

Our Bank

LOOKING AT PEOPLE AND EVENTS IN THE STATE BANK OF VICTORIA

ISSUE 1. JULY 1984.

Merchant banker, Bill Moyle, has won the Bank's top job from a host of Australian and overseas contenders.

Mr Moyle, 54, who joins us in mid-August, succeeds Harry Torrens who retired as General Manager in January.

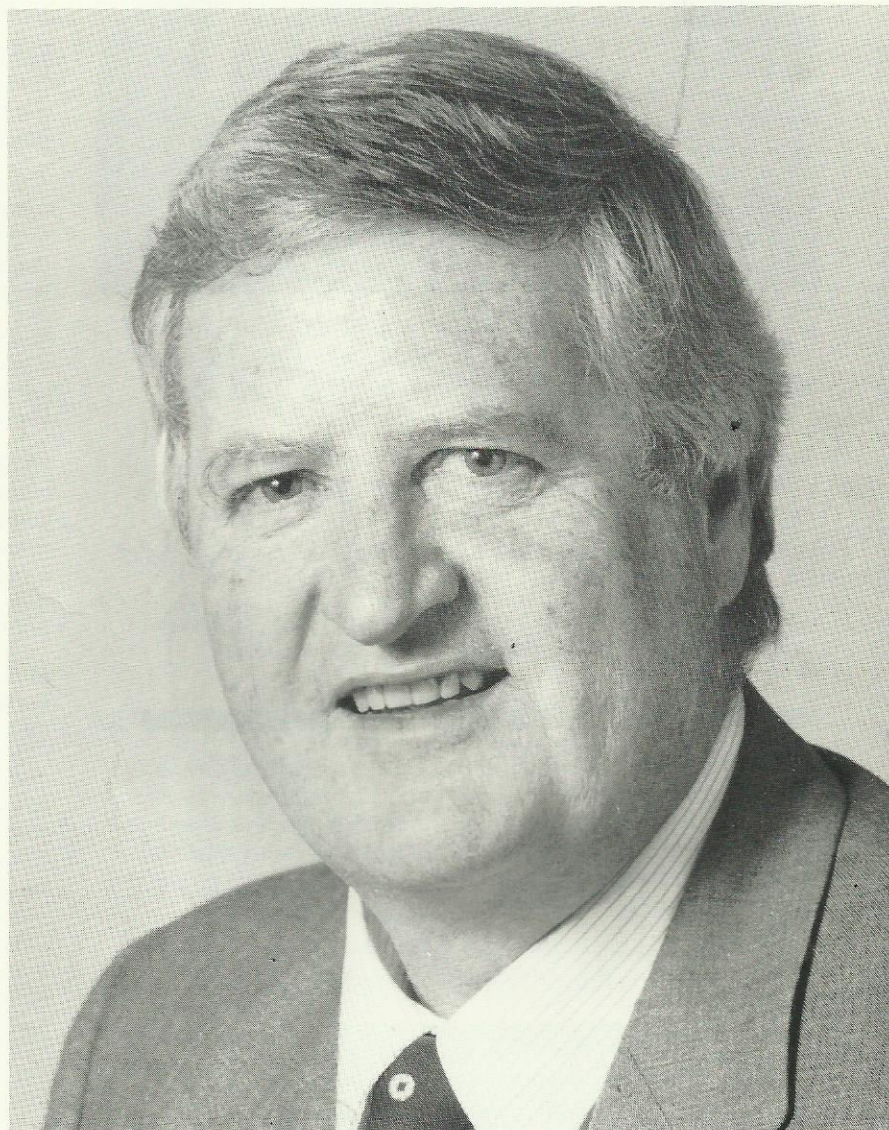
It is the first time the job of chief executive officer has been filled from outside the Bank.

"The decision is a break from tradition which reflects the new directions of the Bank," says Arnold Hancock, the Bank's Chairman.

"The Bank has taken a number of initiatives in the last 12 months to further its expansion in its traditional retail banking role and into other areas of financial services.

"Bill Moyle's experience in senior positions in international finance, treasury functions, commercial finance and general corporate administration will help the State Bank develop its expanded role in the changing financial environment of the '80s and beyond.

