STANDING TALL
Richie McCaw on what it means to be a leader

ANZAC DAY AGONY
A RESCUERS TALE
BE IN TO WIN A TRIP TO BYRON BAY
CANTERBURY QUAKE SEEING IT WAS BELIEVING IT

Westpac New Zealand Limited
Love is not a word that readily comes to mind when talking about bankers or banking. But at Westpac we are committed to being the bank of choice in the hearts and minds of New Zealanders. When customers come to us they bring with them their hopes, dreams and plans and we do all we can to delight them. The foundation from which we operate is the values and attitude we have when working with customers to achieve their goals. As a starting point, we need to be trustworthy, reliable and easy to deal with. More broadly, we want to be competitive, innovative and enablers and along the way we want to celebrate customer successes and our own. The role of love RED is to help showcase this to customers, staff and the wider New Zealand public. Quarterly you will be able to read a variety of absorbing and interesting stories that will provide unique insights. We will deliver the inside story on successful businesses, delve into what makes some amazing individuals and groups tick and we will talk to the country’s newsmakers. We want customers and staff to be proud of love RED and get from it a better understanding of what we do, how we do it and the impact and change that we can have on people’s lives and the communities we live in. To help with transparency and authenticity, key stories will be written by independent and respected writers and journalists. Importantly, we want you to share love RED with family and friends, even if they work for other banks. This launch issue is our starting point. It will evolve, and so to help us with that process please send us your feedback. Let us know what you like, don’t like and what you want to read about. So, put your feet up, kick back and enjoy the first edition of love RED. We’re proud to bring it to you.

George Frazis
Chief Executive, Westpac New Zealand Ltd
Soon after half time during the All Blacks’ win over Wales at Carisbrook earlier this season, Richie McCaw gave his fellow forwards a tune-up. His blunt demands for improvement were animated enough to be noticed on the sideline and beyond. One match report described him “openly berating” his teammates, another called it “a pointed blast.”

And it might have been exactly what was required: just 15-9 ahead at the break, the All Blacks pushed on to a 42-9 win. The All Blacks captain is hardly known for ranting. On-field, McCaw tends to let his actions do the talking. But the 29-year-old has come a long way since first leading the side back in 2004 and taking over fulltime two years later. And that Carisbrook talking to can be seen as a sign of his growing confidence in the job.

A second win against the Welsh in Hamilton took McCaw to 40 wins from 46 tests as captain, surpassing a record set by the formidable Sean Fitzpatrick. Not long after, we find McCaw in Westpac’s corporate office in Auckland, dressed for business and ready to chat thoughtfully about the challenges of leadership.

Amiable and approachable, McCaw identifies confronting people as one of the things he has had to work on. “It’s still something that doesn’t come naturally,” he admits. And yes, his Carisbrook outburst was a rare occurrence but, “it’s picking your time. If you did that every time then people get sick of it and you would lose your impact. I think that’s what you learn.”

He has had to learn plenty. “When I became captain, I felt like I had to talk all the time, had to do everything.” These days he’s more at ease, trusts his gut instinct about when to have a say, and relies heavily on other senior figures in the team to share the load. Like an effective manager in the business world, he leads by example but has also learned to make good use of other leaders in his team. “That’s probably the biggest learning; it’s not just about me, it’s about having a good group. I don’t pretend to be a know it all. You need to have an environment that allows people to give things a go and contribute. The most important thing is to have a collective buy-in into what you are trying to achieve and you have to do that from the start.”

“Sometimes the worst experiences are the ones where you learn the most lessons”

Richie’s suit was supplied by Crane Brothers of Auckland. www.crane-brothers.com
“Once you’ve got that established, it’s a matter of steering people back into the behaviours you need to follow to achieve that goal. Leadership is about understanding the goal you’re after and then making sure everyone is doing what they need to so the goal can be achieved.”

Now, when he feels the need to confront people, he’s much more comfortable about it. “There are times when things, even at training, aren’t ticking along you need to actually point the finger sometimes and say ‘Oi!’ You might not like doing it but as long as your reasoning is right and it is the best for the team, then usually it’s the right thing to do.

Sometimes you need to pull people back into line, sometimes you need to give a pat on the back. In a team situation you need to put that first and it is the best for the team, then usually it’s the right thing to do.

“You need to identify what different people in your team react to. Some people, it might be they need pretty straight talking, with others, it might be encouragement. The leader needs to work that out.”

Even when things seem to be running smoothly there are times when the skipper will “go at something” to prevent complacency from taking hold. McCaw’s remarks should strike a chord with anyone looking at ways to be a more effective leader as a business owner or manager or other fields. Many of the skills he has had to develop are directly transferrable to those worlds.

“The big thing is not to assume they know what the culture is. Go back and explain what the culture is about, what the values are you want to live, the structures that are in place and what they’re coming into. And, not to be afraid of helping them along the way. They’re not going to pick everything up straight away.”

“The experience I’ve had is that rather than wait for them to make mistakes, keep giving them guidance and then hopefully that’ll become second nature to them. That’s important.”

