State BANK STAFF MAGAZINE February 1984 — No. 117



State Bank teams up with the C.F.A.



NEW FACES OF '84



These happy young people are among the first appointees for 1984. To this point over 500 newcomers have been appointed from some thousands of applicants.

Statesman

Acting Editor WES SMITH

Assistant LEANNE BINNS Cartoons

MARK RICHARDSON PETER GIBBS

PRINTED BY QUADRICOLOR INDUSTRIES LIMITED. MELBOURNE, (VIC) 560 2222 FRONT COVER: State Bank, Firebird — weapon against fires (Story Page 4)

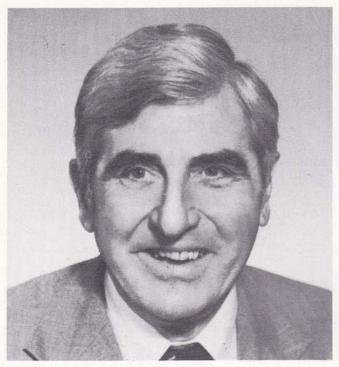
STATESMAN is produced at two monthly intervals by the Public Relations section of the State Bank of Victoria.

STAFF COMMENTS on the magazine are invited. The editor welcomes suggestions for articles and pictures, jokes, wedding photographs and contributions to Around the Branches and State Secrets.

Column paragraphs published earn \$5 for contributors.

All correspondence and contributions should be addressed to The Editor, Statesman, HO Marketing Department. (Phone 602 7841).

INTERNATIONAL BANKING SCENE



J. F. Ryan

As a consequence of the recent amendments to the State Bank Act to allow the Bank to borrow offshore, Mr J. F. Ryan, Deputy General Manager (Finance) and Mr R. A. Woolaston, Manager, Corporate Finance Department recently undertook a whirlwind 6 week overseas trip.

The trip was intended as an initial introduction to the



R. A. Woolaston

major participants in international capital markets — investment and international banks, investors, brokers, etc. and included visits to the Bank of England and Federal Reserve Board in New York.

They visited such cities as London, Amsterdam, Brussels, Zurich, Frankfurt and New York.

STUDENTS VISIT OUR BANK

In February sixty tertiary students visited the Bank as part of the "World of Work" programme offered by the Graduate Careers Council of Australia. The programme is designed to give final-year university and college students a chance to experience what goes on in the busy world of corporation.

The students spent two days as guests of the Bank and attended lectures by senior managers.

Other organisations who participated in the programme were: IBM; National Mutual Life Association; Mayne Nickless, Alcoa and Ford.



Chief Marketing Manager Mr Jack Roach (right) and Acting General Manager Mr John Crofts welcome students to the State Bank.



BACK FROM LONDON

Returning to Australia after spending three months at our London Office left clerk Diane Short a little saddened. She describes the experience as "fantastic" and says that the whole trip was a great experience.

For the first month and a-half Diane lived in Central London five minutes from the Oxford Street shops and tube station.

"Living right in London made it possible for me to absorb the hustle and bustle of one of the worlds premier cities" she says.

For the remainder of her stay Diane shared a flat in suburban Wimbledon, home of the famous tennis tournament.

She describes the London Office as a friendly, well appointed centre with "great" English and Australian staff providing an extensive range of banking facilities.

Diane sums up her feelings by saying, "All too soon my three month stay at London Office was over and I felt quite sad at leaving, but felt I had made a number of new friends and enjoyed a wonderful experience".

Before returning to Australia Diane travelled throughout Great Britain and Europe.

FIREBIRD: A SERVICE FOR ALL VICTORIANS

Our Bank has joined forces with the Country Fire Authority to battle the outbreak of fire in Victoria over the summer period.

The Squirrel helicopter, a sophisticated but smaller stablemate version of the current police helicopter, will be used to help plot the movements of

grass and bushfires and to control operations by air-to-ground communications.