"Mr Moyle's early involvement in trading bank operations and his expertise in the finance com-



"I am confident I will have the full support and cooperation of the management and staff of the Bank in seeking to achieve these challenging objectives."

pany and merchant banking fields represents a balanced mix of valuable skills which will enhance the Bank's present activities and future initiatives,

such as the recently announced joint venture in the consumer and commercial finance sector through Associated Midland Corporation."

Bill Moyle, who has been head of merchant bank, Chase-NBA, for the last three years, has a large task on his hands when he takes over the reins. The Board is committed to expanding our Bank's activities by:

- ☐ developing export/import financing and improving related foreign exchange services
- ☐ developing corporate lending
- ☐ building its retail sector to provide 'one stop' consumer shopping for financial services
- ☐ expanding its programme of government and semi-government lending, particularly in the international market
- ☐ reviewing and expanding its overseas representation, including the South East Asian and Pacific Basin areas.

Naturally, Bill Moyle is delighted with his new appointment.

He says: "The Bank has been given a very clear mandate by the Board to enlarge the range of its

services and to develop its business on a commercially competitive basis.

"The financial services market will be marked by the vigorous activity and competition in the next few years and the State Bank will be a very exciting place for us and our customers." 

Bill Moyle's appointment comes at a crucial point in the history of Australian banking.

Australia's state-based banks are responding to the challenges of a changing banking industry through a widening of their operating charters, assuming stronger business profiles, and adopting a more aggressive marketing approach in a bid to maintain and increase their customer bases.

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And, no doubt, great expectations are held in a variety of quarters because the decisions made now will have a major impact on the State Bank's role for many years to come.

So let's take a look at his impressive career.

Lindsay Gordon Crossley Moyle, or Bill as he prefers, began his career in February 1947, when he joined the Commonwealth Bank at its Chatswood branch in Sydney after matriculating from Kyogle High School.

In his 31 years with that bank, he rose from clerk to General Manager of its affiliated merchant bank, Australian European Finance Corporation Limited.

His early years saw him gain valuable experience in business promotion, research, inspectors and audit functions, but the most significant appointments were Personal Assistant to General Manager Sir Alfred Armstrong, and Administrative Assistant responsible for advertising and marketing.

During three years in the staff management area he helped



Very Honoured

Among the businessmen, academics and public servants who were well represented in the Queen's Birthday honours list announced on 11 June, were two State Bank Commissioners.

The highest award in this year's list went to Neil Smith, our Deputy Chairman, who headed the trust fund set up to help the victims of the Ash Wednesday bushfires.

He has been made a companion in the general division of the Order of Australia (AC).

Commissioner Ian Morton (right) was made a member in the general division of the Order of Australia (AM) for his service to rural development.

establish an executive development programme for potential executives; equal career opportunities for women; and long-term planning and forecasting strategies.

When Australian banks were allowed to enter the field of lease financing, Mr Moyle helped shape his bank's new legal, accounting and marketing policies and operating procedures for the new service.

After completing the task, he gained further valuable experience in the important commercial and industrial finance fields, servicing major corporate borrowers.

In 1969, Bill Moyle was appointed Executive Assistant to the Managing Director.

A major assignment he handled in this capacity was a review of the bank's business objectives and organisational structure.

In 1970, he visited America and Europe to study corporate financing.

The following year he was seconded as foundation Managing Director of the Investment Corporation of Papua New Guinea – an investment banking operation.

He returned to Sydney in July 1974 to take over the Commonwealth's international operations.

Two years later, he became General Manager of Australian European Finance Corporation – a merchant bank partnership between the Commonwealth and four European banks.

"The decision is a break from tradition which reflects the new directions of the Bank," says Arnold Hancock, the Bank's Chairman.

His break from the Commonwealth came in 1978 when he joined United Dominions Corporation as Managing Director.

This finance company operated nationally, focusing on servicing the finance needs of small to medium businesses.

A new direction in his career came in 1981, when he was appointed Managing Director of the Melbourne-based merchant bank, Chase-NBA.

Chase-NBA is a major merchant bank with a comprehensive range of local and international financing and advisory services.

During his busy career, Bill Moyle also attended an advanced course of the Australian Administrative Staff College in 1969, and an advanced management course with America's Harvard University in 1970.

