State Bank ▼ Victoria

Our Bank

Service with a smile

February 1988
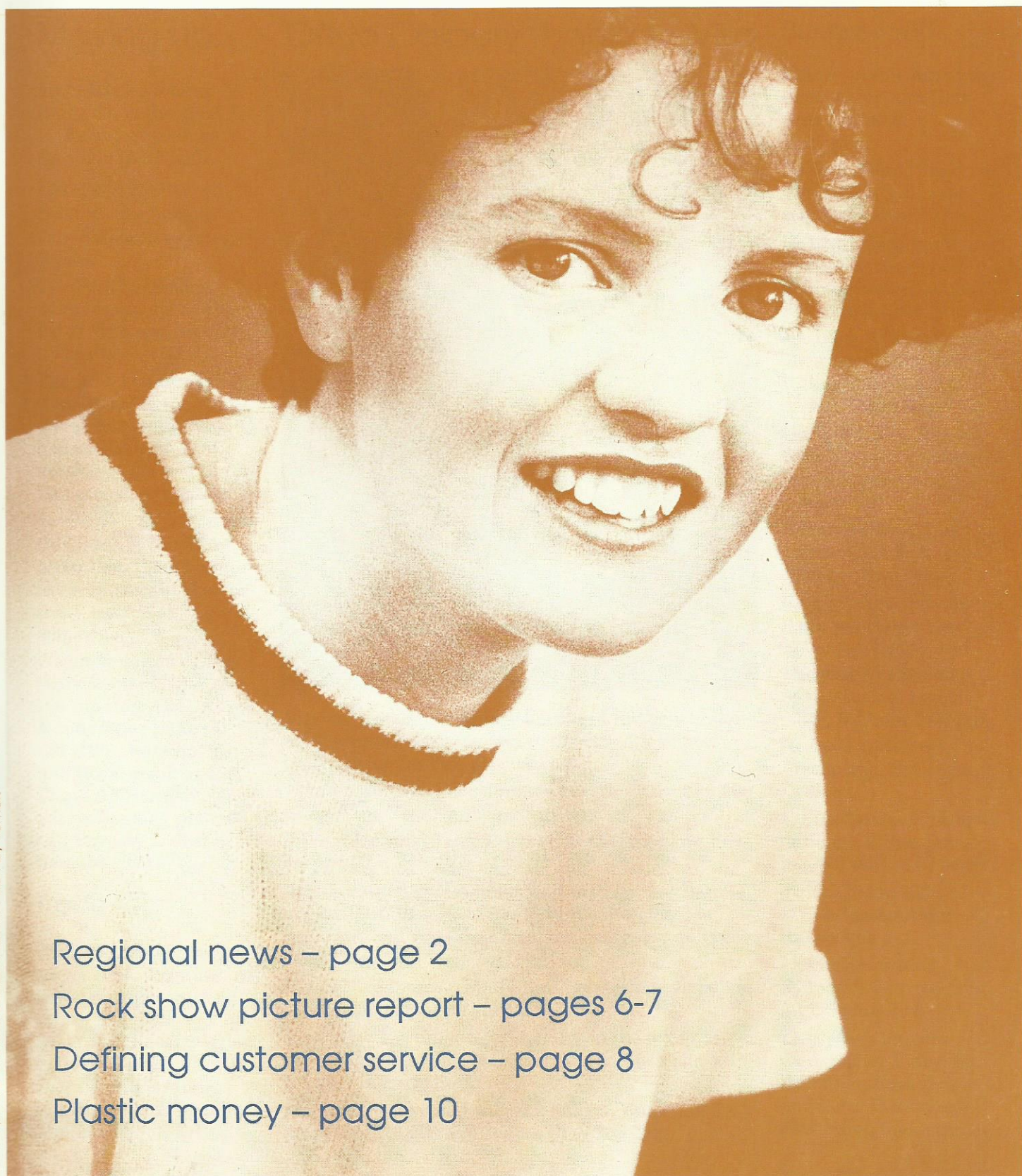
Moving up

State Bank Victoria ranks 63 on the 1988 list of the Top 200 banks in Asia and the Pacific.

Last year, we ranked 76.

Number one bank is Japan's Dai-Ichi Kangyo Bank.

The first Australian bank appearing on the list is Westpac, holding its position at 28.

The ANZ has moved from 31 to 29, the National Australia Bank has moved up seven notches to 31, and the Commonwealth is steady at 35.

Our Bank is the fifth Australian bank on the list published in the February edition of Triple A magazine.

We are followed by the State Bank of NSW at 105 (up from 114), Rural & Industries Bank at 124 (126), National Mutual Royal Bank at 129, Chase AMP at 149, Macquarie Bank at 164 (168) and Primary Industry Bank at 180 (171).

Trade team

CEO **Bill Moyle**, and corporate & international division entertained a Norwegian trade and industry delegation headed by Norway's Foreign Affairs Minister, Mr Thorvald Stoltenberg, on Feb 3.

Off to Calgary thanks to Visa

Visa card customer **Alan Richmond** jumps with joy after winning a trip for two to the Calgary Winter Olympics in the Visa promotion.

Alan's name was picked from a barrel of about 80,000 State Bank Victoria Visa card users.

He and his wife, Sandra, jetted off to Canada on February 25.

Visa launched a joint promotion with its members around Australia to increase Visa cardholders in Australia and increase consumer awareness and image of Visa.

It was Visa International's first marketing campaign in Australia since its launch in 1983.

