



# UpdateME

Winter Issue 2009

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## The new face of Members Equity Bank

You may have already seen the introduction of our new brand identity to reflect the positive evolution of your bank.

This is a progressive change, so over the next few months you will see a new logo and colours gradually introduced.

### What is Changing?

Our new logo is simpler, and while the name Members Equity Bank hasn't changed, we like to call ourselves "ME Bank" to make it easier.

You will notice that we have kept the smile in our logo as we believe that this is why we exist: to ensure that you are happy to bank with an organisation whose core purpose is to provide you with low cost banking, whilst delivering great customer service.

### Why Change?

We hope that the new logo will be a permanent reminder that it is your bank and that you will be happy to say "it's me bank!" Within the bank we use the logo as part of our ongoing effort to remind one another that we are here to provide our customers with the best bank possible.

### ME Bank - A Strong Banking Alternative

Despite the ongoing changes in the global financial market, ME Bank remains in a strong financial position. We are proud of our growth and what we represent – a strong alternative in the banking industry for Australian consumers.

### The evolution of ME Bank's logo



# Branching out in Canberra and Melbourne



Great news for ME Bank customers who like a friendly smile, or perhaps a freshly brewed coffee with their banking; ME Bank recently opened three new branches, two in Canberra and one in the Melbourne CBD.

In addition to having access to regular banking services, you can also meet with Financial Planning and Business Banking consultants by appointment.

So why don't you drop in to one of our branches to access the easy, fairer banking that ME Bank can offer you today.

## Branch Locations

### Tuggeranong Branch - ACT

Hyperdome Shopping Centre, Shop 15B, 210 Anketell Street, Tuggeranong. Trading hours: Monday – Friday, 9am – 5pm

### Gungahlin Branch - ACT

The Marketplace, Shop 30, 33 Hibberson Street, Gungahlin. Trading hours: Monday – Friday, 9am – 5pm

### QV Branch - Vic

192 Lonsdale Street, Melbourne. Trading hours: Monday – Friday, 9am – 5pm; Saturday, 9am – 1pm

### ACTU House Branch - Vic

Shop 2, 365 Queen Street, Melbourne. Trading hours: Monday – Friday, 9am – 5pm

### Brisbane Branch - QLD

199 George Street, Brisbane. Trading hours: Monday – Friday, 9am – 5pm

## ME Bank wins customer satisfaction award

At ME Bank we aim to offer the best value and best service to our customers, and it is with great delight that we share our latest achievement in customer service, as voted by you, our customers. ME Bank scored the highest Net Promoter Score (NPS) in a report released in February by CoreData.

ME Bank was the only financial institution to increase its NPS when compared to our closest ranked competitors, who all recorded a drop in the same period.

A Net Promoter Score (NPS) is obtained by asking customers a single question - "How likely is it that you would recommend us to a friend or a colleague?" The proportion of those who think it's unlikely that they would recommend the brand (Detractors) subtracted from the proportion that are likely to recommend it (Promoters) produces a single number known as the NPS. This enables ME Bank to measure customer loyalty and customer advocacy and allows us to benchmark our performance against other financial institutions.

These results confirm that our customers are happier with and therefore more likely to recommend our services to their families and friends than customers of any other Australian banks surveyed.

ME Bank received the highest result with an **NPS of +61.6** as compared to other banks in the following table.

Closest Competitors	1st Half Year Result	2nd Half Year Result
HSBC	+20	+12.5
Bendigo Bank	+33.3	+10
The Big Four		
Westpac	-32	-28.6
ANZ	-18.1	-32.3
CBA	-48.7	-39.7
NAB	-47.6	-60.5

ME Bank was established to provide customers with a fair deal, competitive products and excellent customer service. We take great pride in our highly trained, in-house National Customer Contact Centre staff, as well as our Mobile Banking Managers who are located across Australia. Furthermore, we recognise that modern families require convenient, high quality service and communication with people, not automated outsourced services.

It is with great appreciation that we accepted this award and in turn we thank you, our customers, for the recognition and advocacy you have honoured us with.



## The faces of ME



**Donna Geltch**  
Branch Manager Gungahlin

*Our staff are passionate about our organisation and passionate about exceeding customer expectations. The faces of ME series gives you the opportunity to meet just some of the people behind your ME Bank experience, and see what drives them to excel.*

Donna Geltch, Gungahlin Branch Manager, is a relative newcomer to Gungahlin and is enjoying her new hometown. "Gungahlin is great," she enthused, "it has a vibrant community spirit. Everything is close by - work, the gym, supermarkets, home. Canberra is like that; museums, galleries and wineries all close by."

