

**HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS**

**REVIEW OF THE FOUR MAJOR BANKS AND OTHER FINANCIAL INSTITUTIONS  
SUPERANNUATION SECTOR**

**CBUS**

**CBUS32QW:**

**To For the past five years:**

- a. **What was the total cost of all advertising and/or marketing?**
- b. **What was the total cost of all advertising and/or marketing per member?**
- c. **What was the total cost of all advertising per new (FY19) member?**
- d. **What was the total cost of all television advertising and/or marketing?**
- e. **What was the total cost of all radio advertising and/or marketing?**
- f. **What was the total cost of all print advertising and/or marketing?**
- g. **What was the total cost of all online advertising and/or marketing?**
- h. **How many in-house staff are employed in advertising and marketing roles?**
- i. **How much was spent on engaging external advertising and marketing consultants?**
- j. **Do you advertise and/or directly financial contribute to the New Daily?**

**Answer:**

Column BC in Table 3 of the APRA Annual Fund Level Statistics spreadsheet shows the advertising and marketing expenses incurred by Cbus, which can be found in the link below:

<https://www.apra.gov.au/sites/default/files/Annual%20Fund-level%20Superannuation%20Statistics%20Back%20Series%20June%202019.xlsx>

The amounts spent on specific advertising and/or marketing platforms and channels are confidential and commercially sensitive.