beyond The Event

A summary of the impact and recovery
from ex-Tropical Cyclone Alfred from
Suncorp's Disaster Management Centre

Ex-Tropical Cyclone Alfred impacted southeast Queensland and northeast New South Wales between 6 and 11 March, bringing heavy to intense rainfall, damaging to destructive wind gusts and abnormally high tides.

Analysis of the more than 31,140 claims lodged with Suncorp as of 6 May, 2025 reveals the hardest-hit areas

Top five regions by claims volume:

①	Brisbane	52.0%
②	Gold Coast	34.9%
③	Richmond-Tweed	7.2%
④	Wide Bay-Burnett	2.4%
⑤	Sunshine Coast	1.1%

Top five worst impacted locations:

①	Runaway Bay
②	Redland Bay
③	Nerang
④	Mudgeeraba
⑤	Banora Point

Claims breakdown

The majority of claims relate to residential properties, highlighting the significant impact on homeowners.

Home



28,404
claims

Motor



1,372
claims

Commercial



1,364
claims

More than **9,738** **claims** were lodged for **food spoilage**, likely a consequence of widespread power outages caused by the destructive winds.





Swift preparation and comprehensive response

Suncorp's Disaster Management Centre was activated well in advance of the cyclone's landfall, demonstrating the insurer's commitment to proactive customer support.

Key actions included



Sending over **107,000 SMS messages** to customers with crucial preparation advice.



Providing **reassurance and guidance** to customers still recovering from the 2023 Christmas storms.

Tropical Cyclone Alfred made landfall as a Category 1 system over Moreton Island around midnight on Saturday, 8 March. Suncorp teams responded swiftly, initiating proactive customer outreach even before landfall in safe areas.

Post-impact, this support continued, guiding customers through the claims process with over **523,000 SMS messages**.

In an impressive display of dedication, over



400 Suncorp employees volunteered

their time to support Customer Support Teams, easing the burden during peak demand.

Learn [more about Suncorp's DMC](#)

Learn [more about Suncorp's response](#)

Transition from recovery to on-the-ground support

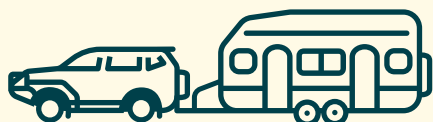
As immediate relief efforts transitioned to recovery on Tuesday, 11 March Suncorp deployed significant on-the-ground resources.



36 assessors were deployed to seven Local Government Areas (LGAs).



Customer support teams and customer relationship managers were **deployed to nine communities**.

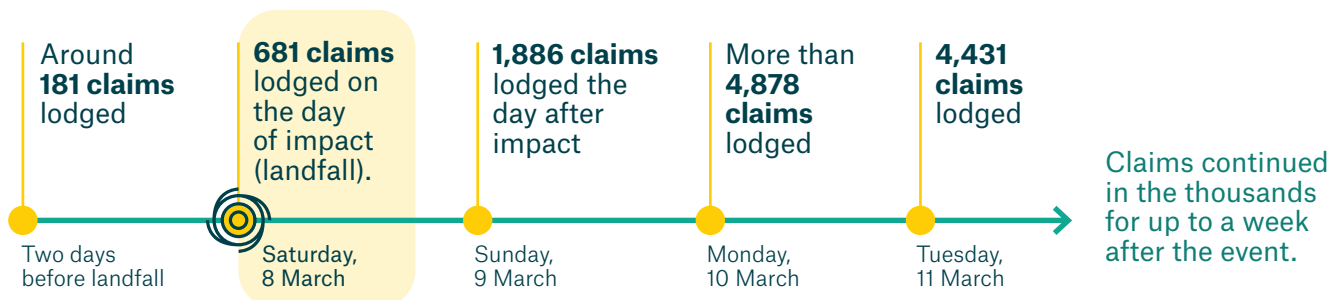


Mobile Disaster Response Hubs hit the road across southeast Queensland and northern NSW, providing vital face-to-face assistance.

Claim numbers illustrate the intensity of the event

The rapid increase in claim lodgements highlights the immediate and widespread impact of ex-Tropical Cyclone Alfred.

Timeline of lodgements





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It’s incredibly rewarding to see our recent investments in leading disaster management capability and resources, including our state-of-the-art Disaster Management Centre, expanded claims team and mobile response hubs already making such a difference in the way we support our customers and communities in times of need. Suncorp remains committed to supporting its customers and the affected communities throughout the recovery process.

”

Steve Johnston
Suncorp CEO |

Meteorological analysis

Tropical Cyclone Alfred was officially named on 25 February and peaked as a Category 4 system on 27 February before making landfall as a Category 1 over Moreton Island. The system brought destructive wind gusts, causing widespread power outages.

Top wind observations:

- | | |
|---------------------|----------------|
| ① Byron Bay | 120km/h |
| ② Gold Coast Seaway | 107km/h |
| ③ Redcliffe | 104km/h |

The system also delivered significant rainfall across the affected regions.

Top rainfall observations:

- | | |
|----------------|----------------|
| ① Springbrook | 1116 mm |
| ② Tweed Heads | 715 mm |
| ③ Mt Tamborine | 675 mm |

Brisbane experienced its wettest day since the 1974 floods, with rainfall totals ranging from 275 mm to 307 mm. The southeast coast and Northern Rivers saw between 150 and 300 mm of rainfall.

Learn [more about Suncorp’s DMC](#)
Learn [more about Suncorp’s response](#)

Event context and future implications



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While tropical cyclones are common across the Coral Sea, it is relatively rare but not unheard of for systems to make landfall this far south across southeast Queensland. In a warming climate and subsequently sea surface temperatures, events like this will become more likely, potentially extending further south in decades to come. This highlights the increasing importance of preparedness and resilient infrastructure in the face of a changing climate.

”

Andrew Bufalino
Suncorp Severe Weather
Meteorologist



Map shows the tracking and corresponding intensity across southeast Queensland. Sourced by the Bureau of Meteorology.