

## Westpac Private Bank impresses at Australian Private Banking Awards

15 June 2012

### For immediate release:

Westpac Private Bank has taken out five awards in the Australian Private Banking Awards 2012 held in Sydney last night, including the prestigious **Outstanding Institution (\$10m - \$30m) Award**.

Westpac Private Bank won the following awards:

- **Outstanding Institution (\$10m - \$30m)**
- **Outstanding Analyst 2012 – Nick Reid**
- **Outstanding Associate 2012 – Philippa Barnett**
- **Outstanding New Wealth/Investment Adviser 2012 – Mark Elding**
- **Outstanding New Relationship Manager 2012 – Willis Phong**

Winning the Outstanding Institution (\$10m - \$30m) Award means Westpac Private Bank has been singled out as the organisation best able to cater to the needs of High Net Worth individuals with between \$10 million and \$30 million in investible wealth.

Westpac Private Bank was also runner up in the following awards:

- **Outstanding Institution (\$1m - \$10m) – Runner Up**
- **Outstanding Wealth/Investment Adviser 2012 – Runner Up – Brett Stein**
- **Outstanding Relationship Manager 2012 – Runner Up – Sadie Daoud**

General Manager of Private Wealth (BT Financial Group), Jane Watts, said the results reflected the team's commitment to creating enduring financial advantage for clients.

"At Westpac Private Bank, we focus on unearthing wealth opportunities for our clients while taking care of their day to day needs," Ms Watts said.

"As the longest-running private bank in Australia, we understand the value our clients place on personalised service and know-how. As a result of our insights-led approach, segment alignment, bespoke offerings and specialist teams, we stand out for our service, expertise and insights.

"The awards reflect the high calibre of our team and our passion for earning all of our clients' business."

A member of BT Financial Group

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Sara Rich  
Senior Media Relations Manager  
BT Financial Group

Ph: 02 8253 2735 or 0410 397 141

[sara.rich@btfinancialgroup.com](mailto:sara.rich@btfinancialgroup.com)

# Media release

## About the Australian Private Banking Awards

The Australian Private Banking Awards are the only awards for Australian private banks and private wealth managers that are voted for by the people who matter most - their High Net Worth (HNW) clients. Hosted by the Australian Private Banking Council, the aim of the awards is to recognise both institutions and individuals within private banking, private wealth and private client services who are excelling in the exact areas that our research shows are important to HNW clients.

## About Westpac Private Bank

Westpac Private Bank is the private banking division of Westpac Banking Corporation and was Australia's first private bank (established in 1989). Our clients benefit from:

- Exceptional personal service and private access to Westpac's complete wealth and banking offering, including products, services and specialists from our wealth management arm BT Financial Group.
- Access to experts who have deep insights into local tax, investment and superannuation law and in-depth knowledge of Australian markets, to help our clients reach their financial goals.

For more information about Westpac Private Bank go to [www.privatebank.westpac.com.au](http://www.privatebank.westpac.com.au).

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A member of BT Financial Group

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Sara Rich  
Senior Media Relations Manager  
BT Financial Group

Ph: 02 8253 2735 or 0410 397 141

[sara.rich@btfinancialgroup.com](mailto:sara.rich@btfinancialgroup.com)