

Wide Bay Australia Ltd ABN 40 087 652 060 Australian Credit & Australian Financial Services Licence No. 239686 BSB 656400 Wide Bay Australia House 16-20 Barolin Street PO Box 1063 Bundaberg Qld 4670 Australia telephone (07) 4150 4000 general facsimile (07) 4152 3499 loans facsimile (07) 4152 3299 email widebay@widebayaust.com.au www.widebayaust.com.au

11 July 2013

Manager of Company Announcements ASX Limited Level 5, 123 Eagle Street Brisbane QLD 4000

#### Wide Bay Australia Ltd (WBB) - Public Presentation

Please find attached a presentation to be delivered at a public seminar in Bundaberg today and other regional Queensland centres in due course.

The presentation introduces Wide Bay's new strategy to customers, potential customers, community, staff, investors and potential investors.

The presentation will be made by Wide Bay Australia's CEO, Martin Barrett.

Yours sincerely,

**Bill Schafer** 

**Company Secretary** 





### LET'S MAKE IT HAPPEN

#### A BUILDING SOCIETY WITH A PROUD HISTORY:

1966	1979	1981	1983	1985	1993	1994	2001	2008		2013
Burnett		Merger with	Merger with Port	· .		3 -	\$1 billion in	Takeover of		WBA's Managing
Permanent		Gympie and		assets	on Exempt Stock			Mackay	050	Director Mr Ron
Building Society	Maryborough	North Coast	Permanent		market			Permanent	GFC	Hancock retired
formed	Permanent	Building Society	Building Society					Building Society	the	after 46 years, Mr
	Building							Ltd \$2 billion in	landscape	Martin Barrett
	Societies merge							assets	changed	appointed as
	to form Wide Bay									CEO
	Capricorn									
	<b>Building Society</b>									

Four mergers/takeovers



## CHALLENGING TIMES NEED A REFRESHED RESPONSE:

Home sales have been weak and values under pressure
• but forecasts predict improvement

Lack of confidence = positive for deposits but negative for growth and investment

Natural disasters have impacted our region

Big Banks have dominated

bought competition

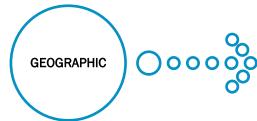
bought brokers

How do we respond?





## WE START BY SETTING OUR GOALS & VISION:





Market leader in growth,
consideration and ultimately market
share – Gympie to Mackay

Market challenger in FNQ & SE Qld

An attractive recognised lender in
Melbourne and Sydney

How do we achieve this?



Friendly people with advanced skills and capability supported with right products Increased customer satisfaction, deeper relationships and improved new customer growth

Improved returns to Shareholders



#### WHAT WE HAVE DONE TO DATE:



Martin Barrett
Chief Executive Officer



Andrew McArdle General Manager – Sales & Distribution



Bill Schafer Chief Financial Officer & Company Secretary



**Bob Ashton** Internal Auditor



**NEW STRUCTURE:** 

Charlton Nevis
General Manager –
Third Party &
Strategic Alliance



**Dale Hancock** Group Treasury



Frances McLeod General Manager -Strategy & Implementation



Gayle Job General Manager – Human Resources



Michael McLennan Chief Risk Officer



Ray Linderberg General Manager – Marketing & Products



Steve Caville
Chief Information
Officer



Steve Butler General Manager -Operations





New HR Department and capability

Right attitude, desire to win, activity

Significant increase in staff training

Recruitment of talent essential

Right people, right roles, supported by right products

Communication





## TARGETS AND PERFORMANCE MANAGEMENT ACROSS THE ORGANISATION

#### **HOW WE ACHIEVE IT:**

KPI's and performance appraisals across the organisation

Reward linked to performance

Career development opportunities

Productivity & performance - review





LEADER IN RETAIL BANKING AND HOME LOAN GROWTH

#### **HOW WE ACHIEVE IT:**



New General Manager, Regional Managers and Regional Lending Manager established to provide the right support and coaching to staff

Targeting home loan growth above National system growth

Introducing additional products

Outperform in our home market, win more customers, be dynamic

Develop new referral sources

Leverage more points of distribution and sales

**Branch revitalisation program** 





IMPROVE BROKER LOAN FLOW & MANAGEMENT



New third party and alliance partner structure established

Expand broker and mortgage alliance agreements with quality introducers

Improve offering to brokers and mortgage alliance partners via improved processing efficiency

More productive engagement with alliance partners





LEAD IN TECHNOLOGY SOLUTIONS FOR CUSTOMERS



Be a leader in the technology space in our class

Review of digital advances and strategy to be developed

Modernise website

Enhance digital capability – mobile app, card & payment technologies, social media

Incorporate technology and digital into customer branch experience







Appoint highly experienced and capable General Manager of Business Banking and 6 Business Banking Managers

Building policies and procedures, risk assessment tools and processes.

Quickly build traction in SME Banking, win quality new business in our core market

Innovative offers built on strong relationship models

Leverage local and 'Big Bank' oligopoly





MARKETING & PRODUCT ALIGNMENT TO CHANNEL NEEDS

#### **HOW WE ACHIEVE IT:**

**Marketing and Product General Manager appointed** 

Brand marketing - Why Wide Bay?

Utilise social media (Facebook, LinkedIn)

Offer attractive products to win and retain customers

Develop and improve products that resonate with customers over their lifecycle

Spend over last 3 years on sponsorships & donations in Bundaberg Region c. \$700,000 – more than any of our competitors!







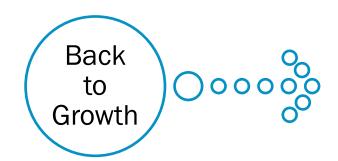
In the next 6 – 12 months...

# We expect to convert to a BANK!

In name not attitude!

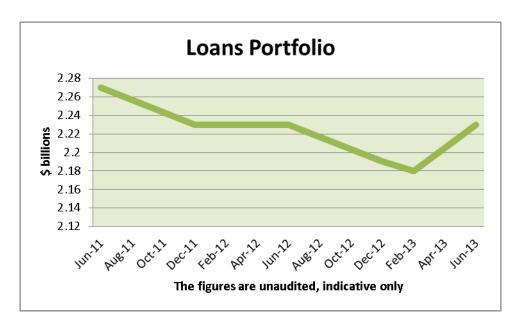






#### **GREEN SHOTS:**







#### **IMPORTANT NOTICES**

This Presentation has been prepared for Wide Bay Australia Ltd ABN 40 087 652 060, Australian Financial Services and Australian Credit Licence Number 239686, ASX Code WBB. The information is current as at 11 July 2013.

#### Financial amounts

All dollar values are in Australian dollars (A\$) and financial data is presented as at the date stated. Pro-forma financial information and past information provided in this Presentation is for illustrative purposes only and is not represented as being indicative of WBB's views on its future financial condition and/or performance. Past performance, including past trading or share price performance, of WBB cannot be relied upon as an indicator of (and provides no guidance as to) future WBB performance including future trading or share price performance.

#### Future performance

This Presentation contains certain "forward looking statements". Forward looking statements can generally be identified by the use of forward looking words such as "anticipate", "believe", "expect", "project", "forecast", "estimate", "likely", "intend", "should", "will", "could", "may", "target", "plan" and other similar expressions within the meaning of securities laws of applicable jurisdictions. The forward looking statements contained in this Presentation involve known and unknown risks and uncertainties and other factors, many of which are beyond the control of WBB, and may involve significant elements of subjective judgement as to future events which may or may not be correct.

There can be no assurance that actual outcomes will not differ materially from these forward-looking statements.

