



5 November 2025

AAMI lights up Adelaide skyline

Insurer AAMI has today reaffirmed its long-standing commitment to South Australia with the unveiling of new signage at its Adelaide headquarters, home to more than 600 employees.

Lisa Harrison, Chief Executive Consumer Insurance said the installation of the new signage is a visible symbol of trust built over more than 50 years of protecting South Australians. Located in the heart of Adelaide at 1 King William Street, the headquarters plays a vital role in delivering services to customers across South Australia and beyond.

"AAMI has a proud history in South Australia, and this signage is more than just a logo on a building, it's a statement of our enduring presence and the important role our local team plays in supporting the South Australian community," said Ms Harrison.

"Our Adelaide office is a hub for AAMI's customer service and claims teams across our home, motor, business and CTP insurance teams."

"The new building signage coincides with AAMI's broader strategy to strengthen its local footprint and deepen relationships with South Australia communities, including ongoing partnerships with SANFL and the P.A.R.T.Y Program at the Royal Adelaide Hospital."

Adelaide native and AAMI employee of 27 years Alicia Tsolis, Executive General Manager of Workers Compensation, said the skyline signage has been a source of pride for the local team.

"I've been proud to grow my career and call Adelaide home for more than two decades. Seeing our new AAMI signage each morning is a great reminder of the work we do to protect and support South Australians on the road, at home and in their businesses," Ms Tsolis said.

"It's also added a real sense of pride for our local team, a visible sign of our presence in the community and a great motivator to come into the office and connect in person."

AAMI is on the hunt for South Australia's safest driver

For more than 30 years AAMI has worked with road safety partners and governments to improve dangerous crash hotspots and educate Australians about safer driving. Now, AAMI is taking its commitment further having recently launched the AAMI Driving Test (ADT) - a national initiative to find our safest drivers.

"ADT, available through the AAMI app, uses mobile phone telematics to measure five key driving behaviours: speeding, hard braking, cornering, acceleration, and phone use. Drivers then receive a personalised score and insights to help them improve," Ms Harrison said.

"ADT empowers all South Australian drivers — not just AAMI customers — to take control of their safety. By providing knowledge and feedback, it encourages drivers to make better decisions behind the wheel

"Early analysis shows the average South Australian driver is scoring 86.1 out of 100, making them safer than those in New South Wales. SA drivers also outperform when it comes to staying in the speed limit, with an exceptionally high 98.2 out of 100 score."

The AAMI Driving Test runs until February 2026, so stay tuned in coming months for further updates on how South Australian drivers are performing.

MEDIA RELEASE

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