In view of the devastating Ash Wednesday fires the CFA approached the Bank for support over the summer months. Not only will the activity enhance our corporate image but at

the same time provide a service for the people of Victoria.

The chopper is likely to be mobilised anywhere throughout the State while the fire danger period continues. It could also play an important lifesaving role in rescuing people surrounded by flames in a fire outbreak.



Pictured with the Firebird during a recent visit to Melton are: Major-General Jim Hughes (Chairman CFA); Bill Amor (Manager); Jack Channon (Forestry); Harry Rothsay (CFA) and Mick O'Connor (Assistant Manager).

Know Your Bank

EASY BANK SECTION BANK CARDS DEPARTMENT



Staff of Easy Bank Section from left to right: Maria McHardy, Nick Oklobdzija, Graham Harvey, Frank Guppy (Manager), Judith Lenehan, Grant Salmon, Sandra Mitchell, Graeme Thomas, Malcolm Hull, Sharon Caulfield, Peter Roberts. (Absent: Sofia Sciberras)

Since its beginning in August 1981, our Easy Bank Section has gone from strength to strength.

Under the direction of Mr Jim Greed, Manager Bank Cards Department, Easy Bank Manager Frank Guppy and his staff are responsible for the day to day running of 59 ATM's throughout the State — with a little help from EDP, of course.

As well, Easy Bank Section processes new applications, amends existing files and follows up customer complaints, disputed transactions, handles branch equiries and coordinates the out-of-hours servicing of ATM's.

There are currently two types of machines operating, the IBM and the NCR (visual screen type), and although the two are different in appearance they perform exactly the same functions.

Once a suitable site has been chosen by Branch Banking Department, Premises Department prepares for the installations (an architect is used to design the ATM into a branch) EDP arranges for a Telecom line to be made available to the branch and Branch Security handles the installation of alarm systems. Branch Mechanisation Department conducts staff training sessions and engineers the live operation of all ATM's.

At the moment we have 53 city and

metropolitan ATM's, and 6 in provincial areas. In the not so distant future ATM's will be installed at more provincial centres including Mildura, Swan Hill, Wangaratta, Shepparton, Wodonga and Warnambool. By the end of 1984 it is planned to have about 108 machines operating throughout the State.

Although Easy Bank Section functions as a whole it is divided up into four main specialised areas:

- Card and PIN distribution: cards are produced by EDP following processing of applications and checked by Easy Bank Section which is then responsible for their distribution. Because of their confidential nature, PIN numbers are forwarded separately to applicants.
- Retained cards: staff investigate to establish why cards have been retained. The reasons vary from a defective card through to PIN errors. Retained cards and replacement cards (if required) are issued within five business days.
- Stops: this area deals with delinquent card holders as well as lost and stolen cards.
- Out-of-Hours Servicing: there are twenty-four people involved with out-of-hours servicing of ATM's in the city and metropolitan area, and in the country each branch is

serviced by four staff members.

A busy place at the best of times, Easy Bank Section is currently receiving about 250 applications per day and an additional 200 forms relating to existing card holders. The re-issuing of expired cards is a major exercise and in one month alone 13,000 were completed.

Disputes over transactions is the most common complaint Easy Bank Section receives caused mainly by customers not retaining their receipt until the transaction has shown through their passbook or statement of account.

Easy Bank Section also monitors performance and, if required assists with changes in the system as well as the evaluation of other brands of ATM's

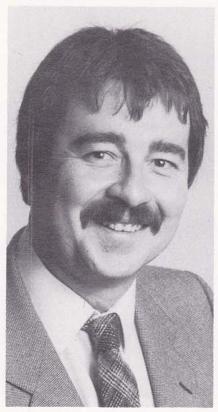
HOW BRANCHES CAN HELP:

- notify Easy Bank Section of card holders change of address immediately.
- ensure that all forms forwarded are completed properly.
- take every opportunity to sell the product.
- obtain as much information from cardholders prior to contacting Easy Bank Section for assistance regarding disputed transactions, and the inability to complete a transaction.

