

Premiums discounts explained

November 2025 | For Advisers



AIA Priority Protection with AIA Vitality protects what is most important to your clients and encourages them to live a healthier, longer, better life.

Priority Protection discounts explained

To support clients applying for a new Priority Protection policy, we've developed a range of discounts designed to recognise those already on their health journey, those just starting out, and those focused on protecting what matters most—their livelihoods. Below are the discounts your clients may be eligible for when applying for a new Priority Protection policy.

Refer to the AIA Priority Protection [Product Disclosure Statement](#), [Adviser Guide](#) and [Premium Adjustment Rules](#) for full details.





	INITIAL SELECTION DISCOUNT	An Initial selection discount (ISD) on all benefits purchased with a Variable age-stepped premium pattern for the first three years of the policy starting at 15% and reducing each year by 5%. If the client opts out of the ISD, an Extended selection discount of 2% will automatically apply.
	HEALTH AND LIFE DISCOUNT	Clients who take out an eligible AIA Health policy receive an additional 5% discount on their Priority Protection premium as long as the AIA Health policy has AIA Vitality attached and is in force.
	LUMP SUM BUNDLED DISCOUNT (LSBD)	<ul style="list-style-type: none">• Requires all of the Lump Sum covers to be held, each with a premium of \$400 or more per year• 4% discount on Lump Sum covers.
	AIA VITALITY MEMBERSHIP DISCOUNTS[#]	<ul style="list-style-type: none">• Your client will need to opt into AIA Vitality program for an annual[#] fee of \$150• Initial 10% AIA Vitality Discount on all covers• Initial 5% AIA Vitality Health Check Discount on all covers. <p># See page 3</p>
	BUNDLED DISCOUNT (BD)	<ul style="list-style-type: none">• Requires both Income Protection Plan and Lump Sum Plan to be held, each with a premium of \$700 or more per year• 10% discount on Lump Sum covers• When your client is eligible for both the BD and LSBD only the higher BD applies to Lump Sum premiums.
	HEALTHIER LIFE REWARD (HLR)	<ul style="list-style-type: none">• Requires AIA Vitality to be held by new customers who are non-smokers, in a healthy BMI range with no medical loadings• 8% life-time discount on Lump Sum covers.

Case study





Michael is a 47 year old male non-smoker in a professional occupation who, with his financial adviser, decides to look at the below first year premium options based on an annual premium.

Option 1	Take out \$1 million of Life Cover, \$1 million of TPD (Own Occupation) and \$300,000 of Crisis Recovery on a Variable age stepped (also known as stepped premiums) premium basis
Option 2	To Option 1, add an Income Protection CORE policy with an insured monthly benefit of \$8,000 on a Variable age stepped (also known as stepped premiums) premium basis

Option 1 – when taking all Lump Sum covers

	Without any discounts	Without AIA Vitality	With AIA Vitality	With AIA Vitality & HLR	With AIA Vitality, HLR & AIA Health
Lump Sum Premium	\$3510	\$2884	\$2631	\$2441	\$2182
Savings	–	\$626	\$879	\$1069	\$1328
Discounts Included	–				

Option 2 – when taking both Lump Sum covers and Income Protection CORE

	Without any discounts	Without AIA Vitality	With AIA Vitality	With AIA Vitality & HLR	With AIA Vitality, HLR & AIA Health
Lump Sum Premium	\$3510	\$2710	\$2482	\$2304	\$2052
IP Core Premium	\$2896	\$2462	\$2105	\$2105	\$1999
Total	\$6406	\$5172	\$4587	\$4409	\$4051
Savings	–	\$1234	\$1819	\$1997	\$2355
Discounts Included	–				

Case study notes:

For Lump Sum covers: Initial Selection Discount, Yearly premiums, Variable age-stepped (also known as stepped premiums), VIC stamp duty and policy fee included, AIA Vitality member premiums include the \$150 AIA Vitality contribution fee and the AIA Vitality initial discount of 10% and AIA Vitality Health Check initial discount of 5% in this illustration. For Income Protection Core cover: Initial Selection Discount included. Yearly premiums, Variable age-stepped (also known as stepped premiums), Indemnity, Income Replacement Ratio: Flat 70%, Benefit Period 'To Age 65', 30 Day Waiting Period. VIC stamp duty included and the AIA Vitality initial discount of 10% and AIA Vitality Health Check initial discount of 5% for Income Protection. Case study is based on year 1 discounts.

