

OUTSTANDING INSTITUTION \$1M-\$10M AWARD CRITERIA

This award is designed to recognise the institution best able to cater to the needs of HNW individuals with between \$1M and \$10M in investible wealth. **Please answer the following questions in your submission application:**

1. Over the last 12 months how has your organisation grown in the \$1M-\$10M client segment?
2. Relating to question 1, how has your organisation achieved this growth?
3. Please describe how the service proposition that you offer to clients in the \$1M-\$10M segment provides value-add. In other words, why do your clients choose to be your client?
4. Service and understanding are extremely important to HNW individuals. Please provide examples over the last 12 month period of how your institution sought to enhance the client experience for those clients in the \$1M-\$10M segment?
5. Over the past 12 months what has your institution done to develop or promote the private banking/wealth industry in Australia?
6. Please tell us why you believe your institution should win this award.

Note: This award will be based on the opinions and experiences of over 1000 HNW individuals (surveyed in September 2011 and March 2012) as well as your submission which will be assessed by the Australian Private Banking Award 2012 judges. Shortlisted institutions will be announced on 30th April 2012 and subsequently invited to a face-to-face/telephone interview with the judges which will take place on 16th May 2012.

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