Visa, with 150 million cardholders in the world, is now number one international card in Australia with 1.5 million customers.

Mastercard is second with 1.2 million, American Express has 525,000 and Diners Club 200,000.

Bursars 1988

Fifteen people have been selected for study bursaries in 1988.
They are:

Joanne Bold, Treasury, completing B.Bus (accounting), Swinburne

Debra Allan, Parkville South regional office, B.Bus (administration), Philip Institute

Andrew Williams, International Treasury, B.Bus. (banking & finance), Chisholm

Gerard Kelly, Branch Banking Investigations, B.Bus. (accounting), Swinburne

Karen Schier, Staff Counselling, B.A. (psychology), Swinburne

Kerry Ward, Branch Banking, B.Bus. (accounting), Swinburne

Thomas Morrissery, South Central regional office, B.Comm., Deakin

Russell Giddings, Accounting, B. Comm., Deakin

Colin Cordery, International, B.Bus. (banking & finance), Chisholm

Julie Clark, ISD, B.Bus. (accounting), Swinburne

Kevin Scambler, Sydnal, B.Bus. (accounting), Swinburne

Last year's bursars Christopher Viney, Ian O'Connor, Ross Wright and Peter O'Riley are continuing their studies.

Regional news pages planned – tell your BMS officer the news

We plan to dedicate a page, or more, to regional news in each Our Bank. Your regional BMS officer is now filing stories, so please help them gather material.

With just one story a month from each region, we'll have 15 stories a month – more than enough to fill a page!

These stories will not only interest people in other branches in your region, but also help everyone keep up with what's going on in your region.

If you've a personal success story, some interesting branch news or anything else you think might be suitable to fill the pages of your magazine, please contact your BMS officer.

Find your Branch Marketing Support officer's name and phone number on this list and keep it handy. Better still! put it on your branch notice board as a reminder that we want stories.

Barbara Howe
Parkville South
389 8209

Pat Mifsud
Parkville West
389 8258

George Yacoub
Parkville North
389 8310

John Piccione
Box Hill North
895 8105

Rick Sillett
Ormond North
577 8409

Lyn Kirkham
Ormond South
577 8457

Trevor Geitz
Frankston
783 7588

Andrew Jordan
South Central (Geelong)
(052) 26 9905

John Smythe
South West (Hamilton),
(055) 73 0808

Peter Alexander
North West (Swan Hill)
(050) 32 0617

Bernie Finnigan
North East (Wangaratta)
(057) 23 0310

Derek Lowe, Gippsland,
(051) 731 855

Greg Rodwell
North Central (Bendigo)
(054) 402 609

Kevin Campagnolo and **Bob McInnes** at Heidelberg and Box Hill South have been promoted, so, for the time being, send your stories to the regional admin. managers.

South Central region's lends record $14 million

South Central region's lending campaign last November was a rip-roaring success, says **Andrew Jordan**, BMS officer.

Andrew reports a record of nearly $14 million in new advances – almost 50 per cent above last year's results. What's more, the trend continued into December with an 18 per cent increase on December 1986.

"All branches realised the campaign objective was to increase staff involvement and awareness in lending products, and this was certainly achieved.

"Development of lending skills was evident among junior staff, and comments on reports indicated many staff became involved in loan applications and processing for the first time.

"More than 20 branches also exceeded their campaign targets, in many cases exceeding the projections set earlier in their operational plans by 100 to 300 per cent.

"The benefits of advertising support from Marketing was two-fold.

"First, the exposure of our lending products in the media and second, the advertising appeared to strengthen the confidence of branch staff with their individual in-branch promotions."

An drew also has high praise for regional management's backing.

"Regional management support, stressing the importance of branch involvement, and suggesting that individual achievements would be recognised, was the incentive branches needed to accept the challenge."

Cardholder or holdcarder?!?!

Our colleagues at Moorabbin Central are still scratching their heads over this managers' memo sent last month from Bank Cards.
So are we!
'Visa Cardholder Number: ...
The enclosed Visa card is forwarded for collection by the cardholder for-

warded for collection by the card.
A letter has been forwarded to the card, advising that contact be made with you to arrange collection of the new Visa card is and surrendering of the old Visa card...'
A glitch in the word processing system?

Martin strikes gold at Warragul on his century

Martin Johnson, Warragul's oldest customer, with newest staffers, Marjorie Newman (left) and Melissa Hunt.

Martin Johnson turned 100 on February 11, which makes him one of our oldest and longest standing customers, having banked with us since he was 14.

To mark the occasion and to show our appreciation for his support of Warragul branch where he opened his account in 1902, senior **RM Terry Preston** presented him with a half ounce gold sovereign. All the staff congratulated him on his milestone and a birthday cake added to the festive atmosphere.

Mr Johnson received two special telegrams for his birthday.

One was from **Queen Elizabeth** and the other, because of his Danish parentage, was from **Queen Margrethe** of Denmark.

Cowes celebrates new look

Derek Lowe, new Branch Marketing Support officer for Gippsland region reports, some 85 people attended a celebration to mark the completion of renovations at Cowes branch.

Noel Hopkins, the branch's retiring manager, kicked off the party by introducing **Ian Gilbert** on his first official duty as new Deputy Chief Manager, Regional Banking.

