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Media Release

AIA teams up with Australians for Mental Health to turn ‘hold’ music into ‘help’ music

Melbourne, 28 March 2022 – Life, health and wellbeing insurer, AIA Australia, has teamed up with grassroots advocacy organisation, Australians for Mental Health (AfMH), recently launching the new campaign, ‘Holding out for Help’, which uses hold music to raise awareness of the long wait times faced by Australians seeking mental health treatment.

The campaign embeds messages into hold music created by one of Australia's top artists, Reuben Styles of hit electronic / dance duo, Peking Duk, urging customers on hold to turn their ‘hold time’ into ‘help time’ by joining the petition to end mental health wait times at www.holdingoutforhelp.com.

CEO and Managing Director of AIA Australia, Damien Mu, said, “We strongly support AfMH’s aim to encourage the Government to significantly step up its investment in mental health services. Mental health conditions are a leading cause of the global health burden and increased significantly during the pandemic. To help Australians live healthier, longer, better lives, mental health reform is needed.

“I’m pleased that we are supporting the ‘Holding out for Help’ campaign which is now active across our customer service phone lines and to be the first organisation to come on board with this innovative campaign.”

AfMH campaign Director, Chris Raine, said “Australia’s mental health system is overstretched, leaving millions of Aussies with mental health issues waiting for treatment, unsure when or if help may come.

“AfMH is proud to have launched the campaign with AIA Australia and share our message with their 3.8 million customers. We hope other Aussie businesses follow suit in turning their hold music into help music.”

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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, Commlnsure 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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