



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Australia Limited
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Media Release

AIA Ambassadors Buddy Franklin, Shane Crawford and Tom Mitchell padel towards retirement, championing health, purpose and connection

Melbourne, Friday 18th September. AFL legends Lance “Buddy” Franklin, Shane Crawford and Tom Mitchell have swapped the footy oval for a padel court, joining leading life and health insurer AIA to inspire Aussies to take proactive steps today to build the health, purpose, social connections and financial foundations that will help them thrive through life’s next chapter, whether that’s retirement, a career change or another major transition.

Data from the Australian Institute of Health and Welfare (AIHW) shows that Australians are living longer,¹ but the average time spent in poor health has also increased.²

With more than 2.5 million Australians expected to retire over the next decade,³ AIA Australia is encouraging people to adopt behaviours and routines that will help them enjoy a fulfilling and rewarding retirement.

While retirement planning has traditionally centred on financial outcomes, AIA believes Australians should place equal emphasis on the lifestyle habits and behaviours that support long-term wellbeing. Through its focus on healthspan - the period of life spent in good health - AIA is encouraging Australians to take a more holistic approach to retirement planning, balancing financial preparedness with physical wellbeing, social connection and a strong sense of purpose.

In a new content episode from AIA called “Rally Your Mates”, AIA Ambassadors and AFL greats Buddy Franklin, Shane Crawford and Tom Mitchell are sharing how they approached life after elite sport, from maintaining physical and mental wellbeing to building new careers, pursuing personal ambitions and planning for the future. Their experiences demonstrate that preparing for the next chapter involves more than financial security alone.

Whether transitioning from full-time employment, elite sport or another significant life stage, maintaining strong relationships, staying physically active and remaining connected to community can play a critical role in supporting health and happiness in later life.

¹ <https://www.aihw.gov.au/reports/australias-health/australias-health-2026/contents/key-findings>

² <https://www.aihw.gov.au/reports/life-expectancy-deaths/deaths-in-australia/contents/life-expectancy>

³ <https://www.asic.gov.au/about-asic/news-centre/find-a-media-release/2026-releases/26-074mr-from-anxiety-to-action-helping-australians-to-plan-for-their-financial-future>



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The experiences of Franklin, Crawford and Mitchell demonstrate that successful retirement is not simply about stepping away from a career. It is about building the foundations that enable people to continue living meaningful, independent and rewarding lives.

AIA Australia CEO Damien Mu said AIA's focus on healthspan and retirement should resonate with all Australians, regardless of their stage of life.

"At AIA Australia, we're focused on helping Australians lead healthier, longer, better lives. We believe retirement should be viewed as a new chapter rather than an end point. Continued participation in sport, recreation, volunteering, community activities and social networks can contribute significantly to overall wellbeing.

"While Australians are living longer, they are not necessarily living healthier or better. We're passionate about helping Australians improve their healthspan while they can, so that when they do stop working, it's because they want to, not because they have to.

"We also want Australians entering retirement to be able to use their hard-earned savings for the things that bring them fulfilment, such as hobbies, travel and socialising, rather than needing to fund medical treatment arising from mostly preventable health concerns.

"Buddy, Tom and Shane have valuable insights that all Australians can learn from and draw inspiration from as they age well and prepare to retire with confidence."

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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 3 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 Organisation of the Year (2020) and Shared Value Project of the Year (2021).

Further information at www.aia.com.au.

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