



# PUKA<sup>UP</sup>

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## Media Release

### **PukaUp launches new weekly wellbeing podcast hosted by AFL legend and mental wellbeing advocate Wayne Schwass in partnership with AIA Vitality**

**Melbourne, 1 October 2020** – Emotional wellbeing social enterprise PukaUp has partnered with world-leading health and wellbeing program AIA Vitality to launch the new season of its popular podcast which will aim to educate and assist listeners on their journey to better know and improve their individual wellbeing in what has been a challenging year for all.

PukaUp Founder and AFL legend Wayne Schwass will host interviews with a variety of world-class wellbeing experts and shed light on practical tools and strategies to manage emotional wellbeing.

PukaUp stands up and speaks out on the importance of emotional wellbeing and the belief that Australians deserve better preventative mental health support is why Schwass founded the social enterprise four years ago.

Schwass intimately understands the challenges that many Australians face when it comes to mental ill-health, having battled and survived mental health conditions for the majority of his AFL career - lessons that Schwass will continue to share in the new 20-episode Puka Up podcast season which goes live on 8 October ahead of World Mental Health Day (10 October).

The PukaUp podcast combines storytelling and skill-based learning through life-affirming conversations between Schwass and a range of different Australian experts and opinion leaders, giving Australians the confidence to reclaim their mental wellbeing and covering topics including sleep, resilience, positive psychology, vulnerability, physical wellbeing amongst many more.

“The PukaUp aim is to help people stay healthy by equipping individuals with the practical tools, capacity and confidence to empower them to take charge of their mental health and emotional wellbeing,” said Schwass.

“Wellbeing applies to 100 percent of the Australian population and having authentic and genuine conversations around mental health and emotional wellbeing – especially at a time when we have all been going through a period of such momentous change - helps to normalise a topic that shouldn’t be taboo,” he said.

“The PukaUp podcast series, launching just ahead of World Mental Health Day, will educate listeners on a range of mental health topics designed to encourage individuals to embark on a positive mental wellbeing journey.”

CEO of AIA Australia and New Zealand Damien Mu said the partnership between AIA Vitality and PukaUp aligns a shared dream between both organisations to help people lead healthier, longer better, lives, and importantly normalise the conversation around mental health and wellbeing.

“As an insurer, we have seen claims for mental health conditions increase each year, which is a major concern for Australia. We want to do whatever we can to help improve people’s mental health earlier,” said Mu.

“Our science-backed health and wellbeing program AIA Vitality helps people to understand and improve their health over time through making small changes every day, towards the dream of helping people live healthier, longer, better lives, so a partnership with PukaUp was a natural alignment for AIA Vitality,” he added.

“2020 has been an extremely challenging year so far creating untold pressures on Australians and we hope the PukaUp podcast will become a platform for more Australians to access the tools they need to not only better understand what impacts their mental wellbeing and the positive small steps for the better but also to continue the conversation with their families and friends to foster greater promotion, prevention and early intervention when it comes to mental health.”

Season 3 of PukaUp will launch on October 8 with weekly episodes and highlights rolled out across AIA Vitality's and PukaUp's channels through to January 2021.

Listeners can subscribe to PukaUp or download each episode on Apple Podcasts or Spotify. Early access to the podcast will be provided for AIA Vitality members.

For more information about PukaUp visit [www.pukaup.com](http://www.pukaup.com).

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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](http://www.aia.com.au).

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