

progress



THE STAFF MAGAZINE
OF THE STATE SAVINGS
BANK OF VICTORIA



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progress

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OUR COVER

A sighting on history! A sextant just like the one our attractive cover girl, Faye Dunn, is holding helped courageous explorers find new hemispheres . . . and helped lead Cook to Australia and the bright new world.

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PROGRESS is published for the information of the staff of The State Savings Bank of Victoria. Comments from the staff on the contents of Progress are invited, and the editorial team will always welcome original manuscripts, suggestions for future articles, and news of staff activities which are likely to interest fellow officers.



The Chairman of Commissioners for 1970 is Sir Arthur Smithers, C.B.E., A.A.S.A.

Sir Arthur has had 15 years as a Commissioner and has twice previously been Chairman, in 1961 and 1965. Sir Arthur was State Director of Finance from 1937 to 1959.

He is Chairman of Southern Cross Properties Ltd. and on the Committee of Management of the Royal Melbourne Hospital.

A life long interest in music and the fine arts has led Sir Arthur to become a director of the Elizabethan Trust, a board member of the National Theatre Movement and a Trustee of the National Gallery.

To commute or not to commute ...and other questions

In the wake of the recent and rather extensive changes in the provident fund has come a good deal of expressed opinion—vocal and printed.

It is unlikely that in its 47 years of existence the fund has occupied the thinking of staff to the extent that it now does.

We choose this time to take a brief look at the fund in retrospect, and if the following recital of facts and figures reads rather drily, we hope at least to illustrate that the fund has constantly changed and, moreover, that we should acknowledge the excellent work of the recently disbanded Committee of Advice which influenced the course of the fund from 1951 to 1969.

Additionally, we publish some explanatory information about the new rules, gleaned from discussions at the meetings held to amplify the subject matter of circular 48/69.

History

When our provident fund was established in 1923, superannuation in Australia was more the exception than the rule.

Initially, the annuity at 65 years (females 60 years) was one half of the average salary over the previous 30 years, and there was no provision for a widow's annuity.

If the fund changed little between this time and the immediate postwar years, neither, of course, did salaries, and it might be necessary to remind the younger staff that during this period inflationary trends did not hazard the economy as they do now.

Consequent upon alterations to the State Savings Bank Act were the granting of allowances at a flat rate for widows and their dependent children in 1949.

An enlightened step was the reconstitution of the Committee of Advice (two appointed and two elected officers) in 1951, and from this point changes occurred more frequently to keep abreast of the galloping economy.

In 1956 the normal retirement pension was fixed at five-eighths of the average salary over the final 15 years of service, and to meet this, contributions were increased. It should be noted that the Commissioners at this point met a deficiency of \$1,300,000 from their own funds.

Amendments to the rules effected in 1959 allowed a reduction in the averaging period for normal retirement annuities to five years, and provided an improved invalid pension on a sliding scale, together with an annuity of half that amount for officers' widows. Contributions by the bank were altered in our favour to a ratio of 55-45, and again the Commissioners elected to meet a deficiency of \$2,000,000 over a period of ten years.

Further improvements occurred in 1964 with an alteration in the ratio of Commissioners' contributions from 55-45 to 60-40, and the maximum rate of contribution was decreased to 10% of salary. Early retirement at age 60 (females 55) was made easier by much improved pensions in 1965. Simultaneously, the existing widows' allowance was increased to \$640, and the child allowance to \$260 p.a. Annuities to widows were raised from one-half to five-eighths.

Our short history stops at the end of 1966 when increases were granted to those annuitants who had retired before 1963, and their widows.

This brings us to the sweeping amendments contained in circular 48/69. From meetings held to discuss the new conditions with senior staff, there emerged some ideas which we consider worth passing on to our readers.

Planning

The thought uppermost in many minds was that retirement now called for much earlier planning.

The greater flexibility of the new rules when combined with the considerations of social service and taxation legislation, make retirement the point of complex financial decisions to determine the most effective course of action.

We each enjoy varying states of health, our expectations from retirement differ, and these are the factors which will influence our decision.

To commute or not to commute — this is the vexing question for those whose retirement is imminent, and this is where the true effects of social services and taxation must be studied carefully and related to one's private means and anticipated standard of living.

Let's assume that an officer retires at 65 with an annuity entitlement of \$4000 per annum, and that subsequent movements in cost of living entitle him to the 2% per annum adjustment at three yearly intervals.

We arrive at table "A"

TABLE A

YEAR	ANNUITY
1	\$4,000
2	\$4,000
3	\$4,000
4	\$4,240
5	\$4,240
6	\$4,240
7	\$4,494
Total	\$29,214
8	\$4,494

● Or he may commute all or part of the first 7 years' annuity to a lump sum. If all commuted he will receive— $\$4,000 \times 5.417 = \$21,668$.

● Whether he commutes all or part of his annuity, in the eighth year he will return to an annuity of \$4,494.

Spending a lump sum

If the retiree elects to commute immediately on retirement, 5% of the lump sum will be regarded as taxable income for that year — in addition to taxable income already earned for the same financial year. We will assume that tax on \$21,668 is \$568, which leaves \$21,000 to be invested, or, better still, to be invested in a way which ensures a good fixed income over the seven-year commutation period with virtually no risk.

This is illustrated in:—

TABLE B

Year	Interest Earned and Spent	Principal Spent	Total Spent	Balance of Principal
1	\$1,190	\$2,500	\$3,690	\$18,600
2	\$1,030	\$2,660	\$3,690	\$15,940
3	\$870	\$2,820	\$3,690	\$13,120
4	\$700	\$2,990	\$3,690	\$10,130
5	\$520	\$3,170	\$3,690	\$6,960
6	\$320	\$3,370	\$3,690	\$3,590
7	\$120	\$3,570	\$3,690	\$20

Income Tax and Social Service laws

(In respect of an "aged" couple — husband at least 65 years of age and wife at least 60 years of age.)