FAREWELL BILL



... AND, WELCOME CLIVE



In typical fashion our Editor Bill Patey announced his retirement by adding his name to the 'Gone Fishin' column of our December Statesman — and that was the first any of us knew of his decision.

Bill, an A-grade professional journalist, joined the Bank as Public Relations Manager in 1970.

He began his media career with the Melbourne 'Argus' progressing from crime roundsman to leader writer, then spent twelve years with various leading advertising agencies writing ads, slogans and commercials for well known brands and companies such as Shell, Kraft and Nabisco.

A master of the one-liner with a keen sense of humour, Bill plans to continue using his journalistic skills, catch up on some reading and devote more time to piano playing. We wish him all the best.

The next issue of Statesman will be written and produced by our new Editor, Clive Walters who has an extensive background in journalism around the world.

Clive started his career in Durban then moved to Natal in South Africa, worked with Thomas Cook in London as press officer then came to Australia and worked on The Australian, Financial Review, Radio Australia and the news desk at 3AW. We look forward to Clive joining us.

Staff Rules

(Banking in America in the 1860s)

- 1. Employees will daily sweep floors and dust all shelves.
- 2. Each day fill lamps, clean chimneys, and clean wicks. Wash walls once a
- Each clerk will bring in a bucket of water and scuttle of coal for the day's business.
- 4. Make your pens carefully. You may whittle nibs to your individual tastes.
- 5. The office will open at 7 am and close at 8 pm daily except on the sabbath, on which day it will remain closed. Each employee is expected to spend that day by attending Church and contributing liberally to the cause of the Lord.
- Men employees will be given an evening off each week for courting purposes, two evenings each week if they go regularly to Church.
- 7. An employee who smokes Spanish cigars, uses liquor in any form, gets shaved in a barber shop or frequents pool and public halls will have good reason to suspect his worth, intentions, integrity and honesty.
- 8. The employee who has performed his labours faithfully and without fault for a period of five years and who has been thrifty and attentive to his religious duties will be given an increase of five cents per day, provided a just return from the business permits it.

 (From the SBSA magazine 'CroppoSing'.)

CORNER

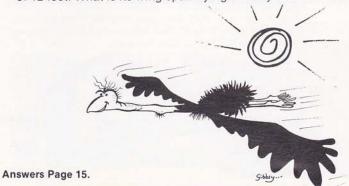
 A WELL is 10 feet deep. A frog climbs up 5 feet during the day but falls back 4 feet during the night.

Assuming that the frog starts at the bottom of the well, on which day does he get to the top?

A MAN is served 2 mugs of coffee but only one saucer. He had intended to keep the coffee in both mugs warm as long as possible by putting the saucers on top of the cups.

Assuming that the man has no other equipment than that mentioned above, what can he do to keep both mugs warm even though he has only one saucer?

3. AN ALBATROSS, flying directly away from the sun has a wing span of 12 feet. What is its wing span flying directly into the sun?





IF people admitted what they really worship, banks would have stained glass windows.

THE lion sprang upon the bull and devoured him. After feasting he felt so good that he roared and roared. The noise attracted hunters, who killed the lion. Moral: When you are full of bull, keep your mouth shut!

OVERHEARD in Head Office lift: "How's your wife?" And the muttered reply: "Compared with what?"

OUR manager was giving me some new instructions the other day, but he could have expressed himself better. He said, "When you get this idea into your head you'll have it in a nutshell".

WHEN unpopular manager retired his staff threw him a dinner. Unfortunately it missed him!

HEAD Office clerk who is a cricket fan has three trays on his desk marked: "IN", "OUT", "LBW".

DISTRICT manager says he has read so much lately about smoking and drinking causing various illnesses that he's decided to stop reading.

