

Our Bank

LOOKING AT PEOPLE AND EVENTS IN THE STATE BANK OF VICTORIA

ISSUE 2.
OCTOBER 1984

Our New Relations

A new era in state bank relations has begun.

Realising the need for a concerted approach to the challenges of the deregulated '80s and increasing competition from major trading banks and other financial institutions, the state banks have formed the State Banks' Association.

The move cements the informal contact which has existed between the banks for some years, but does not affect their individual independence.

The Association will foster common interests; develop a common approach to areas of mutual development; and give the state banks greater clout in the financial and political arenas by giving them one voice on government and banking industry issues.

Its members are the State Bank of Victoria (SBV); State Bank of New South Wales (SBN); State Bank of South Australia (SBSA); and Rural and Industries Bank of Western Australia (R & I).

While the regional banks – Savings Bank of Tasmania, Launceston Bank for Savings, and the Bank of Queensland – are not formal members, they are kept informed on the Association's activities and have observer status on one of the Association's committees. Cont'd over...



When you turn One you don't need an excuse to throw a party.

Nor did staff at Broadmeadows Square branch when they celebrated their branch's first anniversary.

Out came the decorations – balloons and streamers, and two outside, homemade birthday cards.

Flowers were handed out to appreciative customers who were also invited to morning tea.

Champagne was a nice touch at the end of a happy day.

Celebrating the day are manager, Bob Cogger, Glenys Curtain, Linda Amezdroz, Lisa Collins and Lysiane Lefebure.

Brunswick, Barkly Square, will also be celebrating its first birthday in October and we are looking forward to reporting on their celebrations.

The branch conversion to NCR 5000 on-line terminal equipment is expected to begin within a few weeks following successful tests at eight pilot branches.

The pilot branches are West Melbourne, Peel Street Market, Thornbury, Victoria Street, Elizabeth Street North, Northcote, Northcote Plaza, and Northcote South.

The new screen and keyboard equipment will replace the Olivetti terminals which have been in service since 1972.

It will be installed at a rate of 50 branches a month, with special attention given to the 100 country branches not yet on-line.

The new equipment is quieter, more reliable and easier to operate, as well as more versatile.

The equipment's design is considered 'state of the art', and its introduction will put us ahead of other banks.

Some \$15-million of NCR equipment has been in store, pending agreement with the Division on guidelines for its use.

Agreement came at the end of August and cleared the way for the conversion programme.

The guidelines cover such things as rest breaks, medical screening and training.

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New Links

The Association is governed by a Chief Executives' Committee (CEC) comprising Mr Bill Moyle, our Chief Executive Officer; Mr Nicholas Whitlam of the SBN; Mr Tim Marcus Clark, SBSA; and Mr David Fischer, Chairman of the R & I.

Chairmanship will rotate between Mr Moyle and Mr Whitlam.

Mr Moyle is the current chairman.

The Committee meets every six weeks to discuss issues and formulate policy.

Administration is by a permanent Secretariat provided by our Bank and the SBN, alternately.

The Secretariat is being provided by our Bank until next July, and Russell Wade has been seconded from Personnel Department to act as secretary.

Implementation of policies and initiatives is in the hands of the State Banks' Operations Committee (SBOC).

Our representative on SBOC is Max Carr, Deputy General Manager (Administration).

The regional banks are observers at SBOC meetings.

Other committees will be formed from time to time to work on specific projects.

Three such committees have already been formed to tackle Visa, ATM reciprocity and the state banks' payment systems.

The Association is represented on the Electronic Interchange Association and the Australian Payments System Council – government and banking industry bodies.

Geoff James is the representative on the first, and Bob Thomas of the SBN sits on the other.

Hollywood has the Oscars...



British moviemakers have BAFTA, and there are the Emmys, Grammys and Logies.

In fact, every industry has its night of nights when the crème de la crème are honoured.

The Australian advertising industry, an industry with a reputation for brilliance, has AWARD – the Australian Writers and Art Directors Award.

This year, our Bank's Visa card commercial won the coveted AWARD for the best 60-second television commercial.

That's not a bad effort when you consider the thousands of TV commercials produced in Australia every year.

What's more, no other bank scored an award for their commercials!

Rod Amos, Marketing Services Manager, picked up the AWARD on our Bank's behalf.

Yes, that's a photo of it and, for those of you who are mystified, it represents a pencil.