“I know from the teams I’ve been involved in, just going and having a one on one to just see how things are going can sometimes be a way of finding out if there are any problems and what they do and don’t understand. It’s a great way of making sure new people buy into what you’re after.”

The captain returns repeatedly to the importance of senior players as leaders. If senior players share the leadership side, that it’s hard to quantify.”

McCaw also has a contemporary take on bringing young players into the All Blacks fold, something that has had to change since the days when the new boys were treated harshly and had to sink or swim. “Because there’s probably a change in society values, people are a little bit different. Even in the 10 years I’ve been involved it’s changed a bit.”

The hardline approach has been updated. “I think there’s a medium of helping guys along the way but also putting a line in the sand and saying ‘this is where you need to get to.”

“Sometimes the worst experiences are the ones where you learn the most lessons,” he says. “I’d hope I’m a hell of a lot better now than I was back then.”

“Yes, the captaincy can still be “a wee bit lonely at times”. Just as in business, rugby leaders have to balance being ‘one of the boys’ with maintaining high standards and being more in the public eye. “It’s always a fine line,” says McCaw. “There’s always a point and if you don’t want to accept that you just wouldn’t be captain, would you?”

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THE RESCUE TEAM
Wellington's Westpac Rescue Helicopter operated by Life Flight Trust

By Dave Greenberg – Life Flight Operations Manager

At 6:40am we set off for Blenheim Hospital in the Westpac Rescue Helicopter to transfer a seriously ill patient to Wellington Hospital. As we lifted off, the Rescue Coordination Centre advised that an emergency beacon signal was coming from Pukerua Bay and that an Air Force Iroquois might be missing.

We diverted to Pukerua Bay and Pilot Harry and I developed a quick plan; which radius we'd each operate, how we'd approach the search, and discussed lots of "what ifs". On arrival the beacon signal could be heard clearly from a ravine.

It was now clear that our Westpac Rescue Helicopter wasn't able to do the Blenheim mission so we arranged the Life Flight air ambulance to get underway and fly at speed to Blenheim Hospital.

As the cloud began lifting we moved into the ravine and slowly made our way towards the beacon signal. The conditions were challenging but we never felt unsafe – I know I was pleased to have an experienced pilot like Harry in control!

We spotted an Air Force crewman from the Iroquois sprinting through the dense vegetation. He quickly took over as we searched for the beacon and we soon found it.

Our next priority was to get someone to the crash site. It was a very eerie scene – one which will remain with us for a long time.

When their helicopter could not get into the ravine they dropped him off to run into the area to try and locate the missing helicopter. A minute or two later we came upon the crashed Iroquois, lying upside down with no signs of life. It was a very eerie scene – one which will remain with me for a long time.

Our next priority was to get someone to the crash scene to check for survivors so we pointed the air ambulance to the crash site and flew him to a WFA hospital under paramedic care.

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WHEN LOUISA CURRY AND HEIDI RILEY STARTED THEIR ONLINE RETAIL BUSINESS SELLING MUM AND BABY PRODUCTS TWO YEARS AGO, THEY HOPED IT WOULD ALLOW THEM TO SPEND MORE TIME WITH THEIR SMALL CHILDREN.

The irony is www.bellybeyond.co.nz has been so successful, they barely see them.

“After I became pregnant with my second child, I knew I didn’t want to go back to work in the traditional sense,” says Louisa. “We sat there at the kitchen table and I said, ‘What are we going to do, because I’m not going back to work for someone else’.”

It was then that the two best friends came up with the idea to bring together a range of “gorgeous but practical” items assisting mothers in day to day life from “Belly to Beyond”.

Launched on Mother’s Day 2008, the website specialises in ergonomic baby carriers, nappy bags, maternity lingerie and a vast array of gifts and essentials for mum and baby.

Heidi, who has a one year old and a 14 year old, focuses more on the logistics and operational side of the business, while Louisa, whose children are two and five, concentrates on the marketing and management of the website.

The two friends make a conscious effort to source products from overseas, so they’re not readily available at other stockists in New Zealand but they also have a strong Kiwi made focus.

Their enterprise offers secure online shopping and fast delivery within New Zealand and internationally, and Louisa says the New Zealand exchange rate is something that is attractive to overseas shoppers.

She says the New Zealand made section of the website is particularly appealing to markets in Europe, Russia and Canada as well as ex-pat Kiwis.

“*The Russians love their maternity lingerie,*” she laughs.

In the company’s first year of operation, www.bellybeyond.co.nz received more than 1,000 orders, increasing to 6,000 in their second year.

It has won multiple awards including the ‘Most Inspirational Role Model Award’ at the 2010 Bloom Her Businesswoman of the Year awards and ‘Best Small Business’ at the Westpac Waiatake Business Awards 2009.

Louisa says social media, including FaceBook, Twitter and a YouTube channel, is an important part of the company’s marketing strategy.

Their Facebook page has more than 3,000 members and is a forum in which women can ask other mums for advice, debate issues, enter competitions and stay up to date with what’s new on the website.