He has also been an Associate of the Australian Society of Accountants since 1964.

In addition, he has also had a notably high profile in financial circles in his capacity as Deputy Chairman of the Australian merchant Bankers Association since 1982, and membership of the Victorian Premier's Working Party on banking and finance since 1983.

Mr Moyle has also held directorships with the Government Insurance Office of NSW since 1979; of the Northern Territory Development Corporation since 1982; and the American Chamber of Commerce since '83.

On the personal side, Bill Moyle played rugby for Sydney's Northern Suburbs and was a member of Cory Reef Life Saving Club.

He is still a keen surfer, but now likes to spend time on his farm property in South Gippsland.

He is married, with two sons, 23 and 20, and one daughter aged 22, and lives in East Melbourne. **ES**

Our Bank has gained an important national banking presence by buying half of Associated Midland Corporation's finance operation.

The joint venture, announced late last month, gives the State Bank a substantial consumer and commercial finance service in other states.

Associated Midland Corporation was the national finance house of Associated Midland Group Limited, now renamed Midland International Australia, which is wholly owned by Britain's giant Midland Bank plc.

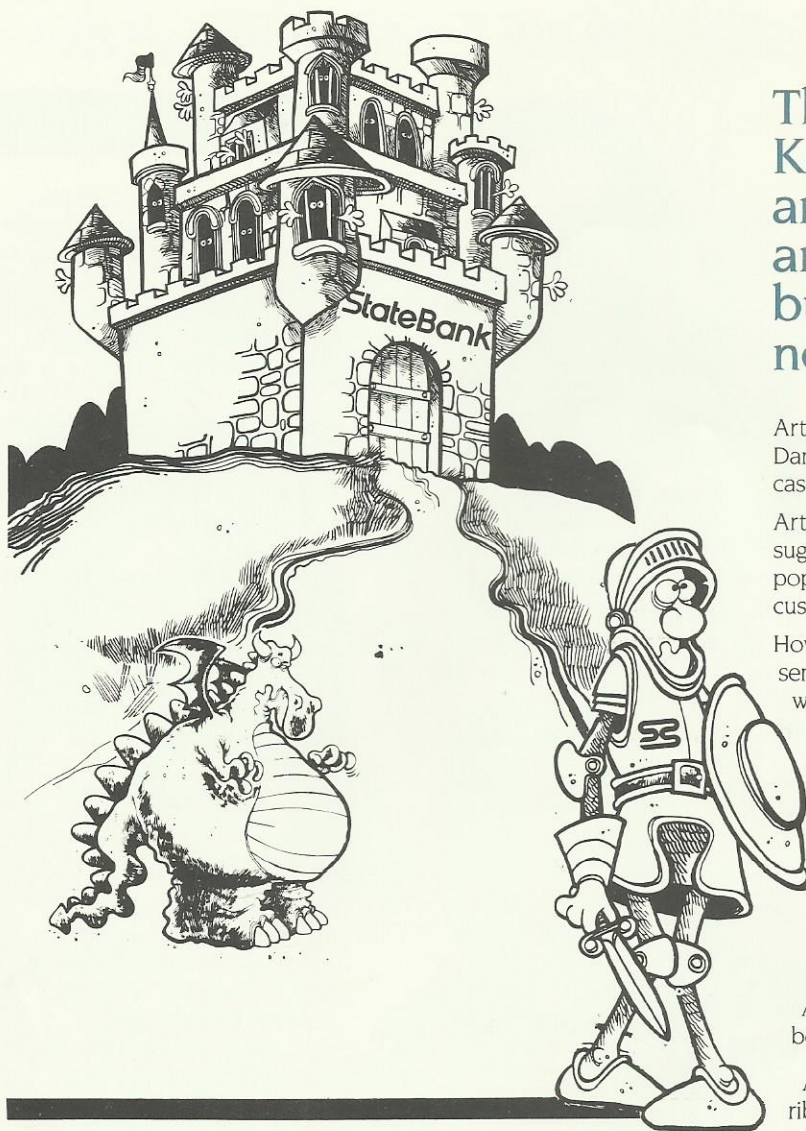
Under the arrangement, a new joint-venture company, Associated Midland Limited, acquired the assets, premises, staff and management of AMC.

