

Financial Services Guide



*Westpac
Private Bank*

*Financial Service Guide, Credit
Information and Privacy Statement*

Issue date 1 January 2011

This Financial Services Guide, Credit Information and Privacy Statement (the 'Guide') answers important questions about our financial products and services and provides some useful information about our credit/lending products and services. It is designed to help you make an informed decision about whether to use Westpac Private Bank. In this Guide, the words 'we' and 'our' refer to Westpac Private Bank. Westpac Private Bank is a division of Westpac Banking Corporation ABN 33 007 457 141, AFSL No. 233714 ('Westpac'). References to the 'Westpac Group' refers to Westpac and its related bodies corporate. The Westpac Group has additional products and services that are not covered by this Guide. If your interaction with the Westpac Group involves those products and services, you may receive an additional Financial Services Guide. Your Westpac Private Banker is able to provide further information as to the range of additional products and services. © 2010 Westpac Banking Corporation ABN 33 007 457 141.



How to contact us

- speak to your Banker
- visit our website at www.privatebank.westpac.com.au or
- contact your local office as shown below:

Private Bank, Australia	
NSW	pbanknsw@westpac.com.au (02) 8254 0900
Sydney	275 Kent Street, Sydney NSW 2000
Newcastle	Level 2, 27 Donald Street, Hamilton NSW 2303
VIC	pbankvic@westpac.com.au (03) 9608 3079
Melbourne	Level 2, 360 Collins Street Melbourne VIC 3000
WA	pbankwa@westpac.com.au (08) 9426 2294
Perth	Level 9, 109 St Georges Terrace, Perth WA 6000
SA	pbankwa@westpac.com.au (08) 8230 2004
Adelaide	91 King William Street, Adelaide SA 5000
QLD	pbankqld@westpac.com.au (07) 3227 2530
Brisbane	Level 15, 260 Queen Street, Brisbane QLD 4000
Sunshine Coast	Marquesas Central, Ground Floor, 247 David Low Way Peregian Beach QLD 4573
Gold Coast	Level 1, 23 Victoria Avenue, Broadbeach QLD 4218
Townsville	337 Flinders Mall, Townsville QLD 4810
Private Bank, New Zealand	
New Zealand	privatebank@westpac.co.nz
Auckland	Level 29 PWC Tower, 188 Quay Street, Auckland, New Zealand (+649) 336 9655
Christchurch	Level 3, 166 Cashel Street, Christchurch, New Zealand (+643) 371 6238
Wellington	Level 14, 318 Lambton Quay, Wellington, New Zealand (+644) 498 1652
Private Bank, Asia	
Asia	asiapb@westpac.com.au
Hong Kong	Level 23, Entertainment Building, 30 Queen's Road Central, Hong Kong (+852) 2842 9888
Singapore	Level 19, Robinson 77, 77 Robinson Road, Singapore 068896 (+65) 6530 9898

When providing us with special instructions, your communication may need to be in writing. Where this is required, we will tell you in the information you get for the product or service you have chosen.



What products and services do we offer?

Westpac has an Australian Financial Services Licence (No. 233714) which authorises us to advise on and deal in financial products and services, including those issued by Westpac or companies in the Westpac Group (as set out below). Westpac's Australian Financial Services Licence does not apply to lending products (other than in respect to Margin Loans).

General Insurance Products

- Westpac General Insurance Limited ABN 99 003 719 319.

Life Insurance Products

- BT Life Limited ABN 29 003 773 680
- Westpac Life Insurance Services Limited ABN 31 003 149 157.

Superannuation Products

- Westpac Securities Administration Limited ABN 77 000 049 472
- BT Funds Management Limited ABN 63 002 916 458.

We may also act as agents of other companies to sell you their products. In this case, those companies rather than Westpac are bound by the terms of their products.

The financial products and services we offer include:

- Banking products (including deposit products, transaction accounts and payment facilities)
- Insurance (including general insurance and life insurance products)
- Superannuation
- Financial markets and international products (including foreign exchange accounts and contracts)
- Margin Loans.

We have a banking authority issued by the Australian Prudential Regulation Authority (APRA) and offer a range of banking products and services including consumer and business lending products.

Our consumer lending products include credit cards, personal loans, home and equity loans and property investment loans. Our business lending products include business credit cards, business loans, equipment finance loans and overdrafts.

Types of financial product advice

We can give you two types of financial product advice: personal and general.

We give you personal advice when our advice takes into account your objectives, financial situation and needs. For us to give you personal advice, we need to be aware of your individual financial objectives, your financial situation and needs.