“We’ve created a community of women who share their lives with us.”

Louisa (left) and Heidi are two best friends.

“*We don’t take ourselves too seriously but we do take our business seriously.*”

She says Westpac’s merchant facilities have been integral to the success of the company.

“Much to our glee we discovered that Westpac has the best merchant facilities in the country. I’m really pleased we’ve fostered the relationship with our bank manager and local staff – they’re fantastic. We know they’re always there, and the door is always open to us.”

And some advice for people who might be thinking about starting their own: take the plunge.

“So many people just talk about it and talk about it but nothing ever happens. If you’ve done your research and you think you’re really onto something, then you’ve just got to get started.”

“*We sat there at the kitchen table and I said, ‘What are we going to do, because I’m not going back to work for someone else’.*”

Louisa (left) and Heidi are two best friends.
He also says Westpac has been supportive since Black + White’s inception.

“It’s not always useful to look in the rear view mirror, but if you have people, like the team at Westpac, who can look back and see the mountains you’ve overcome and what you’ve achieved, then that’s really helpful.”

It’s this mindset that Black + White founder Johnathan Eele believes sets his company apart in New Zealand’s telco industry.

Launched in October 2008, Black + White is a full service mobile operator, known as an MVNO (Mobile Virtual Network Operator). It buys access to a mobile network which gives 97 percent coverage of the places Kiwis live, work and play. Originally from the UK, it was Johnathan’s vast experience in international telcos that initially led him to New Zealand. From university, Johnathan joined a graduate programme at giant Cable & Wireless and from there was headhunted to help set up Three Mobile Network in the UK.

“At that stage Three was literally 20 guys and a fax machine. That’s where I got my passion for the start-up.”

About 18 months later, Johnathan and his family relocated to New Zealand after he was persuaded to help set up T3g for Telecom, but knew corporate New Zealand wasn’t for him. Feeling quite entrepreneurial Johnathan did his research and decided to take on the big industry players and start Black + White.

“I quit my job and took a big old leap of faith. It’s exciting and extremely liberating starting out with a lot of blank sheets of paper. But it is also very challenging. Fear is a very powerful thing – it shouldn’t be underestimated.”

Black + White kicked off with a stunt outside Telecom’s headquarters, staging a mock protest on the telco’s pricing.

“I was dressed as a Che Guevara-type and we hired a rent-a-mob to stage a protest. We don’t make any apologies that it’s a little Branson-esque, but as long as it’s relevant to what we’re trying to achieve then I’m willing to humiliate myself a bit.”

Nearly two years on, Black + White has 60 staff, its own sales and marketing team, a billing engine and a contact centre. Customer numbers are in the significant thousands, and Johnathan says the company is in a steep acquisition phase with revenue growing 10-15 percent each month for the past 3 months. The goal for the next three years is to win between 1.5% and 2.5% market share.

Johnathan says the company’s success is largely due to the fact that the decision makers often share an affinity with the principles that Black + White stands for.

“It comes down to that Kiwi mentality - we just really enjoy supporting the underdogs.”

The company has a strong focus on customer care and each business “member” is assigned a personal manager, which Johnathan is eager to point out.

“It comes down to that Kiwi mentality – we just really enjoy supporting the underdogs.”

He says Westpac has been supportive since Black + White’s inception. “From the beginning they understood the nature of the business and what it was going to be. It’s made the administration process so much less stressful.

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Visit www.hotpoints.co.nz/holidaycredits

*A Smart Rewards Programme provides more ways to use your points for travel than hotpoints. So make sure you use your Westpac hotpoints credit card for all your travel purchases this summer, before you go and while you’re away, to use your hotpoints for holiday credits to help pay it back later! With holiday credits, your hotpoints can be used to help pay back a wide range of travel purchases here and overseas, including:

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STOIC KIWI RESILIENCE WAS THE FIRST IMPRESSION OF MY VISITS TO CHRISTCHURCH TO SEE FIRSTHAND THE IMPACT THE EARTHQUAKE HAD ON OUR PEOPLE, PREMISES AND CUSTOMERS.

This Kiwi resilience I repeatedly came across when talking to and hearing the stories of our people and customers. The determination and courage is both humbling and inspiring.

Colleagues suffered severe damage to their homes, lost precious possessions, and the continuous aftershocks put uncertainty and fear in the minds of many.

There has been some amazing teamwork by local staff. Others from across the country left their families to provide support to colleagues to ensure we could open and be there for the wider community. I visited as many branches as possible, talking with our people and customers. During these visits I became more and more proud of the compassion, care and support from across the business.

As a temporary measure, Upper Riccarton Branch was converted into an operational hub. Lending support, loans access and other services are all being run out of there. What an example of Kiwi ingenuity at its best. There were 70 Ops staff, computers and equipment set up on trestle tables, and back-up services to branches with all running effectively and smoothly.

It was similar at the Papanui branch. Everyone rolling up their sleeves and getting on with whatever needed to be done. One staff member, Jane Collins, even instigated a ‘doggy day care centre’ in the car park so she didn’t have to leave her pet, Josh, alone at home. Another Branch staffer, Marie Slade, needed to stay home but brought in home baked chocolate cake and biscuits for team members.

