



**HEALTHIER, LONGER,
BETTER LIVES**



AIA Australia expands mental health commitment with Beyond Blue Partnership

Melbourne. 18th August 2026. Leading life, health and wellbeing insurer AIA Australia has announced a new Premier Partnership with Beyond Blue, amplifying its long-term commitment to improve the mental health outcomes of Australians.

The partnership brings together AIA Australia's leadership in the life and health insurance industries with Beyond Blue's national reach and deep expertise on mental health.

With a shared focus on prevention and early intervention, Beyond Blue and AIA Australia will work together to address rising mental health challenges and reduce the number of Australians reaching crisis before seeking help.

To kick off the partnership, the organisations joined forces with the Melbourne Storm for its Mental Health Round, in an effort to encourage people to Tackle Tough Together.

Around 43 per cent of Australians have experienced a mental health condition in their lifetime, with anxiety and depression affecting millions of people across all life stages.¹ Despite record levels of public and private investment in mental health care, prevalence continues to rise, reflecting a system that is geared towards acute and crisis care, rather than prevention and early support.²

AIA Australia has reported an exponential increase in mental health-related claims, with mental health claims rising from around 15% of all disability claims in 2014, to approximately 26% in 2025 - a figure that continues to increase in 2026.

Beyond Blue CEO Georgie Harman AO said, "Accessing support early for yourself or someone you care about can prevent problems escalating. But too many people aren't able to get that early support, only getting help once they're really distressed or in crisis – and sometimes struggling for up to 10 years. At the same time, too many Australians simply aren't getting the support they need, with a system still geared towards responding to crisis rather than preventing it.

"Through this partnership with AIA Australia, Beyond Blue has an opportunity to reach people sooner, meeting them where they are - in workplaces, communities and everyday moments – with effective, practical services and tools before things escalate."

AIA Australia CEO Damien Mu said he believed the partnership held huge potential to drive meaningful change. "At AIA Australia, our purpose is to make a difference in people's lives. We're pleased that this partnership with Beyond Blue will help us achieve our ambition to help Australians live healthier, longer and better lives."

Under the partnership, AIA Australia and Beyond Blue will prioritise:

¹ ABS National Study of Mental Health and Wellbeing 2020-2022

² ABS National Study of Mental Health and Wellbeing 2020-2022

- Earlier intervention and prevention, including insights, tools and digital solutions that encourage people to seek help sooner
- Workplace mental health - supporting employers to address psychological risks and promote mentally healthier work environments
- Thought leadership and advocacy, including policy reform aimed at reducing systemic barriers to early mental health support
- Community reach and impact, leveraging Beyond Blue's engagement with one in six Australians each year

Mr Mu said that both organisations were eager to start working closely together and change the narrative on mental health.

"As a life insurer, we unfortunately see people when their mental health has deteriorated to a point where they are unable to work. What's currently described as 'early intervention' is often happening quite late in someone's experience and after they've lodged a claim.

"We believe that there are many strong opportunities to change this. For example, employers could offer targeted mental health support in the workplace that can deliver real preventative impact."

"As a nation, we have become trapped in a "sick-care" cycle. By focusing more on early warning signs and underlying contributors, we can support people sooner and reduce the risk of their mental health deteriorating."

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If you or someone you know needs support, the Beyond Blue Support Service offers free, immediate counselling, advice and referrals via phone, webchat or email. The service is available 24/7 - talk to a mental health professional by calling 1300 22 46 36, chat online at beyondblue.org.au/support-service/chat or join the free online forums.

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, Commlnsure 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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About Beyond Blue

Beyond Blue provides mental health information, support and advice to help everyone feel better earlier and stay well. One in 6 Australians engage with Beyond Blue's supports and content each year. Beyond Blue's free, confidential, 24/7 Support Service receives 800 contacts every day, one every 2 minutes. Call 1300 22 4636 or visit www.beyondblue.org.au/get-support.