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Media Release

AIA launches new not-for-profit program

Melbourne, 21 April 2022 – Life, health and wellbeing insurer, AIA Australia, has launched an exciting new community and leadership program, focused on supporting Australians to live healthier, longer, better lives.

Called AIA Impact, the program will see senior leaders from AIA partnered with leaders of not-for-profit organisations that are focused on the prediction and prevention of chronic diseases.

Participants will develop a two-year strategic plan to assist the not-for-profit organisation to achieve their goals, and then execute key strategic projects using the skills and expertise of the AIA community.

AIA Australia CEO and Managing Director, Damien Mu said “There are five chronic diseases that lead to more than 90% of deaths in Australia, yet these are largely preventable. This is why a major focus of our work is on health promotion and the prevention and early detection of these diseases.

“The vision for AIA Impact is to provide opportunities for our people to work closely with organisations focused on preventing disease, to deliver health and wellbeing outcomes for Australian communities.”

To bring the program to life, AIA Australia has partnered with The Growth Project, which will deliver a structured development program for the AIA Impact participants over a two-year period.

AIA Australia is currently seeking expressions of interest from not-for-profits and will be interviewing and selecting four organisations in May, to take part in the program commencing in July.

AIA Australia is looking for leaders working on the prediction and/or prevention of one or more of the following diseases:

- cancer
- heart disease
- respiratory disease
- diabetes
- mental health conditions and disorders

More information about the program as well as application forms for not-for-profits, can be found on the AIA [website](#).

About AIA Australia

AIA Australia is a leading life insurance specialist with 50 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, CommInsure 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), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Corporate Organisation Leading Through Shared Value (2019), 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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