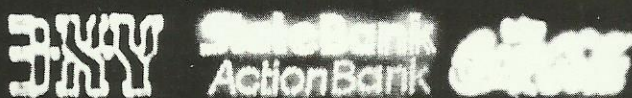


Our Bank

LOOKING AT PEOPLE AND EVENTS IN THE STATE BANK OF VICTORIA

FEBRUARY 1986



The 3XY Hot-Hits Stereo Skyshow on the banks of the Yarra was part of our State Bank Action Bank marketing drive aimed at youth.

The display, the biggest spectacle of fireworks seen in Melbourne, was co-sponsored by our Bank and was part of the Australia Day weekend celebrations.

About 30,000 people were expected to attend but more than 100,000 turned up.

Senior advertising manager Trevor Salmon says: "This was our first direct visual association with the youth market.

"The radio campaign aimed at the 16 to 25-year-olds allowed promotion in the areas of personal loans, Pay Point and Teller Point."

People at the Skyshow were invited to watch between Princes and Swan Street Bridges – and turn their radios up!

Business Conference

Business targets, marketing strategies and other initiatives for 1986/87 will be formulated next month at a three-day executive conference at the staff college, Baxter.

The conference will start at 2 p.m. on March 14 and will wind up on March 16.

It will be attended by all our Bank's executives and their plan will be the blueprint for the Bank's business development for the year ahead.

Econostate Launched

Econostate, a monthly State Bank publication, was launched on February 17.

Econostate has been developed during the past year by chief economist Peter Smith.



Econostate, produced by the economics department, reviews economic conditions in Australia, Victoria and selected key overseas economies.

It contains NATSTAT



First issue

leading indicators of the Australian and mainland State economies.

Chief executive Bill Moyle says: "Econostate provides a brief but informative analysis of economic conditions and prospects which will be of value to those interested in monitoring the state of the Australian economy. Sections on the Victorian and overseas economies together with NATSTAT leading indicators add to the value of the publication."

Investment Advisers: Over 300% growth this year

Since Jack Sennitt and Alan Banks joined us six months ago to start the Bank's new venture into financial planning, they have helped hundreds of people. In fact, demand for this service has been so great that they have expanded their staff to six and are expecting to recruit more people by the end of their first year in business.

Of the four new members in financial planning, three are senior advisers.

They are Harold Fabry, previously of ANZ, Bob Baker-Smith, formerly of Personnel, and Allen Morris, who has held senior managerial positions in several major Australian companies.

The fourth is Nicollette Ellis, typist and word processor operator.

"The key to our success has been our ability to give customers objective help with their investments," says Jack Sennitt, senior manager, finance planning.

Alan Banks adds: "Our main activity is to help

people who want growth investments without attracting unnecessary tax under present guidelines, nor exposing their capital to the effects of inflation."

"Through our activities, we are attracting substantial business to the bank; roughly balanced between

our own customers and those from other banks and financial institutions."

To help branch managers and accountants better understand their services, the team is giving seminars. So far, they have been to Geelong, Ballarat, Bendigo and Ararat. Morwell is next on their list. Lectures are also given for metropolitan

and suburban staff at the staff college in Baxter, and State Bank Centre's theatre.

Financial planning is part of the treasury division on level 12 at State Bank Centre, and if you have customer inquiries about financial planning you can arrange interviews with the team by ringing them on 604 7762.



Alan Banks, Harold Fabry, Jack Sennitt, Bob Baker-Smith and Allen Morris

Our Bank

has officially opened its North American operations with a reception at the New York Yacht Club.

About 300 people attended the historic opening.

The State Bank of Victoria is the first foreign bank given permission to use the famous club, home of the defence of the America's Cup until 1983.

