



FREQUENTLY ASKED QUESTIONS

Priority Protection Discounts

November 2025 | For Advisers



Contents

Healthier Life Reward.....	3
AIA Vitality discounts.....	5
Priority Protection discounts	7

When are these changes effective from?

The new discount structures for Priority Protection are effective from 9 November 2025.

What are the new discounts?

- Increasing the Healthier Life Reward discount from 2% to 8% for Lump Sum policies.
- The Healthier Life Reward discount is now available for a BMI range between 18 to 28 inclusive.
- A simplification of the AIA Vitality discount, now starting at 10% for both Lump Sum and Income Protection policies.
- Clients now only have to achieve Silver Status to maintain their AIA Vitality Discount.
- A new AIA Vitality Healthy Check discount of 5% when your client completes a valid AIA Vitality Health Check once every two membership years.
- Increase to the Initial selection discount (ISD) starting at 15% and reducing 5% each year until it reaches 0% on the 3rd policy anniversary.
- A new Extended selection discount (ESD) of 2% which is automatically added to the life of the Priority Protection policy when the ISD is not selected.

We've also simplified the structure of our Lump Sum Bundle Discount of 4% and Bundle Discount of 10%, removing the enhanced discount where the Healthier Life Reward discount applies and the half fixing of the AIA Vitality Discount.

How are discounts applied?

The discounts are applied on a cumulative basis. Therefore, where more than one type of discount applies to your clients premium, the discount percentages are applied one at a time. This means that each discount after the first will be applied to the premium already reduced by the previous discount.

Healthier Life Reward

What is included in the Healthier Life Reward (HLR) discount?

If the life insured meets the HLR discount criteria they will receive an 8% discount. The discount will be applied to the premium rates of Life Cover Plan, Crisis Recovery Stand Alone and Superannuation Life Cover Plan (the lump sum benefits). It will not apply to any Income Protection benefits under the same policy.

What are the HLR discount criteria?

The HLR discount is available only as part of a new business application from Priority Protection PDS version 32, with the below criteria at the time of application for the policy:

- Body Mass Index (BMI) is between 18.00 and 28.00 inclusive
- The life insured is accepted as a non-smoker
- The policy must be issued with no premium loadings resulting from medical underwriting and must not include the following benefits – Accident Death, Accidental TPD, Crisis Recovery restricted to a module (Cancer and Coronary, Cancer Plus or Coronary Plus)
- The life insured is or has applied and is eligible to become an AIA Vitality member. Continued AIA Vitality membership is required to maintain the HLR benefits.

For Linked Benefits (Superannuation PLUS and Maximiser), the HLR discount applies only when both policies meet the HLR criteria.

Will I be able to produce a quote reflecting the HLR discount in e-App?

Yes. Simply select Yes in the Healthier Life Reward radio button in e-App and enter your client's height and weight. Where your client is eligible, the HLR discount(s) will be reflected in the quote.

What if an application is found to be subsequently ineligible for the HLR discount due to an underwriting outcome?

The original quote generated will need to be replaced with the HLR discount removed. Possible scenarios are outlined below:

Scenario 1	If the policy is applied for through eApp or tele-app, and the underwriting outcome applies a medical loading with a Special Acceptance Terms (SAT) to be issued, our underwriters will update the application and automatically remove the HLR discount and let you know of the client's ineligibility for the HLR discount when discussing the revised terms.
Scenario 2	If the policy is applied for through eApp or tele-app and is ineligible for reasons other than medical loadings, such as an ineligible BMI disclosed in the short medical exam, our underwriters will update the client's BMI information. Our New Business Administration team will then request a new signed quote from you with the HLR discount removed.

What happens if a quote is generated without the HLR discount but my client qualifies for the discount?

If a quote is not generated with the HLR discount, and your client meets the eligibility criteria, the policy(ies) will be issued with the HLR discount(s) applied.

Are there any ongoing eligibility criteria that need to be met to continue to receive the HLR discount?

The policyholder must continue to be an AIA Vitality member to be eligible for the HLR discount.

What happens to in-progress applications submitted prior to the release of PDS version 32?

The revised HLR discount is available only as part of a new business application from PDS version 32. Therefore, any in-progress applications received on PDS version 31 will not have the revised HLR discount applied. You can re-submit a quote and application from 9 November 2025 to qualify for the revised HLR discount.

What happens on Cancel and Replacement of an existing policy?

The replacement of a Priority Protection policy will only be eligible for the revised HLR discount if the original policy had the HLR discount applied. The HLR discount is not available for a cancel and replace of policies on PDS version 27 or earlier (policies issued prior to 16 April 2023).

Is the HLR discount applied at a policy level or at a customer level?

It is applied at a policy level. If a policy has met all the HLR discount criteria on one policy (i.e., a Life/TPD policy) but not on another (i.e., a Crisis Recovery Stand Alone policy), the HLR discount will only apply on the policy which has met the criteria. For Linked policies, where one policy is structured outside superannuation and another is structured inside superannuation, the policies will be treated as 'one policy' for the purposes of the HLR discount i.e. both policies need to meet the HLR criteria to qualify.

If a policy with the HLR discount lapses and is reinstated, will the HLR discount be applied?

Yes, subject to the lapsed policy being reinstated within 60 days and the reinstatement of the AIA Vitality membership, the HLR discount will be reapplied. However, as per the policy terms, the life insured may be required to provide evidence of continued good health and eligibility prior to reinstatement of the policy subject to underwriting approvals, which may impact the eligibility to reapply the HLR discount on the policy.