DID you hear about the bloke who accidently fed his Medicare card into Easybank and it paid out three bandaids and a strip of aspros.

Around the Branches

Hawthorn Station

Yachting Champ

Clerk David Jeffreys competed successfully in the famous Sydney to Hobart Yacht race held recently. Part of a seven man crew, David's boat won the Division C class.

He has been sailing competitively for 15 years — his previous best achievement being a fourth in the Cherub National Titles in 1982 in Adelaide. In the last three State titles he has never finished below third place.

David describes his preparation for the Sydney to Hobart classic as 'pretty rigid' with strenuous gym sessions and sailing practice three times a week. At the moment he is taking a well earned break before the next round of titles. His goal is to win a national title in the dinghy class.



Geelong

In The Spirit

Manager John Smith and staff of our Geelong branch certainly finished the year on a high note with their 1983 Christmas Club promotion. Using novel ideas such as Father Christmas outfits and a staff member dressed as a Christmas gift helped to open a total of 1136 accounts. This was an increase of 741 for the same period in 1982 — "A tremendous effort" says John.

Assisted by officers from Marketing Department, staff at Geelong branch enjoyed the opportunity to "sell direct" to customers.

Christmas carols played from a tape deck supplied by a local retailer, and students of nearby Batesford Primary School added to the presentation by providing drawings of their impressions of Christmas.

Footscray, Barkly Street

Cricketing Ace

When it comes to cricket Paul Jukes, 25, is somewhat of a veteran. After transferring to the Western Suburbs from Head Office, Paul was approached by the Williamstown CYMS Cricket Club and subsequently appointed captain-coach. The club competes in the Williamstown District Association and fields an A-grade turf side and an A-grade mat side.

An all-rounder, Paul played the last two seasons with Melton Cricket Club and since the age of 16 has consistently played A-grade cricket and represented various associations in inter-league games.

Batting in the number 6 position he has an average of 21 so far this season, and bowling medium to fast has taken 21 wickets at an average of 12.





Geelong branch staff Margaret Giddings (right) Chris Kavanagh and Russell McGibbon (Father Christmas) handing over the 1001st Club Account.



Geelong Staff.

Diamond Creek

What A Joke!

Leigh Butler (A3 Diamond Creek) had the last laugh on neighbour lan Brown at Christmas time which resulted in the following story being printed a short time later in the 'Herald'.

lan Brown of Bundoora, spent most of Christmas Eve getting his children to bed. One woke up at 9.30 pm worried that no water had been left for Rudolph the reindeer.

A thoughtful Dad had already drunk the bottle of beer and scattered cake crumbs by the fire-place, but he took his wife's best bucket outside and filled it with water.

Then he and the children had a long and earnest discussion in the front garden about where the best place would be to leave the water.

Eventually they went back to bed happy. And he tip-toed out to empty most of it out.

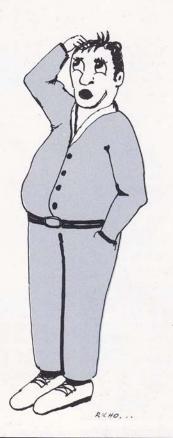
When the bucket was inspected the next morning there was reindeer dung all over the front path.

"Grandma, Grandma, see what Rudolph has done," they cried ecstatically. Ian Brown looked at the mess, surveyed the heavens and wondered.

The truth came after lunch and the whole street is still laughing.

His next door neighbour, Leigh Butler, watering his garden, had overheard the lot. This keen gardener decided the Brown children wouldn't know the difference between cow and reindeer manure.





Koroit

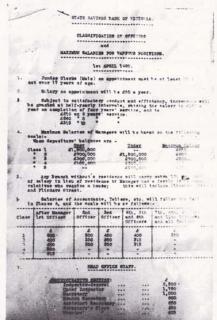
Remember When..

