

AIA VITALITY MEMBER JOURNEY



For AIA Priority Protection customers

March 2025

This roadmap represents an example member journey only and assessments can be completed in any order. To get started:

- **Activate your AIA Vitality membership**

If you haven't already done this, contact the AIA Vitality team on 1800 848 254 and they will resend your personalised activation link.

- **Download the AIA Vitality Australia app**

- Earn and track AIA Vitality Points¹
- See the activities that can earn you more points
- Learn more about the benefits available and the rewards you can earn



1. AIA Vitality Points are awarded per membership year.

* Silver Status Reward payment only available if Silver Status is achieved in the first six months of a new AIA Vitality membership or where an existing AIA Vitality membership is attached to an AIA life insurance policy for the first time. Please refer to the AIA Vitality Silver Status Reward [Member Terms and Conditions](#) for full eligibility criteria and details of this offer.

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