Ian gave the guests a rundown on the branch's history since it opened in 1959, before handing over proceedings to **Terry Preston**, Senior RM. Terry took the opportunity to thank Noel for his efforts towards the branch's past successes and then introduced incoming manager, **George Dibsdale**, and his wife. **Noela.**
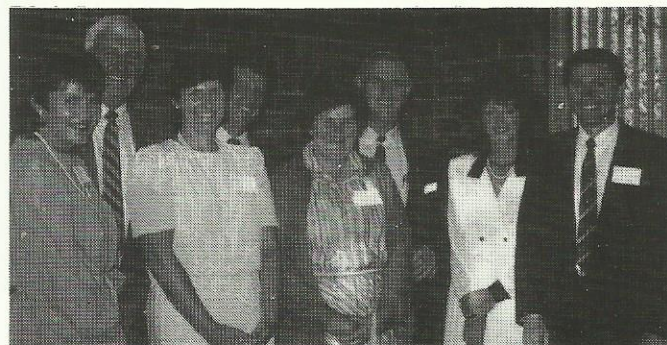
In the picture are (from left) Anne and Terry Preston, Noela and George Dibsdale, Phyllis and Noel Hopkins, Ian Gilbert and his fiance, Lisa.

Raelene gets Wimmera's top junior citizen award

State Banker, **Raelene Pope**, is the toast of the Wimmera after being named the Shire's junior citizen of the year.

As the Wimmera's entrant in the Miss Australia contest, 19-year-old Raelene of Jeparit branch, raised $7000 for spastic children, most of it coming from dances, raffles and mystery bus tours.

"It was hard. The service clubs are all out to make money," she told The Age in a special bicentenary feature on Dimboola which featured her picture.

Raelene is involved with local service and sports clubs and coached the junior netball team this season.

Quick branch action saves day for Amex

The excellent efforts of our colleagues at Port Melbourne branch have been rewarded by a presentation from American Express.

Two tellers, **Julie Dean** (right) and **Kathy Landolt** (left), saved American Express about $5,000 by detaining a stolen cheque.

Barbara Howe (far left), BMS officer at Parkville South, organised the presentation.

"A young man came into the branch with an American Express Travellers Cheque, and presented it to Kathy to be cashed. She was suspicious about the signature," says Barbara.

"Julie recognized the man at the counter, and said 'Hi, Andrew!' This was not the name on the cheque, so he panicked and ran out."

Jennie May (centre), Area Manager – Travellers Cheque Products for American Express, presented the branch with a 'Be My Guest' voucher, which can be used at any retail outlet displaying the American Express sign.

Barry Roberts (second from left), Parkville South RM, attended the presentation and shouted the staff morning tea.

"The gratitude was really appreciated by everyone at the branch and it was great for morale," says Barbara.

Recent retirements

Noel Hopkins, Cowes, joined 2/1/1945

Lloyd Jones Heidelberg, joined 29/1/1948

Lionel Scott, Colac, joined 4/2/1948

Archie Carmichael, Ouyen, joined 12/4/1948

Peter Woods, reserve staff, joined 24/1/1949

Ken Malloy, Canterbury, joined 3/1/1950

Donald Woodward, Dallas, joined 2/2/1948

John Chapman, St Albans, joined 16/2/1948

Peter Ball, Glenroy, joined 16/2/1948

John Story, reserve staff, joined 23/2/1948

Bernard Herridge, Regent West, joined 13/2/1950

Red carpet rolled out at Chelsea for Tatts winners

Ken Kick, Manager Chelsea, put out the red carpet for customers **Allan and Audrey Neilsen** when they turned up with their Tattslotto winnings of more than $400,000.

Ken took them into Treasury Department for some expert investment advice and then took the lucky couple to lunch.

Mr Neilsen, who has a metal polishing firm, hasn't any plans for an early retirement but he and his wife have a caravan tour of Australia on the top of their list – when time permits!

New face at Bank cards in branch liaison and marketing role

Bank Cards department has a new marketing officer in their internal planning section – 27-year-old **Deborah Harris**.

Deborah has been in the Bank for 11 years – the last two years as accountant at Brighton North branch.

She is not new to Bank Cards, having previously worked in the merchant section for three years.

Deborah's work involves handling updates to our credit card brochures, dealing with customer complaints through Marketing and GM's departments and visiting branches for credit card marketing promotions.

Deborah Harris

Seymour toasts 80th

After balancing up on February 1, State Bankers at Seymour celebrated the branch's 80th birthday with manager Ron Wilson who shouted the beer and champagne.

In the picture with Ron(sitting) are, from left back: Darrell Winnell, Jenny Mazurek, Kathy Cole, Chris Lewis, Kerry Guppa, Clair Wood, Roger Lorenzi.
Front: Margaret Sheppard, Lorelle Hutchins, Donna Greaves, Carina Walton, Lorraine Gallacher, Warren Rumble and Gillian Showell.

Missing from the celebrations were Tony Eddinston, Sandra Weaire, Fiona McMullen and Kerrie Hunter.

Retired Officers' Club news

Office bearers for 1988:

Warwick Ball
President 898 4006
Wally Searle
Vice President 870 0833
Ted Hanlon
Vice President 580 5821
Keith Rodwell
Secretary 232 2248
Bob Bennett
Asst Secretary 570 3873
Bob Pocock
Treasurer 288 5169
Bill Wood
Newsletter 876 2049

This year's general meetings are on June 6, September 5, December 5, at State Bank Centre theatrette, starting 1.30pm.
Committee meetings: May 2, August 1, October 3.

Early Bird success for Frankston

Trevor Geitz, BMS officer for Frankston region, reports a successful result to the 'Early Bird' rate payment incentive scheme for the City of Frankston which involved our Frankston branches and Thomas Cook.