The Managing Director of Associated Midland Ltd is Alan Cox, previously General Manager, Retail, of AMC.

The joint venture company will continue the traditional finance business of Associated Midland Corporation, which had consumer and commercial receivables of more than \$300 million last September.

It will provide consumer and commercial finance to individuals, business and corporate customers.

The venture cements the State Bank's long-term correspondent relationship with the Midland and its close association with Thomas Cook travel, owned by Midland.



The days of King Arthur and his knights are long gone, but chivalry is not dead!

Arthur Robertson, accountant at Dandenong Market, proves the case.

Arthur doesn't, as the photo suggests, spend his spare time popping out of drains to serve customers.

However, in this case, Arthur and senior clerk, Gordon Kitchin, were on hand to rescue a customer's Easy Bank card which had fallen through a metal grate in the footpath.

"It's the second time this has happened," says Gordon.

"I had to get a screwdriver and lever the grate open, but I insisted Arthur go down the hole because of his seniority!"

Arthur has taken quite a bit of ribbing from colleagues and is apparently trying to play down the title, Mole of Dandenong.

We congratulate the pair on the excellent customer service.

The \$15.5 million outlay by the State Bank represents a major step in our Bank's diversification.

Commenting at the announcement of the deal, our Chairman, Arnold Hancock, said: "The joint venture represents a considerable and unique investment.



"It enables us to further our ambition to diversify the business away from traditional areas of activity, yet, at the same time, complement our existing products and services.

"The mutual benefits which will flow to both partners will be material.

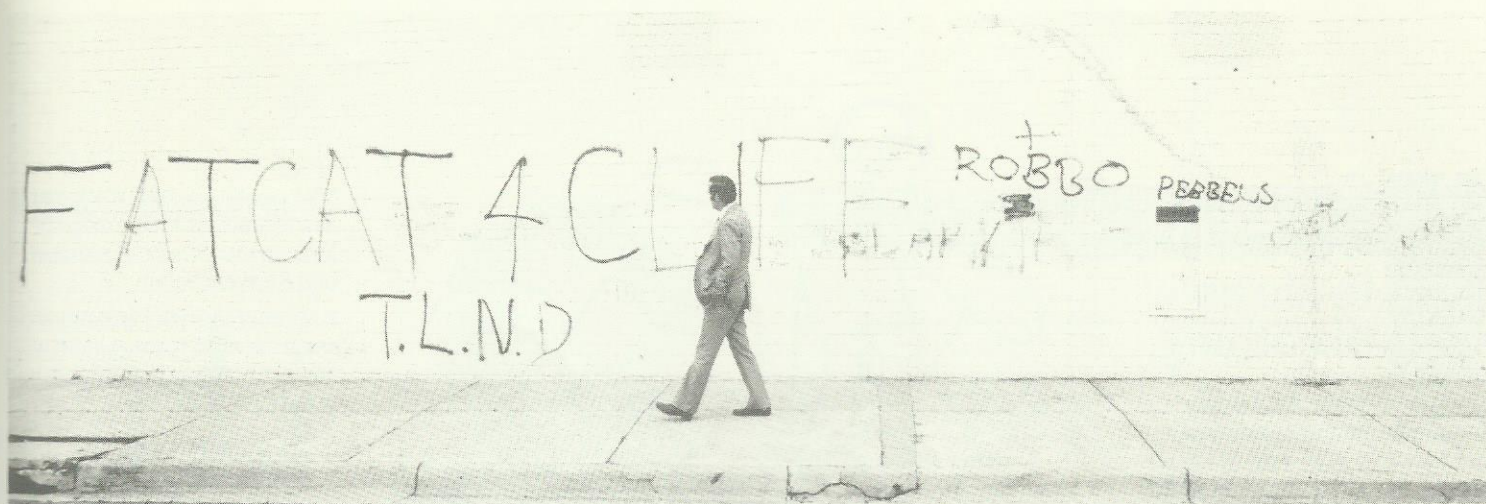
"The joining of our branch network to Associated Midland Corporation's national structure provides considerable marketing possibilities for both the receivables and liability side of the balance sheet.

