



# Media Release

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## **ANZ announces new commitments as 'Australia's most convenient bank'**

ANZ today announced a series of new initiatives for the next three years designed to ensure ANZ is 'Australia's most convenient bank' by making it more accessible, saving customers' time and simplifying products and fees.

The seven-point plan to 2010 covers the establishment of:

- More ATM locations than any major bank.
- 7 day per week full service banking available in every capital city and selected regional areas.
- 50 new "Local Link" agencies in rural towns.
- Specialist small business banker available in every branch.
- Specialist Premium Personal bankers initially across metropolitan Australia.
- 24 hour/7 day a week Internet support.
- A new Online Internet Banking Guarantee.

ANZ Group Managing Director Personal Mr Brian Hartzler said: "Over the last three years ANZ has come a long way in retail banking. We have opened 80 new branches. We have over 2000 ATMs after opening a new ATM almost every day during the last year. We have reduced branch queues and established the highest customer satisfaction among the major Australian banks. The result is ANZ is now the number two retail bank in Australia\*.

"That's great progress but there is no question that competition is getting tougher. There is still much more to do for our customers and its time to raise the bar and extend our point of difference.

"ANZ has a strong financial base and a very strong and growing retail deposit franchise. We are now 'Australia's most convenient bank' and we are committing to build on this over the next three years by making the investments needed to extend our point of difference with a focus on the things customers tell us matter to them – convenience, simplicity and responsibility.

"Importantly, these commitments include initiatives that continue to grow our presence in rural and regional Australia," Mr Hartzler said.

ANZ's strategy to be 'Australia's most convenient bank' was announced at an investor briefing in Melbourne today as part of ANZ's commitment to be Australia's best performing retail bank.

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\* Source: Roy Morgan Research, Share of Main Bank Relationships.