

Our Bank

LOOKING AT PEOPLE AND EVENTS IN THE STATE BANK OF VICTORIA

MAY 1986

Top marks for Monash Uni branch



Monash University branch manager Max Hurren and his staff are all smiles as they celebrate the results of their marketing drive at the university.

Between January and March, they opened 744

SBS accounts and 147 savings accounts.

As well, with the help and guidance of our SuperSafe Approved Deposit Fund people, they gained nearly \$50 million business for SuperSafe when the university terminated its superannuation fund and about 60 per cent of the

people rolled over their payouts into SuperSafe.

Branch staff distributed a State Bank Action Bank envelope with State Bank brochures and material to the university's clubs and societies.

Says Max: "The staff didn't mind the effort because we are State Bank Action Bank after all.

"The main thing is you're trying to do your best."

Annual report is a winner!

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feedback...

Why doesn't the Bank develop a catchy television-radio jingle which can be sung, such as the Fanta commercial which gets the kids' attention?

The Bank in the past has successfully used jingles in conjunction with advertising campaigns.

The purpose of the jingles within advertising is to heighten the consumers' recall of the advertisement on either television or radio. Recent research commissioned by the Bank has shown that the present orchestral background included in the State Bank Action Bank advertisements has a very high awareness in the marketplace.

We'll keep the use of jingles in mind for a suitable opportunity in the future. Thanks for the suggestion.

Trevor Salmon
Senior advertising manager.

Why aren't we advised of officers who have retired?

We will be including news of retirements as they are supplied by the personnel department.

Clive Walters
Corporate public relations manager.

Career bankers are being turned off by the number of new appointments and senior people in head office published in Our Bank.

The aim of Our Bank is to keep you fully informed on all that is happening in State Bank particularly as the Bank is going through major changes.

The Bank is making significant advances on two fronts:

First, it is developing its traditional retail base. During the past 12 months it has, after a long-term decline, increased its share of market in both assets and liabilities.

Second, it is creating what amounts to a global merchant banking operation. This requires additional executives with skills not currently available within the Bank. Together, these developments are creating wider career opportunities and more promotions for the staff and more effective banking services for our customers.

It is my assessment that many staff are interested in such developments.

Clive Walters
Corporate public relations manager.

Feedback

To Corporate Communications, Marketing Department
Level 17, State Bank Centre

My news/suggestion/question

Name

Branch/Dept.

Phone

Anyone for tea?

Residents of the hamlet of Buchan tucked away in East Gippsland, a stone's throw from Snowy River National Park, have no need to rush the 70 kilometres to State Bank Bairnsdale to do their simple banking.

All they have to do is wander into the cosy kitchen of Elsie Moore.

Elsie, who turns 75 in August, has been part of our agency in Buchan for 36 years.

"I'll probably soon be a collector's item," she says.

Elsie's father, Sam Kaufmann, started the business in 1911, the year Elsie was born in Buchan.

He kept the business going until 1939 when the agency changed hands and had its

headquarters in a nearby butter factory.

Elsie and her husband, Eric, returned to the agency business by popular demand when the factory closed on June 14, 1950.

Elsie has been sole agent in Buchan since her husband died nine years ago. She opens accounts, and handles deposits and withdrawals.

The agency has no set hours. The business is built on good will.

"It's the only bank where you get a cup of tea," says Elsie.

Elsie has no plans for retirement yet. "It's good for me to have the agency because I like people," she says.



Elsie Moore

Picture: Ken Whiteley, Lakes Entrance Branch

Search for a symbol

The social club committee wants to produce a symbol for the club. The committee wants a symbol to identify social club members at social gatherings and sports events, particularly at inter-bank meetings. Ideas should reach the social club by June 21.

Three prizes will be given to people who give, or contribute the most to, the final design: the prizes are a \$50 social club gift voucher,

a \$15 voucher and a \$10 voucher for the shop.

The committee says:

- try to avoid any reference to our Bank which could date
- the symbol should be something people will be happy to wear or be identified with as members of the social club
- the words State Bank (of Victoria) Social Club should be included.



Thanks a billion

With a little encouragement from Ian and Deborah Craven and their sons, Matthew 6, and Luke, 4, chief executive Bill Moyle plants a tree in the front garden of their new home in McCallum Road, Doncaster, to mark State Bank's record \$1 billion in housing loans this financial year.

Our Bank is the first to reach this figure in Victoria

and it reinforces our leadership in housing finance in the State.

Mr Moyle also gave Ian 32, and Deborah, 32, a \$10,000 voucher for furniture and electrical goods.

The Cravens' loan application set the \$1 billion record in May and State Bank is expecting to lend about \$1.2 billion by the end of June.

The loan was arranged through our Essendon North branch.

Ian, an air traffic controller, and Deborah, a nursing sister, will move from Essendon to their new home next month.

"I didn't believe it," says Deborah.

