

SUNCORP BANK ANNOUNCES NEW BRANCH FOR MCKINLAY SHIRE COMMUNITY

Australia's leading regional bank, Suncorp Bank, continues to put its money where its mouth is in supporting rural and regional communities with the announcement of a critical new branch to be opened in Julia Creek, a bustling McKinlay Shire community left without a bank for over 11 months until Suncorp stepped in.

Suncorp Bank Regional General Manager for North Queensland Brad Steele said he was delighted to announce the new branch for Julia Creek and was overwhelmed at the positive feedback already received from local Council, as well as State and Federal government members.

"Julia Creek is an important community for us, and after developing deep relationships with many local residents and businesses over a number of years, we're now pleased to throw our full support behind them with a local branch to meet the banking needs of agricultural producers and small business owners, along with the community's everyday personal banking needs," Mr Steele said.

"Suncorp Bank has a long history in supporting rural and regional communities, having commenced operations as the Queensland Agricultural Bank 110 years ago, and I'm so proud that our commitment to these vital Queensland communities remains as strong today.

"Despite today being Australia's fifth largest bank with a growing national network of 240 branches and business centres and more than 2200 ATM access points, we haven't forgotten our smaller communities and certainly understand the important role a bank plays in such rural hubs, a trait I know is already being appreciated by the local McKinlay Shire Council and community.

"This approach is what sets us apart, and along with our personalised customer service, it's the reason we're the genuine alternative to the major banks. We know our customers don't like being taken for granted, and this shows in our customer satisfaction scores which are consistently greater than the majors," Mr Steele said.

Mayor for McKinlay Shire Council Cr. Belinda Murphy said she was elated with Suncorp's commitment to Julia Creek and the McKinlay Shire; indicating that their readiness to open a branch in the community not only showed dedication to the consumer but a level of customer service that should be demonstrated more often by financial institutions.

"Both business and the community have suffered without the services of a local financial institution.

"Suncorp Bank's commitment to open a branch in town is testament to what we as a community already know, in that Julia Creek is open for business and worth investing in," said Cr. Murphy.



“Although the local community has been resilient, hearing of cases of businesses and community groups having to travel as far as 250 kilometres to neighbouring towns to do banking or simply obtain change for cash floats has been very hard to hear.

As one of the North Wests most rapidly developing communities with a strong agricultural and mining industry Julia Creek and the McKinlay Shire both require and deserve the level of personal service and interaction that Suncorp bank will now deliver come December” said Cr. Murphy.

The official opening event for Suncorp Bank’s Julia Creek branch is set for 7 December 2012. Opening event details to be confirmed.

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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.

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

About McKinlay Shire:

McKinlay Shire is primarily a rural/remote local government with a population of approximately 1,200 people. At almost 41,000sq km in size, McKinlay Shire is home to some of Australia's most progressive primary producers and leading mining companies, including the world's largest silver/lead mine.

Bordered by Richmond Shire to the East, Carpentaria Shire to the North, Cloncurry Shire to the West and Winton Shire to the South McKinlay Shires unique location provides a competitive edge for Industry development. McKinlay Shire sits on top of one of the world's largest underground water basins, and is well placed at the cross roads of the Landsborough and Flinders Highways and the Wills Development Road providing direct route access to Brisbane, Townsville, Darwin and the Gulf of Carpentaria, making the shire a central hub for North West Queensland.

[Read here](#) for more information about McKinlay Shire Council.