The income tax laws provide that:—

(a) no income tax is payable if the combined taxable income of the couple does not exceed \$2262 per annum — it will be seen from table B that taxable income (viz. the interest at 6%) is below this figure.

- (b) a concessional tax rate is payable if the combined taxable income of the couple is between \$2263 and \$4121 per annum.
- (c) normal tax rates apply if the combined taxable income of the couple exceeds \$4121.

It is most important to note that an annuitant in receipt of an annuity of \$4000 would therefore pay almost normal taxation on his annuity, unless he had substantial deductions for tax purposes.

The Social Service laws provide that:—

- (a) a full pension for an aged couple is \$1378 per annum,
- (b) the means test to determine eligibility for an age pension is a combination of income earned and the value of assets owned. Assets owned do not include a person's home, furniture, private motor car, chattels, etc., and income from assets is not included in the definition of income earned,
- (c) a full pension is payable if the "income" of the couple does not exceed \$884 per annum and they have no assets, or the couple's assets do not exceed \$9640 and they have no "income" other than from assets,
- (d) a part pension is payable if the "income" of the couple is between \$885 and \$3640 per annum and they have no assets, or the couple's assets are less than \$37,200 and they have no "income" other than from assets. Again on the basis of table B, it would be possible to receive Social Service benefits ranging from part to a full pension.

Spending power of annuity and lump sum

If we assume for simplicity that an annuitant retiring at age 65 has a wife aged at least 60 years and that they have no other income or assets, the spending power of the annuity (in Table A) after tax, and the utilisation of the lump sum (in Table B) after tax, and with an age pension, would be of the following order:—

TABLE C

"Spending Money" after Taxation and with Age Pension.

Year	Annuity — Less income tax \$	Commuted Annuity \$	Commuted Annuity—Plus Age Pension \$
1	3,330	3,690	4,490
2	3,330	3,690	4,620
3	3,330	3,690	4,750
4	3,490	3,690	4,890
5	3,490	3,690	5,040
6	3,490	3,690	5,070
7	3,660	3,690	5,070
	\$24,120	\$25,830	\$33,930
Average	\$3,450	\$3,690	\$4,850

Younger officers showed a keen interest in the new level of widows' annuities with particular regard for an easy way to calculate the cover provided at any given time.

This annuity is 62.5% of the ill-health retirement annuity which is the age 60 early retirement annuity—irrespective of the age of the ill-health retiree.

TABLE D

\$6000 and over — 60%		\$3000 or under — 75%	
Average salary for last 2 years of actual service.	$\times \frac{60 \text{ to } 75}{100}$	$\times \frac{92.5}{100}$	$\times \frac{62.5}{100}$
		Reduction to ill health retirement annuity.	Reduction to widow's annuity.

● Normal retirement annuity percentage varies from 75% to 60% as average salary varies from \$3000 or below to \$6000 or above.

Thus, except for the officer who joined at a late age, and therefore would not have completed the qualifying period (20 years before 23/10/69 and 30 thereafter) had he lived to age 60, the ill-health or widows' annuity is not determined by the officer's period of service at retirement or death.

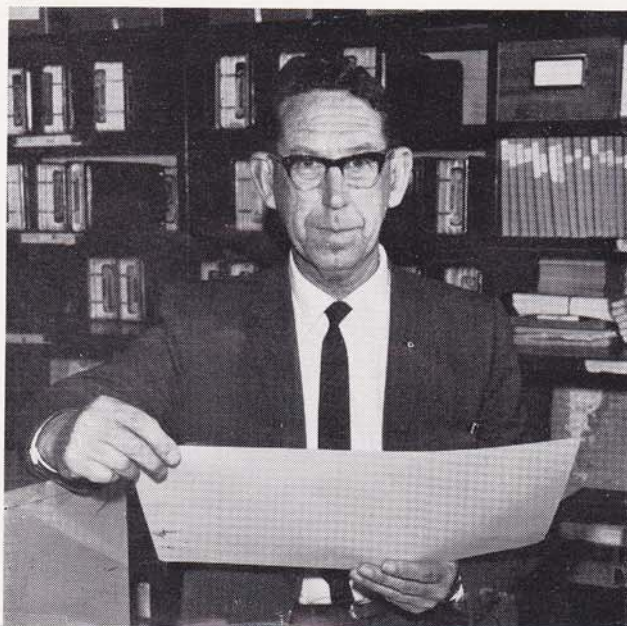
In fact, the loaded annuity formula generally allows a higher proportion of salary at the younger ages.

In the case of both ill-health retirement, and death, an allowance is paid for dependent children.

Provision for automatic cost of living adjustment poses some questions — and, incidentally, our fund is one of the pioneers in this aspect of superannuation.

To make this three-yearly adjustment (up to a maximum of 6%) equitable requires a complex set of rules; however, the basis on which the adjustments operate is that all variations relate back to the initial annuity, and the initial cost of living index.

We have touched on only a few aspects of the subject; there are doubtless questions unanswered and we suggest that any member of staff with a bona-fide problem should contact the Provident Fund Officer, Mr. Jack Halfpenny (below).



Girl of the month

The attractive face of Anne Warr, our girl of the month, should be familiar to many younger staff.

Anne, a 20-year-old member of the Relieving Staff, currently works in Staff Department as one of the three interviewers who make initial contact with applicants for appointment to our staff.