The Royal Show was almost washed out...



In fact, it was touch and go whether our float which led the Show's highlight, the Grand Parade, would float away! We are happy to report it survived its daily drenching.

Doug Prestidge, our well known relieving manager from Latrobe Valley, headed the team at the Show.

Doug (left), is seen on the float with Natalie Skinner and Kim Keady (sitting). Y'vonne Akerley, Peter Gibbs and Frank Brown, who were part of the team that entertained country visitors to the Showgrounds branch and Rural Services Caravan.

The caravan, a familiar sight at Field Days around Victoria, was at the Show for the first time and was used for 'talking business' with our visitors.



No! we won't be sending Y'vonne to your branch but we will send the camera.

Y'vonne Akerley, of Business Development, is a familiar face around the branches, and we want our camera to be just as familiar.

Y'vonne obligingly agreed to pose in the best advertising tradition to complement the camera.

We felt we had to do something to catch your attention.

Now that we've got it, read on.

The camera is available for your use if you think you have a story for Our Bank which needs a picture.

We load it, you snap it, and Kodak does the rest.

Hopefully, we'll get good pictures – the camera is supposed to be foolproof!

Anyway, if your branch or department wants to borrow it for a legitimate story, not taking snaps of the family budgie, cat or dog, or junior's birthday party, just give me a call and I'll send it to you.

You can reach me on (03) 602 7841.

We Share Networks

Our Bank is joining the National Australia Bank and ANZ in integrating their electronic funds transfer at point of sale (EFT POS) networks to offer customers a shared cashless shopping system.

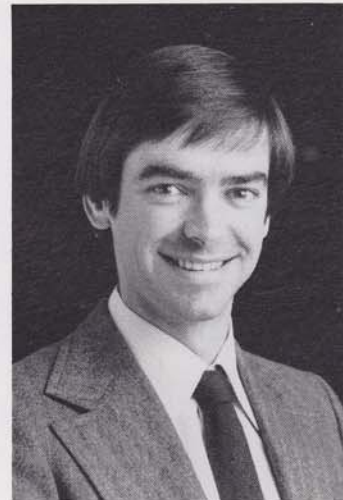
A proposed electronic interchange, or computer 'gateway', will enable retail customers of all three banks to use the respective point of sale networks now being established by each bank at shops, supermarkets and service stations.

Our Bank's POS network is to be launched on November 1, and we'll hook up with the gateway early next year.

The move was announced at a news conference on September 14, by Mr Moyle, who welcomed the chance to join the other two banks in leading the banking industry in a coordinated approach to interchange of point of sale.

The industry has been criticised in the press for apparently not adopting a uniform approach to POS.

In effect, customers with Easy Bank cards, National Australia FlexiCards or ANZ Transaction cards, will be able to use them through any POS terminal installed by any of the three banks at retail outlets.



Our bank gets a newshound.

Yes, the face above belongs to journalist Kim Minett, the newest member of our Corporate Communications team.

It's a face which should become familiar because Kim will be out and about chasing up stories for OUR BANK. So Kim is keen to hear about anything of interest happening at your branch – whether it's a workmate with an unusual hobby or something you've achieved that's worth boasting about.

When he's not chasing stories Kim can be found chasing fish. But he's also a cricketer, music buff and inveterate party goer.

So don't hesitate to contact him at Head Office on 602 7846.

