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SUNCORP BANK MAKES INROADS INTO BIG FOUR DOMINANCE IN NEW SOUTH WALES

One of Queensland's most popular banks is cementing its place as the fastest growing bank in New South Wales.

The official opening of Suncorp Bank's flagship branch in Sydney's George Street (6 February) and a new branch at Haymarket (23 January) will bring the Bank's total number of Sydney branches to 25.

Suncorp Bank Executive General Manager for New South Wales Danny Robinson said the Bank was enjoying the opportunity to flex its muscles against the big four.

"Our customer base has grown by 40 per cent during the past two years so we're definitely striking a chord with New South Wales residents. It's thrilling to watch our branch network increase at a faster pace than any other financial institution in the state," Mr Robinson said.

"The official opening of our 25th branch in Sydney is an indication of our ongoing plans for growth in the state."

Personal banking customers aren't the only people moving to Suncorp Bank in New South Wales. In the past two years there has also been a 62% jump in the number of small to medium enterprises doing business with Suncorp Bank.

"We're Australia's fifth largest listed bank and second largest insurer and we're 100% independent from the big four. Customers in New South Wales have told us they don't like being taken for granted. They want an alternative to the more traditional options and we're more than happy to provide one," Mr Robinson said.

"As well as great business and personal products Suncorp Bank provides customer service that is second to none. When people call Suncorp Bank they speak to a real person, not a machine.

"This is reflected in our customer satisfaction levels, which are consistently greater than the major banks."

Mr Robinson said customers entering the George Street branch were likely to experience something new.

"It is our flagship branch and showcases several technology concepts that are a first for Suncorp Bank. Customers will be able to use touch screens and tablet computers and an in house Travelex foreign currency exchange will make it easy for those planning to travel overseas," he said.

"These concepts and ideas and our ability to keep pace with the demands of our customers are part of what makes Suncorp Bank an attractive choice for people looking to move banks. We've made doing that easier as well, with dedicated specialists in every branch to help people make the switch."

Mr Robinson said the branch at Haymarket was also unique in what it provided for customers.

“The new branch manager and four staff all speak Cantonese or Mandarin which fits in perfectly with the multi-cultural nature of Haymarket,” he said.

“The branch will be launched on the first day of the Chinese New Year with a very traditional ceremony. There will be lion and dragon dancing, and a ‘dotting of the eyes’ ritual, to symbolise giving life.

“We’re also honored to have Australia’s first Chinese-born parliamentarian the Honourable Helen Sham-Ho speaking at the launch.

“At Suncorp Bank we’re proud of our 110 year history and our expansion in that time from a Queensland base to a truly national bank with 240 branches across the country.

“We’re really proud to be making our mark in New South Wales.”

To celebrate the official opening of Suncorp Bank’s Haymarket branch, new customers at the branch will benefit from a special term deposit rate*. For more information on Suncorp Bank go to www.suncorpbank.com.au or visit a local branch.

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** The special term deposit rate is 6.08% for a minimum of 3 months, with at least \$10,000 deposited in the account.*