



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's #OneMoreHour initiative a wake-up call for sleep deprived Aussies

New campaign encouraging Australians to improve their sleeping habits

Melbourne, 20 September 2019 – This week AIA Australia launched its #OneMoreHour initiative, aimed at combating inadequate sleep – a critical and growing health issue in Australia.

Recent AIA research found that 27% of Australian employees get less than seven hours of sleep per night, and almost 30% indicated that their sleep was not refreshing. Earlier this year, a world-first Parliamentary Inquiry into Sleep Awareness in Australia also found that 50% of Australians are living with a chronic sleeping condition such as insomnia or sleep apnoea*.

The #OneMoreHour initiative seeks to raise awareness of the many and varied benefits of getting just one more hour of sleep; including more energy, reduced risk of chronic disease and better immune function.

AIA Australia CEO Damien Mu said, “We’re thrilled to be launching such an important and relevant initiative in Australia, which we hope will start conversations about the impact of sleep deprivation on our health and productivity. Sleep was an area of my life that I wasn’t doing too well in, but the more I’ve learnt about how important it is, the more inclined I’ve been to improve it as part of my overall health and wellbeing,” he said.

“Common misconceptions surrounding sleep include the idea that if we sacrifice sleep, we will get ahead in life. In reality, sleep doesn’t get in the way of personal progress: it enables it,” he added.

“With so many of us living with the effects of insufficient sleep, AIA is using the launch of #OneMoreHour to encourage Australians to improve their sleeping habits, and reflects our commitment to helping people live Healthier, Longer, Better Lives,” he concluded.

To support the initiative, AIA has launched a dedicated sleep content hub which provides tips, tools and rewards to encourage people to improve their sleeping habits, featuring insights from AIA’s Global Ambassador, David Beckham, and other partners such as Tottenham Hotspur Football Club.

AIA has also enlisted the help of leading sleep expert Professor Michael Chee in understanding the important physical and physiological benefits associated with getting sufficient sleep.

“Modern lifestyles increasingly steal time from sleep which can decrease our cognitive performance, makes us moody and longer term, puts us at risk of developing conditions such as diabetes, mental illness and lowered productivity,” said Dr. Chee.

“Sacrificing sleep also comes at a community cost, as well as a personal cost. Inadequate sleep cost the Australian economy approximately \$66.3 billion in 2016-17, and it’s been estimated that developed economies like Australia suffer a loss of 2-3% of their annual GDP as a result of insufficient sleep,” he concluded.

For information and insights on how to achieve better sleeping habits, visit AIA’s new sleep content hub here at <http://www.aia.com/onemorehour>

*Bedtime Reading: Inquiry into Sleep Health Awareness in Australia

Contact: Sarah Phillips
AIA Australia
T: +61 498 494 791
E: Sarah.Phillips@aia.com

About AIA Australia

AIA Australia is a leading life insurance specialist with over 46 years' experience. With a unique customer value proposition focused on life, health and wellbeing, our purpose is to make a difference in people's lives.

AIA Australia offers a range of products that protect and enhance the lives of more than 3.5 million Australians. Our vision is to embrace shared value in championing Australia and New Zealand to be the healthiest and most protected nations in the world. With AIA Vitality – the world's leading science- based health and wellbeing program – we help members to live healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including being named ANZIIF Life Insurance Company of the Year (2017, 2015, 2013, 2012).

Further information at www.aia.com.au.

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