



**HEALTHIER, LONGER,
BETTER LIVES**

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 appoints new Chief Retail Insurance Officer to drive next phase of growth

Melbourne. Monday 24th August 2026. Leading life, health and wellbeing insurer AIA Australia has appointed **Paula Bourke** as its new Chief Retail Insurance Officer, reflecting the company's continued focus on delivering sustainable growth and strengthening support for its advice partners and customers.

Paula will lead AIA Australia's Retail leadership team, bringing together the organisation's retail product, pricing, distribution and retention functions as part of a broader strategy to drive quality growth and enhance customer and adviser outcomes.

AIA Australia Chief Executive Officer and Managing Director Damien Mu said Paula's appointment marks an important milestone in the company's Retail growth strategy.

"I am delighted to welcome Paula to AIA Australia. Paula is a highly respected leader with deep expertise across life insurance, reinsurance, product innovation and business transformation," Mr Mu said.

"Her breadth of experience, customer focus and proven ability to lead high-performing teams make her exceptionally well placed to lead our Retail business as we continue to grow and evolve.

"The new structure of our Retail team represents an important step in delivering our strategy. By bringing together our product, pricing, distribution and retention capabilities, we are creating a stronger, more connected structure that optimises how we can be supporting advisers, meeting the changing needs of customers and delivering sustainable growth.

"Paula's leadership will be instrumental in helping us realise that ambition, and I look forward to seeing what the team achieves together."

Paula joins AIA Australia from SCOR Australia and New Zealand, where she served as Chief Executive Officer. Her career spans the full insurance value chain, including senior leadership roles at SCOR, BT Financial Group/Westpac and CommInsure.

She has led growth and transformation initiatives, developed digital and AI-enabled propositions, supported product and pricing strategy, and built strong partnerships across insurers, advisers, superannuation funds, distribution partners and regulators.

Commenting on her appointment, Ms Bourke said she was excited to join AIA Australia at a pivotal time for both the business and the life insurance industry.

"AIA Australia has a strong reputation for empowering its customers to lead healthier, longer, better lives and for its deep commitment to the adviser community," Ms Bourke said.

"I'm looking forward to working with the talented Retail team and our advice partners to build on that foundation, deliver meaningful value for customers and drive sustainable growth in a rapidly evolving market."



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Paula brings a unique combination of direct insurance, reinsurance and global innovation experience, underpinned by a strong focus on customers, advisers and sustainable growth. Her experience leading complex organisations, shaping customer-focused operating models and building high-performing teams will be invaluable as AIA Australia continues to strengthen its Retail offering.

Paula is a Member of the Australian Institute of Company Directors, holds an MBA with Dean's Merit, and has contributed extensively to industry leadership through board and advisory roles, including with the Council of Australian Life Insurers. She was recognised with a Women in Financial Services Award for Life Insurance.

AIA Australia also acknowledges the significant and impactful contributions of Stephanie Phillips and Pina Sciarrone, who will be leaving the organisation at the end of September. After distinguished careers with AIA Australia spanning more than 15 years each, Stephanie and Pina have decided that this is the right time for their next chapter. AIA Australia thanks them for their leadership, passion, dedication and service to our partners and our customers over many years and wish them every success for the future.

For all media enquiries, please contact:

Kathryn Kelly
AIA Australia
T: 0466 595 136
E: kathryn.kelly@aia.com

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.

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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