"I thought it was a joke at first.

"We are thrilled to bits and we have already a few things in mind to buy for the house."

Annual report is a winner!

State Bank's 1985 annual report has won the Australian Institute of Management's bronze award for excellence.

The award was presented by the institute in Sydney on May 26 and accepted by chief economist Peter Smith, co-author of the report. The award is for excellence in corporate annual reporting, with emphasis on financial accountability.

Corporate public relations manager Clive Walters says: "Annual reports are now the showcase for any large company.

"Annual reports are a team effort and the end results rely heavily on the individual departments for their information and help given.

"Work has already started on this year's annual report which we plan to be even better. The 85 report has been used by the corporate and international division to 'sell' the Bank to its major customers in Australia and overseas.

"It was and still is in great demand. The initial print-run of 17,500 quickly disappeared, requiring a 5000 re-print.

"The picture on the cover of the report provoked many questions.

"It is San Francisco's Golden Gate Bridge, the gateway to America used by most Australians.

"It was chosen to symbolise our Bank's entry into the North American finance markets.

"We'll be aiming to bring home gold next year."

Eddie's an associate



When State Bank Centre building manager Eddie Short set out on a study course five years ago, he admits he wondered what he had let himself into.

Now it is all over and Eddie is a proud associate of the Australian Institute of Bankers.

Eddie (left) who was presented with his certificate by senior manager staff training and development John Wilson says he is not sure at this stage if he will be taking on any more academic pursuits.

"I started because I realised I had to keep up with knowledge," he says. "Looking back, it was worth the effort."

Eddie, 44, joined our Bank at Hamilton in 1959.

Red Shield appeal launch



Eva Burrows

The Salvation Army's Red Shield Appeal was launched at State Bank Centre on May 23.

People at the launch included the Salvation Army's newly-elected world leader,

Commissioner Eva Burrows, State Education Minister Ian Cathie, Lord Mayor Thomas Lynch and leaders of the Uniting, Catholic, Anglican and Greek Orthodox churches.

The Salvation Army's appeal is on July 6 and the national target is \$4,750,000.

Commissioner Burrows, 57, now the Australian southern territory commander, was elected 13th General of the Salvation Army by the army's high council in London. She will succeed General Jarl Wahlstrom as world leader of the Salvation Army on July 8. The appeal chairman is Sir John Knott.

Civic loans

Our Bank has arranged a \$1 million loan for the City of Essendon for extensions to Ascot Vale Leisure Centre.

The loan was arranged through Moonee Ponds branch.

Cobram branch has arranged a \$19,500 loan to the Shire of Cobram for extensions and renovations to Cobram Senior Citizens' Club and Katamatite Hall.

And the winner is...



Fiona Barber, of Leongatha branch — Miss Karmai Festival Queen 1986.

Each year, Korumburra has its own version of Moomba, the Karmai Festival.

Karmai is the name of the famed giant earthworms

which live in, or rather, under Korumburra.

There are festivities, a ball and a beauty pageant. Fiona was named Karmai Queen on the night of the Karmai ball.

Says the excited Fiona, 18: "I didn't think I had a hope of winning. I was a last-minute entry."

Entrants are judged on personality, presentation and deportment. On the night of the ball, they were interviewed by Denise Drysdale. Fiona's prize is a six-week trip to Central Australia which she will take in November.

Watch this space



Age photographer John Lamb has captured the latest change in the streetscape mural of Braybrook branch.

Its theme is now the International Year of Peace, thanks to the efforts of Braybrook High School students Paul Hill, 18, Adam Lee, 16, Mary Cuzzupe, 16, Eddy Dernadis, 16, and Despina Kourtozoglou, 16.

Originally, the wall was covered in graffiti.

But the messages were more often basic than clever.

So the branch's answer was to let the school's art students paint a mural.

The pre-peace mural was an Olympic theme.

The next theme? Wait and see.

Survey for new mums

A new approach to encouraging women to return to work after maternity leave is being developed by an Affirmative Action sub-committee.

At any time there can be up to 200 women in our Bank on maternity leave.

The experience, knowledge and skills of these women are valuable to the Bank, but often the demands of parenthood mean that many women find they cannot combine careers with home duties.

To discover their needs and ways in which our Bank can help them resume their career, the sub-committee has sent out a questionnaire and will report to chief executive Bill Moyle and the general management group in July.

A special letter from chief

manager personnel John Williams will be sent to all women going on maternity leave asking them to seriously think about returning to our Bank.

At the same time, a brochure detailing everything women need to know about their maternity rights will be sent out soon.

The official launch for Affirmative Action will be held on June 10.

Mr Moyle will launch the AA programme and the event will be attended by more than 40 women State Bankers, the AA committee and executives. AA consultant Mary Wilson who has been advising AA officer Helen O'Donoghue will be at the launch.

A booklet explaining AA in our Bank will be sent to all staff after the launch.