Ratepayers had the chance to win a $2000 return holiday to Bali for two if they paid their rates early to boost the Council's cash flow and interest earnings.

Trevor says cash takings amounted to $620,000 – a 48 per cent increase.

At the draw were, from left, Town Clerk **Adrian Butler**, finance manager **Kevin Irons**, Frankston's senior RM **Michael McMahon**, councillor **Noel Ferguson**, **Roy Cockram**, Thomas Cook and **Brian Furlong** assistant manager at Young Street branch.

The winners were pensioners George and Joan Irvin who've never been overseas.
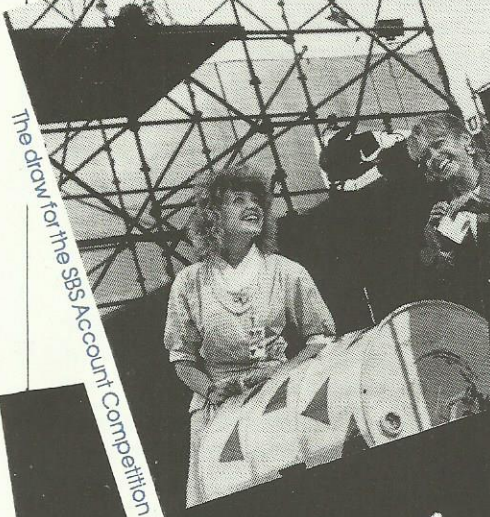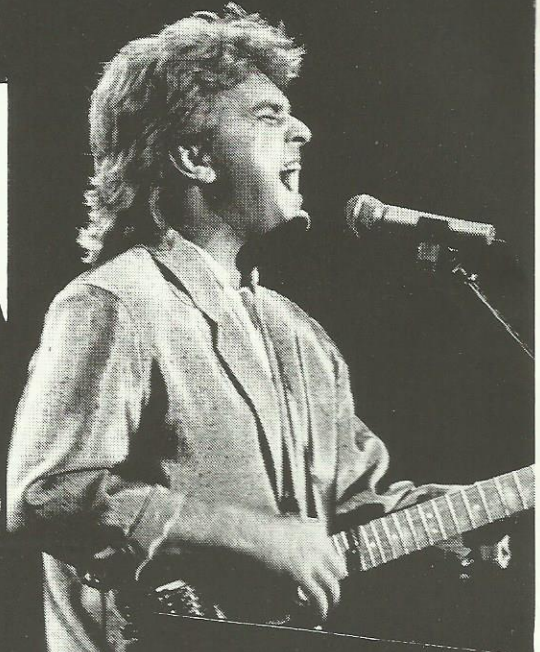
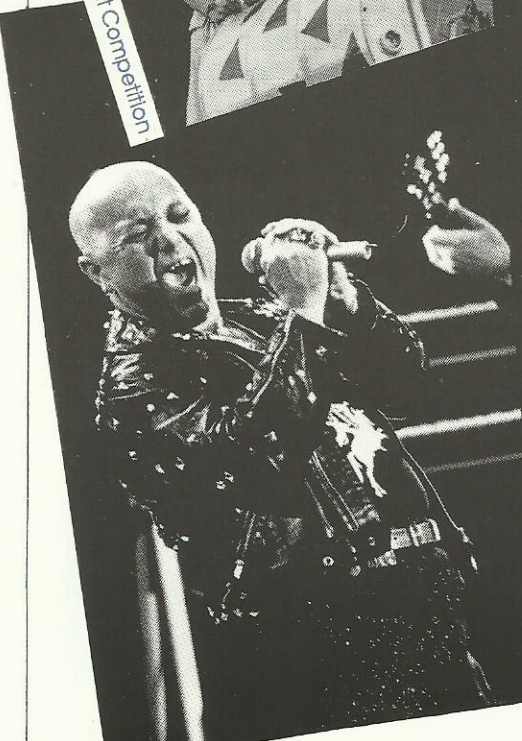# News Roundup

Stevie Wright – Easybeats
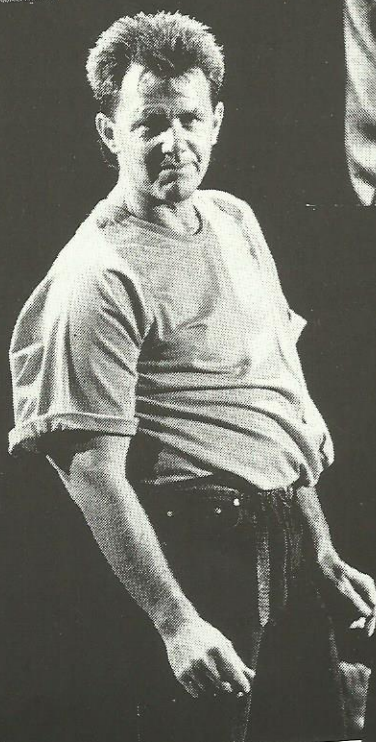
Vocalists from "I'm talking"

