

22 May 2015

## Auswide Bank celebrates new look in Mackay

- **Mt Pleasant is first branch to be fully refurbished & rebranded**
- **Local people invited to enjoy celebrations**

Auswide Bank is celebrating a new look with a fully refurbished and rebranded branch opening its doors at Mt Pleasant, Mackay next Monday 25<sup>th</sup> May.

The refurbished branch is located at the Mt Pleasant Shopping Centre. Customers and media are invited to attend the celebrations Tuesday 26<sup>th</sup> May at 3.30pm where the company's Managing Director, Martin Barrett will officially open the branch with entertainment provided by the local Pioneer High School Band.

Auswide Bank, formerly Wide Bay Australia, officially became a bank last month.

Branch refurbishment is part of a revitalisation program where the bank is redesigning and modernising its Queensland branch network.

Mt Pleasant is the first branch to be fully refurbished and rebranded to reflect the new brand. The strategically designed branch includes sales and service, technological, marketing and branding enhancements which benefit customers regardless of their age or financial needs.

Mr Barrett said that while Auswide Bank is expanding its national footprint, the regional bank strongly believes in continuing its role in providing regional Queenslanders with a local banking solution and an alternative to the 'big banks'.

“Our roots are in Mackay and regional Queensland, and we are committed to providing our customers with access to a conveniently located branch network in our core regions of Queensland”.

Andrew McArdle, Auswide Bank Sales & Distribution Manager said the whole Auswide Bank team is very excited.

*Small things. Big difference.*

“Even though we recently changed our name and became a bank, we will continue to make a big difference to our local customers. Our new look branch is an example of that commitment.

I invite local people, both customers or non-customers, to come along for afternoon tea on Tuesday, meet our people, check out our rebanded branch, and find out what exciting offers we have.”

## About Auswide Bank Ltd

Auswide Bank is helping Australians achieve home ownership, create wealth, access banking & financial services that make their life easier and help them to protect their assets and loved ones from financial loss or hardship.

We provide an extensive range of personal and business banking products and services issued directly or in partnership with leading service providers via branches, strategic relationships and online & digital channels.

Auswide Bank has an Australian Credit Licence and an Australian Financial Services Licence issued by ASIC and is an Authorised Deposit-taking Institution prudentially supervised by the Australian Prudential Regulation Authority.

Even though we are a smaller bank, we believe that it's the small things that make us different and can make a big difference for our customers and communities.

### ALL MEDIA ENQUIRIES TO:

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