



The new-look
CBHS Health.

Belong to More.

Welcome to the new-look (but still familiar) **CBHS.**

To mark our 70th anniversary and launch of a new look, we created this CBHS brand book to share the CBHS story. Seventy years is no joke. And we've learned a thing or two about sticking around. Today, we're as passionate about supporting members as the day we started and our new statement ***Belong to More*** sums it up.

We hope you enjoy.

CBHS 
HEALTH
BELONG TO MORE



One goal.

At CBHS Health, we are driven by one simple goal.

Members for life.

Everything we do centres around achieving that goal.

We don't exist for profit, or shareholders.

We exist to serve you.



A child of the fifties.

As a not-for-profit health insurance fund, we deliver the highest quality policies, reserved only for current and former CBA Group employees, contractors and their families.

Over these past seven decades, we've exclusively guided thousands of families towards healthier, safer and stronger lives, through good times and bad.

And it's been that way since we started in 1950.

And, every dollar we've earned has gone back to our fund.

That's part of the reason our members stay with us.

Profits reinvested to provide you with more, 70 years running.



Belong to More

Whether a past or present employee or contractor of the CBA Group or connected through a family member, you're a part of our community and we exist solely to give you more value.

Our new brand statement Belong to More sums it up perfectly.

It's not just a phrase. We mean it. We're rebuilding the CBHS experience to deliver on that promise year after year.

Belong to More is an invitation to see for yourself.

More value. More care. More flexibility. More support.

It's a commitment from our team to go over and above what is expected every day.

To fight for you and to go beyond.



Here's to another 70.

Your happiness and wellbeing matter to us, at every stage of your life.

As new innovations emerge, we'll continue to find ways to ensure your health is our priority, and that you truly do Belong to More with CBHS.

As we look ahead to the next 70 years, our purpose will remain the same.

To keep members for life.

To be good enough to keep you for life.

So, come and be a part of something great...

And Belong to More with CBHS Health.



1300 654 123 | help@cbhs.com.au | cbhs.com.au