While there I also visited the Salvation Army centre at Addington Raceway where I met with key leaders, Robbie Ross and Greg Coyle. Their efficiency and the manner in which they provide care is impressive.

When assessing how we wanted to provide support to the wider community, there was no doubt in my mind who to partner with. What I saw at the Salvation Army Centre vindicated the decision to partner with them. They have already played a significant role in providing food, shelter and care as Christchurch recovers and we want to ensure they have the funds to do the job properly.

I am very proud of what I witnessed and some words of Andrew Carnegie come to mind. “Teamwork is the ability to work together toward a common vision ...it is the fuel that allows people to attain uncommon goals.”
WHILE IT WAS MIRACULOUS NOBODY WAS KILLED, THE CHRISTCHURCH EARTHQUAKE STILL LEFT A DEVASTATING IMPACT ON THE COMMUNITIES AND BUSINESSES IT STRUCK.

Following the violent quake on the morning of September 4, many business owners discovered their premises and stock damaged, while communications and power also struggled to stay up with the walls.

With over 4,000 business customers in Christchurch, getting in touch with each and every one was a priority for Westpac, and less than one week following the disaster all had been contacted personally.

“The response to this has been remarkably positive,” says Head of Business Banking South Island Mark Bolton. “We received a huge wave of support from Business Banking across New Zealand, and people have really appreciated the calls regarding the welfare of their families.”

In the week following the devastation, Westpac announced it was going to establish the Westpac Canterbury Care Fund, an initiative to provide $1 million to aid the community and local businesses as they recover. This will assist in rebuilding homes and businesses, housing people forced out of their homes, and providing food and clean water to residents.

While Mark said that, “People were a lot happier one week after the earthquake”, there’s no doubt it will still take a while before it’s business as usual, with critical damage to many businesses that some, especially small ones, may not recover.

To minimise this, Westpac established deferrals on loan repayments and access to temporary overdraft limits for customers, and set aside a $1 billion loan pool for local businesses.

Westpac’s Chief Executive George Frazis explained this decision to assist local businesses by saying, “We are committed to helping the region get back up and running strongly as quickly as possible.”

It may take a while, but there’s no doubt that business in Christchurch will bounce back to be stronger than ever.
**Looking out for tomorrow**

**Taking the load off our carbon footprint**

**WESTPAC IS RACING AHEAD WITH OUR GOAL TO REDUCE OUR CARBON FOOTPRINT BY 20% BY 2012 – WE’VE ALREADY MANAGED TO REDUCE CARBON EMISSIONS BY A WHOOPING 24% FROM 2008 LEVELS WITH A WHOLE RAFT OF ENERGY SAVING INITIATIVES.**

Add to that the fact that Westpac was the first bank in the world to achieve a milestone in sustainability by receiving CEMARS certification. Westpac is the first bank in the world to achieve a CEMARS certification back in 2009, and you’ll see how serious we are about being an environmentally conscious and sustainable business. CEMARS was the world’s first accredited greenhouse gas certification scheme and we remain the only bank globally to be CEMARS certified.

**Carbon smart or carbon neutral?**

We believe that as a large corporate it’s our responsibility to focus our energies on actually reducing our carbon footprint, rather than offsetting – i.e. buying carbon credits from someone else - in an attempt to become carbon neutral.

Not only is this the environmentally responsible thing for us to do, but it also makes smarter business sense as we are able to reduce costs on two fronts; firstly, by reducing our overall power and petrol expenses and secondly, by reducing our requirement to buy carbon credits.

And as a business exposed to the volatility of global markets, the risks associated with not measuring and managing carbon emissions are too great to ignore; i.e. the recent launch of the NZ Emissions Trading Scheme (ETS) brings rising fuel and electricity prices.

However, at Westpac we anticipated these risks ahead of the legislation and in 2008 set in place a four year strategy to reduce carbon emissions. Since then we have been working hard to reduce our impact on the environment and ensure our business runs more efficiently. So here’s how we’ve been doing it...

**Measuring our footprint**

In order to set a benchmark from which to reduce our carbon emissions, Westpac’s footprint was measured from 1 July 2007 – 30 June 2008 with total emissions for that period totalling 14,059 tonnes of greenhouse gases. Compare that to July 2009 – June 2010 and we have already reduced our emissions to around 10,700 tonnes – that’s a grand total of 3,359 tonnes savings!

To put that into perspective, one tonne of carbon dioxide can fill six double decker buses or one hot air balloon measuring 10 metres wide. So we’ve effectively saved 20,154 double decker buses or 3,359 air balloons of greenhouse gases!

