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Media Release

AIA Australia partners with Collingwood women's football team

Melbourne, 15 January 2021 – AIA Australia has announced a new partnership with Collingwood Football Club, as co-major sponsor of the AFLW team.

AIA Australia's logo will feature on the front of Collingwood's AFLW home guernsey and on the back of the away guernsey. The partnership will see community activations carried out throughout the AFLW season, and AIA Australia will be a part of branding and match-day fan engagement opportunities.

AIA Australia is a leading life and health insurer with over 47 years of experience, offering a range of products to protect the health and wellbeing of more than 3.8 million Australians. With a strong belief in the importance of shared value, AIA Australia is committed to educating and encouraging communities to take small steps to improve their health and wellbeing.

The announcement follows AIA Australia's recent partnerships with Essendon, North Melbourne, Hawthorn and St Kilda Football Clubs; however, Collingwood represents the business's first opportunity to partner with an AFLW team.

AIA Australia and New Zealand CEO and Managing Director Damien Mu said "Partnering with Collingwood, and in particular sponsoring the AFLW team, gives us the opportunity to champion women's health and wellbeing, as part of our commitment to helping Australians live healthier, longer, better lives.

"We are passionate about the mental and physical benefits that come from being involved with sports clubs, which play a pivotal role in connection, community and activity for their members.

"We look forward to inspiring Collingwood supporters in their own health and wellbeing journeys, as part of our dream to make Australia one of the healthiest and best protected nations in the world."

Collingwood's CEO Mark Anderson shared the excitement, noting "We are delighted to have the support of AIA Australia for Collingwood's upcoming AFLW campaign.

"There is a strong alignment in our values as we both strive to develop and invest in women's sport and ensure the athletes overall health and wellbeing is the utmost priority".

The new look jumper will make its first appearance on Thursday 28 January when Collingwood play Carlton at Ikon Park in the opening match of the 2021 AFLW season.

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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 best 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), iSelect Partner Awards Insurer of the Year (2019), Insurance Asia International Life Insurer of the Year (Australia, 2020), and Shared Value Organisation of the Year (2020).

Further information at www.aia.com.au.

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