



AIA Australia Limited
(ABN 79 004 837 861 AFSL 230043)
PO Box 6111
Melbourne VIC 3004
Phone : 1800 333 613
Fax : 1800 832 266
AIA.COM.AU

Media Release

AIA Australia teams up with Layne Beachley AO to empower the female surfing stars of tomorrow to lead healthier, longer, better lives

Melbourne, 17 May 2022 - Leading life, health and wellbeing insurer AIA Australia has announced Australian female surfing royalty, Layne Beachley AO, as its new AIA Vitality Ambassador. The former seven-time World Surfing Tour Champion joined the **AIA 'All or Something' Morning with Layne Beachley** event hosted by the insurer in Burleigh Heads today, to discuss the importance of eating well, moving well, thinking well and planning well.

During the intimate event, Beachley met with ten of Queensland's up-and-coming young female surfers including 11-year-old Miller-May Berg (the daughter of Ironman Wes Berg, ranked second in QLD for her age,) and 13-year-old Meike Locke (winner of the under 13 board at the Australian Surf Life Saving Nipper Titles).

Guests and the next generation of surfers had a unique opportunity to be coached by Beachley, a champion of mental wellness, on the "**All or Something**" mindset which drives AIA's latest campaign to reduce the prevalence of chronic illness in Australia.

"I'm thrilled to join the AIA family and to coach not only the next, rising generation of young surfers but all Australians, to focus on the small somethings that will help them to live healthy, happy, fulfilling lives," said Beachley.

"Planning well and prioritising my health and wellbeing has helped me with both my surfing career and with leading a balanced and happy life. I encourage all Aussies to focus on the small somethings that will help them progress towards their goals. No matter how small they seem, you are moving in the right direction - so stay the course!" she added.

AIA's All or Something campaign, launched in February 2022, encourages Australians to move away from an 'All or Nothing' approach when it comes to their physical and mental health. World class AIA Vitality Ambassadors Ash Barty and Stephanie Gilmore have spearheaded the campaign, highlighting the importance of small, positive lifestyle choices to help Aussies lead healthier, longer, better lives.

Damien Mu, CEO of AIA Australia said: "As a life and health insurer, we see the impact that chronic illness can have on Australians and their loved ones. Millions of Australians are living with an illness that could have been prevented, but while these figures are concerning, we have an opportunity to improve the health of our nation.

"The All or Something mindset is one that everyone can get behind. By taking a balanced approach to our health and wellbeing, we can incorporate some 'small somethings' into our daily lives that will turn into lasting healthy habits.

"It is fantastic to have Layne join us in our mission to make Australia the healthiest and best protected nation in the world. A role model and mentor to many, her genuine, honest approach aligns with the All or Something mindset and will help Australians champion their health and wellbeing.

Also present at the event were AIA Vitality Ambassadors Shane Crawford, Samantha Gash, Dr Preeya Alexander and Marika Day.

As part of AIA's All or Something campaign, AIA Health is offering eligible new customers "6 weeks cover on us" if they join between 1 June and 31 July 2022¹.

¹ Available to new members only on eligible combined hospital and extras policies. Once customers have held and paid for their eligible policy for a continuous period up to 31 October 2022, they will be issued a 6-week premium cashback to their nominated bank account. For full T&Cs visit <https://www.aia.com.au/en/individual/health-insurance/member-benefits/join-offer.html> on or after 1 June 2022.

- ends -

For further information please contact :

Natalie Arnall
Bastion Amplify
0421 153 519
nataliea@bastionagency.com

Georgia Comensoli
Bastion Amplify
0403 724 772
georgiac@bastionagency.com

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).

AIA Australia's 5590+ report

In the second half of last year, AIA Australia released its 5590+ report which highlights how five individually modifiable behavioural factors – physical inactivity, poor nutrition, smoking, excess alcohol, and our interaction with the environment – lead to five major non-communicable diseases ¹ Available to new members only on eligible combined hospital and extras policies. For full T&Cs visit <https://www.aia.com.au/en/individual/health-insurance/member-benefits/join-offer.html> (NCDs) – cancer, diabetes, respiratory disease, cardiovascular diseases, and mental health conditions and disorders – which are responsible for over 90 per cent of deaths in Australia. As part of its work to address the prevalence of these mostly preventable diseases, AIA Australia wants to empower Aussies to introduce some small somethings to help reduce their risk of chronic illness.

Further information at www.aia.com.au.

Copyright © 2022 AIA Australia Limited (ABN 79 004 837 861 AFSL 230043). The information in this article is current at the date of issue and may be subject to change. This is general information only, without taking into account factors like the objectives, financial situation, needs or personal circumstances of any individual and is not intended to be financial, legal, tax, medical, nutritional, health, fitness or other advice.