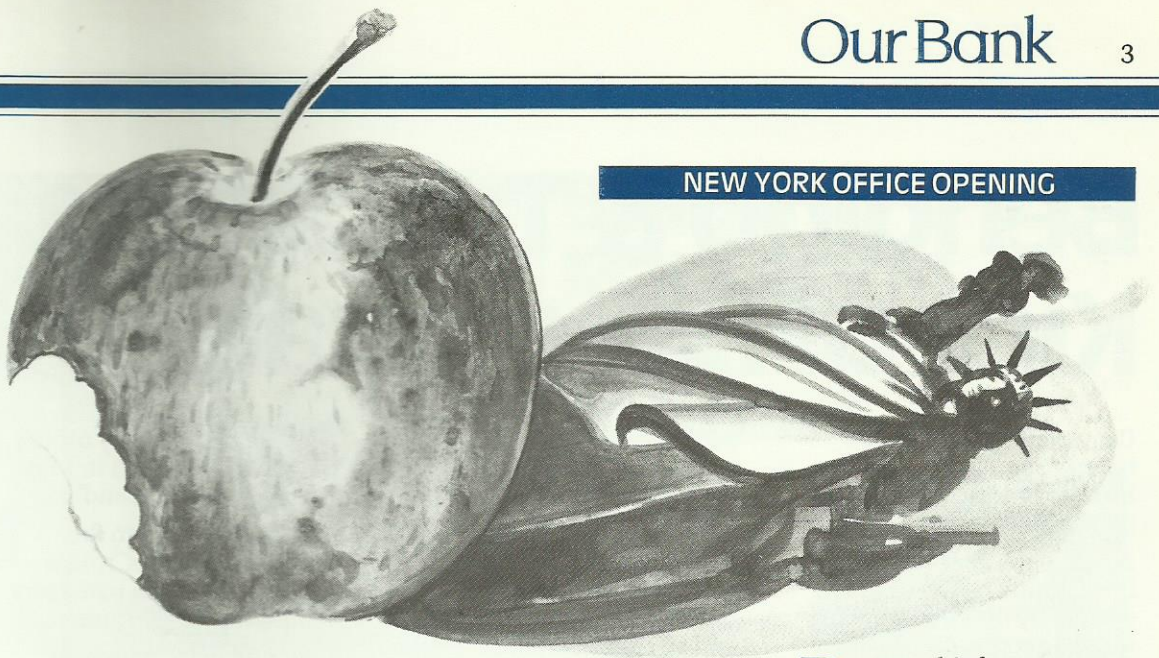
At the same time, at State Bank Centre on January 31, a news conference was held to coincide with the launch into New York.

The hosts for the New York reception were our chairman, Mr J. Arnold Hancock, chief executive Bill Moyle and deputy general manager corporate and international James McAnany.

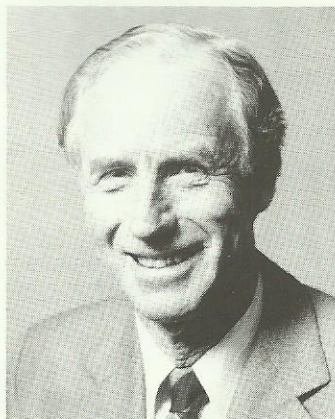
Also attending were State Bank commissioner Ian Morton, Tricontinental deputy chairman Jack Ryan, Melbourne's Lord Mayor Thomas Lynch and senior manager international Brian Kirk, who will become first vice-president of our New York office in May.

Other guests included senior executives of domestic and foreign banks and corporations in the United States and Australian consulate and diplomatic staff. Many of the guests flew from other US States and London to attend.

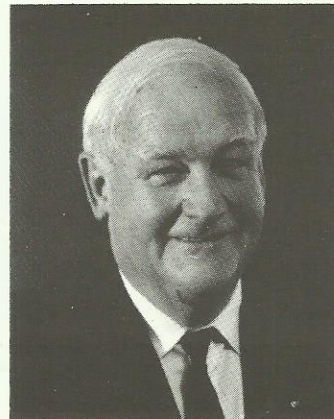
The reception was held in the yacht club's model room, a marble and wood-panelled chamber with scale models of America's Cup challengers and defenders.