"Our joining with one of the world's largest banks in this very successful and profitable finance house will give us high national and international visibility."

The announcement of the joint venture was made to journalists moments after the documents were signed at State Bank Centre by Mr Hancock, Acting General Manager, Jack Ryan, and Associated Midland's Managing Director, Bob King.



(Picture courtesy of Dandenong Journal)



Expletives Deleted!

Graffiti apparently dates back to Roman times when the idlers of Pompeii scribbled on blank walls, but the scribbles on our Braybrook branch in Melbourne's western suburbs was more offensive than witty.

Each time the branch painted out the expletives, they reappeared overnight.

Tiring of the continual round of painting, the Bank's answer was: let the local high school art students paint a mural.

So far, the plan has worked.

We covered the wall's transition from graffiti to Olympic mural – the theme chosen by the students.

Oh yes, the mural has been covered with a clear anti-graffiti varnish just in case!

Report Awards

Our 1983 Report to Staff has won Gold in the annual Enterprise Australia awards.

It is the third year running that our Report has won an award from Enterprise Australia, an organisation committed to encouraging excellence in this area of corporate communication.

The 1982 and 1981 Reports won Bronze.

This year's Awards attracted 54 entries from a wide range of businesses.

Organisations which submit entries do not compete against each other.

Reports are evaluated as to their success in meeting established standards which cover content, design and overall visual impact.

In the opinion of the adjudicators: "To win a Gold Award reports must achieve a standard of excellence in meeting

all aspects of the criteria. In the opinion of the adjudicators the reports must be able to serve as models for other organisations to emulate."

This is what they said about our Report: "A happy, human interest report with exemplary charts and written expression.

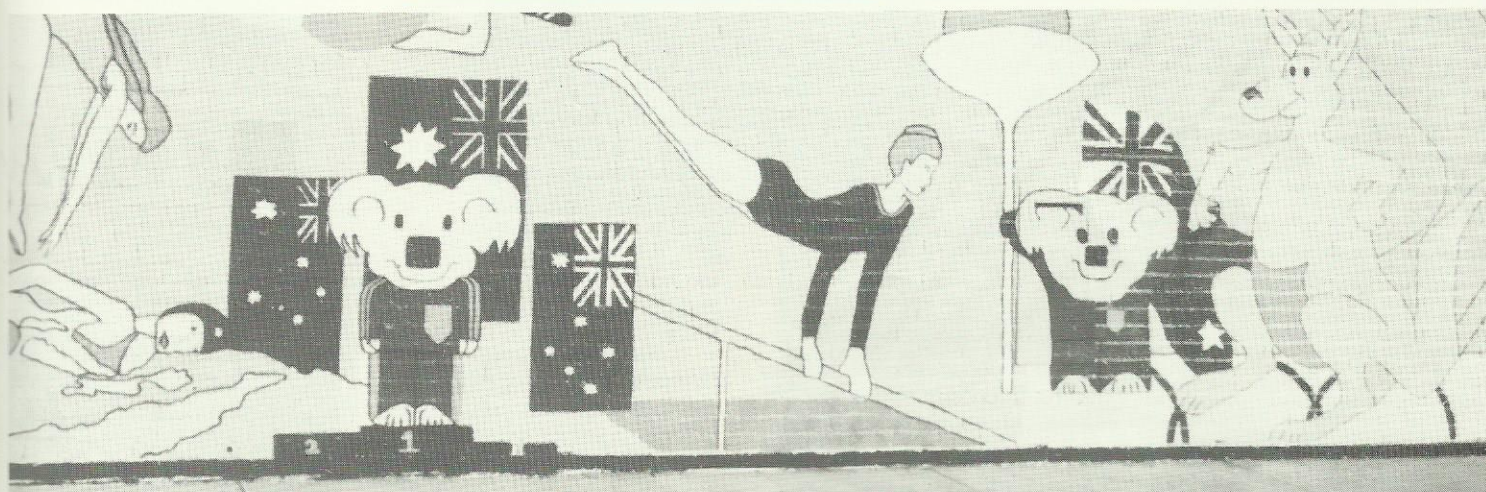
Its coverage of personnel policies was commendable."

