



**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 to host its first online health and wellness event to promote Healthier, Longer, Better Lives**

**Melbourne, 28 July 2020** – Leading life and health insurer AIA Australia has announced the first ever global online health and wellness event this weekend, which will span 13 of AIA's international markets and be headlined by AIA's Global Ambassador David Beckham.

*AIA Live* will be broadcast this Sunday 2<sup>nd</sup> August and will include more than 30 unique sessions, delivering health and wellness content from AIA's global family of ambassadors with the goal of inspiring, motivating and educating, as part of AIA's commitment to Healthier, Longer, Better Lives.

Australian AIA Vitality ambassadors taking part in *AIA Live* include Keep It Cleaner founder Laura Henshaw, health and performance expert Dr Jaime Lee and former Olympian pole vaulter Steve Hooker. Key themes will include mental wellbeing, exercise, activity and rest, nutrition, personal growth, as well as light-hearted moments of music and comedy.

*AIA Live* has been designed to appeal across all age groups and multiple markets, celebrating the cultural diversity of each region while at the same time bringing people closer together to deepen their knowledge of health and wellness in a fun and engaging way.

David Beckham will open and close the event, and also share personal stories on how he and his family have dealt with the extraordinary events of 2020, together with some of the lessons he has learnt. Celebrity chef Jeremy Pang will cook a series of recipes with different ingredients from across Asia, and coaches from AIA's partner Tottenham Hotspur Football Club ("Spurs") will challenge participants to try some easy and fun football skills. They will be supported by more than 20 other regional influencers and keynote guests, bringing together AIA's family of ambassadors for the first time ever.

*AIA Live* will be hosted on AIA's Healthy Living YouTube channel. To tune in and learn more, please do so here: <https://www.youtube.com/c/AIAHealthyLiving>

**Damien Mu, AIA Australia CEO and Managing Director, said:** "While this year has been very challenging for many, what is encouraging to see is the silver linings that are emerging in terms of people's health and wellbeing and a general re-orientation of priorities – Australians are embracing small, healthy lifestyle changes despite the tumultuous situation. As part our commitment to supporting our customers and helping them live Healthier, Longer, Better Lives, we are very proud to be presenting *AIA Live*, a first of its kind online event. This will be a day of powerful and inspiring content to continue Australians on this encouraging journey. We want to empower them with information on what they can do every day to improve their health and wellbeing and achieve our dream of championing Australia to be the healthiest and best protected nation in the world."

**Stuart A. Spencer, AIA Group Chief Marketing Officer, said:** "In this COVID world we live in, we see mindsets and behaviours changing and we are committed to keeping connected with our customers and supporting them with knowledge and practical tips for health and wellness. We know our audiences are online now more than ever before and are looking for new ways to stay motivated, active and live a healthy lifestyle - often within the confines of their own home. We are therefore very excited to be presenting *AIA Live*, a first of its kind event, which will be a day of powerful and inspiring content and a meaningful way for us to deliver on our commitment to helping people live Healthier, Longer, Better Lives."

**AIA's Global Ambassador David Beckham said:** "I'm very proud to be involved in *AIA Live* alongside my fellow AIA ambassadors, sharing our thoughts and experiences with people across Asia about how we can live healthier, longer, better lives. We've all faced unexpected challenges this year and looking after ourselves, mentally and physically, has never been more important.

“I’ve been lucky enough to see first-hand the transformational work that AIA are doing in markets all over the region to help their customers and communities. I hope people will feel inspired to make the little changes in their lives that can make a big difference and that this unique event will really motivate them.”

## **BACKGROUND**

AIA appointed David Beckham as our Global Ambassador in 2017. As an internationally famous sporting icon and a dedicated family man, David is playing a leading role in helping AIA to promote achievable steps people can take to improve their health and wellness. David makes frequent visits to AIA markets to help drive the Healthier, Longer, Better Lives movement, where he engages with large numbers of AIA customers, agents, partners and employees.

AIA has partnered with Spurs since 2013 and is the Club’s Global Principal Partner. The partnership and the international coaches based in Asia have been used to promote the vital role that active participation in sport plays in helping people to live Healthier, Longer, Better Lives.

AIA teamed up with Jeremy Pang, celebrity chef and founder of the award-winning School of Wok, in 2019 to bring our customers an array of delicious recipes that are perfect for preparing at home. Focusing on healthy, flavour-packed dishes, Jeremy combines his easy-to-follow style with tips, ingredient swaps and wok-loads of recipe inspiration. Jeremy has featured at a number of AIA events including hosting a Dim Sum Masterclass in Singapore as part of our Centennial celebrations. Jeremy’s easy-to-follow recipes showcase how simple swaps and healthy combinations can help you live Healthier, Longer, Better Lives.

## **AUSTRALIAN AIA VITALITY AMBASSADORS**

Laura Henshaw is an entrepreneur, model, law student and one half of the Keep It Cleaner healthy living business. Laura lives life to the full, inspiring her followers to do the same. As part of AIA Live, Laura will join Dr Jaime Lee for a joint Q&A session titled “A Conversation About Independence”.

Dr Jaime Lee is a medical doctor, public health specialist, corporate strategist, speaker and facilitator. As the founder of Health Quotient, Jaime advises global companies on how to sustain high performance in an integrated and healthy way. In addition to the Q&A with Laura, Jaime will also present a session titled “The Importance of Breathing for Fighting Stress”.

Steve Hooker is an Australian former pole vaulter and Olympic gold medalist. One of the stars of the 2008 Beijing Olympic Games, Steve became the first Australian field athlete to win Olympic gold in 60 years. Steve will take part in an AIA Live Q&A with former world number one squash player Nicol David which will cover “Life After Professional Sports”.

Contact: Sarah Phillips  
AIA Australia  
T: +61 498 494 791  
E: [Sarah.Phillips@aia.com](mailto:Sarah.Phillips@aia.com)

## **About AIA Australia**

AIA Australia is a leading life insurance specialist with over 47 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.

In November 2019, AIA Australia commenced a Joint Cooperation Agreement (JCA) with the Commonwealth Bank of Australia (CBA) for the joint operation of their Australian life insurance businesses, AIA Australia and CommInsure Life. The JCA enables AIA Australia to exercise a level of direct management control and oversight over CommInsure Life.

Together, AIA Australia and Commlnsure Life offer a range of products that protect and enhance the lives of more than 3.8 million Australians. Our vision is to embrace shared value in championing Australia and New Zealand to be the healthiest and best 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 the Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), and iSelect Partner Awards Insurer of the Year (2019).

Further information at [www.aia.com.au](http://www.aia.com.au).

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