Anne joined the bank at Beaumaris, Balcombe Road, in 1966, after five years at Firbank Girls' Grammar School. In her two and a half years on the Relieving Staff, Anne had six months' branch work and a stint in staff training section as receptionist and lecturer to new appointees before moving to her present situation.

Once having been subjected to Anne's quiet charm and her friendly interest in people, one can easily appreciate her suitability for the important work she does — as recruiting officer for the bank at Career Nights and as one of the people whom applicants will meet first when initial interviews or entrance examinations are carried out.

Anne has other routine clerical and typing duties, but it is this personal aspect of her work which she finds so rewarding.

For a girl who at first reticently claimed to lead a rather dull, ordinary life, Anne proved to have a remarkable range of interests and hobbies.

Desire for unusual precious metals and minerals might be accepted as a normal trait in females, but Anne seeks her treasures the hard way — one of them is panning for gold around Castlemaine.

The total reward at this stage is a couple of grains of the precious metal, described by Anne as "not worth weighing," but this slight gain neither deters nor discourages her.

As an avid collector of antique pieces of brass, silver and copper, Anne scours suburban shops on the off chance of unearthing some unusual and possibly valuable objets d'art, and she is always happy to hear from anyone who can set her on the track of the odd copper kettle or brass bed head.

In what would appear to be little spare time, Anne enthusiastically practices

handcraft — the fading arts of embroidering and crocheting, and entertains hopes of one day making a large tapestry.

Sport plays a minor part in her life, but she does attempt to keep fit at the City Y.W.C.A. gymnasium, idly tossing the weights around (40lb. limit), and as a Richmond supporter, she follows football more in spirit than fact.

To keep pace with her boyfriend, Anne is keen to take up surfing this summer, although she did react sharply to the idea of posing for the "Progress" photo on a surf board.

We had to compromise with the photo below, which, I am sure you will agree, justifies her choice as girl of the month.

● Anne has an adoring gaze for a quaint old statuette — lamentably not hers.





The Cook Medallion

When, in April of last year, Keith Dunstan of the Sun challenged Victorians to do something about celebrating the Cook Bi-Centenary, he started something.

In our minds he planted a seed, which became an idea—and that idea eventually grew to an enterprise of nerve-shattering proportions.

We took up the challenge tentatively and quietly considered the possibilities.

With an awareness that the Hawkes Bay Savings Bank of New Zealand had successfully minted a medallion to celebrate Cook's landing in their country, we decided to explore the situation further, and so a leading numismatist was consulted to determine what would be the likely demand for such a medallion, the range of materials to be used, and the prices they might fetch.

With a provisional decision to consider three distinct coins, the proposition was passed to Messrs. Stokes (A/asia) Ltd., an old-established and highly respected manufacturer of medallions, who sought, and were granted, our permission to submit an original design.

In the search for the best likeness of Cook and the most accurate illustration of his ship, Stokes carried out considerable research, and an interesting piece of information which emerged was that Cook's ship should be correctly called H.M. Bark Endeavour — a fact not generally recognised.

When their design proved acceptable and their price feasible, a concrete plan was submitted to the bank's executive, and approved.

The manufacturing of medallions, or in professional jargon the "striking", is a slow and rather complex business, and surprisingly expensive.

It began with a sculptured head of Cook, executed by the noted sculptor Stanley Hammond, on the basis of an 18th Century plaque of Joseph Wedgwood. This was then mechanically reduced to medallion size and from it the metal dies made.

Incredibly enough, the metal dies for the reverse side—on which the Endeavour is featured, were hand engraved directly on to the actual metal die — and those who have observed the fine detail under a magnifying glass, such as the sailor on the rigging, will appreciate the skill of the engraver, Mr. Keith Gray.

At the next stage the blanks, pieces of the appropriate metal formed to size, were obtained, and with the hardened metal dies precisely fixed at either end of the press, the actual minting took place.

The 18ct. gold and sterling silver, being in high relief, require many strikings before the desired effect is achieved;



● ABOVE, LEFT: This fine picture of our successful Cook display at Elizabeth Street highlights Richard Linton's painting of H.M. Bark Endeavour.

● ABOVE: The Minister of State Development, the Hon. J. W. Manson, draws the magic marbles for 25 lucky contestants in the Cook gold medallion public ballot.

because it hardens easily, the gold must be softened by heat between each of the 12 blows it receives.

Since it is in lower relief, the bronze medallion requires only one blow.

As a final operation, all three types were clear lacquered to protect the surface from atmosphere and handling.

From our viewpoint this was the easy part.

The party really got under way with the delivery of the first consignment — and the brutal reality descended upon us — by "us" I mean the Public Relations and Advertising department.

This was to be a large-scale exercise for which there was no precedent, no parallel, no past experience on which to rely — and, of course, there was the matter of secrecy. In such an exercise there was real value in being first.

In one of the minor operations, which had to be delayed until the last minute, no less than 175 press releases were despatched to T.V. and radio stations, practically every newspaper in the State, the principal dailies interstate and 50 numismatic societies. It was imperative that we should be first cab off the rank and, in fact, we were; but only by a matter of weeks, and had our plan been known we could have lost the distinct advantage which doubtless assisted the rather extraordinary reception of our issue — and extraordinary is no exaggeration. Not the least of the problems prior to the launching was the actual distribution of silver and bronze medallions, which was preceded by a packing operation that gave publicity department the appearance of Myer's despatch department at Christmas.

Literally within minutes of the Premier's announcement, phones started to ring — and they kept ringing non-stop for almost three days; there were even calls from interstate.

