



**NEWS RELEASE: 20 January 2012**

## **Suncorp Bank Partners with the Australian Year of the Farmer 2012**

Australia's leading regional bank, Suncorp, has today announced an important partnership with the Australian Year of the Farmer 2012, cementing the Bank's ongoing commitment to supporting rural and regional Australia.

Announcing the partnership at an event in Queensland's Lockyer Valley one year on from the 2011 flood disaster that hit the region, Suncorp Bank CEO David Foster said he was proud to be on board as a Foundation Sponsor of the Australian Year of the Farmer, in what was a special year for Australian producers as well as the Bank.

"2012 marks a year of two significant celebrations. It's the official Australian Year of the Farmer and a celebration of Suncorp Bank's 110<sup>th</sup> anniversary since opening its doors as the Queensland Agricultural Bank in 1902," said Mr Foster.

"Australian Year of the Farmer is a celebration of the vital role farmers' play in feeding, clothing and sheltering us all. It acknowledges all those who contribute - and have contributed - to our rich rural history.

"As Suncorp Bank celebrates its own rich heritage this year, we're very proud to play a part in recognising our nation's producers, celebrating the agricultural industry and highlighting its role in our future.

"Australia has a tremendous reputation globally for its fresh produce, production facilities, prime land and leading agricultural education, research, practice and technology and will play a huge role in world food security well into the future."

"Just as the Australian agricultural industry has advanced in leaps and bounds, we've certainly come a long way as a Bank.

"From a Queensland base providing our first loan of 60 pounds to a Wallumbilla farmer in 1902, to Australia's leading regional bank with more than a million customers being serviced through a truly national network of 240 branches, we haven't forgotten our heritage.

"I'm very proud of the fact that growing rural and regional Australia is just as important to us today as it was back then," said Mr Foster.

Australian Year of the Farmer Chairman Philip Bruem AM said he was delighted to have Suncorp Bank on board as a Foundation Partner and looked forward to a year of celebrating something close to the hearts of both organisations – our agricultural industry and supporting rural and regional Australia.

"Australian Year of the Farmer is pleased and proud to have a close association with Suncorp Bank, a much respected and iconic Australian business. Suncorp Bank will be a great partner helping us celebrate the role farmers play in our daily lives. Obviously, our strong common interest in promoting Agriculture and building confidence within regional Australia makes us ideal partners."



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

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

ENDS

**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.

**Media Contact:**

Amy McDonald 07 3835 5580 or 0403 058 462

**About Australian Year of the Farmer:**

Founded as a non-political, not-for-profit organisation, Australian Year of the Farmer 2012 is an education and awareness campaign to celebrate the contribution Farmers make to the Australian economy and community.

The campaign enjoys the patronage of the Governor-General, as well as the support of Federal, State and Territory Governments. Seed funding for the development of the Year was provided by the Department of Agriculture, Fisheries and Forestry. In addition to Suncorp, the program is supported by **Foundation Sponsors Elders and Woolworths**, as well as many other sponsors and supporters.

Follow us on twitter @ayof2012

Please visit our website for more information [www.yearofthefarmer.com.au](http://www.yearofthefarmer.com.au)

*For more information about the Australian Year of the Farmer or to request an interview with Philip Bruem AM, Chairman and Geoff Bell, Managing Director, please contact:*

National Press Office

M: 0427 188 159

E: [Jacqueline.baptista@yearofthefarmer.com.au](mailto:Jacqueline.baptista@yearofthefarmer.com.au)

Emma Norris

M: 0419 724 838

E: [emma.norris@ppr.com.au](mailto:emma.norris@ppr.com.au)

**Australian Year of the Farmer Limited**

National Office - 118 Victoria Road, ROZELLE NSW 2039

ABN 81 135 673 504

ENDS