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Media Release

AIA Australia launches free wellbeing coaching service

The 12-month pilot offers free and accessible wellbeing coaches from Mindstar for AIA Vitality members with Priority Protection policies

Melbourne, 9 March 2021 – Leading life insurer AIA Australia has launched a new service for users of its science-backed health and wellness program AIA Vitality, to encourage Australians to take the time to check in with their health and wellbeing.

In partnership with innovative wellbeing solutions company Mindstar, the *AIA Vitality Wellbeing Check-In Program* provides Priority Protection customers who use AIA Vitality with the opportunity to access two free “wellbeing check-in” sessions with a Mindstar wellbeing coach, all of whom are experienced professionals. Conveniently, the sessions are conducted over the phone.

Following the launch of Mentemia in mid-2020 – a free digital app encouraging users to check in with their mental wellbeing each day – the pilot program is the next step in AIA Australia’s investment in customer wellbeing, and an example of its commitment to shared value.

CEO and Managing Director of AIA Australia and New Zealand, Damien Mu, said: “The past 12 months have created significant levels of stress and concern which we know is having an impact on mental health, the long-term implications of which are not yet known.

“We don’t want to wait until our customers have an issue that precludes them from being able to work or take part in other life activities, before we step in to support them; we want to be their partner throughout their life, and inspire and support them to live healthier, longer, better lives. This benefits our customers, our business and the community more broadly.

“We are excited to pilot a service that will provide our customers with tools and strategies to check in with themselves, improve their resilience and assist them with where to go for further help if required,” said Mu.

Aaron Williams, Mindstar CEO and Co-Founder, said: “We live in an increasingly busy, stressful, and often overwhelming world. As we each come to terms with the rapid changes around us and the uncertainty of COVID-19, many of us are feeling exhausted and stretched pretty thin.

“The truth is that everyone struggles from time to time, and that sometimes we all just need a helping hand. That’s exactly what the wellbeing coach program provides.”

To take up the offer, eligible AIA Vitality members complete a health review self-assessment, which operates as a baseline from which members can take small steps to improve their health over time.

Research released by AIA Australia in 2020 in partnership with Quantium Health, found that if Australians made healthier lifestyle choices and practiced at least average health habits, this could result in 300,000 fewer depression incidences per year, 4.7 million recovered working days for employers and a saving of \$3 billion per year to the economy.

Mr Mu, said that right now, health is at the forefront of everyone’s minds, and it was important for Australians to understand that small lifestyle changes can have a significant positive impact on their health and wellbeing.

“At AIA, our purpose is to make a difference, and to champion Australia and New Zealand to be the healthiest and best protected nations in the world. We want to inspire our customers to take small steps that lead to long-

term improvements in their health and wellbeing, and checking in with our wellbeing coaches is a great opportunity to do that,” Mu added.

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About AIA Australia

AIA Australia is a leading life insurance specialist with over 47 years’ experience. With a unique customer value proposition focused on life, health and wellbeing, our purpose is to make a difference in people’s lives.

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. With AIA Vitality – the world’s leading science-based health and wellbeing program – we help members to live healthier, longer, better lives.

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), and iSelect Partner Awards Insurer of the Year (2019).

Further information at www.aia.com.au.

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