



**THE MARKET**

Despite the highly competitive local market and challenging international economic conditions, the current healthy state of the Australian economy is in no small part due to the buoyancy of its banks and their unique banking system. There should be no surprise to find that St. George Bank is one of Australia's leading Retail and Business Banking brands, with over 2.6 million consumer, business and corporate customers.

Known for its exceptional service, specialist financial advice for retail and business customers, community involvement, innovation and award-winning products, St. George holds – and continues to leverage – its special place in the hearts and minds of many Australians.

This year sees this cornerstone of Australian financial institutions celebrate its 75th year of authentic banking and grassroots commitment to its communities.

Today St. George operates 220 branches and 14 business centres, servicing metro and regional communities in NSW, ACT, QLD and WA, employs 2,350 staff and holds more than \$92.5 billion in assets.



Internet and mobile banking.

In the 2007 Banking and Finance Awards, St. George was awarded Best Business Bank followed by their Corporate & Business Bank being awarded Best Cash Management Business Bank of the Year in 2011.

2 country branches. Friendly and professional service quickly become St. George's hallmark and brand differentiator. This attitude was personified with the launch of Happy Dragon character in 1970 as the 'protector' of people's money.

This approach saw St. George grow in the seventies and eighties with new products and initiatives, such as its Freedom Account, Cashcard Tellers, eftpos, Home Loan Magic, Travel Cash and Homeloan Centre.

Continued growth and a series of mergers saw St. George become the largest building society in Australia by 1991 with \$1 billion in assets, 130 Branches and 800 staff. In 1992 St. George successfully acquired its banking licence, allowing the brand to service all the financial needs of its customers into the future.

A series of acquisitions through the nineties meant St. George could take its personal touch into business banking with the brand folding in Barclays Commercial Bank into its business in 1994 and merging with Advance Bank in 1997 (including BankSA) to increase these capabilities. Further acquisitions



Quality of service is an integral value of the St. George brand, which regularly sees it ranked number one for customer satisfaction, in both business and retail, when compared to the big four banks\*. In 2011 St. George was, for the third time, voted World's Best Contact Centre (more than 250 seats)

by the Contact Centre Management Association.

**ACHIEVEMENTS**

St. George has always used innovation to deliver a better customer experience. It was the first to offer Internet Banking to its customers in 1995 and the first to introduce SMS and email transaction alerts in 2003, leading the way with banking apps across mobile and tablet platforms. St. George now offers both Internet and mobile account opening.

In 2010 the brand was awarded *Money* magazine's 'Banking Website of the Year' and in 2011 and 2012 announced two world firsts respectively - the capability to open a Term Deposit account and apply for a Credit Card via Smartphone - moves which have further enhanced St. George's growing reputation as a leader in

**HISTORY**

St. George was born as a building society in 1937.

With its roots firmly planted in community – helping people who hoped to have a home of their own and a secure financial future - St. George expanded to service this increasing demand for housing, through the war and post war periods, to become a permanent society in 1955.

Between 1967- 1970 the business opened 13 metropolitan branches and





in 1998, such as Asgard Wealth Solutions gave St.George the resources to provide an even better service with greater results to Australia's business community.

In 2008 the bank merged with Westpac to become a division of Westpac Banking Corporation, which allowed St.George to continue to expand its capability to offer competitive home loan solutions and focus on being a truly local bank—a successful strategic move that saw St.George awarded *Money* magazine's Home Lender of the Year in 2009.

#### THE PRODUCT

St.George is known for exceptional service, innovation, award-winning products, and

St.George will continue to move from strength to strength.

#### PROMOTION

In September 2011, St.George launched their new brand positioning, tapping into the universal truth that people want to get ahead and 'Do better'. This positioning aligns with the brand vision to connect with people in a way that builds strong relationships. This is backed by St.George's award-winning service and strong suite of products.

All communication is aimed at demonstrating how St.George can help



The World's Best Call Centre. Again.

Still has a nice ring to it.

