



# METHODOLOGY

## CUSTOMER-OWNED BANKING INSTITUTION OF THE YEAR

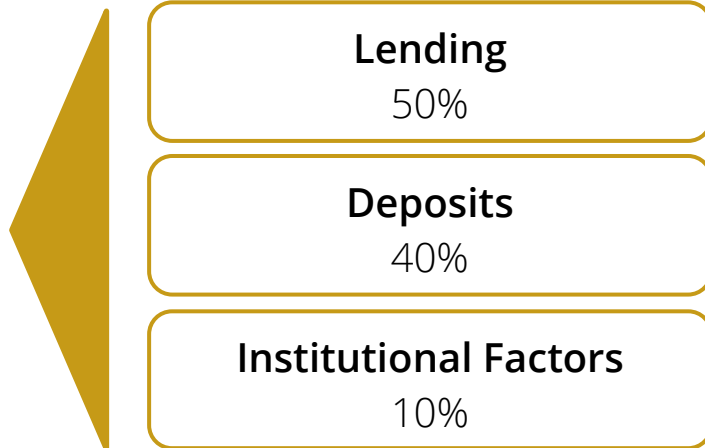
### What is the CANSTAR *Customer Owned Banking Institution of the Year Award*?

CANSTAR's *Customer Owned Banking Institution of the Year Award* uses a sophisticated rating methodology, unique to CANSTAR, which compares the products and services of customer-owned institutions in Australia. The award aims to recognise the mutual bank, credit union or building society that offers a superior range of personal banking products, as well as a range of services such as branch access and internet banking.

### How is the award calculated?

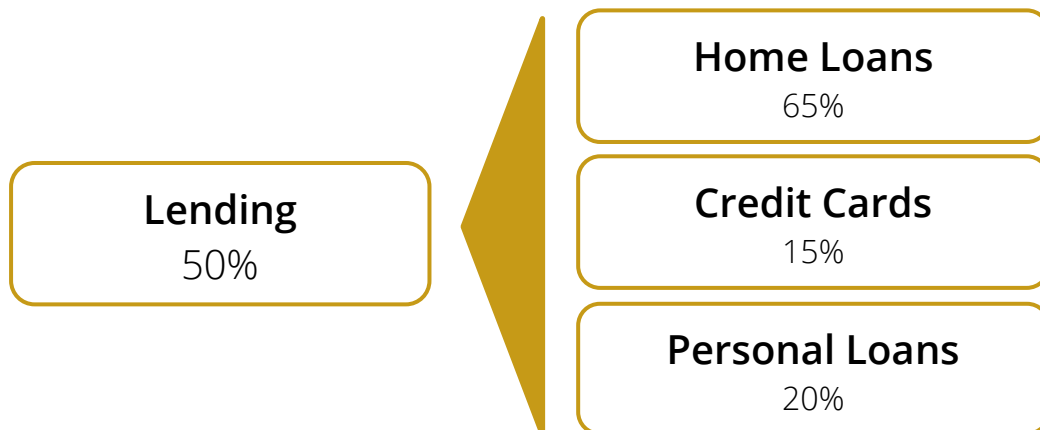
CANSTAR's star rating and award methodology is used for all components apart from the institutional factors. The profiles within each star rating and award are provided with a weight towards the overall *Customer Owned Banking Institution of the Year Award*.

An institution is represented by its own product that has received the highest score/performed the best in each profile/category.