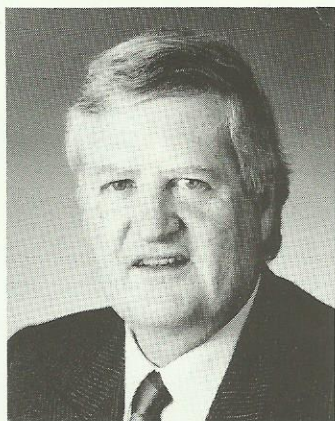
NEW YORK OFFICE OPENING



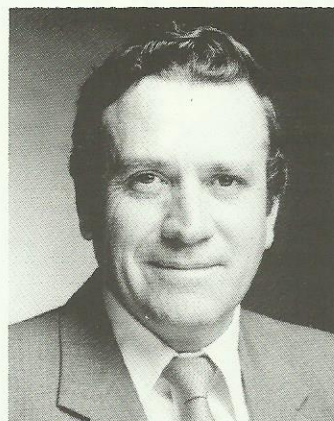
J. Arnold Hancock



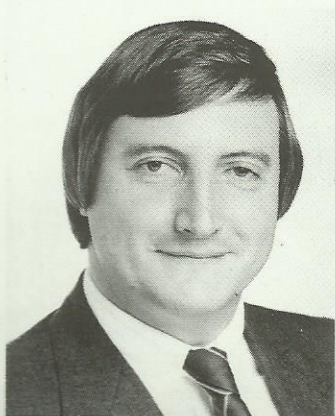
Ian Morton



Bill Moyle



Jim McAnany



John Winders



Terry Dawkins

Deputy chief executive Max Carr says: "By moving into New York directly we will now be able to complement our existing range of services and provide our customers with greater access to the American borrowing market."

"The State Bank of Victoria has an excellent credit rating in the United States and our preferred rating will be of real benefit to our customers in Australia."

"The State Bank of Victoria will be in there with our direct access competing for the best arrangements and services for Australian business."

The opening of our office at 250 Park Avenue is part of our Bank's international expansion programme. London office will be upgraded and there are plans to open an office in South-East Asia.

With the international changes, Terry Dawkins, now senior vice-president New York, will become assistant general manager international and in May, John Winders, now chief manager international, will become vice-president New York.

Other senior appointments are:

- Ian Phillips - deputy chief manager London
- Peter McLean - senior manager foreign exchange
- Antoinette Noronho - senior corporate foreign exchange dealer
- Peter Allen - foreign exchange trader New York

Bendigo & Traralgon Kick Off Regional Banking

Our retail operations are being streamlined with the introduction of regional banking.

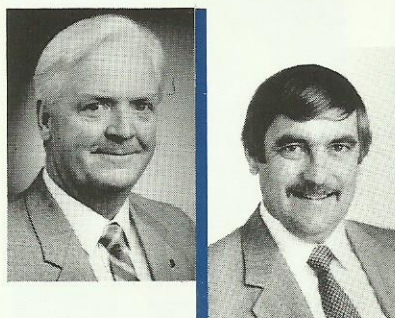
A three-member task force is reorganising the branch system by dividing the state into 15 geographical regions.

These regions are subdivided into nine metro and six country regions for better management of business development and market penetration of the fiercely contested retail banking arena.

Separate regional offices will be set up to administer the regions.

John Johnson, head of the regional task force, says there will be a senior regional manager, regional manager and support staff in each office.

There will be five offices covering the nine metro regions.



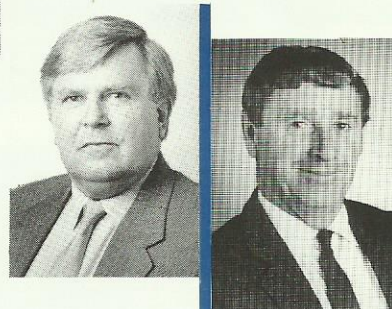
The first two country offices are planned to open in May at Traralgon and Bendigo.

John says the key to the regional managers' role is support of branch managers in business development.

They will help branch managers develop their customer base through regionalised market research and corporate planning objectives.

Each region has about the same number of staff.

The six country regions will have between 24 and 35 branches, while the nine metro regions will cover between 33 and 43 branches.



An office in Parkville incorporating three regions – Parkville North, South and West – is expected to open in June.

