



AIA Australia Limited
(ABN 79 004 837 861 AFSL 230043)

PO Box 6111
Melbourne VIC 3004
Phone : 1800 333 613
Fax : 1800 832 266
AIA.COM.AU

Media Release

AIA Australia welcomes Fremantle Football Club to the AIA Family

Melbourne, 6 May 2021 – AIA Australia has become the official Life, Health and Wellbeing Partner of the Fremantle Football Club.

The new partnership will provide members and fans with innovative and inspiring ways to live healthier, longer, better lives. Fremantle supporters will also receive special offers from AIA from time to time.

A life and health insurer with over 48 years of experience, AIA Australia offers a range of products to protect the health and wellbeing of more than 3.8 million Australians.

AIA Australia CEO and Managing Director Damien Mu said “I’m thrilled we have this opportunity to be the club’s official Life, Health and Wellbeing Partner. We know how important footy is for so many people, and so it’s a real privilege to work with Fremantle to inspire their fans and members to take small steps to improve their physical and mental wellbeing.”

The insurer has partnered with multiple AFL clubs in the last year as it considers there is a strong alignment in their values around physical and mental health.

Mu added, “There is a strong connection between AFL and AIA and it has been so rewarding to see and hear about the positive changes occurring through our partnerships with these AFL Clubs. We are eager to kick-start this partnership with the Freo Dockers so that we can broaden our ability to make a difference in people’s lives.”

Club CEO Simon Garlick welcomed AIA Australia to the Fremantle family. “At Fremantle, not only is the health and wellbeing of our players paramount but we see our position as a prominent sporting organisation as a chance to inspire our members and supporters to live healthier, longer and better lives,” Garlick said.

“This is why we’re thrilled to partner with AIA Australia, who are equally committed to their customers as one of Australia’s leading life and health insurers.

“Thanks to AIA Australia, we will have an exciting offer coming soon for our members and supporters, so stay tuned!”

Contact: Sarah Phillips
AIA Australia
T: +61 498 494 791
E: Sarah.Phillips@aia.com

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, Commlnsure 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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