Everybody, it seems, wanted a gold medallion, and everybody had a good story to support their claim — and also there were frantic pleas from branches which had sold their silver and bronze medallions by the end of that first day.



● ABOVE: A jubilant John Bantze holds aloft marble No. 37, which gained him a gold medallion in the staff ballot.

When our initial stock of 25 gold medallions had been sold by the end of the first day, and applications continued to pour in, it became apparent that the sheer weight of demand called for a ballot.

And so began another distinct operation for which a *modus operandi* had to be quickly devised.

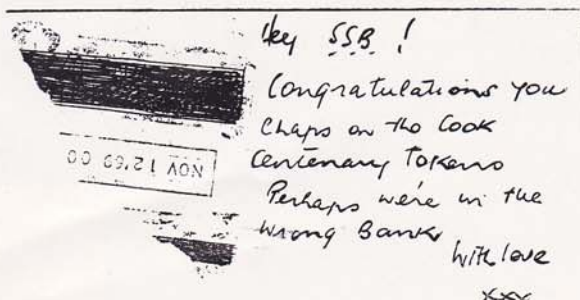
These were truly the moments of decision.

The rest of the story is old news now; we finished up with 845 public applicants chasing a mere 25 of the coveted medallions, and the actual ballot ran so smoothly as to be almost an anti-climax.

The allocation of 50 gold medallions to the staff brought forth another ballot of 289 applicants.

For the time being it is over; the Advertising manager and his hard-worked staff are licking their wounds and girding their loins for the onslaught which will commence later this month. This time we shall have competition and probably will need to advertise, but, thank goodness — no more gold medallions.

● BELOW: The success of our Cook medallions was very generously, if rather informally, acknowledged by one of the other banks on the back of a returned cheque voucher.



CAMERA NEWSREEL



A BIG PERFORMER

Pictured (above left) with their Victor Airtourer 100 two-seater are John Wynn and Keith Buttery, both despositors of this Bank.

John and Keith safely flew this aircraft — the lightest contestant — in the recent England to Australia race and won the Rolls-Royce trophy.

Always alert to news about his fellow countrymen, and particularly our despositors, London Manager Jack Ryan sent us this photo of John and Keith taken in England prior to the race.



AND A BIG LIFT

The Bank recently installed a new Rank Xerox copying machine, which is capable of producing one copy per second, and will automatically collate a number of pages — as in a large circular, for instance.

Such was the size of the machine that there was only one way into the Head Office Building — through the window.

Our photo (left) shows part of the Xerox being hoisted through the window in Butchers' Lane.

A BIG BREAK

In the Board Room at Head Office, the General Manager, Mr. T. E. Hall, farewells a group of Managers who recently retired. Left to right: Messrs. N. E. Smith, W. S. Waters, L. C. Packer, G. D. Kimberley, the General Manager (Mr. Hall), R. B. Roylance, J. J. Reiher, A. E. Coleman and A. Doyle.



MAKING THE BIG STEP

The seven young people in the two pictures below are among the hundreds recruited by the Bank in recent months. Progress took its camera to Staff Training Centre to record their first step into a career. Our seven included:—

Pam Abbott, a 17-year-old graduate of Karingal High School, whose special aptitude for mathematics has led her to a bank job. As a seaside dweller, Pam has a natural interest in swimming.

Rosy Zammit hails from St. Paul's Bay, Malta, from where she migrated with her parents. Rosy played badminton and hockey at Sunshine North Technical School and lists her hobby as reading.

Work won't be entirely a novelty to **Janice Norman**, who has managed to fit in a Saturday morning job with her studies for a Leaving Certificate at Ringwood High School. Like most teenagers, Janice is keen on dancing, making her own clothes and swimming.

Michael Terry is one of only two males in this line-up and, naturally enough, his sporting interests make for some variety . . . football, rowing, swimming and diving. At 16,

Michael has completed his Leaving Certificate at Reservoir High School and looks like a recruit for the bank football team.

Helen Callanan is a bright young (16 years) lass with quite a variety of interests — yoga, tennis, swimming, dancing, sewing and playing the piano. She completed her Leaving Certificate in 1968 and, after a short stint with the State Public Service, returned to Our Lady of Sion Convent, Box Hill, to study for matriculation.

Lorraine Jones will undoubtedly pursue the illustrious path of others who bear the noble name — we number a former General Manager among our august number. Lorraine plays tennis, has a preference for historical literature and is keen on needlework. She has completed her Leaving Certificate year at Watsonia High School.

As a fisherman, **David Craig** might find himself drawn into that select band of Savings Bankers who pit their skill against the marine creatures. Listed among David's other activities are membership of a church youth club and bike riding.

To these seven, and all the others who may be reading their first issue of this journal, "Progress" welcomes you to our ranks and wishes you well in your careers.



LEFT: Tom Crothers introduces David Craig, Lorraine Jones, Helen Callanan and Pamela Abbott to a cheque form.

BELOW: In this happy group are Rosy Zammit, Michael Terry and Janice Norman.





'But I never

BY THE BANK'S ADVERTISING OFFICER,
MR. MAURICE CAVANOUGH

"The professional politician can sympathise with the professional advertiser. . . . Both must resign themselves to a low public estimation of their veracity and sincerity."

It was the forthright Mr. Enoch Powell who said that, and one can readily believe that he knows to what depths of unpopularity a politician can submerge.

The professional advertising man realises, too, that it is a rare member of the public who considers that advertising might be either necessary or efficacious. Most people are like the lady who said:

"But I never read the advertisements, and I can't think of any television or radio commercial that ever made me buy anything."

