



Media Release

Corporate Communications
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ANZ launches new website for women

ANZ today launched Australia's first website that provides financial and life information and advice about the different aspects of women's lives.

The website, www.bemoneyconfident.com, aims to provide women with valuable knowledge and tools about financial services and important aspects of their lives, career and work, home and family, health and wellbeing and planning for retirement.

ANZ Head of Retail Banking Marketing and Communication, Ms Carolyn Bendall said: "The initiative followed research into women's attitudes towards their finances which revealed that women are generally comfortable managing day-to-day finances, but are not as confident when making decisions about investments and wealth creation.

"The women surveyed told us they wanted to continue to build their financial knowledge and preferred to shop around and use tools such as the internet to inform their decision-making."

Research conducted by ANZ which surveyed 2,155 women during February 2007 found that:

- Only a third (32%) of women surveyed said they feel financially secure, with one in four admitting they spend more than they earn.
- Women tend to be more risk-averse, with more than half (53%) mentioning 'uncertainty' when asked what kinds of words come to mind when thinking about investments, with a further 20% mentioning the word 'danger'.
- Only a third of women (30%) felt they have planned well enough for their future financially.
- Of the women surveyed, 77% wanted a bank that made them feel confident by supporting them in managing their finances.

"The website enables women to self-navigate and create their own holistic financial solutions without external pressure. This is part of our commitment to more convenient banking and delivering on the things we know customers want: convenience, simplicity and responsibility.

"This is just one way we can start to address the financial issues and concerns of women, and reflects ANZ's long-term commitment to help improve financial literacy levels in Australia. It is the first in a series of initiatives to be rolled-out over the coming months to provide a greater focus on women's financial needs," Ms Bendall said.

The site www.bemoneyconfident.com had been especially designed for women however anyone can take advantage of the information and tools available, which included podcasts, downloadable consumer guides, user-friendly calculators and links to useful external sites. The website provides links to relevant ANZ products and services, and contact details to speak to a staff member.

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Notes to editors

Women's Financial Literacy research report (August 2007)

The Women's Information Referral Exchange Victoria (WIRE) recently published a report which surveyed 300 women in Victoria about their financial literacy levels. The overarching finding of the report is:

"That women's relationships with money is strongly influenced by personal life experience. Unless financial information acknowledges and understands this, it will not readily affect this relationship. Fundamentally, gender is pivotal in all areas of providing financial information, programs and products."

For more information, visit www.wire.org.au