Among the team responsible for producing the 1983 Staff Report was Bill Patey, who retired as Public Relations Manager this year.

What a lovely way to end a career in journalism and we heartily congratulate him.

Our Bank has also scored a success with its Annual Report to shareholders.

The Australian Institute of Management has given it a Bronze for "distinguished achievement in annual reporting".





Communication is as essential to life as breathing.

It begins with that first cry after birth and continues throughout our lives.

We depend on communication in some form or other every day.

Companies also exist on communication.

Because companies are made up of people it is essential to have effective communications within an organisation.

These communications exist on varying levels, from the simple memo to complex instructions on how to use the latest office equipment.

A corporate communications programme aims at fully informing the people who make up a company's workforce of what is happening in their organisation.

It is not only an attempt to inform you of new policies, long term plans and other decisions which affect our working lives, but it is also meant to be an exchange of ideas between staff and management.

We are developing a corporate communications programme for you.

It began with your in-branch marketing newsletter, Countertalk.

Countertalk is aimed at informing you about our new bank products and the best way to sell them to customers.

We also want you to contribute your ideas about what can be done to improve all aspects of customer service and the way we go about selling our products in



an increasingly competitive banking market.

Your opinions on these areas DO count because you are dealing with the public every day, so please send in your contributions.

The second stage in the corporate communications programme is this newsletter, OUR BANK, which will be a window on the people and life in the State Bank.

OUR BANK is your newsletter through which you will get all the news about our Bank.

This first issue is a good example of what will be contained in OUR BANK.

Again, we ask for your contributions to help make our corporate

communications programme an effective exchange of ideas between you and management.

We are not looking for trivial items of branch gossip which do not mean anything to anyone but your colleagues, but we do

want news about meaningful events in the day-to-day operations of your branch or department.

After a few issues you should get a clear picture on the standard of items we are seeking.

Please make sure you give your name, title, and branch or department when you send in contributions so they can be followed up.

OUR BANK will be a window on the people and life in the State Bank.

We hope to establish OUR BANK as a forum for the exchange of ideas in the form of a Question and Answer column.

If appropriate, your questions or suggestions to management will have a chance of being published in the Q. & A. column.

Your contributions will be treated confidentially and you won't be identified if published.

The next step in our communications programme will be a new magazine called, ISSUES.

Its contents will be of a more serious nature.

ISSUES will carry interviews and stories about the Bank and its operations, as well as articles written by newspaper and magazine journalists, and profiles on the people in our Bank who provide interesting reading through their achievements at work or after hours.

In short, we aim to make ISSUES comparable in content and production to the types of magazines you can buy at the newsagents.

As we progress, it is planned to have our communications programme cover other media, but at this stage we will concentrate on making our newsletters and magazine a success.

We hope you will contribute towards this success.

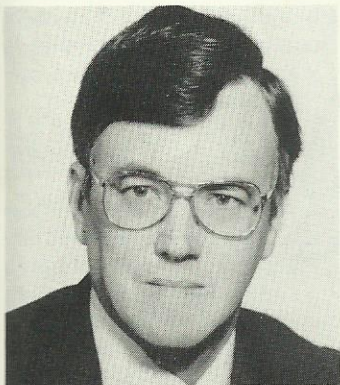
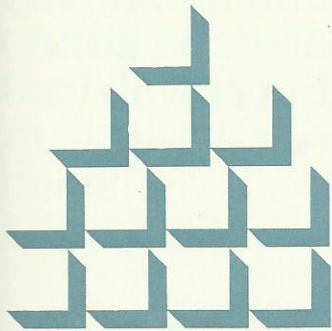
I look forward to hearing from you.

