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Media Release

AIA announces partnership with St Kilda FC

Melbourne, 1 December 2020 – AIA Australia has announced that it is now the official life, health and wellbeing partner to St Kilda Football Club.

The new partnership will provide club members with learnings, tools and strategies that they can use to lead healthier lifestyles. Members will at the same time receive access to offers and incentives for making more health-conscious decisions.

CEO and Managing Director of AIA Australia and New Zealand, Damien Mu said “AIA has a dream to champion Australia and New Zealand to be the healthiest and best protected nations in the world. We are excited by the opportunity that this new partnership brings to help Saints’ members and fans take small steps to improve their health and wellbeing, while being rewarded in return”.

As a result of the partnership, all existing Saints’ members will be rewarded and will receive a new core membership product, *Saints Pass*.

Saints Pass will give members exclusive access to content, experiences and offers throughout the year, seeing them more connected to the club than ever before.

Saints CEO, Matt Finnis said “We couldn’t be more thrilled to partner with an organisation that shares our dedication to not only provide our customers with the highest level of service, but also put their wellbeing first.

“As a leading life and health insurance specialist with over 47 years of experience, AIA Australia has a proven commitment to the health and wellness of their customers,” said Mr Finnis.

The announcement follows AIA Australia’s recent partnerships with North Melbourne, Essendon and Hawthorn Football Clubs.

Mr Mu explained “A fundamental part of our work is focusing on mental health, and we know the benefits that can come from physical activity, as well as social interaction and a sense of community. Football provides an opportunity for this to happen.

“What benefits clubs and fans in turn benefits society, creating more opportunities for Australians to also live healthier, longer, better lives,” said Mr Mu.

AIA Australia will follow up *Saints Pass* with further health and wellbeing initiatives and benefits in the coming months for Saints’ members.

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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 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.

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