Donna leapt at the opportunity to help establish the Gungahlin Branch, a role that has provided many learning experiences and opportunities for growth. "I love to learn new ways of approaching things; stepping out of one's comfort zone is a great way to develop as a person."

When asked about her most memorable customer service experience Donna relates "It's hard to pick...there are many to choose from!" Her approach, which is also embraced by her team, is to do whatever she can to help the customer achieve their banking goal. Whether that means spending time with a customer in the branch to guide them through the ins and outs of ME Bank's Internet and Phone Banking, or working closely with other departments within the Bank to ensure a prompt, seamless customer experience, Donna and her team ensure that the utmost is done to help customers.

If you are in the area, feel free to visit the Gungahlin Branch where Donna, Simon (Senior Branch Consultant) and Paul (Branch Sales Consultant) will be happy to help make your banking that little bit simpler.

## Mother's Day Classic

ME Bank staff, family members and friends turned out in strength to support this year's Mothers Day Classic on the brisk morning of Sunday 10 May 2009.



The Mother's Day Classic is an increasingly important annual fun run/walk that is held nationally, attracting over 80,000 participants this year. Funds raised on the day are donated to the National Breast Cancer Foundation in support of the community's fight against breast cancer.

ME Bank has supported the Mother's Day Classic since its inception in 1998 and became the major sponsor in 2005. Each year teams of ME Bank staff volunteer or walk or run in the event with their families and friends. Additionally, we encourage public participation at the Melbourne event with our 'Go the Extra Step' campaign, sponsoring eligible participants for each step taken in the event to a maximum of \$50, which they can then opt to donate to the National Breast Cancer Foundation.

We encourage you to start a new tradition and join ME Bank in the fight against breast cancer by participating or sponsoring a participant in next year's Mother's Day Classic.



'I know  bank will always look after me'

See enclosed flyer for details

It's  Bank  
The new face of Members Equity

No bank fees • Interest calculated daily • Gov't guaranteed Call us on **1300 308 357** or visit [mebank.com.au](http://mebank.com.au)

# A great service for all ME Bank customers



ME Bank customers now have access to personalised financial planning services through Industry Fund Financial Planning (IFFP). IFFP operates on a flat fee for service basis and can provide you with professional advice on a range of financial topics, no matter what your situation.

## Keep up to date on facts and finance

As an added benefit, IFFP is pleased to provide ME Bank customers with a free subscription offer to IFFP News, a quarterly four page newsletter, filled with the latest financial news and information. It is designed to help keep you up to date with the issues that may benefit or impact your finances, whether you are actively building assets, reducing debt, or planning for retirement or transition to retirement.

## The good news is that IFFP News is FREE for ME Bank customers!

And, it isn't filled with 'plugs' or advertisements for financial products. IFFP promises not to try and confuse you with trendy acronyms or financial terms - IFFP News is always written in plain English.



## YES, I WANT TO SUBSCRIBE TO IFFP NEWS

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## Too Young To Work

ME Bank is proud to have sponsored this year's fundraising event for Too Young To Work, a not for profit organisation working to break the cycle of child labour in India through the provision of education.

Too Young To Work currently supports three schools in India and is part of a broader network of fourteen child labour schools sustained by a global network of community organisations. Approximately 2,500 child labourers attend these fourteen schools.

The principal fundraising event for Too Young To Work was recently held at Luna Park in St Kilda, Victoria. As sponsor, ME Bank was pleased to support this worthy organisation and its focus on improving the lives of these children and communities.

For more information or to donate, visit [www.tytw.org.au](http://www.tytw.org.au).

## DIY Banking

More often than not, the only thing that stands between people and technology is fear of the unknown - it all seems too hard and complicated. Sometimes, all that is needed is a few minutes of your time so you can be shown how easy it really is.

Phone and Internet Banking allows you to pay your bills with BPAY, transfer funds between your ME Bank accounts, check your balances or transaction history and much more, at any time.

Call us today on **1300 654 998** between 8am and 8pm Monday to Friday, and 9am to 5pm on Saturdays (Melbourne time). Our friendly consultants can register you and help you get on your way to easier, simpler and more convenient banking. Find out more at our refreshed website featuring our new logo, new colours and new address - [mebank.com.au](http://mebank.com.au).