



# Nominate an AIA Vitality Champion in your business

**What should you look for? Who is the perfect candidate in your business?**

- They must have a good understanding of the AIA Vitality program or be prepared to gain this. (They could already be an AIA Vitality member themselves)
- Someone who is confident to call/email/text members and talk to them about their AIA Vitality journey
- Someone who is passionate about helping people achieve their health and wellbeing goals
- Someone who has the capacity to include this as part of their job description, on top of their current workload
- Someone who enjoys and is good at event management
- Someone looking for a new challenge within your business and a great opportunity to own something themselves.
- Someone who has or can develop a good relationship with their AIA Australia CDM
- Someone who is passionate about health and wellbeing
- Someone who is comfortable and confident around technology and social media

**What activities should they perform?**

- AIA Vitality reporting analysis – how are clients tracking towards retaining status discounts for your conversation at review time.
- Create targeted activities for various AIA Vitality statuses eg ways to use voucher rewards such as Endota Spa around Mother's Day, movie tickets in holidays.
- Check-in with your AIA Vitality clients quarterly
- Stay up to date with AIA Vitality changes
- Communicate AIA Vitality changes to clients
- Run wellness days (AIA Vitality Experience Days)

**How will AIA support your Vitality Champion?**

- Attend our regular AIA Vitality champion sessions
- Use our AIA Vitality Coach as a dedicated resource
- Join our AIA Vitality Champions tally board
- Champions eligible for rewards around client engagement