



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Australia Limited
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Media Release

AIA Australia pledges to 'Do it for Life' in unwavering commitment to its customers and financial services industry

Melbourne, 9 September 2025. Leading life, health and wellbeing insurer AIA Australia has launched its new brand platform, 'Do it for Life', ramping up its mission to transform the physical, mental and financial wellbeing of Australians.

The new campaign calls on Aussies to take control of their health and wellbeing, so that they can continue to do the things that give life purpose.

Longstanding AIA ambassadors, AFL footy legend Shane Crawford and iconic seven-time world champion surfer, Layne Beachley, feature in the campaign which highlights their small moments that matter - their motivation to 'Do it for Life'.

'Do it for Life' also celebrates the pivotal role that financial advisers and superannuation funds play as the experts who empower Australians to make informed financial decisions. As an extension, AIA has continued to advocate for accessible and affordable advice - a change that it considers fundamental for the financial future of all Australians.

CEO and Managing Director, Damien Mu said, "AIA Australia has championed Australia to be the healthiest nation in the world and has always been passionate about supporting Australians to lead healthier, longer, better lives. While the average life expectancy of Australians has increased, chronic disease is an emerging paradox that has prompted the way we view longevity to evolve.

"Australians spend on average, eight years of the end of their life in poor health and ten percent of healthcare costs are spent in the last year of a person's life¹.

"We need to change the trajectory so that we are continuing to focus on improving the healthspan of Australians, not just their lifespan. It is pivotal that Australians are set up to enjoy a dignified and fulfilling retirement, so good health, planning and financial literacy is vital.

"We're here to encourage Australians to move more, make more informed food choices, contribute to their superannuation and seek preventative advice for physical, mental and financial wellbeing. We want people do the things that we know are important for our future selves so we can lead healthier, longer, better lives.

"We all have our own reasons of why we get out of bed in the morning and why we want to be in good health for longer, so let's seize the opportunities we have and make every moment count – AIA Australia is here to partner with you, so you can 'Do it for Life'".

The campaign will be seen across Broadcast Video on Demand (BBOD) via Foxtel and Kayo, in-stadium signage across with AFL and NRL finals season and marquee sporting events, YouTube, Out of Home (OOH) and Display. This will be supported by social executions and PR.

To learn more, visit: <https://youtu.be/hrdw4ZOfr4U>

¹ Australian Institute of Health and Welfare 2021



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Credits:

AIA Australia

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Stephanie Phillips, Chief Marketing and Propositions Officer
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Sarah Phillips, Director of Communications and Corporate Affairs
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Rochelle Evans, Head of Group, Corporate & Retail
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Elle Morley, Senior Manager, Brand, Content and Social
Stephanie Bacon, Senior Manager Brand Marketing - Sponsorships, Events and Ambassadors
Natalie Hilyard, Senior Specialist Brand Marketing – Sponsorships, Events and Ambassadors
Camille Hanton, PR Manager
Kathryn Kelly, External Communications Manager
Seth Santos, Creative Lead

Bullfrog

Community Growth Strategy & Creative

Production

Executive Producer: Gavin Harrison
Director/DOP: Joshua Lamont
Photography: Adam Gibson
Retouching: Visual Thing
Editor: Joshua Lamont
Audio Post-Production: Gusto Studios
Casting: Tas Casting

-ENDS-

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About AIA Australia

AIA Australia is a leading life insurance specialist with over 50 years' experience and a purpose to make a difference in people's 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, CommInsure Life was integrated into AIA Australia. The lives of more than 3.1 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 to be the healthiest and best protected nation in the world.



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In pursuit of this, AIA Australia has developed AIA Embrace- a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

AIA Australia is proud to have become a participant of the UN Global Compact in 2025, joining other like-minded organisations who are committed to supporting the sustainable development goals and ensuring a healthier, happier future for all.

AIA Australia has been recognised with multiple awards, including the ANZIIF Life Insurance Company of the Year (2024, 2023, 2022), GoodCompany Award – Top 40 (2024), 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, Innovation of the Year – AIA Vitality (2025), Shared Value Project of the Year (2021) and Organisation of the Year (2020).

Further information at www.aia.com.au.

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