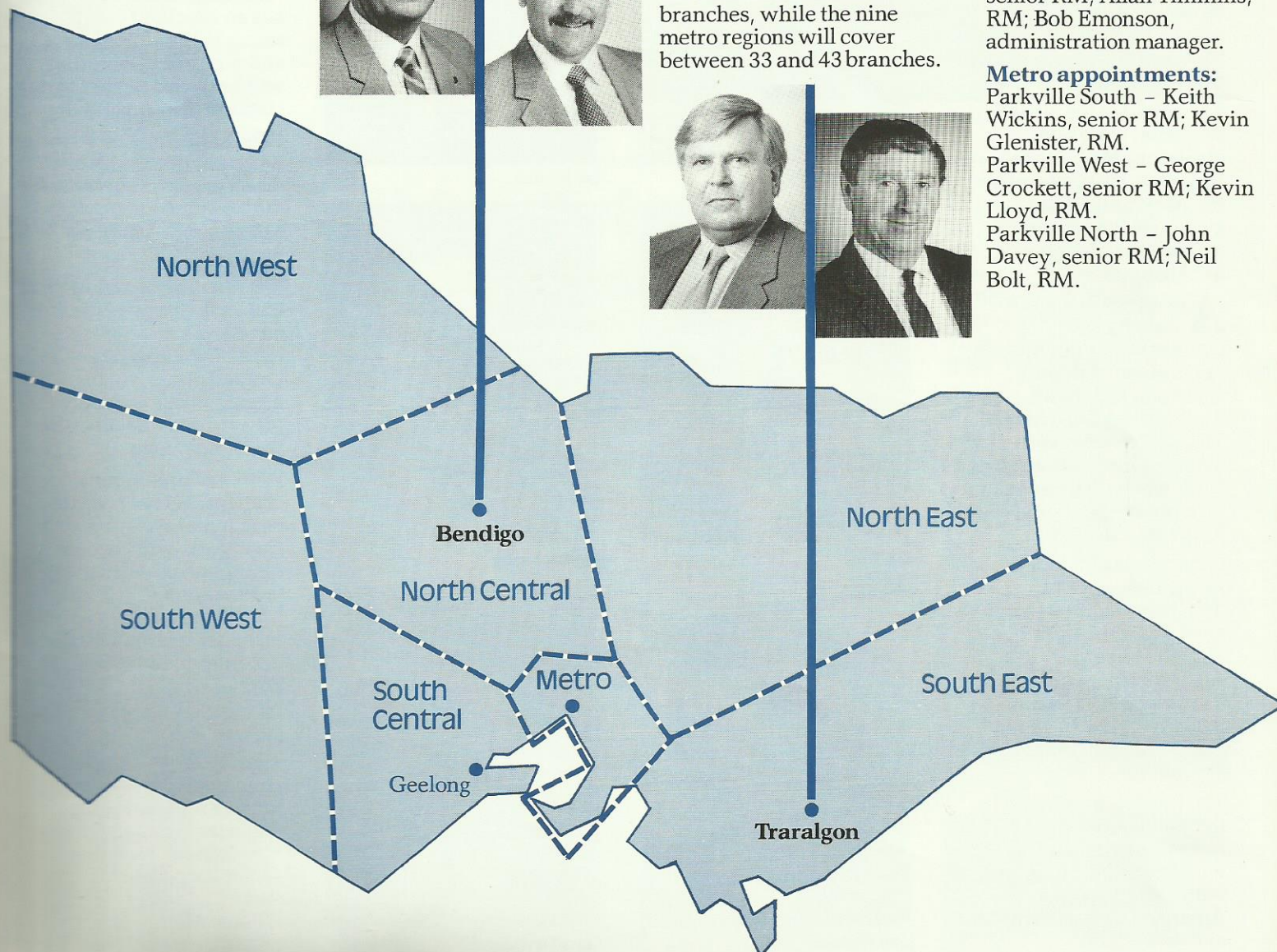
Offices are planned for Box Hill in August, Geelong in December, and sites for seven other regions will be announced soon.

The first country appointments are:

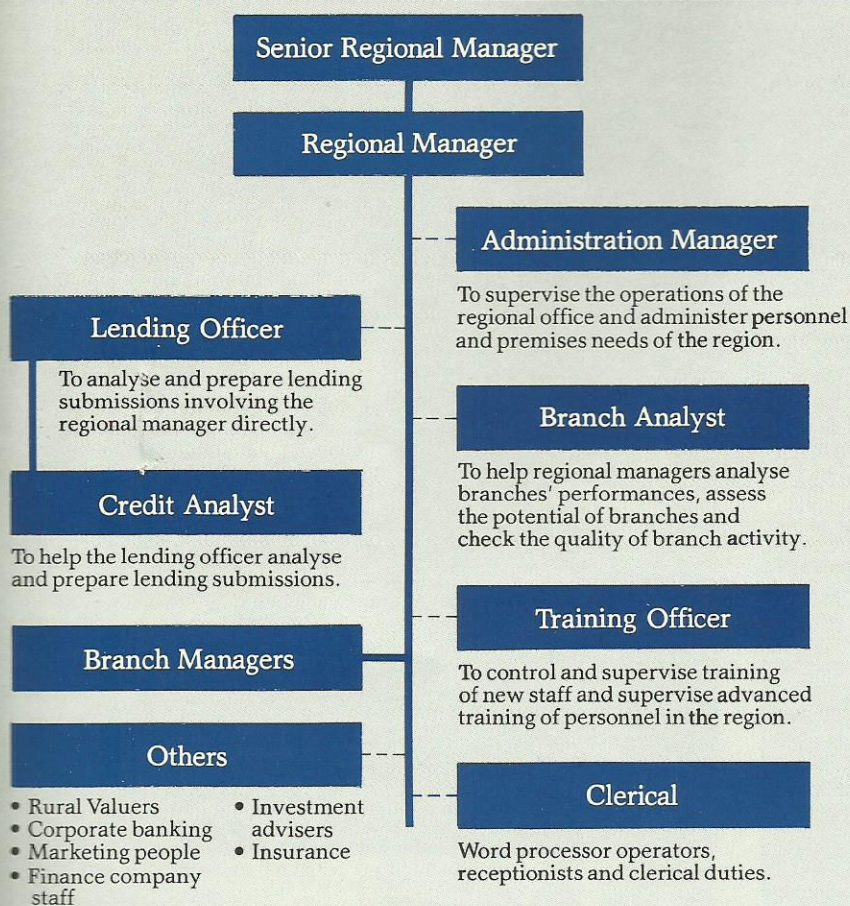
Traralgon – Neil Clement, senior RM; Graham Watson, RM; Gary Roberts, administration manager.
Bendigo – Peter Shepard, senior RM; Allan Timmins, RM; Bob Emonson, administration manager.

Metro appointments:

Parkville South – Keith Wickins, senior RM; Kevin Glenister, RM.
Parkville West – George Crockett, senior RM; Kevin Lloyd, RM.
Parkville North – John Davey, senior RM; Neil Bolt, RM.

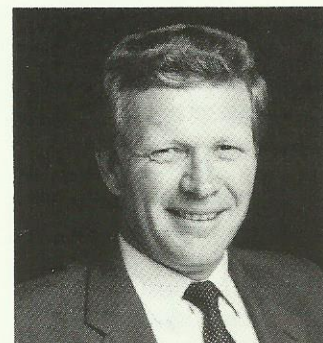


TYPICAL REGIONAL OFFICE STRUCTURE



Branch Marketing gets more support

The marketing department's business development group has been revamped to form two sections: the branch marketing support group and the promotions and marketing support group.



Dick Clements

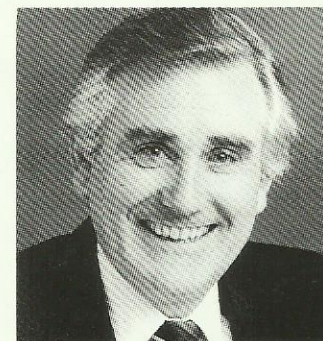
Dick Clements will be the supervisor of both, responsible to community affairs and promotions manager Peter Fitzhenry.

The branch marketing support group will initially comprise Neville Morey, Stewart Donald, Rob Hartney, Bob McInnes and Pat Mifsud.

Its aims include:

- helping to plan branch marketing activities
- training branch customer service staff in areas such as product knowledge, sales and good customer relations
- working with managers to set up in-branch marketing activities
- helping managers develop new business