Here are just some of the things we’ve been doing to achieve this:

- Progressively changing our vehicle fleet to hybrid and diesel vehicles, resulting in significant reductions in fossil fuels consumed
- Reducing our travel budgets and installing more video conferencing facilities between the main cities within New Zealand to reduce air travel
- Implementing new energy saving initiatives including new air conditioning units being installed in 68 branches
- Energy management initiatives in corporate sites in cooperation with landlords
- Upgrading branch and office lighting and using time control and sensors to minimise use
- Introducing LED lighting in ATM machines rather than conventional fluorescent lighting
- Purchasing PC control software to automatically switch off PCs at the end of each working day
- Replacing office equipment with energy efficient products that are energy star rated and use power save mode when not in use
- Implementing a new code of conduct for all our suppliers to meet ethical and environmental standards
- Monitoring the overall energy performance of all our sites throughout NZ on a monthly basis to pinpoint areas for improvement
- Reducing our corporate sites in Auckland to place as many employees as possible in our Takutai Building – a 5 star NZ green star rated building – to further reduce ongoing energy requirements.

Our focus for next year is a 40% reduction in waste currently going to landfill, further energy and fuel savings and a number of paper saving initiatives for staff and customers.

**Giant steps**

We know through customer, staff and business research that you want us to show leadership in sustainability, so we hope that our commitment to reducing our carbon footprint shows that we are taking some giant steps in the right direction!

To find out more about Westpac’s sustainability programme, go to our website www.westpac.co.nz >About us >Sustainability.

**Plastic Fantastic**

Westpac is leading the way in recycled bank cards, becoming the first New Zealand bank to produce ATM/EFTPOS cards made of 100% recycled plastic.

The cards are now out in the market place with around 50,000 of our customers using them and all expired cards will be replaced with the new recycled ones.

Westpac’s Environmental Sustainability Manager, Candice Collier says: “Over the past few months, we’ve been working closely with our supplier to find a solution that would help reduce the environmental impact of the 1.2 million cards we produce annually.

“By buying recycled plastic for our cards, we’re not only helping to reduce the manufacture of new Polyvinyl Chloride, but we’re also helping to reduce the levels of unnecessary plastic waste entering landfills.”

Our Tomorrow Project is Westpac’s four-year sustainability plan which seeks to address both social and environmental aspects of sustainability. It launched back in 2009 and currently over 700 members of staff belong to and are actively involved in the project.

**WE’VE EFFECTIVELY SAVED 20,154 DOUBLE DECKER BUSES OR 3,359 AIR BALLOONS OF GREENHOUSE GASES!**

“WE’re not only helping to reduce the manufacture of Polyvinyl Chloride, but also the levels of unnecessary plastic waste”

– Candice Collier
Northern New South Wales is one of Australia’s best kept secrets and the perfect holiday destination - bursting with picturesque beaches, lush World Heritage National Parks and a warm year-round climate.

At the heart of Northern New South Wales is Byron Bay, situated on some of Australia’s most stunning, white sand coastline. Traditionally home to people seeking alternative lifestyles, it today offers natural therapies, organic food, fabulous shopping, luxury hideaways and indulgent spa treatments.

Access to the beautiful region is easy for Kiwis with the option of flying into Gold Coast Airport, or alternatively into Brisbane Airport and then making the short drive to Byron Bay.

Right on the town’s doorstep is Main Beach, offering something for every beach lover. Many visitors start the day Byron style with a morning yoga class on the beach before exploring the vast range of local organic cafes and restaurants, or enjoying a spot of shopping at a local gallery.

For water lovers, the perfect way to spend a warm Byron afternoon is on an adventure with Cape Byron Kayaks. Kayaking adventures provide the opportunity to get close to friendly bottlenose dolphins, spot sea turtles as they come up for air and marvel at the size of the majestic humpback whales as they migrate through the clear waters (between May and November each year).

Sitting directly below the Byron Bay Lighthouse, which signals Australia’s most eastern point and offers stunning 360 degree views out to the Pacific Ocean, its beautiful Wategos Beach – the first place in Australia to see the sun and one of the country’s most exclusive beachside settings, all easily reached via a walking track from the lighthouse.

Byron’s beautiful hinterland also offers plenty for visitors, including Crystal Castle, an enchanting getaway with everything from the relaxing Lotus café, to aura readings and the chance to wander the famous Buddha walk and feel the inspiring presence of an almost four metre high Buddha.

Accommodation options are plentiful to suit all budgets. The newest accommodation facility is Apartments Inn Byron – a spacious and stylish 4½ star self rated 43 room apartment complex surrounding by restaurants, cafes and specialty shops.

It’s easy to see why Byron Bay has become a favourite holiday destination for returning visitors year after year. The once small, relaxed coastal village is today a chic seaside town with glorious beaches, a new age tinge and style. And it’s no surprise that Australia’s most easterly point casts a spell over everyone who visits.

**WIN a trip to Byron Bay!**

Tourism New South Wales is giving you the chance to WIN a holiday for two to beautiful Byron Bay. This prize is valued at NZ$6,000 and includes:

- Flights for two to Gold Coast Airport departing from Auckland or Christchurch
- Transfers with Byron Easy Bus, direct to Byron Bay
- A kayaking adventure for two with Cape Byron Kayaks
- Four nights accommodation (twin/double share) at Apartments Inn Byron

**Competition closes 26 November 2010.** To enter and view the full terms and conditions, please visit www.sydney.com/byronbaypromotion and answer the following question:

**Question:** Where is the lighthouse marking Australia’s eastern most point located?

**Answer:** B _ _ _ _ B _ _

*Employees of Westpac and Tourism New South Wales, associated sponsors and their immediate families and agencies are not permitted to enter. Terms and conditions are available at www.sydney.com/byronbaypromotion.

