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Media Release

AIA Australia announces partnerships with Essendon FC and Hawthorn FC

AIA to be the clubs' official life, health and wellbeing partner

Melbourne, 29 October 2020 – AIA Australia has today announced partnerships with both Essendon Football Club and Hawthorn Football Club, which will see AIA Australia become the clubs' official life, health and wellbeing partner.

In a demonstration of the life and health insurer's commitment to shared value, AIA Australia has this year formed several new relationships with sports clubs; acknowledging the pivotal role that clubs and grassroots sports play in fostering social connection, physical activity and a sense of community for their members.

Through the world-leading, science-backed health and wellbeing program AIA Vitality, AIA Australia will provide Bombers' and Hawks' members and fans with tools and strategies to lead healthier lifestyles as well as a raft of benefits and rewards focusing on health and wellbeing outcomes.

CEO and Managing Director of AIA Australia and New Zealand, Damien Mu said that investing in partnerships that will make a difference in people's lives is something that is more important now than ever before.

"Engaging clubs, fans and communities around the importance of health and wellbeing forms a crucial part of AIA's focus of helping Australians lead healthier, longer, better lives and taking small steps towards improving their health and wellbeing.

"We know how much people love their clubs, and we are so excited to show our support to Hawthorn and Essendon, and to be able to engage with members and fans on their health and wellbeing," said Mr Mu.

Essendon FC Chief Executive Officer Xavier Campbell said the Bombers were very pleased to welcome AIA Australia to the Essendon fold.

"This is a terrific partnership and we are delighted to welcome AIA Australia to the Essendon Football Club," Campbell said.

"Both organisations have a focus centred around health and wellbeing, and our Essendon members and supporters will particularly benefit through a number of health incentives as a result of this important partnership.

"We are particularly grateful to Damien and his team for their support of our organisation and we look forward to working closely with AIA Australia over the coming years," said Campbell.

Hawthorn CEO Justin Reeves said the partnership reinforced Hawthorn's commitment to its members.

"The alignment between our values made the decision to partner with AIA a really easy one," said Reeves.

"Our members are the lifeblood of our club and we want to support their wellbeing and assist our members in living long and healthy lives.

"We look forward to seeing this partnership go from strength to strength over the coming years," said Reeves.

The latest announcements build on AIA Australia's existing sports club relationships with North Melbourne FC, Sydney FC and Brisbane Roar. Globally, the AIA Group is the Official Shirt Partner of Tottenham Hotspur Football Club, one of the top-ranked teams in the English Premier League; a relationship that commenced in 2013, and which has been recently extended until 2027.

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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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