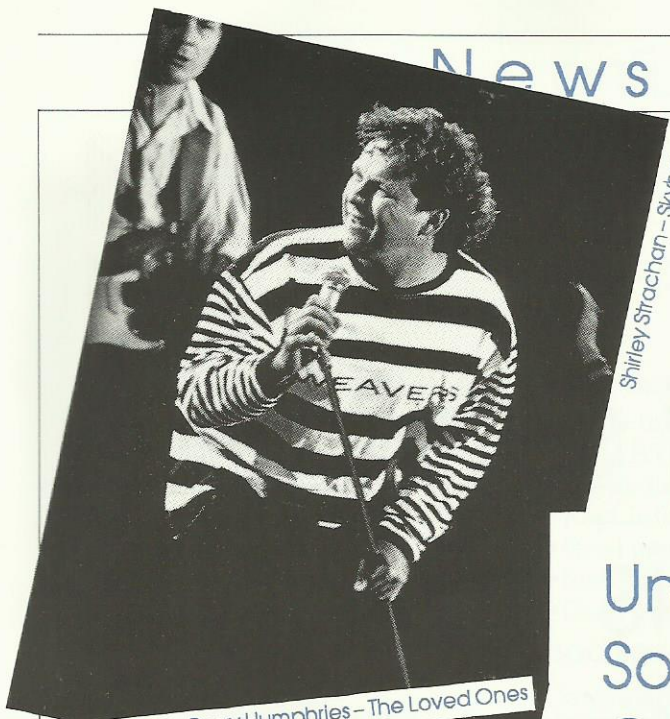Billy Thorpe
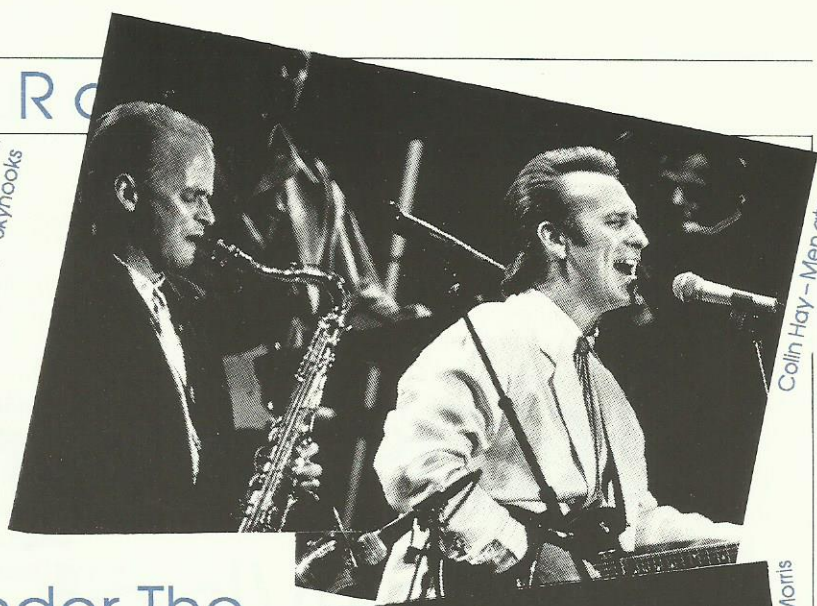
The draw for the SBS Account Competition