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**Factbox**

- **Byron Bay Easy Bus**
  Byron Easy Bus provides fast, reliable daily airport transfers in modern air-conditioned vehicles. Byron Easy Bus provides eight services a day to the Gold Coast Airport, and four services a day to Brisbane City & Brisbane Airports.
  www.byroneasybus.com.au

- **Cape Byron Kayaks**
  Take a three hour adventure kayaking Byron Bay with Cape Byron Kayaks, allowing you the chance to get up close and personal with dolphins, sea turtles and humpback whales.
  www.capebyronkayaks.com

- **Apartments Inn Byron**
  The newest accommodation facility in the heart of Byron Bay, this self rated 4½ star stylish 43 room apartment complex offers studio, one, two and three bedroom options with an impressive array of modern in room facilities as well as a swimming pool and complimentary underground parking.
  www.apartmentsinnbyron.com.au

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This article has been provided by Tourism New South Wales. www.sydney.com
Helping out your community

Westpac has been busy helping out in your local community. While a lot of New Zealanders know we support rescue helicopters (see ANZAC Day rescue on page 5) across the country through our annual appeal, we are also principal sponsor of Halberg Trust and a foundation partner of Sir Peter Blake Trust.

Westpac encourages staff to volunteer in their local communities to support disabled people to get more active, more often in sport, and to keep our beaches and waterways clean.

This year alone, we have brought smiles to the faces of nearly 1000 disabled people through the Halberg Trust, which ensures people with a disability can take part in sport and active leisure programmes.

In support of Sir Peter Blake Trust’s “Care for our Coast” programme, Westpac staff clean up more than 300 beaches and waterways per year with a goal to pick up one million pieces of rubbish over four years!

Bowling for Hamilton. Earlier this year in March, supported by Westpac staff volunteers, disabled people were introduced to the game of bowls at a Have a Go Bowls event.

Check out the smiles on those faces. It may be a bit chilly in Naseby but everyone had fun experiencing adapted sports like ice-skating and lugeing.

The Great Beach Clean Up
Picking up 1 million pieces of rubbish is hard work but it’s worth it!

Hosted in Westpac branches throughout New Zealand, young recipients of the Halberg Trust Activity Fund were thrilled to celebrate with an afternoon tea. Sir Murray Halberg joined the celebrations at Westpac Ponsonby branch.
HELPFUL BANKING

Looking for a quick answer to a simple question? Then look no further than a mobile banking service which is quick, easy and best of all, works around you!

Banking on your mobile is nothing new, but many of us don’t realise it can be incredibly helpful, especially if you’re a busy person on the go or if you need to tightly manage your finances.

From students, truck drivers, builders, and shopkeepers, to mums-on-the-run, banking on your mobile provides the perfect way to stay in touch with your finances even when you’re out and about. There’s a variety of things you can do and information you can get, all at the touch of your fingertips, and what’s more, Westpac’s Banking on your mobile services are simple and free to set up.

“Banking on your mobile provides the perfect way to stay in touch with your finances even when you’re out and about.”

TXT BANKING

Whether you’re on a bus or even on a building site, you can use TXT banking to get balances for current and savings accounts – great when you want to check if you’ve been paid or if you want to see if there’s enough money for the next grocery shop. You can also transfer money between two pre-selected accounts by txt wherever you are 24/7, which can come in handy just when you need it the most!

TXT ALERTS

But it doesn’t just stop there. If you have Online Banking, with your mobile phone number registered, you can set yourself up to receive TXT alerts when your account balance is a certain level, saving on those unexpected overdraft fees. You can also be notified when a new credit card bill arrives, when changes are made to your Online Banking settings, or when your account balance goes over or under a certain level.

SETTING UP IS EASY!

Both services can be set up in Online Banking, but even if you don’t have Online Banking you can still register for the TXT banking service. Visit your local Westpac branch or call us toll free on 0800 400 600 (7.00am – 11.00pm, 7 days a week) to register for TXT banking now.

Find out more at www.westpac.co.nz/bankingonyourmobile

Westpac’s Electronic Banking services terms and conditions apply. Your mobile provider txt charges will be charged to your mobile account or debited from your prepay balance. Contact your provider for details on their fees and charges.

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We recommend you seek independent legal, financial and/or tax advice. References to non-Westpac websites are provided for your convenience only. Westpac accepts no responsibility for the availability or content of such websites.

www.sorted.org.nz is full of tools and calculators to help you with your finances throughout life.

To make a withdrawal from kiwiSaver to buy your first home, ‘Mike’ must have been a member of a kiwiSaver scheme (or member of a complying superannuation scheme) for three or more years. He can only withdraw money to buy his first home – not an investment property – though if he has owned a home before, in some circumstances he may be eligible to make a withdrawal.

