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Media Release

AIA Australia partners with Australians for Mental Health to drive mental health reform

Melbourne, 29 November 2021. Leading life, health and wellbeing insurer AIA Australia has partnered with Australians for Mental Health, a not-for-profit group advocating for the Australian Government to implement a clear roadmap to improve the nation's mental wellbeing. Joining forces, the duo will spark increased awareness and advocate for reform of Australia's mental health system.

Founded by Pat McGorry AO, Australians for Mental Health is supported by business, philanthropists and a community of people with lived experience of mental illness and who are passionate about improving Australia's mental health system. Driven by their aligned belief that all Australians should have access to effective and quality care, both AIA Australia and Australians for Mental Health consider that imminent change is needed to protect the wellbeing of the country.

20 per cent of Australians aged 16-85 experience a mental health condition in any given year and concerningly, 54 per cent of Australians with a diagnosed mental health condition also do not receive adequate support¹. Suicide is the leading cause of death in young people and accounts for the largest number of productive years of life lost due to premature death (115,000 each year in Australia), far exceeding that due to heart disease or cancer².

AIA Australia's decision to partner with the not-for-profit forms part of its focus on promoting early intervention and prevention-based initiatives to reduce the incidences, severity and duration of chronic mental illness. Earlier this year, AIA Australia released its 5590+ report, which shows the increasing impact that mental health related conditions and disorders have on global health statistics.

CEO and Managing Director of AIA Australia and New Zealand, Damien Mu said, "*We're thankful for the opportunity to partner with Australians for Mental Health to initiate further improvements to Australia's mental health system.*"

"Traditionally, efforts to combat mental illness have focused on treatment and cure late in the course of illness, rather than on prevention or early intervention. AIA Australia believes that preventative interventions that promote mental wellbeing and reduce the risk of mental health conditions are vital for championing better outcomes for Australians."

Campaign Director for Australians for Mental Health, Chris Raine said, "*We are so excited to partner with AIA Australia on these important reforms over the coming years. It is a courageous move for a company to invest in advocacy and we applaud AIA Australia for getting involved. We look forward to working with this great organisation, so we can create a mental health system that will benefit all Australians.*"

To learn more about Australians for Mental Health, visit:

<https://www.australiansformentalhealth.org.au/about/>

To read AIA Australia's 5590+ report, visit:

<https://www.aia.com.au/content/dam/au/en/docs/reports/5590-report.pdf>

¹ https://www.blackdoginstitute.org.au/wp-content/uploads/2020/04/1-facts_figures.pdf

² <https://www.aia.com.au/content/dam/au/en/docs/reports/5590-report.pdf>

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About AIA Australia

AIA Australia is a leading life insurance specialist with over 48 years' experience and a commitment to help Australians 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 2021, CommInsure Life was integrated into AIA Australia. The lives of more than 3.8 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. 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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