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Media Release

New study to understand financial advisers' wellbeing

AIA Australia launches first national mental health study for advisers

Melbourne, 11 November 2020 – AIA Australia has collaborated with Deakin University and Dr Adam Fraser on a research project to examine the mental wellbeing of Australia's financial advisers.

The project, called *The Adviser Voice*, has the following objectives:

1. Understanding the current state of mental health and wellbeing of financial advisers
2. Learning the habits and attitudes associated with those advisers who are currently experiencing positive mental health wellbeing, and how they have responded to industry changes
3. Understanding the mindsets and behaviours that are evolving within advisers in order to deal with significant disruptions.

The study comprises three components:

- a survey of 1,000+ advisers
- in-depth, one-on-one interviews exploring issues in greater detail
- a seven-day diary study.

AIA Australia and New Zealand CEO and Managing Director, Damien Mu said delivering this important initiative was aligned with AIA's commitment to helping Australians live healthier, longer, better lives.

"Australian financial advisers play a critical role in society, through helping their clients and their families. They are an extremely important partner for us as a life and health insurer; we see firsthand the value of advisers in ensuring the financial wellbeing and protection of Australians.

"Advisers have been through a huge amount of disruption in recent years – starting with the Future of Financial Advice reforms, through to the Life Insurance Framework, new education and compliance requirements, and now the effects of the pandemic.

"We want advisers to have the support and the resilience they need to not only survive, but to revive their businesses and to ultimately thrive, so they can continue to help Australians get access to quality advice and meet their financial wellbeing needs," Mr Mu said.

Financial advisers can participate in the study by completing the survey [here](#). Deakin University will separately invite individual advisers to take part in one-on-one interviews or to participate in the diary study.

All data is intended to be gathered before the end of 2020, with analysis commencing early in the New Year.

For media enquiries and further information, please contact:

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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 most 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), and iSelect Partner Awards Insurer of the Year (2019).

Further information at www.aia.com.au.

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