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News release /

AXA launches Little Athletics partnership and new Olympic ad

Thursday 7 August, 2008.

Australian Olympic Team partner AXA has entered into a five-year partnership with Australian Little Athletics, coinciding with the launch of AXA's new Olympic-themed television commercial.

AXA, a world-wide leader in financial services, will be partnering with Australian Little Athletics until the end of 2012. This partnership will see AXA become a major supporter for Little Athletics around the country.

Today AXA will also launch its new television commercial. The commercial brings together AXA's partnership with the Australian Olympic Team and Australian Little Athletics to demonstrate the importance of expert advice not just in sport, but in reaching financial goals.

For an athlete, getting to the Olympic Games takes years of hard work and dedication, along with careful planning and preparation for future success.

And according to AXA Australia Chief Executive Officer, Warren Lee, one of AXA's strengths is its ability to help Australian's plan and prepare for the future.

"In the same way a coach supports an athlete to achieve their sporting goals, our financial advisers support Australian's to achieve their financial goals. Through the provision of Quality Financial Advice, our advisers work with customers to develop a plan for their future. On-going support, mentoring and guidance from our advisers ensures our customers stay on track to achieve their financial goals." he said.

In commenting on AXA's partnership with Australian Little Athletics, Mr Lee said "AXA is committed to community development and I am delighted we are partnering with Australian Little Athletics. Both organisations share similar values and we believe AXA's support will bring significant benefit to the development of little ath's.

Australian Little Athletics Chief Executive Officer, Adam Wallish, said they were very pleased to be partnering with AXA.

"AXA's commitment to helping Australian's reach their financial goals is much like what we aim to do at Little Athletics," he said.

“We aim to develop and encourage our little athletes to grow into something bigger, something more, to strive for personal best – maybe even into an Olympic athlete one day. It’s about planning for the future. That’s one important thing our two organisations have in common.

“Our partnership with AXA will allow us to grow our community-based organisation and encourage more kids in our communities to get involved in athletic activities. As the new ad demonstrates, it’s partnerships, encouragement and support – things both AXA and Little Athletics take pride in offering – that really can build a better future.” Mr Wallish said.

The AXA ad features three Australian gold-medal-winning athletes - Olympic heptathlete Glynis Nunn-Cearns, Commonwealth Games heptathlete Jane Fleming and 12-year-old Little Athletics running champion Morgan Paterson – along with their coaches. An investor and his financial adviser are also featured.

It builds on AXA’s previous commercials whose key message was that AXA’s primary strategy is about delivering quality financial advice to Australians. The main theme is that we all need a little expert help to stay on track and achieve at the highest levels – whether we are investors or athletes.

“Our new campaign reinforces Quality Financial Advice and the concept of the adviser as an expert coach, helping everyday people achieves their personal best in terms of their financial goals.” Mr. Lee said.

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