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Media Release

AIA Australia helps cement Danny Frawley's legacy

Melbourne, 26 March 2021 – AIA Australia has broadened its partnership with the St Kilda Football Club, by coming on board as principal supporting partner of *Spud's Game: Time 2 Talk*. The match, intended to raise awareness for suicide prevention and mental health, will take place this Saturday, 27 March against Melbourne Football Club.

As the club's official life, health and wellbeing partner, AIA Australia is working closely with St Kilda to pay tribute to the late Danny Frawley and raise crucial funds to support research-based mental health programs at the soon to be launched Danny Frawley Centre for Health and Wellbeing.

The world-class centre at RSEA Park will be powered by AIA Australia's AIA Vitality and will host mental health facilities, shared work areas for program development and research, an education room to host prevention and training programs, and a dedicated space for the community to come together.

St Kilda Executive Chief Executive Office Matt Finnis said the extension of the partnership was incredibly special ahead of a significant week for the club.

"It's amazing to have AIA Australia further show its commitment towards the health and wellness of Australians, particularly for those in Melbourne's bayside region," Finnis said.

"AIA Australia has a proven commitment to the health and wellness of Australians for over 47 years, and their generous support of *Spud's Game: Time 2 Talk* and the Danny Frawley Centre for Health & Wellbeing speaks volumes towards this.

"We're looking forward continuing our work with AIA Australia and are optimistic that through this initiative and the work done through the Danny Frawley Centre, we will further create a positive impact within the community."

CEO and Managing Director of AIA Australia and New Zealand Damien Mu echoed Finnis' sentiments.

"We are honoured to join forces with St Kilda Football Club to cement Danny Frawley's legacy and make a difference in people's lives," said Mr Mu.

"AIA is led by its purpose to make a difference in people's lives and champion Australia to be one of the healthiest nations in the world. We are proud to be involved with the Danny Frawley Centre for Health & Wellbeing, which will provide crucial mental health facilities, research and development, as well as education for the wider community.

"This weekend's *Spud's Game: Time 2 Talk* will play a pivotal role in raising awareness about mental health within the community. At AIA Australia we are committed to normalising these conversations so that people can feel that they can speak up about their mental health and get help, before it is too late".

The Danny Frawley Centre, which will be powered by AIA Vitality, is based out of the club's headquarters at RSEA Park, Moorabbin and is set for completion in early 2022.

Spud's Game: Time 2 Talk will be held at Marvel Stadium on Saturday 27 March against Melbourne Football Club for St Kilda's first home game of the 2021 AFL Premiership Season.

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About AIA Australia

AIA Australia is a leading life insurance specialist with over 48 years' experience. With a unique customer value proposition focused on life, health and wellbeing, our purpose is to make a difference by helping our members and the community to live healthier, longer, better lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In November 2019, AIA Australia commenced a Joint Cooperation Agreement (JCA) with the Commonwealth Bank of Australia (CBA) for the joint operation of their Australian life insurance businesses, AIA Australia and CommInsure Life. The JCA enables AIA Australia to exercise a level of direct management control and oversight over CommInsure Life.

Together, AIA Australia and CommInsure Life offer a range of products that protect and enhance the lives of more than 3.8 million Australians. Our vision is to embrace shared value in championing Australia and New Zealand to be the healthiest and best protected nations in the world.

AIA Australia has been recognised with multiple awards, including the Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), iSelect Partner Awards Insurer of the Year (2019), Insurance Asia International Life Insurer of the Year (Australia, 2020), Shared Value Awards Corporate Organisation Leading Through Shared Value (2019) and Shared Value Awards Organisation of the Year (2020).

Further information at www.aia.com.au.

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