

25 July 2016

## Auswide Bank ramps up customer focus with new appointment

- **Chief Customer Officer role announced**
- **Heightened customer focus a highlight of bank's strategic plan**

Auswide Bank has created a new role and announced the appointment of Damian Hearne as Chief Customer Officer.

Damian's appointment aligns with the launch of the bank's new 3-year strategic plan which highlights the importance of customers and aims to increase the bank's customer centricity and growth.

Auswide Bank Managing Director Martin Barrett said "having built new capability across the bank, rebranded and communicated our brand position, and invested in our future as part of our last strategic plan, the next three years requires us to leverage that investment and further accelerate our growth and position in the market.

Damian will supervise and co-ordinate our retail and business banking sales and distribution teams, our third party relationships including mortgage brokers and introducers, as well as our marketing and product initiatives, to build our customer experience to ensure it is second to none.

Damian brings with him the necessary experience and skills to holistically coordinate these efforts boasting significant experience in financial services. He has led teams at both of Queensland's larger banks across retail and business banking channels. In addition his background in rugby union at a professional level, means he understands the value of teamwork and culture in achieving goals."

"I am looking forward to joining the Auswide team. A bank that has the customer in the centre of its plans, an organisation that wants to make a difference."

*Small things. Big difference.*

## 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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