Outside Honour for Jack

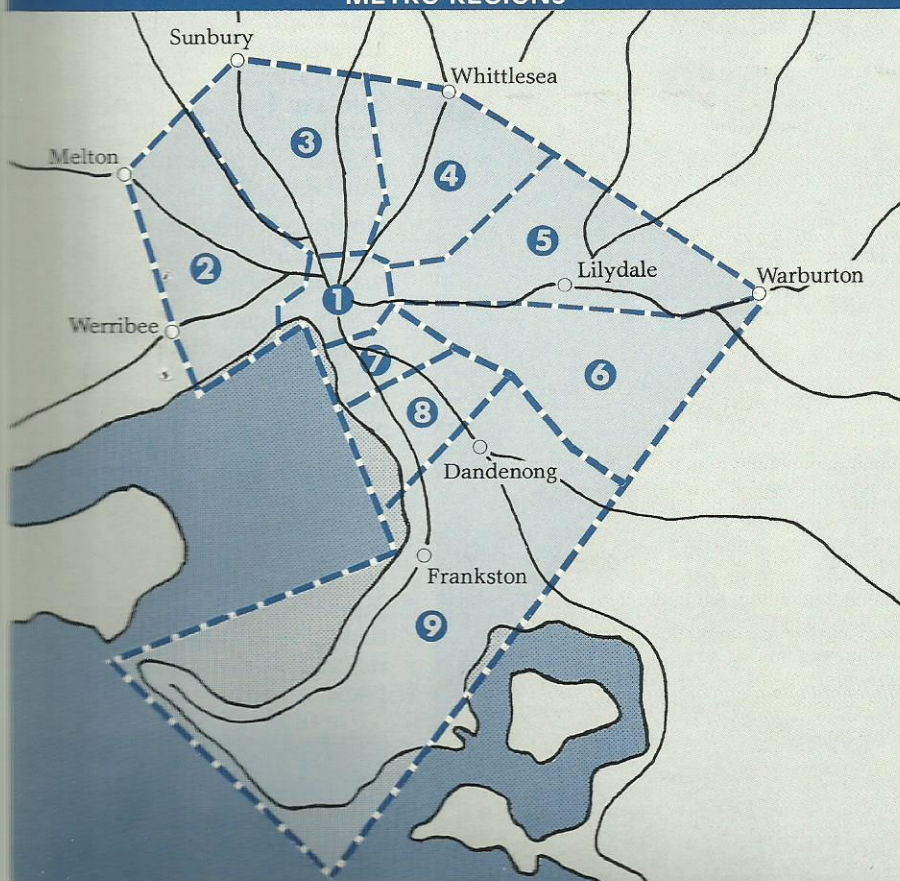


Jack Roach

Chisholm Institute of Technology has invited chief manager marketing Jack Roach to accept membership of the marketing course committee which advises the David Syme Business School at the institute on its marketing courses.

Chisholm is a leader in marketing education in Australia and Jack's membership represents industry recognition of our Bank's marketing and advertising.

METRO REGIONS



Debbie to study U.S. Banking in Chicago

Debbie Wells, international lending, will go to Chicago in May to attend a three-week international banking seminar run by the First National Bank of Chicago.

The annual course, titled International and Correspondent Banking, starts on May 12 and attracts bankers from all over the world as well as America.

It aims to give bankers a look at how a key US commercial bank operates.

Lectures are given by the Chicago bank's senior executives and diplomas are presented after the course by bank president Richard Thomas.

Debbie will also visit our New York and London offices on her way home.

For the last seven months, Debbie has been involved in our Bank's correspondent banking relationships, international credit lines and the setting up of international's global limits computer system which manages our dealing exposure to overseas banks and corporations.

International's chief manager John Winders says Debbie is one of an increasing number of staff being selected for overseas training courses to help our international expansion.



Debbie Wells

We keep Firebird flying



Chief manager marketing Jack Roach hands a \$40,000 cheque to Police and Emergency Services Minister Race Mathews to help keep State Bank Firebird in the air for its third fire season.

Country Fire Authority chairman Ray Greenwood watches the presentation.

The ceremony was held at Kooyong Park where Firebird, the CFA's helicopter, flew in with Mr Mathews.

Our Bank is also lending \$3 million for the CFA's capital works programme. The money will be used for making tankers and pumpers for the authority's fire-fighting vehicle fleet at its Ballarat manufacturing plant.

Send contributions to:
Clive Walters — Editor
Adam Hankin — Associate Editor
Corporate Communications
Marketing Department
(03) 604 7841/7827

Dear Sir,

During the past three months I have been dealing with the manager of your Boroondara branch to buy my house at the above address.

During that time, the manager, Mr Kinnane, has spent much time and patience with me, and for this I am very grateful. Mr Kinnane has gone to much trouble to explain things to me and even offered to stay behind after he would normally have gone home in case I needed advice or help.