Manager Graham Lewis had an interesting find recently while doing some 'spring' cleaning at his branch. He discovered a 1920 Bank circular and a 1932 edition of Savings Weekly.

The circular dated 1 April, dealt with the scale of salaries. For branch managers, the level of their depositor's balances determined their wage. For instance, if a branch held over £1,500,000 in balances the maximum salary for the manager was £650 a year. For a branch with balances under £100,000 the manager received £350 a year.

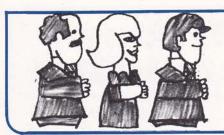
A junior clerk (male) on appointment was paid £50 a year.

The Savings Weekly Graham found is a twenty page paper covering such things as a report from the Dramatic Club, sports results and an article on how to deal with deceased accounts. It also features a large range of advertisements, some quite amusing from that period.





The 1920 circular and the 1932 Savings Weekly.



lanagers

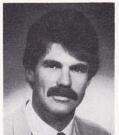


L. J. GILLESPIE: Assistant Manager, Corporate Accounts

Since joining the Bank in 1964 Lance has worked at various branches and now looks forward to the challenge of working in Head Office. Tasting fine wine and listening to good music are just a couple of ways which he likes to relax. He and wife Josie have three children.



I. G. SIEDE: Assistant Manager, Reservoir Having been attached to relieving staff since 1977, Ian welcomes the challenge of a permanent position. He is a keen follower of football and cricket, and has made. several successful trips to Bermagui, NSW, for game fishing. Ian and his wife Margaret have three children.



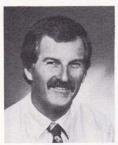
P. M. WYND: Social Secretary

A life member of the Bank's football and basketball clubs, Peter is a keen follower of most sports. He enjoys running, both snow and water skiing, and his spare time interest is photography. Peter is looking forward to the growth and success of the staff Social Office.



P. L. GRANT: Manager, General Law, Legal Department

Peter and his wife Lynette have four daughters and enjoy going camping whenever they can. His spare time is taken up with restoring Austin 7s and working on model railways. In the past he has played competitive baseball and golf.



T. J. THORN: Assistant Manager, Box Hill

Competitive squash and the occasional game of golf are Terry's main sporting interests. He and wife Pamela have three boys, and are involved with various community groups such as scouts and serving on the local primary school



L. J. ZAMMIT: Assistant Manager, Commercial Accounts, Corporate Finance

Being keen travellers, Lew and his wife Susan have made several trips overseas and have recently returned from a holiday which took them to Europe and the Middle East. Since joining the Bank Lew has served in various Head Office departments including Internal Audit, Chief Accountant's and Advances. When at home he enjoys gardening and woodwork.



R. G. FALLA: Relieving Staff

Since joining the Bank at Williamstown 23 years ago, Ron has worked entirely in the western suburbs. His sparetime interests include table tennis, snooker and enjoying the outdoors. Ron and wife Barbara have a boy 14 and a girl 11.



N. C. FARGIE: Senior Assessor, Lending Section Advances Department

Noel devotes most of his spare time to renovating the family home and also has an interest in wine making. During the winter he enjoys snow skiing and is an avid Hawthorn supporter. Noel and wife Carol have a son aged 6 months.



P. VERROCCHI: Assistant Manager, Watsonia

Serving close to home is just one of the advantages Peter is looking forward to in his new position. He and his wife Victoria have two children aged two years and two weeks. He spends most of his spare time with his family at their holiday home in McCrae.



D. I. McKENZIE: Administrative Officer, General Manager's Dept.

Golf, Squash and competitive tennis keeps David fit in his spare-time. As well, he is also studying part-time for a Business Degree. He and wife Anthonia have two daughters and like to get away by touring throughout Victoria.

Meet our new Managers



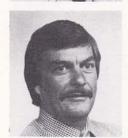
J. R. NUNN: Manager, General Office, Insurance Department

John is a life member of the Australian Jaycees and enjoys working on model trains in his spare time. He plays competitive basketball and he and his wife Wendy have four children.