The fact that the lady's kitchen shelves were stocked with widely advertised products she attributed to coincidence.

Business thrives on coincidences like that.

Reconciled though he is to being unloved, the advertising man believes in what he is doing. He has no doubt at all that effective advertising pays.

Effective is the operative word. The professional's criterion is not whether an advertisement is liked, not the number of chuckles or nods of approval it stimulates, but: Does it work? Does it motivate people to buy a product or patronise a service? Does it hit the target it was aimed at?

Finding the answer to those questions is difficult. Like the lady quoted above, most people deny vehemently that they are motivated by advertising.

In the case of service advertising, particularly, which is even more difficult to measure than product advertising, it is necessary to probe deeply and subtly to determine whether a particular advertisement or a sustained campaign is hitting the target.

This probing is a job for experts, for trained psychologists. That is why those responsible for allocating the considerable amount of money the Bank devotes to advertising, engaged an experienced firm to research public attitudes to the banking industry generally, with particular reference to bank advertising.

The research was carried out in November last year.

This form of research has little or nothing in common with the "Gallup-Poll" type of question and answer.

The latter is effective in discovering **what**, but does not give you the answer to **why**. To illustrate: the Gallup-Poll

investigator will probably receive an accurate answer if he asks a respondent which political party he intends to vote for. If, however, he asks the respondent why he chose the party, the answer he receives might be wildly inaccurate, either as a result of a deliberate lie or an honest misunderstanding of his own motives by the respondent.

When asked why they act in a certain way, most people tend to give an answer which is socially acceptable or self-justifying.

How, then, do you discover what their real motives are?

The system used for the bank study was group discussion. There were, in fact, six groups, each of 10 people, brought together in the relaxed atmosphere of private homes.

By and large, the people in each group knew each other quite well, usually through common membership of some organization. These organizations were as varied as a school mothers' club and a hot rod car club.

In each group, the people were of a similar age, and most groups were of young adults, because this age is a prime target for new business.

None of the people in these discussions had any idea on whose behalf the research was undertaken, nor was any bank singled out for particular discussion.

You may wonder what reliance can be placed on the collective views of 60 people, however broadly they may span the spectrum of society.

I can only ask you to accept my word that we received sufficient, convincing evidence of the fruits of previous researches carried out in this manner, to be assured that any clearly defined patterns which emerged could be relied on as a reflection of our society as a whole.

This is the manner in which the discussions evolved: first, the group members filled in a simple sheet naming the banks, if any, where they had savings and/or cheque accounts.

Immediately afterwards they completed a second sheet indicating which bank or banks they most strongly associated with home loans, personal loans, overdrafts, home savings accounts, travel facilities and Christmas Clubs.

read advertisements!

On the same form they listed in order one to three the banks they rated highest in various aspects of personal attention.

On a third section of the form they indicated the bank they associated with certain advertising phrases or slogans.

Both these sheets were completed in silence.

For the next half-hour they discussed any aspects of banks and banking which free interplay of conversation brought to light.

Then, for a further 15 minutes, the discussion was switched to savings accounts.

A third sheet was then distributed, on which group members listed in order one to four their opinions of the Wales, the S.S.B., the A.N.Z. and the Commonwealth as the best bank for appearance, atmosphere, people of various ages, characteristics and needs.

Finally, the discussion was resumed on the particular subject of advertising.

Each group was together for about 90 to 120 minutes, and the entire discussion was recorded on tape.

The fruits of all this research would be as interesting and instructive to our competitors as they are proving to us. For that reason very little detailed information can be published in the pages of *Progress*, which finds its way to the other banks.

In general terms, however, I think you may be interested and perhaps surprised to know that most people look on banking as a chore and a nuisance.

They do not look for a highly personalised approach, but rather for brisk efficiency and a pleasant manner. Customers in general do not expect to pass the time of day with tellers beyond one or two formal pleasantries.

If these brief pleasantries are missing, however, their absence is noted and strongly resented.

On the comparatively rare occasions when customers have to deal with managers or senior officers, they hope for, but seldom really expect, favours. What they most look for is an understanding of their point of view and their problems, and sensible advice about money.

Generally, people approach their bank manager with a problem and some apprehension, and often come away resentful of the coldness, aloofness and "headmasterish" attitudes they encounter. Banks, and particularly as they are presented to the public by their managers, are thought to be egocentric and not greatly concerned about the feelings of their customers.

One example of this which evolved from the discussions unfortunately affected our Bank. One of our branches had paid against an uncleared cheque which was subse-

quently dishonoured. Here is the relevant extract from the talk:

"We had a frantic call from the manager. We were very upset about it and went along. The manager was more concerned that we should pay that money back in, rather than give us a word of sympathy that we were given a rubber cheque. This was a personal approach again. He was doing the right thing by his bank, but he could have felt a bit more for the customer. I think even a word of sympathy would help."

Against this rather gloomy background, our Bank emerged remarkably well, especially in its handling of housing loans, although we certainly did not come through unscathed.

Our counter service rated well ahead of the next best, as did the general atmosphere of our branches.

We were considered the friendliest, the best for shy people (and, indeed, for people in most categories of age and disposition), the most efficient and reliable. We rated very close to the top as progressive and modern. As might be expected, we were well down the scale of "investment advice".

But, as I have indicated, this brief summary gives little indication of the immense larder of food for thought provided by the research.

And how about advertising? Scarcely anybody admitted to any belief in the power of advertising, and most claimed not to have seen or remembered any bank ads. Predictably, however, by their discussions they revealed that they most certainly had seen and absorbed a great deal of bank advertising, indeed.