Angry Anderson

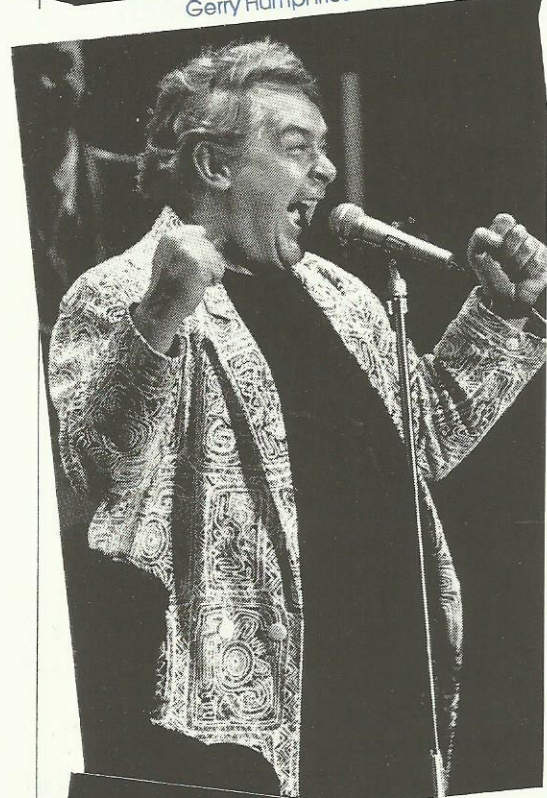Daryl Braithwaite – The Sherbs

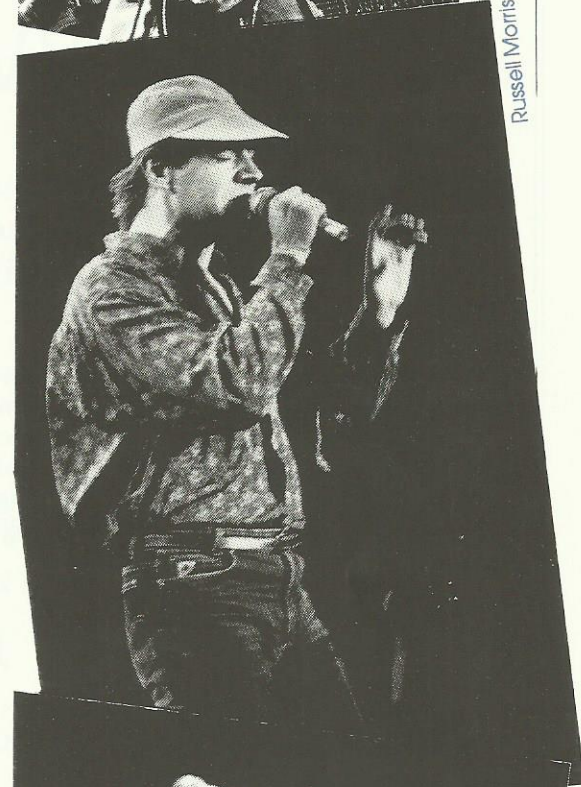Alex Smith – Moving pictures

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Shirley Strachan – Skyhooks

Colin Hay – Men at work

Gerry Humphries – The Loved Ones

Russell Morris

Under The Southern Cross

Nearly 2000 State Bankers swelled the crowd at the Melbourne Music Show concert, Under the Southern Cross, which featured John Farnham as the main attraction. For the older members of the audience it was like a replay of the '60s and '70s with some of the greats of the Oz rock scene, many of them exercising their vocal chords in public for the first time in many years. Nevertheless they still knew how to get the crowd on their feet.
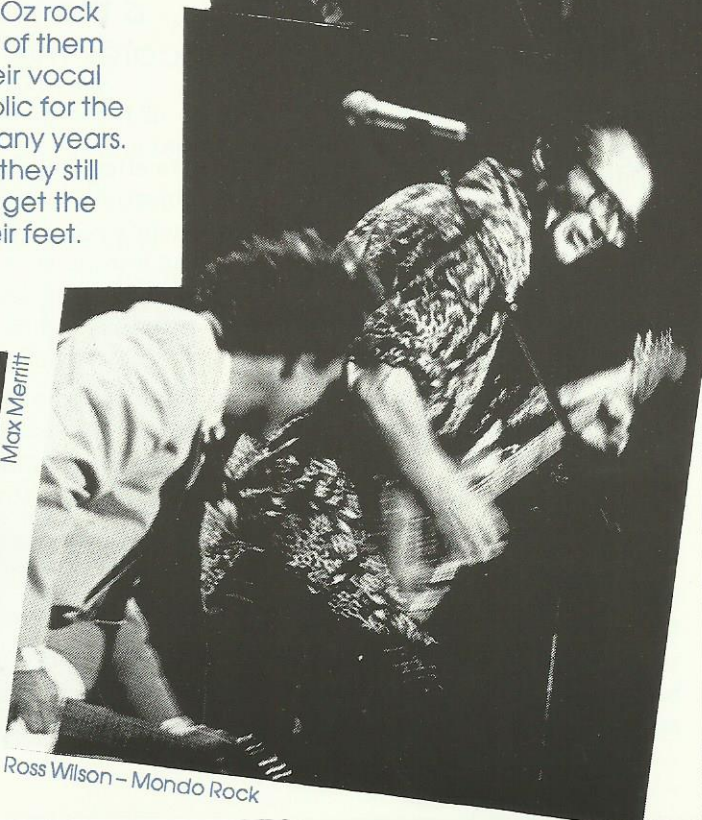
Max Merritt

Ross Wilson – Mondo Rock

Customer service
What is it?

With banks vying for a greater slice of the financial cake by matching each other product for product, superior service is expected to be *the* most important ingredient in a customer's choice.

In the last three years there has been heavy emphasis on the need for our Bank to provide 'the highest quality customer service'. Only by doing so, will we be able to compete effectively and achieve long-term growth.

This is important for the Bank's institutional success and for the careers of State Bankers.

"Our research shows deregulation has had little effect on customer service and none of Australia's banks have a clear competitive edge over the others in this critical area," says new marketing chief, Terry Atkinson.

"The bank which gets the formula right first, is the bank which scores the competitive advantage."

Many initiatives have been taken by our Bank during the last three years to improve our 'customer orientation'.

These include the introduction of two personal recognition schemes (CORP and BDS), improved communications, profit sharing, a better product range, improved computer hardware and systems in branches, new staff wardrobe, new corporate identity, regional management, improved recruiting, training and appraisal of staff clearer objectives and greater delegation for better decision making.

To establish if these intitiatives

> "The bank which gets the formula right first, is the bank which scores the competitive advantage."

are effectively meeting our service objectives, marketing department's research group is conducting annual surveys to find how State Bank Victoria customers rate the service they get and their perceptions of other banks.

The first was in October 1985, the second in December '86, the latest was in September 1987. Among other things, the objectives were:

- to establish what customers want for overall good service

- to measure our relative position in the market

- to measure our performance in major points of customer contact

Defining customer service

"Before we can determine how good our service is, we must define customer service," says Norman Morris, marketing research manager.

"We often define it too narrowly. " Simply seeing it as how well branch staff treat customers and how quickly they serve them.

"While these are important aspects of customer service, they are too restricted in scope for real analysis.

"American marketing expert, Dr John Gattorna, professor of marketing and logistics at Temple University, says customer service encompasses every aspect of the relationship between a business, its distributors and customers.

"Dr Gattorna says price, sales representation, after sales service, product range offering and product availability are all dimensions of customer service.

"He says customer service is the total activity of servicing one's customers and its objective is to satisfy customer needs on an ongoing, long term basis.

"It's obvious customer service is

not restricted to how well you deliver your product or service, but also on how well the product and service satisfies customer needs, what it costs and how convenient it is to use.

"It also involves establishing and maintaining a long term relationship between customer and supplier."

The Customers' View

The survey asked respondents for their views on good service and bad service.

Their answers on good service are divided into three categories in order of importance.