We may also give you general advice which does not take into account your objectives, financial situation and needs. We will tell you if the advice we are providing is general advice only.

For lending products the distinction between general and personal advice does not apply.

Staff who provide financial advice

Not all our staff are qualified to give you personal financial advice. Some staff are authorised only to give general advice or personal advice on a limited range of financial products. If a Westpac Private Bank staff member cannot help you or provide you with advice, they will refer you to another staff member who can, or suggest that you talk with a financial planner.

What payments and other benefits do our employees receive?

The way we pay our employees varies between our business areas. Generally we pay our employees a combination of salary plus superannuation and one or more of the following types of benefits:

Cash incentives

Our employees may receive bonuses (individual and/or team) if they meet:

- sales targets (including their own sales or for referring customers to other areas of Westpac or the Westpac Group) and
- other performance targets (which include meeting compliance, customer, shareholder, people and corporate responsibility requirements).

Bonuses may be paid as cash, superannuation or Westpac shares. The mechanism for calculating the bonus may vary according to the particular part of our business that an employee works.

Non-cash incentives

For meeting sales or performance targets, our employees may also receive other rewards ranging from movie tickets and gift vouchers to pre-paid holiday packages, attendance at conferences and Westpac performance shares and options.

Fees we pay to referrers

If a customer is referred to us (whether by a person or a company), we may pay the referrer a fee. The fee may be up to 100% of our fees (where the referral is made within the Westpac Group), a percentage of the total amount invested or paid through the referral, or a flat fee.

Fees and benefits we receive from other companies

When you buy (or, in some cases, when you replace or renew) financial products that are issued by other companies (including those within the Westpac Group), they may provide us with an upfront fee/commission or an ongoing fee/commission.



Details of the commissions we receive for insurance products are set out in the following table:

Financial Product type	Upfront commission	Ongoing commission
General Insurance Products	Up to 20% of first year's premium	Not applicable
Life Insurance Products	Up to 140% of first year's premium	Up to 20% of renewal premiums

We may also receive commissions of up to 2% of premiums for referrals to external insurance brokers for specialised general insurance products.

Any fees or benefits we receive from other companies in respect to lending products will be disclosed to you, where required by law.

Respecting your privacy

Your privacy is important to us. We will tell you the main reason for asking for your personal information when we seek it from you. If you provide Westpac Private Bank with personal or financial information we will use it to help recommend financial products and services to you. It may also be used for account opening and administration and marketing and research purposes. We may disclose your information to other members of the Westpac Group, our service providers and third parties where it is required or permitted by law.

Our Privacy Policy explains the main ways we protect your privacy and how we comply with the National Privacy Principles. You may obtain a copy of our Privacy Policy by:

- calling your local office (see contact details on page 2), or
- visiting our website at www.privatebank.westpac.com.au.

Professional indemnity insurance

As an Authorised Deposit-taking Institution, we are not required by the Australian Securities Investments Commission to obtain professional indemnity insurance.

Getting your complaint heard

Please talk to us first

We aim to resolve your complaint at your first point of contact with us, so we encourage you to raise your complaint through any of the following channels:

- speak to your private banker, or
- contact your local office (see contact details on page 2).

Our Customer Relations and Support Team

If we can't resolve your complaint at your first point of contact with the bank, we will escalate your complaint to our Customer Relations and Support Team for further investigation.

What to do if you are still unhappy

If we haven't been able to deal with your issues to your satisfaction, there are a number of other bodies you can go to:

Financial Ombudsman Service (FOS)

GPO Box 3
Melbourne VIC 3001
Telephone 1300 780 808
Fax (03) 9613 7345
Internet www.fos.org.au.

Superannuation Complaints Tribunal (SCT)

The SCT deals with complaints related to superannuation.

Locked Bag 3060
GPO Melbourne Vic 3001
Telephone 1300 884 114
Fax (03) 8635 5588
Internet www.sct.gov.au.

Australian Securities and Investments Commission (ASIC)

ASIC has a free call Infoline on 1300 300 630. You can call this number to make a complaint and to obtain more information about your rights.

For more information about our products and services and this Guide, speak to your Banker or visit our website at www.privatebank.westpac.com.au.

What other information should you consider?

In addition to this Guide we may give you additional information depending on the type of product or service you choose. This may include a Statement of Advice, Product Disclosure Statement, 'prospectus', 'letter of offer', 'conditions of use' or 'terms and conditions' document containing specific details about that product, service or advice. To make sure you make the right decision, you should read them before you decide what to do. PB11046-1210sd