$10,000 total contributions in just 3 years

If ‘Mike’ contributed just 2% of his income ($19.17) a week, his employer would match that 2% contribution and in three years’ time, he could have $3,000 of his own contributions and $3,000 of his employer’s contributions, excluding any investment returns or losses, which he could put towards a first home purchase.

That’s an extra $6,000 towards purchasing his first home – plus he could have the government’s kickstart of $1,000 and the matching Government contributions still left in kiwiSaver (he cannot withdraw these to purchase his first home), totalling approximately $4,000. After three years in kiwiSaver ‘Mike’ could have $10,000 total contributions invested, effectively turning his $19.17 weekly contribution into $10,000 in just three years!

It could be as good a time as any to join kiwiSaver. kiwiSaver is a good option for many New Zealanders under retirement age with some money to put away for their retirement, or even those looking to buy their first home.

Say for example, let’s consider the following scenario… ‘Mike’, who’s 30 years old, single, earns $50,000 per annum, is currently not a member of KiwiSaver and wants to buy his first home in a few years’ time. After the October 1 tax changes, he’ll be $29.42 per week better off not taking into account GST increases.

Helpful banking

Managing Your Money

AFTER THE OCTOBER 1 INCOME TAX CHANGES, MANY PEOPLE MAY TAKE HOME MORE PAY THAN PREVIOUSLY. WHAT ARE SOME OF THE OPTIONS THAT YOU SHOULD CONSIDER WHEN DECIDING WHAT TO DO WITH THE EXTRA MONEY?

Lyn McMorran, Westpac Area Manager, Private Bank and Certified Financial Planner (CFCM) says:

Managing Your Money

If you have any debt, another option is to use the additional money from reduced personal tax to pay off that debt. Remember, GST is going up so factor that in to your net increased discretionary income. The most sensible approach is to pay off the debt with the highest interest rate first.

Westpac has great tools and tips on managing your money, including a budget spreadsheet which you can use to figure out your current situation at www.westpac.co.nz/money. Also, why not attend one of our fantastic and FREE Managing Your Money workshops – just get a group together and we can deliver the workshop to fit any audience.

You can also consult www.sorted.org.nz which is full of calculators and information to help you manage your personal finances throughout life.

The important thing is to commit to a course of action with your tax savings that will make you financially better off – whether that be a savings programme such as kiwiSaver or a debt reduction programme – and stick to it. Don’t wait until you start receiving the extra money because you can soon swallow that up in increased discretionary spending and end up with nothing to show for it.

All opinions, statements and analyses expressed are based on information current at the time of writing from sources which Westpac believes to be authentic and reliable. Westpac issues no invitation to anyone to rely on this material and intends by this statement to exclude liability for any such opinion, statement and analysis. The content of this material is for information purposes only and should not be relied on. We recommend you seek independent legal, financial and/or tax advice. References to non-Westpac websites are provided for your convenience only. Westpac accepts no responsibility for the availability or content of such websites.

1. Subject to housing New Zealand qualifying criteria.

2. Assumptions: This reflects assumed contributions and is not a prediction of future benefits. No increases in salary and no contributions holidays are taken. No investment earnings (positive or negative) or fee deductions have been included and no withdrawals have been made. Maximum Matching Government Contributions have been assumed to: $1,000 per year for first 1,000 and ensures eligibility for Matching Government Contributions for the full period. KiwiSaver incentives are determined by Government policy and legislation and may change in the future.

3. Reference www.sorted.org.nz which is full of calculators and information to help you manage your personal finances throughout life.

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How many people have ever lived on Earth and how many have worked at our bank?

Find out more...

Have you ever wondered just how many people have ever lived on Earth? You are not alone and a similar question comes to mind when thinking about one of the largest companies in New Zealand. Westpac has branches in almost every city and town in New Zealand, and everyday you are likely to meet someone who either has worked for Westpac since it first opened in 1861.

The bank changed its name to Westpac in 1982 from the Bank of New South Wales, which opened its first branch in Auckland in June 1861. David Murdoch was not only the first branch manager, he was also the bank's New Zealand manager and had three staff on his first day. By 1894 there was 214 staff. Today there are around 5,500.

From our archives we've calculated there have been at least 36,500 people who have worked for Westpac since it first opened for business 149 years ago – more than the entire population of Blenheim today!

Next year, Westpac will be celebrating its 150th anniversary and will take some time to remember the people who have been part of its history. We do know that early banking was at times a difficult and a dangerous job requiring a strong sense of responsibility and prudence, which were qualities that led to many bankers becoming reliable community leaders. Some early staff were literally born into bank – in the bank's upstairs living quarters – and later became bankers themselves. Others left to fight in the major wars and never returned, and when opportunities arose many women earned the respect of their reluctant bank employers with a few determined ones made banking their career.

And the rough estimate to how many people have ever lived on Earth since 50,000 B.C. is considered to be over 106 billion people.

How many....?