Key factors

- Good staff manner
- Interest rates
- Availability of loans
- Efficient, knowledgeable staff
- Speed

Other factors

- Sound advice
- Free cheque account
- Easy access to money
- Regular statements
- Good, helpful managers
- Good range of services
- Overdraft availability
- Flexibility in dealings

Minor factors

- Many branch/ATM locations
- Good ATM and credit cards
- Up-to-date service
- Kept informed
- Good operating hours
- Security
- Good branch environment

Bad service

Customers rate bad service on:

- Slow counter service
- Poor staff attitude
- Low interest rates
- Difficult to get a loan
- Poorly informed staff
- Errors

Other put-offs are:

- Poor advice
- Lack of information
- Poor access to money
- Slow response to requested items
- Account problems/confusions
- Bouncing slightly overdrawn cheques
- Computer problems
- Charge for every service

Our managers' views

In addition, about 20 of our branch managers were asked to list what they thought are the ten most important points of in-branch service.

Their list, not in any particular order, was:

- Enthusiastic, friendly staff
- Well-appointed, attractive branches
- Minimum red tape, complicated procedures
- Speed of service
- Customer recognition by staff
- Good staff appearance
- Good staff knowledge of products, services and procedures
- Reliable computer systems
- Helpful, attentive staff
- Regular updates on new products and services

The results

The three most important results are:

- Customers think all major banks have improved service to some extent.
- Our Bank has improved more than others, but is not yet top
- Building societies give better service

"Obviously, we haven't yet achieved the competitive edge," says CEO, Bill Moyle.

"To do so is going to take a lot of co-operative effort, better methods and, perhaps most of all, the ability to see ourselves as others see us.

"Good service is not only a pleasant manner. But one thing is for sure, a welcoming smile and using customers' names will help a lot!"

Market researchers
(from left)
Danny Meisels,
Anna Corluka and
Norman Morris.

Plastic money has a ten dollar debut

Australia is changing over to plastic bank notes after leading the world in the search for a more durable alternative to traditional paper money. Reserve Bank's Ron Marchant has recorded the new $10 note's development in RBA's staff magazine, Currency. We've adapted his story for Our Bank with permission of editor Harold Hood.

After a well-organised attempt to counterfeit Australia's ten dollar note in 1966, the Reserve Bank of Australia (RBA) decided that a radical change in bank note technology was required to prevent further erosion of note security.

Any new note needed to fulfill three basic requirements by being:

- readily identifiable as genuine
- difficult to counterfeit or illegally simulate
- durable and robust enough to withstand normal handling

Conference marks start

Early in 1968 the bank contacted a number of Australian scientists, including Sir Frederick White, Chairman of CSIRO, and a conference was held in June 1968 to discuss the problem and stimulate thinking about possible solutions.

Following the conference, CSIRO was asked to start research into alternative base (substrate) materials and security features. Initial research was directed at the possibility of manufacturing new types of paper using natural fibres. However, this was later radically changed and the focus shifted to a plastic-based substrate.

The premier security feature proposed for the new note was to become known as an Optically Variable Device (OVD) and was to be based on already-known applications of optical science.

Real work begins

In September 1974, the Bank and the CSIRO started intensive research and the project was dubbed Currency Notes Research and Development (CNRD). Work was carried out at CSIRO's Melbourne laboratories at Fisherman's Bend with the Reserve Bank's Note Printing Branch (NPB) at Fitzroy,

acting in a consultative role. A Fitzroy warehouse was taken over by NPB as test headquarters and experimentation in coating and laminating began in conjunction with the CSIRO.

By 1975, experiments were being conducted with a range of different base materials to develop one suited to incorporating an OVD.

In the meantime, the bank's mainframe computer was being used to convert patterns, portraits and other information into instructions that could be understood by even more sophisticated equipment at NPB.

First tangible results

By August 1979, the project moved into higher gear and the following year currrency printers from America, Canada and Britain – who together with Australia form the Four Nation Anti-Counterfeiting Group – were presented with a display of the current state of CNRD technology. The printing of experimental $1 and $2 polymer notes for the occasion were the first tangible evidence of how far the project had advanced.

Rigorous testing

These experimental notes were subjected to rigorous tests – folding, tearing, rubbing, staining with substances ranging from gravy to engine oil and beer. Tests for weather resistance, and burying in soil, were also conducted. They were even put through a domestic washing machine!

Feature

To take the project to its next stage, required a large capital outlay on sophisticated equipment to manufacture substrate and OVDs. This equipment was ordered in September 1982 and included a huge printing machine 42 metres long and six metres high. A special production annexe was built to accomodate the equipment at the new note printing plant relocated at Craigieburn.

The next challenge

The adaptation of the new technology to enable mass production was the next challenge. Significant advances in ink technology were required.

Running plastic through the presses was also a problem which had to be solved.

The production of a radically different bank note has been achieved by people applying years of practical experience to complex technical problems and is a tribute to everyone involved in the process at the Reserve Bank and CSIRO.

Designer notes

The Reserve Bank decided in November 1985 to release the new bank note technology in a $10 note commemorating Australia's Bicentenary.

Harry Williamson, designer of the $100 note, was chosen to design the new note with 'settlement' as its theme and a panel of consultants helped the bank on design aspects. As rough designs were completed, the bank's own skilled artists transformed them into a form suitable for reproduction on a currency note. Tones had to be recreated in fine line form which did not detract from the authenticity of original drawings.

In the outcome, design elements on one side of the note included a ship of the First Fleet, Sydney Cove and a representation of Australia's development since 1788.