'Dear Public Relations,

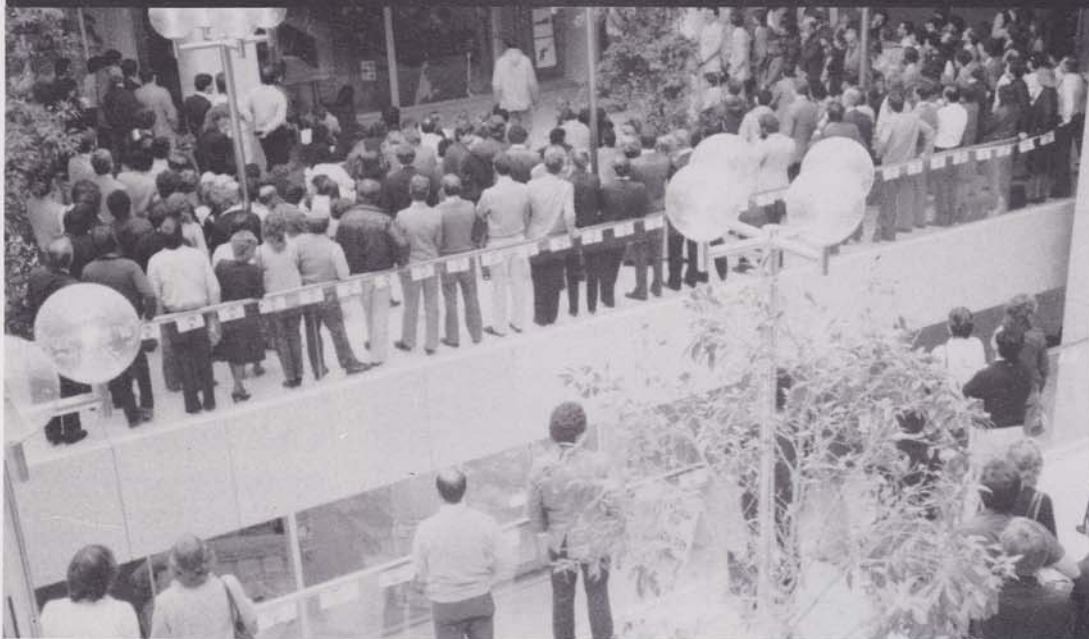


Just a little note of gratitude to say how kind and patient the staff at 168 Glenhuntly have been to me since the death of my husband, especially David O'Callaghan.

We moved here from Gardenvale (167 Gardenvale were always good too) about a month ago.

Sincerely,
Sylvia N. Robert'

Q.: What are these people looking at?



A.: The telecast of the marathon – the big event of the LA Olympics which wasn't won by Robert de Castella.

Shoppers and workers(?) were treated to Channel 10's live coverage of the Games on a giant television screen on the upper level of the Galleria at State Bank Centre.

It was the bright idea of Nathalie Urbonavicius who is responsible for looking after the interests of the merchants in the Galleria.

Nathalie, who's based in Building Management, has a number of other projects in mind to attract people to the Galleria.

We'll be covering them as they happen and reporting to you.



Debbie Does Well

Debbie Pianta of our Seymour branch has been crowned Miss Goulburn Valley Charity Queen after raising more than \$9,000 for the local Spastic Society.

Debbie will compete for the Miss Country Victoria Queen title at the Miss Victoria finals to be held this month.

The fundraising has meant a lot of hard work for Debbie, her family and friends, during the last 12 months.

Staff at Seymour will be holding thumbs for her during the judging in Melbourne on October 8.

Daffodils usually herald spring and Leongatha celebrates with a Daffodil Festival which virtually turns the town yellow.

Shops, businesses and individuals all turn their hand to displays of daffodils.

Our branch has won the Best Bank Display for the third time.

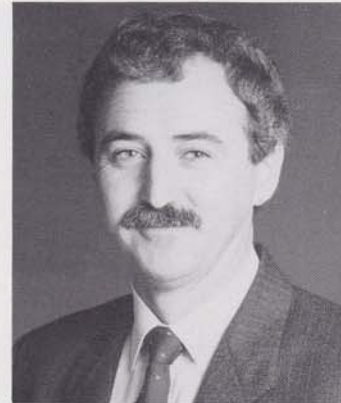
The display was arranged by our Bank's Lee-Anne Mason.

Well done Lee-Anne!

OUR BANK is your monthly newsletter which has replaced Statesman.

Your news and views will help make OUR BANK a success.

Keep your contributions rolling in – our deadline is the third Friday of every month.



Geoff James Heads EDP

Geoff James has been appointed Chief Manager EDP to take over from Ross Strang who retired at the end of last month.

Geoff, who has been Secretary since last October, took up his new post on October 1.

Geoff joined the Bank at Coleraine in 1959 and has spent 14 of his 25 years' service in the EDP Department.

He rose from trainee programmer to Deputy Chief Manager of the department in less than 9 years; being closely involved in the development of the Bank's 'on-line' computer and MICR systems, as well as the EDP planning for Bankcard in the early '70s.

In 1980, Geoff obtained a Diploma in Commercial Data Processing at RMIT, and last year took the Advanced Management Course at Melbourne University Graduate School of Business Administration.

We wish Ross a long and happy retirement.

All contributions to Clive Walters or Kim Minett Marketing Department or ring: (03) 602 7841 (03) 602 7846