I have a client with the original HLR discount of 2%, will their discount increase to 8%?

No, the 8% discount only applies to new Priority Protection policies quoted on or after 9 November 2025.

AIA Vitality discounts

The AIA Vitality discounts include:

- AIA Vitality discount of 10%
- AIA Vitality Healthy Check discount of 5%

Is the 10% AIA Vitality discount change similar to the previous discounting structure?

To encourage engagement in the AIA Vitality program and supporting clients in knowing their health, we have added the Silver Status target. Where a client does not reach Silver Status in a policy year, their AIA Vitality discount will reduce by 5% annually until they reach 0%. However, upon reaching Silver Status, your clients 10% AIA Vitality discount will be reinstated at their new policy anniversary.

					
Status		Silver	Gold	Platinum	Bronze
		Initial Discount	Achieve Silver Status or above		Bronze Status
AIA Vitality discount**		10%	10%*		-5%
AIA Vitality Health Check discount#		5% discount when your client completes an AIA Vitality Health Check once every 2 years of membership			

* A max of 10% AIA Vitality discount can be applied to a Priority Protection policy

This applies to both Lump Sum and Income Protection policies

If my client doesn't reach Silver Status over 2 policy anniversary years, how long will it take to get their discount back?

If your clients AIA Vitality discount has decreased to 0%, they just need to re-engage in the program and reach Silver Status and their policy will have the full 10% discount reinstated at their next policy anniversary.

Why has the target been adjusted to Silver Status?

Previously, clients had to reach Gold Status to maintain their discount and Platinum Status to increase their discounts. However, we acknowledge that for many clients this was a difficult target to reach.

We wanted to promote engagement in the program, and we recognise the benefits in having clients engaging with their health. Our data shows greater engagement leads to greater health outcomes. A stronger focus on engagement is important as it delivers shared value for all stakeholders; you and your practice, your clients through meaningful health and wellbeing benefits as well as amazing program awards, including valuable ongoing discounts on insurance premiums, and AIA via improved persistency and lower claims. As a result, our initiatives centre on clients reaching Silver Status to support greater early engagement.

Can my existing AIAA client add the new AIA Vitality discount structure to their existing Priority Protection policy?

No, the new AIA Vitality discount is only available for new Priority Protection policies with a new AIA Vitality membership. For existing Priority Protection clients, their AIA Vitality discount will be based on the issue date of the insurance policy.

Can my existing AIAA clients get the 5% AIA Vitality Health Check discount?

No, the AIA Vitality Health Check discount is only available to new Priority Protection clients.

My client isn't eligible for the new AIA Vitality discount and AIA Vitality Health Check discount, what discount will they receive?

Policies issued on or after 14 December 2019 and before 9 November 2025, the Lump Sum Initial Discount in respect of Lump Sum Benefits is 17.5% and Income Stream Initial Discount in respect of Income Stream benefits is 7.5%.

Policies issued prior to 14 December 2019, the Lump Sum Initial Discount in respect of Lump Sum Benefits is 12.5%.

Full details of the rules relating to premium discounts (where the life insured is also an AIA Vitality member) can be found in the [Premium Adjustment Rules](#).

What happens if my client has the new AIA Vitality discounts but cancels their membership?

If your client cancels their AIA Vitality membership, their discounts will be removed at the next policy anniversary.

If my client cancels their AIA Vitality membership, can they still receive the AIA Vitality Health Check discount?

No, to complete the AIA Vitality Health Check, clients need to have an AIA Vitality membership to access the AIA Vitality app and submit their results.

What happens if my client decides to reinstate their AIA Vitality membership?

If your client decides to reinstate their AIA Vitality membership, their AIA Vitality discount of 10% will be reinstated. They will also be able to complete the AIA Vitality Health Check to receive the 5% discount. This only applies to clients who were previously eligible for the new AIA Vitality discounts.

If your client was previously eligible for the older AIA Vitality discounts, then their discounts will be based on the issue date of the insurance policy.

Priority Protection discounts

What policy discounts updates were announced on 9 November 2025?

- Initial selection discount (ISD), which has increased to 15%, and reduces by 5% each year until it reaches 0% on the 3rd policy anniversary. You need to select this when completing a quote for your client. The new ISD starts at 15% in year 1, reducing to 10% in year 2, 5% in year 3 and 0% in year 4.
- The previous ISD started at 10% in year 1, reducing to 5% in year 2 and 0% in year 3 onwards
- Extended selection discount (ESD) is a new 2% discount applied for the life of the policy where ISD isn't selected.
- Change to the Lump Sum Bundled Discount and Bundled Discount which is now no longer attached to the Healthier Life Reward.

Can my existing clients apply for the Extended selection discount (ESD)?

No, the ESD is only for policies where the quote was completed on or after 9 November 2025.

What happens if my client cancels and replaces their existing policy, will they be eligible for the ISD or ESD?

No, the increased ISD and ESD are only applicable to policies where the quote was completed on or after 9 November 2025.

What are the Lump Sum Bundled Discount and Bundled Discounts?

- **Lump Sum Bundled Discount** – is a 4% discount on your clients lump sum policies when they apply for a Life, Total and Permanent Disability and Crisis policy.
- **Bundled Discount** – is a 10% discount on your clients lump sum policies when they apply for a Life, Total and Permanent Disability, Crisis and Income Protection policy. The discount does not apply to the Income Protection policy.

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