# Media Release

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## ANZ introduces specialist Asian Banking Managers

ANZ today announced the introduction of specialist Asian Banking Managers based in 16 branches across Australia who will offer greater assistance to customers of Chinese origin.

ANZ Managing Director Retail Distribution, Louis Hawke said understanding the diverse and unique needs of our customers, especially those from different cultural backgrounds, is part of ANZ's approach to offer more specialist banking services for customers.

"Mainland China is a significant source of migration to Australia and many Chinese customers do their banking in Australia while continuing to operate businesses in China.

"Our Asian Banking Managers can also help provide Chinese customers with a more uncomplicated banking experience regardless of which country they are in, through ANZ's increased presence in Greater China," Mr Hawke said.

Asian Banking Managers who speak Mandarin and Cantonese become a customer's primary contact within ANZ's branch network and are located throughout branches in Melbourne, Sydney, Adelaide, Perth and Brisbane. Customers can establish relationships with ANZ before they move to Australia, through ANZ's representatives in Beijing, Shanghai and Guangzhou.

Recent data[1] indicates that people from China represent the third largest migrant group in Australia (following the United Kingdom and New Zealand). In 2008, there were more than 310,000 Chinese-born people living in Australia which represents a six-fold increase over the past 20 years. In addition, Chinese-born Australians are:

- largely concentrated in Sydney (53%) and Melbourne (26%)
- well educated (36% hold tertiary qualifications).

Mr Hawke said the introduction of Asian Banking Managers follows the decision to add 130 new small business specialists by early 2010.

Customers can also use ANZ's online 'Multilingual branches locator' to search for a branch where their preferred language is spoken at anz.com and can access ANZ's banking services via phone banking or by seeking help from ANZ's 24/7 call centre on 13 13 14.

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[1] Source: Australian Bureau of Statistics 4102.0 - Australian Social Trends, Sep 2009