



FOR IMMEDIATE RELEASE:

AIA Australia CEO partners with Australians for Mental Health, advocating for transformative government action in response to mental health crisis

Australians for Mental Health today welcomes its newest ambassador – the latest addition to a growing movement working to transform the mental health status quo.

AfMH Executive Director, Chris Gambian, today announced that CEO of leading life, health and wellbeing insurer AIA Australia, Damien Mu, has joined as an ambassador.

“The mental health of the Australian people is in crisis and it needs a crisis response,” Gambian, said. “I am excited today to announce that Damien Mu will be bringing his decades of experience to our campaign to transform Australia’s mental health.”

“Damien is passionate about making a difference in people’s lives and I’m honoured that he believes in the work of Australians for Mental Health, and will bring his knowledge, passion and dedication to help address this essential issue.”

AIA Australia CEO Damien Mu said he was looking forward to extending AIA Australia’s support for Australians for Mental Health by acting as an ambassador, “For the last three years, AIA Australia has contributed financially to Australians for Mental Health, supporting them in their mission to create a fundamental change to how Australia manages the mental health crisis. I’m thrilled to now join them as an ambassador, to continue to raise awareness and incite action.

“As a life and health insurer, AIA Australia sees first-hand the significant impact that mental illness has on Australians and their families. Claim payments for mental health related conditions have increased by 72% in our life insurance business since 2019, and it is the leading cause of our Income Protection claims.

“The statistics around mental ill-health are no doubt sobering, but we have an opportunity to make a difference that can have a profound impact for all Australians. Businesses can work alongside government and not-for-profits to address societal problems. In my role as an ambassador, I will ensure that the voices of our customers navigating the healthcare system are heard.

“Transformative change starts with the voices of those with lived experience, so it’s crucial that we listen.”

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About Australians for Mental Health:

Australians for Mental Health is a national grassroots campaign organisation made up of thousands of members from across Australia who work together to improve mental health and wellbeing outcomes by challenging the policies, laws, attitudes and behaviours that fuel mental harm at every level of government; and

- Reshaping Australia as a place where mental health can thrive.

About AIA Australia

AIA Australia is a leading life insurance specialist with 50 years' experience and purpose to make a difference in people's 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 3.1 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 to be the healthiest and best protected nation in the world.

In pursuit of this, AIA Australia has developed AIA Embrace- a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including the ANZIIF Life Insurance Company of the Year (2023, 2022), Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

Further information at www.aia.com.au.

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