V. D. ZAPPA: Syndicate Manager, Mortgage Loans Department

Involvement in junior football and athletics keeps Vic busy during his spare time. He joined the Bank in 1961 and he and wife Aileen have three children aged 14, 12 and 10



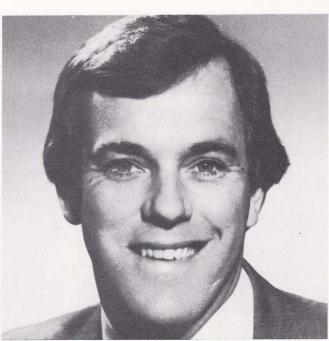
F. P. CLEARY: Stratford

Frank plays competitive snooker and enjoys fishing, horseriding and sailing in his spare time. Prior to his promotion he was very involved in raising money for various charities in the Bairnsdale area.



L. J. LAHN: Minyip

Field and game shooting is Lawrie's main sporting interest, and in his spare time he enjoys woodwork and bushwalking. He and wife Eva have a daughter 16.



BACK TO SCHOOL FOR FRANK

FRANK FITZGERALD is our representative for the Bank Education Service this year, a project organised by the Australian Bankers Association and funded by the various banks.

After attending a live-in course at Lilydale, Frank will go on the road and lecture to secondary school students on a wide range of banking and finance-related topics.

The main aim of the service is to promote a favourable image of banks and the banking industry among students and the community generally.

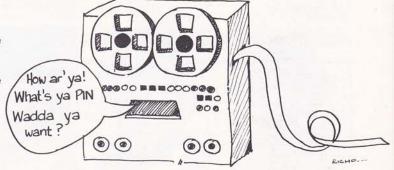
Married with four children, he enjoys pottery, restoring furniture and collecting Australiana. Currently A2 at State Bank Centre, Frank will be seconded to BES for most of 1984.

BANKING AROUND THE WORLD

A computer that talks back to you in your choice of language?

That's just one of the features offered to 2000 people in Finland who have just completed their first year of banking by telephone. Because Finland is bi-lingual, customers are asked to nominate their choice of language which is then keyed into part of their personal identification number (PIN). A touch tone phone is used by the customer to contact the bank and once this is done the customer punches in their PIN. The computer responds in a synthetic human voice to commands ranging from the transferring of funds to ordering a statement of an account.

The special multi-lingual feature of the Finnish system introduces the possibility of a new kind of international personal banking. If you have home banking privileges, you can phone the multilingual robot from any part of the globe with touch tone phones.





On the Way Up

Here are our newest classified officers, promoted in recent months to Accountant 3 status:





RICHARD KINGWELL (Corporate Finance)



SUE GUHL (Branch banking)



ALLAN SMITH (Relieving Staff)



ALEXANDER BAUER (Bulleen)



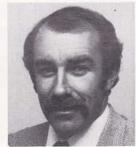
PAUL BURGESS (Internal Audit)



STEPHEN O'CONNOR (Camperdown)



ROBERT ATKINSON (Branch Banking)



IVAN RUSSELL (State Bank Centre)



PETER HOWARD (Syndal)



ROBERT PACKER (Relieving Staff)



ELAINE TILEY (Burnley)



PETER SARTESCHI (Relieving Staff)



CARLO BERGONZO (Relieving Staff)



GARY WHEELDON (Moorabbin, Central Ave)



MICHAEL SMITH (Canterbury)



MARGARET GIDDINGS (Grovedale)



MICHAEL HASTIE (Timboon)



ANGELA PETRUCCI (Corporate Finance)



LARAMINE PAULUSZ (Prahran)



ALAN RICHARDSON (Treasury Place)



On the Way Up

Here are our newest classified officers, promoted in recent months to Accountant 3 status:





CHRIS KINCAID (Relieving Staff)



PETER McANULTY (Hoppers Crossing)



ROBERT ROWE (45 Swanston Street)



GLENN McALINE (Riversdale)



WAYNE TAYLOR (Malvern)



COLIN PROCKTER (Stawell)



SUE PRETTY (Latrobe University)



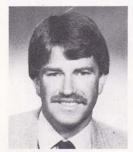
HUSEYIN MUSTAFA (St Kilda South)



ROSANNA MAIOLO (Deer Park Shopping Cntr)



KERRY HARRIS (Chief Accountant's Dept)



MICHAEL MORGAN (Kew North)



DAVID LOWE (Legal Department)



RAELENE FEATHERSTONE (Relieving Staff)



STOP PRESS: VISA UPDATE

No doubt staff have been aware that over the last few months the Bank has been actively involved in the promotion of VISA card to merchants around the State.

Our 24 staff members on the VISA merchant sales team have been very busy, so much so that we have now well exceeded the number of our existing Bankcard merchants. By the end of the financial year we hope to double the number of VISA merchants.

At the moment we have a 20% slice of the total number of VISA merchants in Australia. A great achievement!

OUR GALLERIA NOW OPEN



Figures supplied by the Melbourne City Council reveal that at least 40,000 people pass by our State Bank Centre every day and the Galleria is expected to attract considerable interest and be a major trendsetter for shopping in the future.

house a fitness centre equipped with gymnasium, pool, spa

leading through to our Thomas Cook Travel Agency.

Just off Little Collins Street is a fast teller service outlet

and sauna and a 120 metre jogging track.

Annuitant Celebrates 70th Wedding Anniversary

Retired State Bank manager William Cock and his wife Tristina recently celebrated their 70th wedding anniversary.

The couple, now in the mid-90s first met at Portland. Mr Cock joined the Bank when he was 16, and at the age of 26 was appointed manager at Yea. He served at other branches including Maldon, Heidelberg, Ringwood, Croydon, St Kilda, East Prahran, Newport and South Melbourne where he retired in 1954.

Messages from the Queen, the Governor General, State Governor, Prime Minister and local parliamentarians arrived for the occasion.

Although hindered by failing sight, Mr Cock remains active and enjoys reading with the help of the talking book presented to him by the Lions Club through the Braille Society and its library.



Mr and Mrs Cock who recently celebrated their 70th wedding anniversary.

ANSWERS

- The frog gets to the top on the 6th day. He advances 1 foot per day for the first 5 days. On that day he gets up as high as 9 feet but falls back to 5 feet, then on the 6th day he gets to the top.
- One mug can be placed on top of the other and the saucer placed on top of the upper mug. One mug is thus serving in place of the missing saucer.



PREDICTIONS OF YESTERYEAR

"I must confess that my imagination, in spite of even spurring, refuses to see any sort of submarine doing anything but suffocating its crew and floundering at sea." H. G. Wells, 1901.

"Landing and moving around the moon offers so many serious problems for human beings that it may take science another 200 years to lick them." Science Digest, 1948.

"The ordinary 'horseless carriage' is at present a luxury for the wealthy; and although its price will prabably fall in the future, it will never, of course, come into as common use as the bicycle." The Literary Digest, 1889.

NEW SOCIAL OFFICE OPENS

Anybody who has had dealings with our Social Office in the past would realise it was a somewhat 'claustrophobic' experience. Now we're happy to report it's a different story.

The new spacious Social Office is open, offering an extensive range of gifts and everyday goods at prices that are usually 30-40% less than normal retail.

Manager, Peter Wynd, ably assisted by staff David Jenkins, Annie Wilkie and Sue Nikolic have worked hard to establish the new office, which is located next to the cafeteria in the Lower Banking Chamber of State Bank Centre.

Orders can be taken over the phone, and in the near future a catalogue of shop goods will be available.



Part of our new Social Office.

