

## **Statement attributable to Emma Cowdroy, CEO of AAP**

In response to questions from Media Watch on 7 May 2026, AAP CEO Emma Cowdroy offers the following statement, noting the attached copy of the newswire's strict [Charter of Editorial Independence](#) which at no time has been compromised. AAP will never enter an agreement which compromises its editorial integrity.

The Subscription Agreement with CBA began on 29 September 2025 and is based on AAP's standard customer agreement for the supply of content to digital websites.

There is a separate grant agreement signed in July 2025 to help develop financial literacy in Australia by supporting AAP's digital storytelling capabilities on business and finance stories through the development of multimedia content such as dynamic data visualisations, graphics and innovative digital formats. The grant does not involve any sponsorship, promotion, endorsement, or coverage of CBA. It was provided to AAP unconditionally to support financial literacy in Australia.

The grant agreement - like all AAP agreements - is subject to AAP's Charter of Editorial Independence. Consent to the Charter is not negotiable and upheld in all AAP agreements.

The grant agreement was negotiated by former AAP management. It was an oversight that it was not listed on AAP's website and this has been rectified.

The number of banking citations referenced in Media Watch's questions to AAP are proof that AAP draws information from a number of sources and aims to be fair and balanced. It is not unusual that – as Australia's largest bank and one of the world's largest financial institutions – the CBA produces and circulates large amounts of information which is selected on news merit to form part of AAP's articles and is proportionate to its size in the market.

As a wholesale supplier of news, AAP's standard subscription arrangements provide that customers may technically reformat a story but not alter its meaning. Where a story is altered in any way, the customer must note that the story is supplied "with AAP", rather than "by AAP". This is standard practice across newswires and AAP's customers, of which the CBA is one. The example articles cited in questions from Media Watch were written and published by AAP in accordance with the newswire's editorial guidelines and Charter of Editorial Independence. The [commbank.com.au](#) versions of those stories have had editorial input after being published by AAP, specifically: the addition of a strap headline, addition of a story summary, different photo and caption, multimedia content hosted by YouTube, bold subheadings throughout the copy and the insertion of hyperlinks.