Our "No Worries" campaign received rather rough treatment, but we still felt very happy with the degree of reception and effect our advertising is having.

Both "No Worries" and, more particularly, our current "Friendly Group" campaign (although in its infancy at the time of the survey) were well identified with our Bank. This was in sharp contrast with most other slogans and themes except "Get With The Strength" which nearly everybody associated with the Commonwealth Bank.

A particular campaign to which one of our rivals has given a lot of publicity was correctly associated by only one person; 15 attributed it to our Bank. Another well publicised campaign was identified by only two respondents, and a third by eight.

But although our reception was very good, it gave no grounds for complacency. In collaboration with the creative people at our advertising agency, we have a lot of thinking to do over the coming months.

COLUMN OF FIGURES



Our Bank now has full use of the Clearing House facilities, and because few staff will have had experience of this method of clearing cheques, we have penned a short description.

Clearing House

In a world of automation and computerization, it lies beneath Collins Street like some ancient sepulchre, untouched by progress.

Down several flights of marble stairs, in an unmistakably Dickensian setting is the Melbourne Clearing House, one of the most vital cogs in the wheel of banking.

Running down the centre of an austere room is a long table, and flanking the walls are the quaintly ornate cedar desks, with hand carving that speaks of other days.

And it speaks truly, since the Clearing House has changed little since September 1869, when it opened its doors to become the first clearing house in Australia.

At that time there were 10 banks, which exchanged cheques and bank notes for approximately \$31,000 on that first day.

In 1968-69 the value of cheques which passed through the Melbourne Clearing House was \$45,000 million. Prior to 1867, the clearance of cheques had been a rather irregular business, and it was not unknown for one bank to deliberately embarrass another with the presentation of a large volume of cheques and bank notes at the end of the day.

(Commonwealth Government issue of bank notes began in 1901, before which most banks printed their own paper money.)

During an intermediate stage, banks began clearing directly to one another in a process which involved bank clerks carrying as much as \$80,000 in gold by horse-drawn cab.

Exchange of cheques in the clearing house is now a much more formal affair, strictly regulated by the supervisors—and the ancient clock which hangs at the entrance to the room. According to an edict issued many years ago, the doors should close 5 minutes after the starting time, and any tardy clerk or messenger arriving late may have to personally deliver his cheques to the bank concerned.

A day at the clearing house begins quietly enough about 9 a.m. with the first arrival of a bank messenger lugging his well-filled suitcases.

Other messengers and clerks begin to

trickle in, and by the official time of 9.15 the place has assumed the picture of a rather dignified market.

Bundles of cheques, sorted and listed according to the drawer's bank, swiftly and quietly change hands, with each bank using a tally sheet for every other bank.

The process is repeated at 10.30, 1.30, 2.30 and finally 4 p.m., when settlement for the day is effected.

This is done by totalling and reconciling the daily figure — bank to bank.

If the total of all banks is in our favour, we credit the State Savings Bank Exchange Settlement Account at the Reserve Bank Melbourne; in the case of a debit we issue a warrant drawn on the same account.

It seems inevitable that this old-fashioned, but delightfully human, way of bartering cheques will one day give way to the computer, but who can visualize an electronic device with the charm of this century-old clearing house.

BELOW: Jim Vranesevich unloads his wares at the first exchange. Denise Chandler and Jill Staley from H.O.C.S. are on duty.



Coincidence and Cook's cannon



● Robyn Holman gets some first hand information from Mr. Virgil Kauffmann.

The arm of coincidence can be really long, as we discovered in late November when two American gentlemen enquired at the Publicity Section for a "Cook" medallion.

They were Mr. Virgil Kauffmann and Mr. Maxwell Smith, both of whom were visiting Melbourne for an International Motoring Convention.

Mr. Kauffmann, it transpired, was leader and co-sponsor of the expedition which discovered the "Cook" cannon, and Mr. Smith was his fishing companion in Queensland nine years ago, when the pair first discussed the possibility of tracking down the historic relics.

The fact that the cannon had been unsuccessfully sought for over a 90-year period didn't deter Mr. Kauffmann, a geophysicist, and one of those extraordinarily versatile humans to whom life is always a challenge.

Having pioneered the use of the magnetometer in the detection of minerals and metals, and with considerable experience in aerial survey work as his background, Mr. Kauffmann had early decided that modern technology would be his weapons. History, of course, had to be taken into account, and this initial interest led him to research in Britain and more particularly the British Museum.

Eventually he combined with a team from the Philadelphia Academy of Natural Sciences to effect the actual search, although it's interesting to note that finance for the venture came from private pockets, including Mr. Kauffmann's.

From their base at Little Hope Island, the team searched for what seemed to be an impossible target, but with infinite patience—and a magnetometer attached to the bow of their boat—they made what is now history.

Mr. Kauffmann spoke of the tremendous moment of elation when, at the point where the magnetometer indicated a deposit of iron, a diver observed among the coral encrustation a vague shape bordered by comparatively straight lines; although, judging from our view of the cannon in its natural state—as shown in one of Mr. Kauffmann's photos—it would not have been apparent to the untrained eye. When the diver surfaced with a piece of coral containing iron-oxide, they felt reasonably certain of the find, but, mind you, it was a slow, delicate business to chip away the coral and raise the cannon from their 40ft. grave.

It's interesting to know, too, that the cannon were not discovered on Endeavour Reef, which had always been considered the spot where Cook jettisoned the guns in an attempt to refloat H.M. Bark Endeavour after she ran aground on coral reefs.

We left Mr. Kauffmann, who still holds a flying licence which he obtained in 1918, with the distinct impression of a man still looking for new fields of endeavour, and one to whom life will never be dull.



