



**HEALTHIER, LONGER,  
BETTER LIVES**

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## Media Release

### **AIA Australia teams up with badminton professional player Gronya Somerville**

**Melbourne, 19 January 2024** — Leading life, health and wellbeing insurer AIA Australia has announced Australian female badminton champion, Gronya Somerville, as its new AIA Ambassador.

Ms Somerville has been a professional badminton player since 2012, competing in 2020 Tokyo Olympics and in three Commonwealth Games, with her sights currently set on Paris 2024 Olympics.

Stephanie Phillips, Chief Marketing and Shared Value Officer, AIA Australia, said: “We’re excited to welcome Gronya as our ambassador in a year where she has a chance to compete in a worldwide competition. As a professional athlete, she is an inspiring figure of her sport who has strong connections to its enthusiastic fanbase.”

“We share a mutual passion for health and wellbeing and for encouraging communities to stay active. We look forward to working with Gronya to help carry her message to inspire others to try badminton and for athletes to sharpen their skills.

“We continue to support and invest in women in sport as we are doing with Ash Barty, Stephanie Gilmore, Layne Beachley, and more. This partnership with Gronya further supports our commitment to help Australians lead healthier, longer, better lives.”

Ms Somerville said: “I’m thrilled to work with AIA, a life and health insurer that lives and breathes its commitment for health and wellbeing. I look forward to opportunities to promote healthy living on and off the court and have a positive impact on the wider community.”

Ms Somerville made history by becoming the first Australian to win a Grand Prix title – winning both the Canada Open & Dutch Open in the same year.

She currently balances her badminton career with post-graduate studies in Sports Management, as well as growing her business, BADFIT, an online training program specifically designed for badminton players.

This partnership comes after AIA announced it had partnered with Badminton Victoria to invest and support the sport and deepen its ties to the badminton community locally.

“While we do support sport codes that have large mass appeal such as the AFL, we’re also excited about the opportunity to lift other codes that may have smaller, but equally as passionate communities and followers, and where we know our participation goes a long way,” Ms Phillips added.

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#### **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, ComInsure Life was integrated into AIA Australia. The lives of more than 5.7 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 ANZLIF 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](http://www.aia.com.au).

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