

11 July 2012

### **SUNCORP BANK ANNOUNCES AUSTRALIAN FARMER OF THE YEAR AWARDS SPONSORSHIP**

Suncorp Bank, Australia's leading regional bank, has announced its sponsorship of the Diversification Award at the Kondinin Group Australian Farmer of the Year Awards.

The Awards celebrate the highly professional, innovative and sustainable approach of Australian farmers, showcasing their passion and raising the profile of the important role they play in our nation.

The Diversification Award, one of 12 award categories (including the overall Farmer of the Year award), recognises farmers who are focused on the diversification of their farming business, adopting the latest research and developments to meet their needs, while applying a professional and passionate approach to the industry and their other farming enterprises.

Suncorp Bank National Head of Agribusiness Greg Leahy said he was proud to be on board as a sponsor of the Australian Farmer of the Year Awards' Diversification category.

"Supporting and growing rural and regional Australia has been a top priority for Suncorp Bank since we commenced as the Queensland Agricultural Bank in 1902," Mr Leahy said.

"Suncorp Bank is 100% committed to getting behind the Australian Farmer of the Year Awards' aim to promote a positive image of Australian farmers, inspire and encourage career choices and investment interest in Australian agriculture.

"As Suncorp Bank celebrates its 110-year anniversary this year, we're delighted to play a part in recognising and celebrating our nation's producers through the Kondinin Group Farmer of the Year Awards," he said.

Kondinin Group managing editor Paul Mole said he was pleased to have Suncorp Bank on board as a sponsor of the Diversification Award.

"Today's farmers are savvy, innovative people. They are agents of change and they're transforming their businesses and agriculture to capitalise on commercial opportunities," Mr Mole said.

"The Diversification Award is so important because it recognises those farmers who display outstanding commitment to diversification.

"I would like to thank Suncorp Bank because without their support and the support of our other category sponsors and their devotion to agriculture and the wider rural economy, this event could not take place."

Hosted by Kondinin Group, ABC Rural and the Australian Rural Leadership Foundation, the Australian Farmer of the Year dinner and award ceremony will be held at the Grand Hyatt in Melbourne on 12 September, 2012. Nominations close on 3 August, 2012.

This year, the winner of each of the 11 award categories qualifies for the prestigious Australian Farmer of the Year prize.

Read here for more information about [Suncorp Bank](#).

Read here for more information about the [Australian Farmer of the Year Awards](#).

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**About Suncorp:**

Suncorp Group includes leading general insurance, banking, life insurance, superannuation and investment brands in Australia and New Zealand. The Group has around 16,000 employees and relationships with nine million customers. It is a Top 25 ASX listed company with over \$95 billion in assets. Today Suncorp is Australia's leading regional bank, largest domestic general insurance group, and second largest in New Zealand and has representation in 450 offices, branches and agencies throughout Australia and New Zealand.

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