Clive Walters

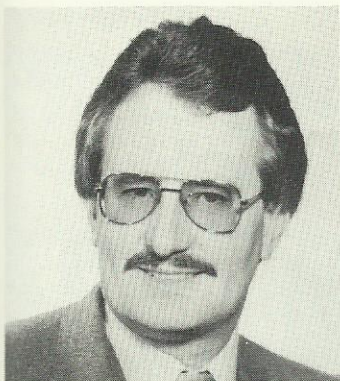
Please send your contributions to:

Clive Walters
Public Relations Manager
Marketing Department
or ring: (03) 602 7841

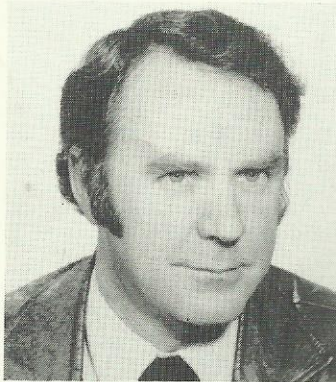
New Managers



Colin Barnard – State Bank Centre
A1 – Collingwood
A2 – Kew
A3 – Elizabeth Street
Interests: Oil painting, tennis, golf.



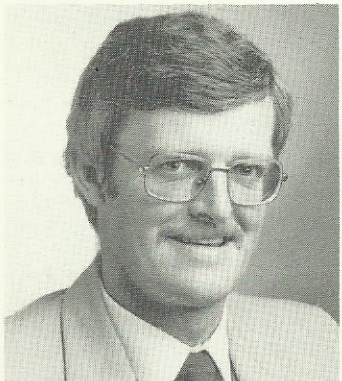
Brian Hoath – Assist. Manager, Operations, E.D.P. dept.
All classifications E.D.P. dept.
Interests: Thriller movies, family activities, music.



Ivan Bendschneider – Co-ordinator, Premises dept.
A1 – Burwood East
A2 – Warrandyte
A3 – North Fitzroy
Interests: Water ski-ing, fishing, shooting



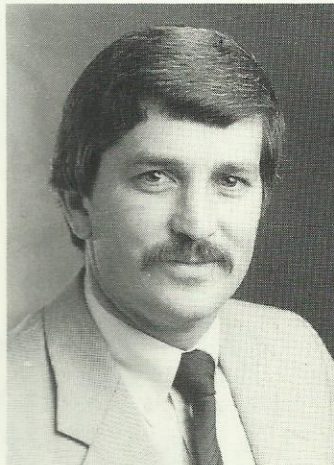
Robert Peters – Elmore
A1 – Chirnside Park
A2 – Mooroolbark
A3 – Elizabeth Street
Interests: Fishing, rabbiting, football, cycling.



John Stanton-Newborough
A1 – Greensborough
A2 – Lalor
A3 – Heidelberg West
Interests: Football coaching, gardening.

Study Courses

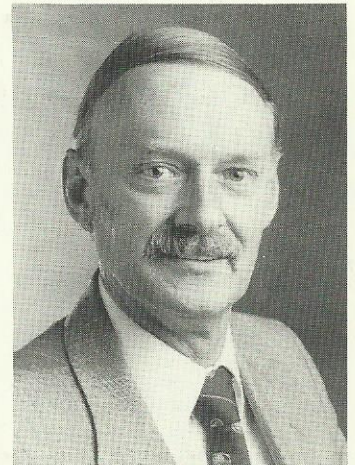
Russell Hastings will take two weeks off his busy job as Supervisor of International's Communications, to attend the Pacific Banking School at the University of Washington in Seattle, next month.



The course, which runs for two weeks from 15 August, is aimed at establishing a greater understanding of the changing economic and competitive forces shaping banking in the Pacific region.

Russell will live-in at the University while he attends lectures and studies specialised subjects.

Meanwhile, Noel Wood, Manager Business Finance, has been attending a six week long advanced management programme conducted by the University of Hawaii and the College of Business Administration of Hawaii.



His course attracts a diverse group of senior management people from the United States and within the Pacific Basin, and is designed to broaden perspective and improve decision making skills, as well as encouraging and developing fresh thinking and new insights into the human aspects of banking.

SB

BASC

Our Bank will play host to 28 senior bankers from Australia and New Zealand when the 31st annual Bankers' Administrative Staff College (B.A.S.C.) course is held later this year.

Established in 1953, the B.A.S.C. course ranks among the foremost Australian executive development programmes, with

an emphasis on advanced banking skills.

Ron Fisher, Manager Branch Computer Systems; Rod Amos, Manager Marketing Services, and Peter Jenke, Manager Salaries, will represent our Bank at the course which is being held at our staff college at Baxter, from 17 September to 26 October.

One of our District Managers, Rod Birrell, will be principal of the course.