

Bank of Queensland. Safe and Secure.



BANK DEPOSITS
100%
GOVERNMENT
GUARANTEED

Deposits are guaranteed by the Federal Government under the Financial Claims Scheme for 3 years commencing 12 October 2008. Deposits over \$1 million are guaranteed subject to qualifying criteria to be imposed by the Federal Government from 28 November 2008.

**Bank of
Queensland**
bank different®

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With the current global financial crisis requiring some overseas banks to be financially assisted by their governments, concerns have been raised about the security of Australian banks.

Following the Federal Government's announcement to guarantee all deposits held with Australian banks and other Authorised Deposit-Taking Institutions (ADIs), Bank of Queensland continues to be one of the safest places to keep your money.

This brochure will help you understand the facts so you can make an informed decision about where to save or invest your money.

The Australian banking system

Australia is fortunate to have one of the safest, most stable and best regulated banking sectors in the world.

Australian banks are among the best funded and most liquid in the world and are prudently managed using international best practice.

The stability of the banking sector and its ability to withstand a variety of economic stresses is constantly monitored by a range of bodies, including the Reserve Bank of Australia and the Australian Prudential Regulation Authority.

For over 100 years, Australians have been justifiably confident that their bank deposits enjoyed a very high degree of safety and, in that time, virtually no customer of an Australian bank lost money deposited with them¹.

Also during that time, not a single dollar of taxpayers' money has been used to reimburse bank depositors.

Now, with the Federal Government's announcement that it will guarantee all deposits with Australian banks, for the next three years², depositors with Bank of Queensland can be assured that their money is safe.

In fact, Australian banks are among the safest places anywhere in the world to keep your savings.

¹ In 1931, depositors in the Primary Producers Bank of Australia lost a negligible amount of their deposits.

² Deposits are guaranteed by the Federal Government under the Financial Claims Scheme for 3 years commencing 12 October 2008. Deposits over \$1 million are guaranteed subject to qualifying criteria to be imposed by the Federal Government from 28 November 2008.

The Federal Government's deposit guarantee

What this means for depositors is that in the highly unlikely event that an Australian bank fails, the Federal Government will repay 100% of depositors' money³. This guarantee will operate for at least the next three years⁴, after which the government will review its position.

This makes Australian ADIs like Bank of Queensland among the safest places to put your savings. Deposits with Bank of Queensland have the same level of protection as every other Australian bank.

By making this announcement, the Government has protected the stability and competitiveness of Australian banks and put customers' minds at ease about the security of their savings.

Although the financial strength and close Government regulation of Australian banks make it very unlikely that one would fail, the Federal Government's announcement will ensure that public confidence in the safety of Australian banks is maintained.

This makes deposits with Australian banks a safe investment in troubled times.

³ Deposits over \$1 million are guaranteed subject to qualifying criteria to be imposed by the Federal Government from 28 November 2008.

⁴ The 3 year period commenced on 12 October 2008.



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Bank of Queensland

Like all Australian banks, Bank of Queensland is very safe and well-regulated.

Whether you bank with a Corporate Branch, an Owner-Managed Branch™, Private Bank or a Business Banking Centre, your funds have exactly the same level of security and regulatory supervision. Bank of Queensland is a 134-year-old financial institution with an expanding national presence and half a decade of market-leading growth behind it.

Industry figures show that customers continue to be attracted to Bank of Queensland as a safe and secure place to deposit their savings. In the twelve months to August 2008, the value of Bank of Queensland's retail deposits grew by 25% which is 1.3 times greater than the Australian Banks' average.

Unlike the major Australian retail and investment banks, Bank of Queensland does not lend internationally and has no direct exposure to the poor quality "sub-prime" mortgage market in the United States, which has caused such turmoil in international money markets.

Our lending book remains within the much more stable domestic market. Bank of Queensland has always placed strong emphasis on sourcing quality loans, rather than relying on a large quantity of slightly riskier loans.

What if I bank with an Owner-Managed Branch™?

Bank of Queensland's Owner-Managed Branches™ are a unique concept in the provision of face-to-face banking services in Australia.

As an experienced local banker with a financial interest in their branch, Owner-Managers have an added incentive to go that extra mile for their customers who also benefit from competitive products and financial security of a 134-year-old bank.

Owner-Managers are agents of Bank of Queensland and authorised to conduct business, including accepting deposits and writing loans, on the Bank's behalf. However, all deposits and loans approved by an Owner-Managed Branch™ are actually with Bank of Queensland.

So your money is as safe, if you deposit it at an Owner-Managed Branch™, as it would be with a corporately owned branch, a service or transaction centre, Private Bank or a Business Banking Centre.

What is an Owner-Managed Branch™?

Bank of Queensland first introduced privately-owned branches in 1976. Over more than 30 years, the model has been refined to become a unique customer-focused branch banking model which dominates the BOQ branch network.

Owner-Managed Branches™ (OMBs®) are genuine, full-service franchised branches which offer more convenient banking hours, committed local staff, managers who are there for the long term and preferential treatment for every customer.

An OMB® operate under a franchise arrangement that allows an experienced banker to own an interest in, as well as manage, a full-service Bank of Queensland branch in their local community.

At Bank of Queensland, our Owner-Managers are always keen to go the extra mile.

That's because Owner-Managers are financially incentivised to perform through profit sharing. Their success depends on their ability to attract new customers and make sure existing ones are well looked after.

No wonder they treat every single customer like a VIP.

Owner-Managers are experienced bankers and are attracted to Bank of Queensland for the same reason most of our customers are. They see an opportunity to do things 'the way banking should be done'. This unique approach to banking has been around now for more than 30 years, so it's tried and tested.

While Owner-Managers are encouraged to make decisions, independent of head office, based on their local knowledge and using their own contacts, they also benefit from the security and support of a 134-year-old financial institution.



Is it better to bank with an Owner-Managed Branch™?

In these days of impersonal service and remote banking, OMBs® offer not only personal but personalised service – a banking relationship tailored to each customer to meet their unique needs, goals and financial circumstances.

This is possible because Owner-Managers actually know their customers. They take them on as their own personal clients and serve them one-on-one.

We still have a customer contact centre, Internet Banking, EasyPhone Banking and an Australia-wide fleet of ATMs for those who prefer to do their banking this way.

But we also realise that many customers like to talk face-to-face with someone when it comes to their finances.

OMBs® are often open longer, such as on Thursday evenings or Saturday mornings.

Owner-Managers can visit customers at their home or work, even after-hours, and often provide their mobile numbers so they are available to help 24/7.



If you have any questions, please call Bank of Queensland's Customer Relations Department on (07) 3212 3240, drop into your local branch or visit boq.com.au

Banking products are issued by Bank of Queensland Limited ABN 32 009 656 740. The current terms and conditions for all products are available at any Bank of Queensland branch.

The material in this brochure may contain general advice. This material has been prepared without taking account of your objectives, financial situation or needs. You should consider the appropriateness of any advice before acting on it. You should obtain and consider the terms and conditions before making any decision about whether to acquire or continue to hold any products. Before making an investment decision, you should consider the appropriateness of the information provided and seek professional financial and taxation advice.