

OUTSTANDING INDUSTRY THOUGHT LEADER AWARD CRITERIA

This award is designed to recognise the individual within Australian Private Banking that is best able to act as a spokesperson for the private banking industry. This person is able to clearly articulate the desired direction of the industry and to draw upon examples of best practice from around the globe that is applicable to the Australian context. **Please answer the following questions in your submission application:**

1. Please provide examples of any articles or interviews that you have conducted in the last 12 months along with dates. Please include only those articles/publications external to your organisation.
2. What would you describe as the key challenges facing your organisation in the Private Banking/Wealth space now and over the next few years?
3. We are seeing that many HNWs have an increased appetite for alternative investments despite the volatile investment environment. Do you believe that these investments are appropriate vehicles for most HNW individuals?
4. APBC research shows that a larger proportion of HNW clients want greater frequency of contact than ever before. In an environment of increased cost-focus on the part of banks, how can a private banking institution balance these competing priorities?
5. The HNW population of Australia is growing, yet private banking penetration has declined in the last two years. What can your organisation do to combat this in 2012 and beyond?
6. How have you helped to develop your institution's client service offering/value proposition in the last 12 months to respond to the continued challenges of the market?
7. Please tell us why you believe you should win this award.

Note: This award will be based on the submission which will be assessed by the Australian Private Banking Award 2012 judges. Shortlisted individuals will be announced on 30th April 2012 and subsequently invited to a telephone interview with a senior representative of the Australian Private Banking Council which will take place on 15th May 2012.

The winner and runner-up will be announced at the Australian Private Banking Awards on 14th June 2012.