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Media Release

AIA Australia announces partnership with North Melbourne Football Club to promote Healthier, Longer, Better Lives

17 August 2020 – AIA Australia has signed a three-year partnership with North Melbourne Football Club as the official life, health and wellbeing partner for the club.

One of Australia's leading life and health insurance providers, AIA Australia will provide North Melbourne members with ways to lead healthier lifestyles and offer a raft of existing benefits and rewards as part of its commitment to champion Australians to lead healthier, longer and better lives.

North CEO, Ben Amarfio, said the partnership would focus on giving back to the club's members and fans and helping improve general health and wellbeing.

"Our club values align very closely to those of AIA, which makes the partnership a perfect alignment for us," said Amarfio.

"At North, our purpose is to galvanise the North community and bring them joy. We're passionate about our communities and together with AIA we want to provide our people with the right tools to greatly improve their lives.

"We have some exciting opportunities in the works for our members, supporters, players, staff and other commercial partners which will see us being able to offer amazing value and benefits centered around health and wellbeing.

"We can't wait to get stuck into it. Our whole team is thrilled to be partnering with AIA and we look forward to strengthening our relationship over the coming years."

AIA Australia and New Zealand CEO and managing director, Damien Mu, echoed Amarfio's comments.

"The partnership will play an important role in drawing awareness to the impact small changes can have on long-term health," he said.

"Our dream is to champion Australia and New Zealand to be the healthiest and best protected nations in the world and we're excited to be taking this step with the North Melbourne Football Club.

"We hope to inspire Roos' fans, along with the broader community, to take those small steps towards living a healthier, longer, better life. Because what benefits fans and clubs in turn benefits society – by creating this shared value we'll help transform Australia's health and wellbeing."

AIA Vitality is AIA's global science-backed health and wellbeing program that supports and incentivises members to understand and improve their health and be financially rewarded for doing so. The program is available to all AIA Australia Health Insurance customers.

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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 CommInsure 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 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 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.

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