Vic took advantage

Vic Taylor (above) is one of our young officers who has pursued a University course with distinction—and with the Bank's assistance.

On a part-time basis at Monash University, Vic last year completed a Bachelor of Economics Degree with honours, gaining 5th place in the faculty.

Vic is presently working in the research department at Head Office.

Mention of this allows us to draw attention to the opportunities for further study made available by the bank in a wide range of courses from Leaving Certificate to a post-graduate degree in economics or commerce.

The full details can be found in Circular 45/68 and the scale of salaries and allowances, a study of which will reveal the splendid opportunities provided by the bank.

Young staff who have completed the Leaving Certificate—or its equivalent—might be well advised to consider completion of a Matriculation certificate, soon to be called the Higher School Certificate.

Qualifying for the certificate not only means an increase in salary, but is the vital key to tertiary education, and study is more easily accomplished at an early age—so don't let a good opportunity pass you by.

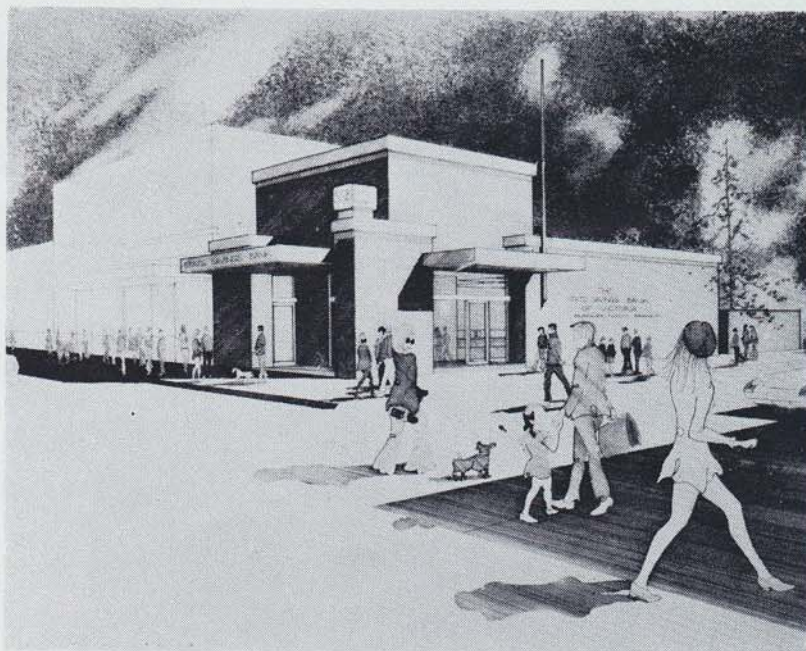
PROGRESS IN PREMISES

**ARCHITECT, The Chief Architect,
State Savings Bank.**

BURNLEY NORTH

STAFF ARCHITECT: John McCorriston.

In planning the new premises on the corner of Bridge Road and Burnley Street, consideration was given to the high noise level in the area and the banking chamber was set well to the rear of the building, with the strongroom, positioned towards the front of the building, acting as a circulator for pedestrian traffic. After the simplicity of the exterior, the interior of the bank is both unexpected and visually exciting. Red-blue bricks form the walls, broken by a thick red glass wall to the manager's office, which contrasts with the blue quarry tiles on the floor. The white ceiling is broken dramatically by nine pyramid forms, lined with timber, which provide natural light from skylights in the apex of the pyramids.



ABBOTSFORD NORTH

PROJECT ARCHITECTS: A. V. Pupedis & Associates.

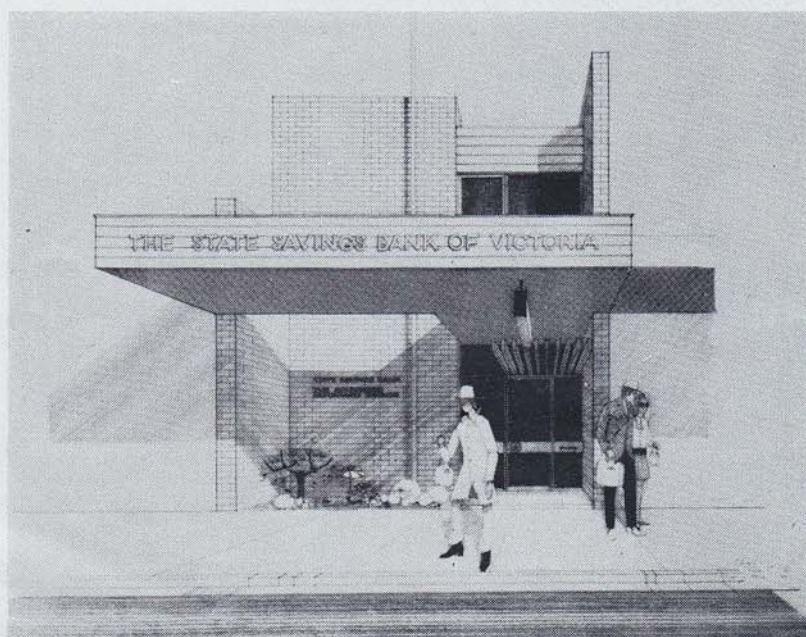
Extensive alterations, which will not only give a face-lift, but provide a much wider entrance and improved banking chamber and staff section, are being carried out at Abbotsford North. When completed they should provide a much more spacious and comfortable area for both public and staff.



BEAUMARIS: The Concourse

PROJECT ARCHITECTS: Rooman, Hastings and Sorel.

