

Media Release

Melbourne Storm and AIA partner to ‘Tackle Tough Together’

Melbourne Storm has today announced a new partnership with leading health and wellbeing insurer AIA Australia, joining the Club as the Official Mental Health Partner and Health Insurance Partner of Melbourne Storm.

United by a shared commitment to destigmatise men’s mental health and create lasting change, both within the game and across the broader community, Melbourne Storm and AIA Australia have collaborated with Beyond Blue to tackle outdated ideas of ‘toughness’ and stigma that can prevent men from speaking up and seeking help earlier.

As part of the partnership, Melbourne Storm and AIA Australia have launched the Club’s inaugural Mental Health Round, under the banner of Tackle Tough Together, proudly supported by Beyond Blue.

Officially launched on Thursday evening, the partnership will take centre stage when Melbourne Storm hosts the Canberra Raiders at AAMI Park in Round 16 on Sunday 21 June, using the power of rugby league to encourage conversations around men’s mental health and challenge outdated ideas of what it means to be tough.

Tackle Tough Together is a simple call to action to inspire people to check in on their mates, speak up during challenging times and seek support when they need it most.

Melbourne Storm CEO Justin Rodski said the partnership with AIA Australia and the launch of Tackle Tough Together reflected the Club’s ambition to create a lasting and meaningful impact.

"We're proud to welcome AIA Australia as our Official Mental Health Partner and launch our first Mental Health Round, Tackle Tough Together," Rodski said.

"As a Club, we have a responsibility to use our platform to drive positive change. Together with AIA Australia, we want to encourage important conversations, challenge outdated perceptions around masculinity and mental health, and reinforce that seeking support is a sign of strength.

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“This partnership with AIA Australia is an exciting opportunity to deliver meaningful initiatives for our members and fans, while helping drive the mental health conversation across our community, starting with Tackle Tough Together.”

AIA Australia CEO and Managing Director, Damien Mu said, “At AIA Australia, we’re passionate about helping people lead healthier, longer, better lives. That’s why we’re proud to partner with Melbourne Storm to empower members and fans to take care of both their physical and mental wellbeing.

“As a health insurer, we believe we have a responsibility to be more than a payer of claims, we want to help change the narrative around mental health in Australia. Through Tackle Tough Together, we’re working to normalise seeking support and encourage more people to speak up.”

To learn more about Tackle Tough Together, [click here](#).

Starting a conversation is a powerful first step, but it’s also important to recognise when you or someone you care about might need more support.

Beyond Blue’s free, confidential Support Service is available 24/7 on **1300 22 4636** or via webchat www.beyondblue.org.au/get-support

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.

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. Further information at www.aia.com.au

About Beyond Blue

Beyond Blue provides mental health information, support and advice to help everyone feel better earlier and stay well. Last year more than 300,000 people contacted Beyond Blue’s free, confidential, 24/7 Support Service.

Call 1300 22 4636 or visit www.beyondblue.org.au/get-support