An early design depicting a series of buildings from the first crude huts erected by convicts to contemporary architectural styles was discarded for a medley of figures representing the emergence of the Australian nation over 200 years.

Several forms of depicting a ship of the First Fleet were explored before choosing the Supply, the first of the fleet to drop anchor in Sydney Cove.

Aboriginal elements

On the other side of the note, there is an Aboriginal motif.

Elements include a portrait of a young boy wearing body decoration, a rock painting of a female figure from Death Adder Gorge in Arnhem Land and a morning star pole of the type used on certain ceremonial occasions by the people of north-east Arnhem Land.

Selections from some commissioned works by Aboriginal artists Paddy Carroll Tjungurrayi, George Milpurrurru and Banduk Marika have been used in creating background patterns.

Hi-tech security features

In addition to security provided through the high technology printing techniques of intaglio and background patterns and tints, the $10 commemorative note incorporates the following security features not present in other Australian notes:

- The OVD, a portrait of Captain Cook, visible from either side of the note. It defracts light, producing a varying rainbow pattern when the viewing angle or light source is changed.
- A transparent area surrounds the OVD, providing a simple but effective safeguard against photocopying.
- An area of wave patterns visible in some areas when the note is held up to the light.
- Complementary diamond-shaped patterns on each side of the note should register perfectly when held to the light.
- Micro-printing is incorporated above the deck of the Supply. The clarity of this printing under magnification provides a good test to the note's genuineness because such printing requires very scarce specialist skills.
- The two serial numbers on each note are printed in a different typeface and colour.
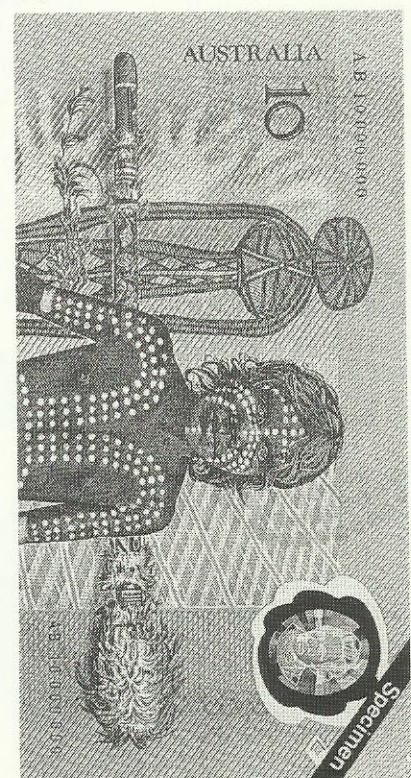
Berwick is best dressed
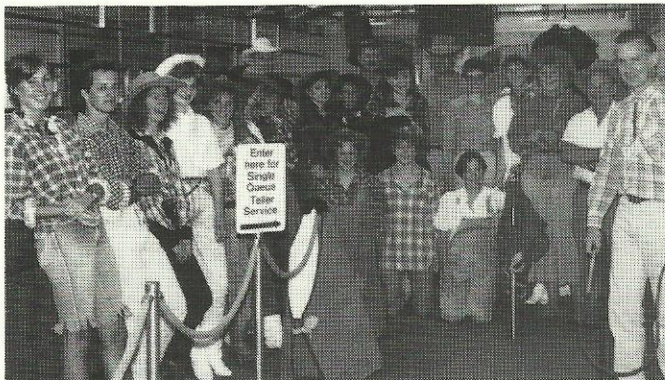
Berwick branch has carried off the honours for the 'best dressed business house in town' for the fourth year running. The competition is held as part of the run-up to the Berwick Show. Despite the country cosutmes there was no bull in sight!

Champ of bowling champs

Ian Bath has won the Murray Valley Bowling Association champion of champions title at his first attempt, only days after winning the singles championship in his first season at Swan Hill City Bowling Club.

Ian, North West Region's Business Development Manager, moved from St Arnaud to Swan Hill last July, shortly before the current bowling season opened.

Playing in 40 degree-plus heat, he defeated Max Lugg 25-21 in the singles final on January 12.

At one stage in the match, he was reported to have been visibly distressed by the heat after four or five ends, but re- covered after a brief rest to take the title.

On the following Sun- day, Ian defeated 20-year-old Manangatang champion Wayne Roberts 25-23 in a three-hour tussle for the champ of champs title.

Ian started playing at St Arnaud in 1970 and chalked up an impres- sive list of wins while there.

Thanks for the tickets to the Melbourne rock show

To the Management and Staff of Marketing De- partment

We wish to thank you for supplying us with the tickets to Under the Southern Cross Rock Show.

Everyone who went had a terrific time.

We appreciate your ef- forts to get the tickets out to us in time.

Leah Woodward

For and behalf of the staff at 156 Eltham.

Best offer

Sign on Murrayville community notice board, spotted by manager Doug Robinson:

'WESTPAC, MURRAYVILLE due to the poor and shabby ap- pearance and condition of our building, we in- tend to take over the old State Bank building in McKenzie Street, upon the completion of their new office.'

Next to it, with SOLD written across it:

'LESS THAN PRIME DEVELOPMENT SITE known as "WESTPAC" TO BE SOLD, AS IS, BEST OFFER ACCEPTED'

Caravan on its debut

Our new mini promotions caravan had its debut at the inaugural Westernport Field Days during Febru- ary.

Ralph Franklin, rural advisor (left) and **Des Cook**, manager of Mount Eliza, were on hand to discuss our rural products and services with visitors to the show.