☎ 13 33 30 or 📍 visit a branch

RANKED #1 IN THE WORLD CONTACT CENTER WORLD

st.george do better

specialist financial advice for retail and business customers. Its purpose is to help people achieve their dreams and deliver an environment where people love to bank. To achieve this, St.George is fully committed to understanding their individual customer needs by offering a full service consumer and business bank. In today's environment, St.George recognises that customers and investors don't simply look at an organisation's products and services - they look at its standing in the community, how it treats its people, how transparent and ethical it is and how it manages its environmental impacts. In short, they want to know whether this is an organisation they'd feel comfortable doing business with and the nature of their products and their people are the personification of this integrity and reputation.

#### RECENT DEVELOPMENTS

In April 2012, George Frazis was appointed Chief Executive, St.George Banking Group. George joined the Westpac Group in March 2009 as Chief Executive, Westpac New Zealand Limited. George is highly experienced in the financial services industry. He was formerly Group Executive General Manager at National Australia Bank. Prior to that, George was a senior executive in Commonwealth Bank of Australia's Institutional Banking Division and has also been a partner with the Boston Consulting Group.



With a newly appointed executive team equipped with the fresh ideas and motivation to continue building on this much loved brand,

and the ambitions they harbour.

St.George understands that its customers are actually looking for something very simple - that they simply want to 'Do better' in life. St.George aims to deliver this by providing the right financial solutions, helping their consumer customer to realise their dreams and their business customers to achieve their goals.

Finally, St.George believes hard work will always bring rewards and when it does, it is always something worth celebrating.

#### CORPORATE SOCIAL RESPONSIBILITY

St.George has built its reputation on its support for customers and the communities in which it operates.

St.George Foundation has been helping the little guys since 1990, partnering with over 700 community organisations. To date the Foundation has invested more than \$19 million to improve the lives of Aussie kids who are physically, socially or economically disadvantaged. In 2011, this commitment included working with 123 different communities to deliver programs worth over \$1.8 million.

St.George has a strong history in sponsorship, including the partnering with the St.George Dragons (NRL) for more than 30 years at varying levels. In 2011, St.George extended this partnership until the end of the 2015 season. Through this involvement, St.George is dedicated to supporting the St.George and Illawarra

customers and future customers 'do better', because the bank listens and tailors solutions to meet their specific needs and help them reach their financial goals.

#### BRAND VALUES

Above all, St.George is recognised as the 'people's bank' - in touch with the hurdles their customers face

heartland through a number of sporting initiatives, including the St.George Bank Community Challenge - a chance for under 10's teams from local junior clubs to compete on-field during half-time at the Dragon home games.

St.George is the principal sponsor of the St.George Bank Queensland Reds, an integral part of the bank's commitment to Queensland. Community involvement with the Reds includes St.George Bank Rugby Coaching Clinics and the St.George Bank Super Sevens, giving junior rugby teams the opportunity to play on the field at half time at every Reds home game throughout the season and supporting aspiring young rugby union players with footballs, kitbags, tickets to games and experiences they'll never forget.

The St.George OpenAir Cinema - an extraordinary celebration of film, located against a backdrop that spans the Sydney Opera House, Harbour Bridge and city skyline - is a delight to all during its season and continues to grow in popularity.

#### THINGS YOU DIDN'T KNOW ABOUT ST.GEORGE

- St.George has over 3 million logins per month via mobile banking, as well as a mobile banking App for the most popular smartphones.
- Happy Dragon, St.George's much loved mascot made his first public appearance in May 1970, styled as the 'Protector of the People's Money'.
- The St.George brand is part of the St.George Banking Group, alongside Bank of South Australia, Bank of Melbourne and RAMS.
- St.George held the Guinness World Record for the Largest Kazoo Ensemble when 3,861 St.George Bank Dragon fans hummed 'When the Saints go Marching in' at WIN Jubilee Oval in Kogarah, Sydney.
- St.George recognises that regular business hours aren't always convenient for their customers, which is why they open early on pension days and have selected branches open on Saturdays.

\*Roy Morgan Research, 6 months to June 2011.