This I would believe to be beyond the requirements of a branch manager.

I would wish to thank both Mr Kinnane and the State Bank for the courtesy, help and advice they have shown me.

Yours faithfully,

Ian Bell,
Tannock Street, North Balwyn

Corporate gets new man



Bob Escudier

The corporate finance department has been named corporate banking department and Bob Escudier, 42, has been appointed to the new position of assistant general manager of the department.

Bob has joined our Bank from the ANZ.

He started with Lloyds Bank in 1960 and worked in branches in the United Kingdom.

He joined the ANZ in London in 1965 to work in New Zealand. In 1971, he joined the lending department. Bob was appointed manager corporate accounts in 1974 and was later transferred to Melbourne as assistant manager and then manager corporate accounts.

Six years ago he was appointed vice-president of ANZ's New York branch and in 1984 he became senior manager corporate accounts administrative headquarters.

Deputy chief executive Max Carr says the corporate banking department will report to deputy general manager corporate and international Jim McAnany.

He says some commercial, cooperative housing and credit union services now under corporate banking control will be moved to the business finance department.

Mr Carr says the changes will let the corporate banking department operate basically in wholesale banking and the business finance department operate entirely in retail banking.

in brief...

NEW DEPARTMENT

The newly-formed electronic banking services department will take in the branch mechanisation department, electronic banking section, automatic teller machines control group and point-of-sale control group.

Alf Reside has been appointed manager of the department which is in the retail banking division.

NEW RECRUITS

Our Bank recruited 478 people in January.

In one week, 258 people were recruited – a record.

Senior recruitment manager Brian Connell says they were all high-calibre applicants.

COUNSELLOR

Alison Talbot has been appointed as a staff counsellor.

She started on February 11.

Alison is working with senior counsellor Monica Manton.

PWE

The next Pleasant Wednesday Evening will be held in the staff cafeteria, State Bank Centre, at 6 pm on March 5.

The cost is \$6 a person.

EXECUTIVE APPOINTMENTS

Deputy chief executive Max Carr has announced the following executive appointments: John Stapleton, deputy chief manager operations, international department; Peter Milne, senior manager international treasury, international department; John Kennedy, senior manager international administration, international department.

AFFIRMATIVE MEETING

The next meeting of the affirmative action consultative committee is on March 5.

At the last meeting on February 5, the committee further discussed the role of women in the Bank and the programme is expected to be officially launched in April.

NETBALLERS LOSE

State Bank netball team lost 11-25 to Scottish Amicable in the grand final of the Melbourne City Council corporate challenge.

At half time, State Bank trailed 6-12.

FUN RUN

The 8.5 kilometre inter-bank fun run will be held on March 23. Entry forms are available from the social club.

IN THE SWIM

The inter-bank swimming carnival will be held at Richmond pool at 7.15 pm on February 28

CLUB NUMBER

The new number for the social club is 604 7121.

COUNCIL LOANS

Our Bank has granted the City of Moorabbin a \$3.5 million loan.

Part of the money will go towards improving office conditions at the town hall.

Our Bank has also lent Doncaster-Templestowe Council \$500,000.

The money will be used for works including street lighting and improvements to the city's electricity supply.

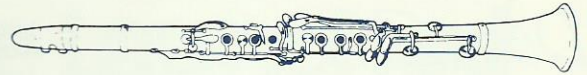
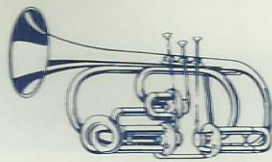


Our Bank will sponsor the Jogorun and the Jazz Oasis at this year's Moomba.

The Jogorun will be held on Monday, March 10 and the Jazz Oasis will be held throughout Moomba's festivities.