This double-storey building will soon replace the adjacent brick shop which has served as our branch since it opened in 1961. The building has been designed to provide access from the South Concourse and the Council car park in the rear. The banking chamber will be on the ground floor and a staff amenities section on the first floor. An interesting feature of the building is the use of bond sawn Western Red Cedar battens as a false ceiling. The battens start from outside the building and create a sculpture in space, drawing the eyes visually into the banking chamber.



WHERE DID IT COME FROM?

People streaming up Elizabeth Street on their way to work on Monday, January 19, halted in their tracks to stare at the building on the south-west corner of Collins and Elizabeth Streets. Where had it come from?

Behind a high fence the M.L.C. building

had been coming down for some months, preparatory to the erection of its dramatic, new sky-scraper building.

However, almost unseen by the public, Civil and Civic had erected, in the three weeks since Christmas, this attractive, curved, glass-walled,

air-conditioned branch, where the business of our 315 Collins Street branch will be conducted until the new M.L.C. complex is completed late in 1971.

On Friday evening, January 16, manager Mr. Len Holford and his staff closed the doors of their 90-year-old premises for the last time and by 8 am on Monday were operating smoothly on the corner, giving the appearance of being quite unperturbed by the demolition going on around them. Although not designed to be, the building is almost sound proof and it is quite eerie to watch the throng of pedestrians, cars and trams pass by in near silence.

The old Southern Cross building, which formerly housed our branch, is the next to go under the jack-hammer, and then the long task of rebuilding will commence. When the new building is finished we will occupy spacious premises on the ground floor, but until that time we are quite happy to be "in the market place", on one of the City's busiest corners.

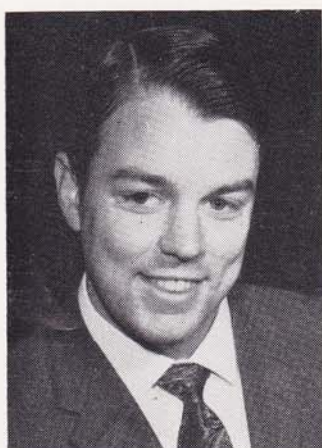


Wedding Belles

John Swale, E.D.P. Planning Department, who also appears in this issue among the newly appointed managers, was recently married to Margaret Janice Evans. The couple are seen signing the register at Christ Church, South Yarra.

◆ Cupid has certainly been busy at E.D.P. Planning. The bride in this picture, nee Dianne Birrell, is a member of that department, and she married Ian Holman at the Presbyterian Church, Preston.





J. M. SWALE,
Technical Systems Analyst.
John only joined the bank in 1966 in the final year of his Applied Science course (honours in Electronics), but had links with it through his father, Greensborough manager Jim Swale. This year John commences a Master of Business Administration course, but still finds time for Church Youth work, tennis and his collection of opera and classical records.



H. A. BULL,
Torquay.
A well-known sportsman, Tony played V.F.L. football with Melbourne firsts from 1953-57, had a season with Moorabbin, then six years with Kyabram as captain-coach. Then, after coaching the bank team for five years he coached Melbourne Thirds last season. Cricket and golf are other interests. The Bulls have a family of three boys.



A. R. DAWSON,
Relieving Manager.
Ron is a keen gardener, concentrating mainly on roses, and has about 60 bushes in his garden. He and his wife, who is a Sunday School teacher, have a family of two, a pigeon pair. A dedicated fisherman, Ron can be found out on the Bay whenever the whiting are biting.

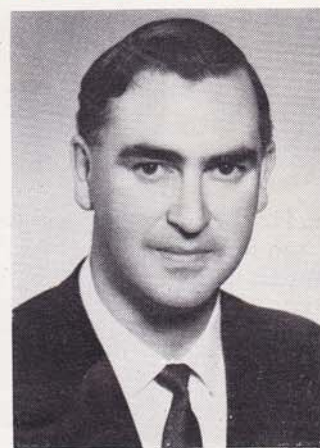


J. D. EWART,
Research Officer, E.D.P. Planning Department.
John had had 15 years' service before undertaking his Honours Degree in Commerce, which he successfully completed last year. Married, with a family of three girls, he's now embarking on another large project, adding another storey to their home. John used to play basketball for the bank, but now concentrates on tennis. Is secretary of his local club.

OUR NEWLY APPOINTED MANAGERS



J. S. JOHNSON,
Relieving Manager.
The majority of John's bank service has been between the bayside suburbs of Edithvale and Frankston, which, as he lives in Carrum, suited him very well. Both he and his wife are members of Patterson River Golf Club. Mrs. Johnson is on the Associates Committee, and John (who plays off 10) is a former Committeeman. Three children make up the family.



I. J. BAXTER,
Kaniva.
The fact that Jim and his wife, Judy, have five children aged from 13 to nine, has not kept them house-bound. Come holidays, they hitch up their caravan and take off wherever they fancy, even as far as Cairns on a long service trip. Judy, nee James, was formerly a member of Correspondence Department.



E. J. NICHOLLS,
Programmer Analyst.
Ewen commenced his bank service at Ballarat and had 8½ years there before coming to Melbourne. The last five years have been in Mechanization as a programmer analyst, which Ewen is combining with a part-time Commerce course at Melbourne University. Fortunately his wife, a teacher, is also a student and this year commences a full-time B.Ed. course at Monash.



H. B. BROWN,
Relieving Manager.
Hugh had 10 years' service in his native Gippsland before being appointed to the City. With a family of four, he and his wife find much of their spare time occupied with their children's sporting activities, but Hugh still finds time to play tennis and has lately discovered the fascinating and frustrating game of golf.