References:
- Westpac Archives Staff Registers 1861 - 2010

“Some early staff were literally born into bank – in the bank’s upstairs living quarters – and later became bankers themselves.”

Local Hero

IT'S OFTEN SAID THERE ARE MANY PEOPLE WHO GO THROUGH LIFE CONTRIBUTING LITTLE TO THE WIDER WORLD AROUND THEM. THIS COULD CERTAINLY NEVER BE SAID ABOUT WESTPAC’S SOUTHLAND BUSINESS DEVELOPMENT MANAGER MURRAY HEATH, WHO JUST THIS YEAR HAS CHALKED UP 25 YEARS WORKING FOR WESTPAC, AND IT’S NOT JUST IN THE BANKING WORLD THAT THIS TRUE SOUTHLANDER HAS MADE HIS MARK.

Born in Riverton, Murray has always been a keen sportsman, and to be described as an overachiever in this world would be an understatement.

From 1974, Murray wore the Southland rugby jersey for over 10 years as halfback, with one of highlights of his rugby career running onto Eden Park against Auckland in a memorable 9-all draw Ranfurly Shield game.

But Murray's passion for rugby and supporting the community go way beyond playing, being a Southland under 18 coach for 10 years and coach for the under 21's for nearly four years.

Last year Murray’s wife Shirley died, leaving an extremely deep and lonely void. Murray’s friends, keen to help, suggested he get involved in setting up a basketball team. The Southland Sharks, which was exactly what he needed. From initially not knowing how this would work, it became such a success they now have to turn people away from games.

However, Murray’s sporting prowess does not end there. He has a Master’s World Rowing title and still participates in the local Westpac corporate eights rowing event.

Always one for living in the present, he’s an active user of Facebook and a big supporter of the latest technology offering bank customers easier, smarter and faster ways to do business.

“Everywhere I go you will find lately I have been talking to people about text banking,” Murray said.

Murray has certainly come a long way from when he started off with manual ledgers in his first job in the post office at Riverton. Everything at Westpac is now far faster, smarter and easier for the customer today.

His advice to anyone entering the banking industry today: “You have to get on with people and be able to communicate”. Two skills, like his sport, he has excelled at.

Then and Now
IT’S UNUSUAL TO SEE A WOMAN RUNNING THE SHOW IN THE BUILDING INDUSTRY, BUT YOU’LL OFTEN FIND WESTPAC PROJECT MANAGER, KYLIE NANCEKIVELL, WEARING THE HARD HAT.

Kylie says her interest in the building industry probably came from her two brothers who work in the property business and her electrician dad. “In the early days, I worked on construction sites and that’s what got me hooked. I loved seeing a sketch on paper turn into reality.”

Kylie’s role is to pull together teams to build and refurbish many of Westpac’s branches and no challenge is too hard for this young ambitious lady. “It’s such a complex job but fascinating all the same. You have to understand everything from how soundproof windows work to how strong a floor needs to be to withstand a two and half tonne ATM machine.”

Kylie says her role is extremely rewarding. “Some of the people who work in our branches have been there a long time so they have a real emotional bond with their workplace. It’s so rewarding seeing their faces light up when they see their new branch for the first time.

It’s especially exciting in the lead up to open day – you get a real buzz and a great sense of achievement. I even get hugs and that’s when I know I’ve done a good job!”

But working to strict deadlines has its challenges and a lot is at stake with such a well known brand, so Kylie has to ensure everything is done professionally and to the highest standard. At any one time, Kylie can be managing plumbers, builders, landlords, technology installers, or electricians, and is also responsible for resource consent applications, plan approvals, feasibility studies and compliance checks. But sometimes things don’t go exactly to plan and she has to adapt quickly.

“Back in April when our Paraparaumu was devastated by fire, I had a short amount of time to find temporary premises and install everything they needed so they could get up and running as quickly as possible and we did it in four days! It was a lot of pressure because you’ve got a whole branch of people relying on you, but I’m really lucky. I have an amazing team that help me. My boss, Murray, is great at empowering me to make decisions and the whole team is really supportive and approachable – even late night phone calls are not a problem.”

Sometimes Kylie can be working on two branches at either ends of the country at the same time and says she’s lucky she has a very understanding husband. When not briefing builders or talking to councils, she takes time out to go mountain biking or do some home baking. “This job is a balancing act so you have to be organised. You have to allow yourself some timeout but I enjoy my job so much that I don’t mind working the hours.”

Being a woman in what is traditionally a man’s domain, her advice to other girls eager to enter the industry is to “know more about everything.”

“It can be nerve-racking on a building site surrounded by all male teams who will test your knowledge, so you have to be confident and, as I say, know enough to be dangerous!” Kylie grins. “The upside though is that the language tones down when a girl enters the building site!”

“As a woman, you have to know more about everything.”
We’re committed to our business customers. That’s why we continue to put more bankers into our local communities. They have local knowledge and can better understand businesses right across the country.

Talk to one of our Local Business Managers today in branch or call 0800 177 567.

Bringing business banking and local businesses closer together.