Ongoing AIA Vitality savings

The initial discount is applied from the first premium due date after Michael has joined AIA Vitality. On every policy anniversary thereafter, the AIA Vitality initial discounts can flex up or down depending on the AIA Vitality Status at each policy anniversary. If Michael actively engages in the AIA Vitality program each year through regular physical activities and engages in online and in-person health checks, he will be able to maximise his ongoing premium discounts as well as receive AIA Vitality rewards and benefits, like discounts on gym memberships and cash back on eligible Virgin Australia flights.

The below table illustrates the initial discount and how it can change based on reaching various AIA Vitality statuses as at 9 November 2025.

					
Status		SILVER	GOLD	PLATINUM	BRONZE
	Initial Discount	Achieve Silver Status or above			Bronze Status
AIA Vitality Discount^	10%	10%*			-5%
AIA Vitality Health Check^	5% discount when your clients complete a 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

For more information, please read the [AIA Vitality Premium Adjustment Rules](#).

Cumulative savings on insurance premiums over 10 years

See how much Michael could save by achieving Silver Status for 10 years on top of the other AIA Vitality rewards.

Options	Premium Savings [^]		
	With AIA Vitality	With AIA Vitality & HLR	AIA Vitality, HLR & AIA Health
1. Lump Sum only policies	SAVE \$14,516 in total on LS	SAVE \$19,425 in total on LS	SAVE \$22,248 in total on LS
2. Lump Sum & Income Protection policies	SAVE \$18,351 on LS	SAVE \$22,953 on LS	SAVE \$25,599 on LS
	SAVE \$6,725 on IP	SAVE \$6,725 on IP	SAVE \$8,439 on IP
	SAVE \$25,077 in total	SAVE \$29,679 in total	SAVE \$34,038 in total

[^] AIA Vitality premium savings in the first 10 years if Silver Status is achieved every year. These savings include bundle discount, initial selection discount, AIA Vitality discount and the Healthier Life Reward discount. Consumer Price Index increases, AIA Vitality contribution fee, AIA Vitality Health Check Discount and any potential changes to base premiums are excluded.

AIA Vitality Terms and Conditions

AIA Vitality and AIA Vitality Starter are provided by AIA Australia. Access to the AIA Vitality or AIA Vitality Starter program arises under, and is subject to, the AIA Vitality Terms and Conditions. AIA Vitality and AIA Vitality Starter partners, benefits and rewards are subject to change at any time. For the most up-to-date information and to view the AIA Vitality Terms and Conditions see [aia vitality.com.au](#). Additional program partner terms and conditions may apply.

AIA Vitality has a \$150 yearly fee, paid monthly, half-yearly or yearly. If your client has AIA Health, they still pay the AIA Vitality fee - but it's part of their Health policy, not an extra charge.

The AIA Vitality Initial Discount of 10% and the AIA Vitality Health Check Discount of 5% on all benefits is only available for AIA Policies issued on 9 November 2025 or after. Policies issued on or after 14 December 2019, 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%.

Copyright © 2025 AIA Australia Limited (ABN 79 004 837 861 AFSL 230043). All rights reserved. This publication has been prepared for distribution to financial advisers only and is not for wider distribution. The information is current at the date of this publication and is subject to change. It provides general information only, without taking into account any individual's personal circumstances, objectives, financial situation or needs and is not intended to be financial, legal, tax, medical or other advice. You should consider the appropriateness of the information having regard to these factors and read the Product Disclosure Statement before making a decision in relation to any financial product. AIA Vitality is available with eligible products issued by AIA Australia. The case studies provided are for illustrative purposes only. For full terms and conditions of AIA Vitality partners, benefits and rewards, and to view the AIA Vitality Terms and Conditions and Benefit Guides see [aia vitality.com.au](#). Partner terms and conditions may also apply. AIA Australia has adopted the Life Insurance Code of Practice, which contains minimum standards of service that customers can expect from insurers. The code can be found at [aia.com.au/en/about-aia/about-us/industry-standards](#). AIA Australia has prepared a Target Market Determination which describes the class of consumers that comprise the target market for Priority Protection. The Target Market Determination can be sourced at [aia.com.au/tmds](#). AIA Vitality partners, benefits and rewards are subject to change at any time. For up to date information and to access the AIA Vitality Terms and Conditions visit [aia vitality.com.au](#). Partner terms and conditions may also apply.