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## Media Release

### **AIA Australia to team with the Sydney Swans to incentivise healthier, longer, better lives.**

**Melbourne, 5 February 2021** – AIA Australia has announced a new AFL partnership, this time with the Sydney Swans as the club's Official Life, Health and Wellbeing Partner, as well as Membership Partner.

AIA Australia is a leading life and health insurer with more than 47 years of experience, offering a range of products to protect the health and wellbeing of more than 3.8 million Australians.

AIA has partnered with several other AFL clubs in pursuit of its dream to make Australia and New Zealand the healthiest and most protected nations in the world. Through these partnerships AIA hopes to encourage education and discussion about positive physical and mental health.

AIA Australia CEO and Managing Director Damien Mu was excited about the new partnership.

"It is a privilege to be able to team up with the Sydney Swans as their Official Life, Health and Wellbeing Partner.

"We are excited that we will get to connect with Sydney Swans members and fans in 2021 and empower and incentivise them to take small steps to improve their health and wellbeing.

"It is hugely rewarding to be involved with the AFL community, and to know we can play a part in making a difference in people's lives."

Sydney Swans CEO Tom Harley echoed the enthusiasm about the new partnership and the ability for AIA and the Swans to work together on their shared passions of health and wellbeing.

"We're thrilled to welcome AIA Australia to the Sydney Swans family and we believe there is a great alignment between our two brands," Harley said.

"Health and vitality are incredibly important in our daily activities at the Swans, not just in terms of getting the most from our elite athletes, but also for our broader staff.

"We know that eating, thinking and moving well can impact quality of life, and we also know these are areas that AIA Australia is passionate about, so we look forward to working with them to promote and support wellbeing."

To welcome the new partnership, AIA Australia will be providing exclusive offers to Sydney Swans Members in the coming month. To learn more about these offers, members and fans can access: [membership.sydney-swans.com.au](https://membership.sydney-swans.com.au).

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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), 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](http://www.aia.com.au).