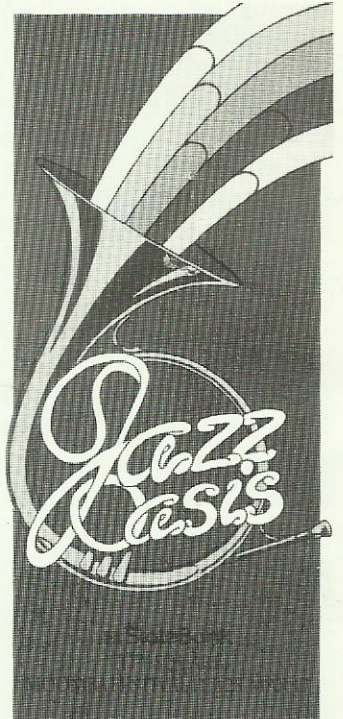
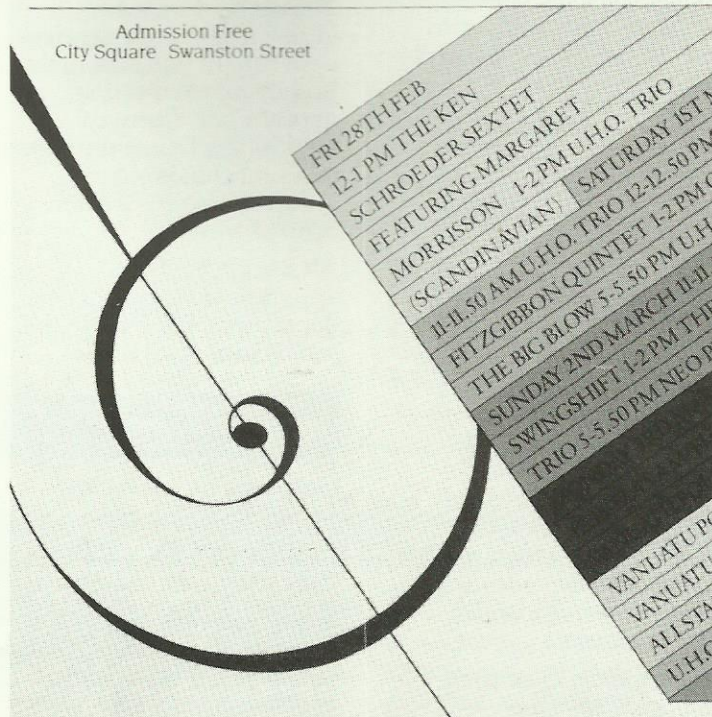
The 10-kilometre Jogorun starts at 8.15 am in Elliott Avenue, Parkville, and finishes at Domain Oval.

Lou Richards will start the race and some of our staff will be among the runners.

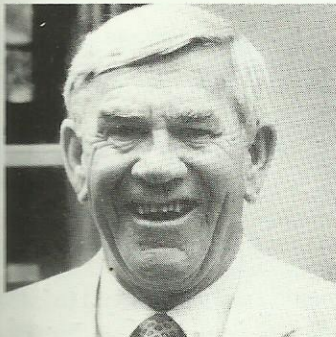


J A Z Z · O A S I S ·

Admission Free
City Square Swanston Street



Picture: The Sun News Pictorial



Lou Richards

Our Bank will give four \$1000 SBS accounts: one to the first man across the line, one to the first woman and one each to two runners selected at random whose

pictures will be published in the Herald.

The Jazz Oasis, in the City Square, will give jazz lovers the chance to relax and enjoy first-class jazz.

Admission is free and bands will include Scandinavia's UHO, the Storyville Allstars, the New Harlem

Band, Ken Schroeder's Sextet, Onaje, Nichaud Fitzgibbon and her Quintet, Blues on the Boil, Odwala, Graeme Bell and his Allstars, Neo Penquin and Wilbur Wilde's Blowout.

The Royal Caledonian Police Band and Cook Island Dancers will also perform.

Times for the Jazz Oasis are: February 28, noon - 2 pm; March 1 and 2, 11 am - 7 pm; March 3, 11.15 am - 3 pm; March 4, 11 am - 3 pm; March 5, noon - 2 pm; March 6, 12.15 pm - 2 pm; March 7, noon - 2 pm; March 8 and 9, 11 am - 7 pm; March 10, 11.30 am - 7 pm.

My news/suggestion/question:

Name:

Branch/Department:

Phone:

Feedback from YOU!

Your news, views and questions are important to us.

We want feedback from every area in our Bank so we are making it easy for you to send in your news and suggestions.

Just complete the form and rush it to Corporate Communications, Marketing Department.

If you have a question to ask the Customer Action Task Force we will get an answer and publish it in Our Bank.

Your questions will be treated confidentially and published anonymously.