



## Fact Sheet

# Branch Transformation

### **What is ANZ doing with its branches?**

Over the next five years ANZ will refurbish its entire branch network with improved design, open plan layout and supporting technology. This program of refurbishment has started, with 46 branches to be completed by the end of 2012.

### **Why is ANZ transforming its branches?**

Today, customers use branches less frequently for basic transactions (which they are increasingly managing online) and more for banking needs that require in-depth knowledge and advice, such as applying for a home loan or planning for retirement. There are now more than three times as many retail transactions being conducted online and on mobile devices than in branches each year. This is why ANZ is working with leading interior design firm, Geyer, to redesign its branch network. ANZ branches will look and feel more open and consistent and they will provide access to self-serve technology, enabling customers to get in and out of branches quickly for everyday banking and transactions, while providing more space for sales and in-depth advice.

At the same time as these physical refurbishments, ANZ is building skills and capability to meet customers' needs for greater access to advice-based conversations in branch.

### **Will all ANZ branches be the same?**

No. ANZ's branch footprint will evolve, with branches ranging from large flagship CBD branches to smaller built-for-purpose outlets. ANZ will take a considered approach to where new branches and services are located, as well as which technologies will be placed in each branch, so they are where ANZ customers are located and they meet local needs. ANZ branch design will continue to evolve with changing customer needs and new technology.

Branches are the most effective way ANZ can meet customers' advice-based needs and they will always be a very important part of local communities in Australia. ANZ's commitment to branches is reflected in the investment it is making in refurbishing its branch network, as well as investing in online and mobile banking, to meet customers' current and future banking needs.

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