Recent or approaching retirements

RONALD FREE (Relieving Staff)

JAMES HALL (Glenroy)

FRANK RANSON (Printing & Stationery)

Out Of Our Past . . .

The following article appeared in our 1965 Statesman (then known as PROGRESS) and concerns the granting of licences to Private Banks to provide savings bank facilities.

On the morning of January 19th, 1956, members of the State Savings Bank staff found their bacon and eggs less palatable than usual. The morning papers carried the news that the Federal Government had granted licences to the Bank of New South Wales and the ANZ Bank to conduct savings bank business.

When we first read that announcement, a few of us had any clear idea of what effect it might have on our business and personal lives, but we all appreciated that it had to bring about dramatic changes, and that stirring days lay ahead.

In 1956, The State Savings Bank of Victoria had been in business for 114 years. We knew that we and our predecessors had given good, if somewhat conservative, service to the people of this State for all that time, and that our Bank was firmly entrenched in the affections of most Victorians.

We also knew, however, that human nature being what it is, many of our friends would desert us if our new rivals offered better service than we did, and that others would be forced to leave us if the trading savings banks intended to fight the battle of the banks with all the weapons at their disposal.

Hitherto, our only rival had been the Commonwealth Bank (founded in 1912) with whom our contests had been more in the nature of a friendly spar than a pitched battle.

No Holds Barred

It was soon evident that our trading bank rivals did, indeed intend to make the fight a no-holds-barred contest. Their first target was our depositors whose credit balances exceeded £500 — the maximum amount on which the prevailing rate of 2½% interest could then be paid. They induced many people to transfer the balance of their accounts above £500.

Our rivals' next move was to apply pressure on those of our depositors who were receiving overdraft accommodation from them. It was made crystal clear to our depositors in this position that the continuance of their overdrafts was dependent on the transfer of their own and their families' savings accounts.

Indirectly, many of our depositors who were not personally indebted to the trading banks were subjected to this same pressure. Mr Neil Pugsley, who has been officer-in-charge of Savings Groups section since 1954, speaks with authority on this matter. In the nine years that we have been fighting the battle of the banks, many hundreds of business proprietors have been told by their bankers that overdraft accommodation was contingent on the removal of



SSB special savings facilities from their premises and the substitution of our rivals' services. This has deprived thousands of our depositors of the opportunity to bank with us where they work.

This and other ammunition has been fired continuously by the trading savings banks in their attempt to win the battle of the banks, and as one after another of the trading banks has entered the savings field, the onslaught on us has become more intense.

Counter Attack

What have we done in the way of strengthening our defences and launching counter attacks?

It is no secret that the trading banks thought originally that they could easily brush us aside. One trading bank manager, writing in the Sydney "Bulletin" (September, 1957) confidently predicted:

"The State Savings Bank of Victoria will be driven into the arms of the Commonwealth Bank for protection."

He, and all who thought like him, were as wrong as they could be. Certainly the first assault was a torrid one and in the financial year 1956-57 when there were four banks competing for savings, we gained only 7.7% of the total increase in savings bank balances. But we quickly regrouped our forces and went from a defensive to an attacking position. The resilience, enterprise, imagination and leadership we have shown in the savings field has surprised and shocked the rivals who took us so lightly. So effective has been our counter-attack that last year, with nine banks fighting for the savings business, we gained 37% of the increase in balances.

The spearhead of our counter-attack has, naturally, been our staff. The most intelligent and enterprising of campaigns must fail if the troops are not first class; in fact, our staff fights magnificently, as those of you who have joined us this year will soon realise.

On Friday, November 15th, 1957, the Premier, Mr Bolte, officially opened our branch at Ryrie Street to begin a new era in savings bank procedure. Ryrie Street was Australia's first mechanised savings bank, and that pilot installation was the basis on which we have built the most advanced system of savings bank accounting in the southern hemisphere.