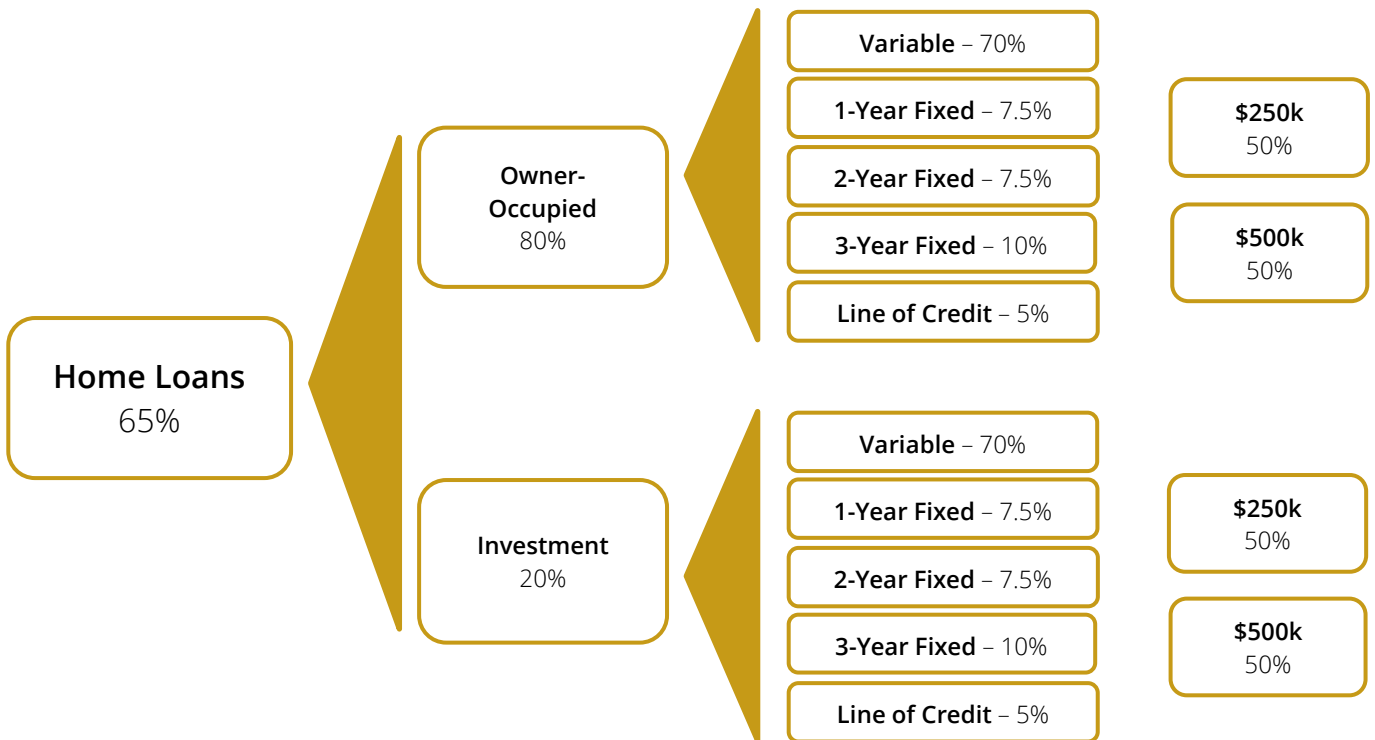


### Lending

Within the lending portion of the comparison we consider the three main areas of retail lending: (1) Home loans, (2) Credit cards and (3) Personal loans.

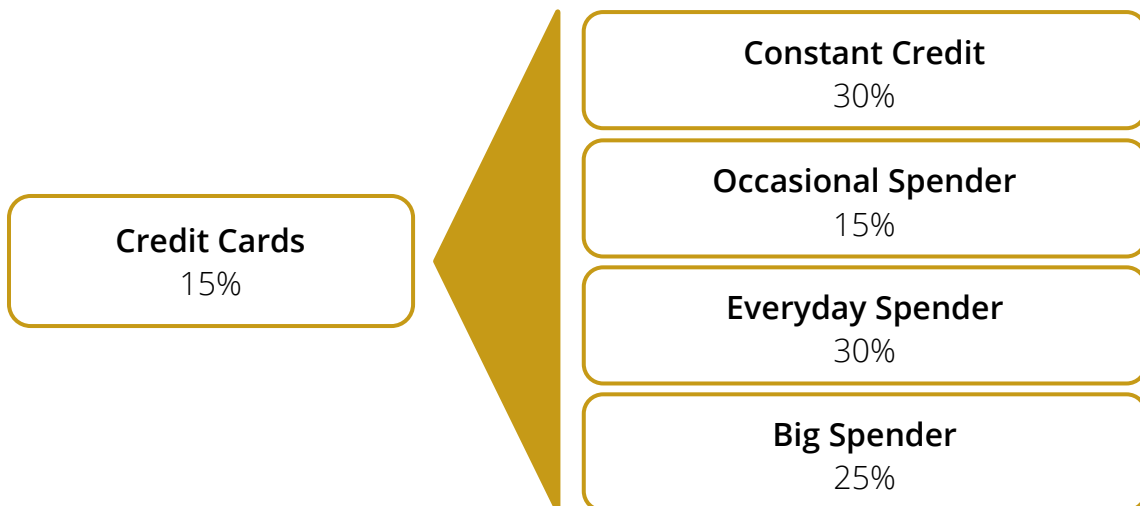


The home loans portion of the lending category is calculated using the profiles from CANSTAR's *Home Loans Star Ratings*.



### Credit cards

The credit card portion of the lending category is calculated using the profiles from CANSTAR's *Credit Cards Star Ratings*.



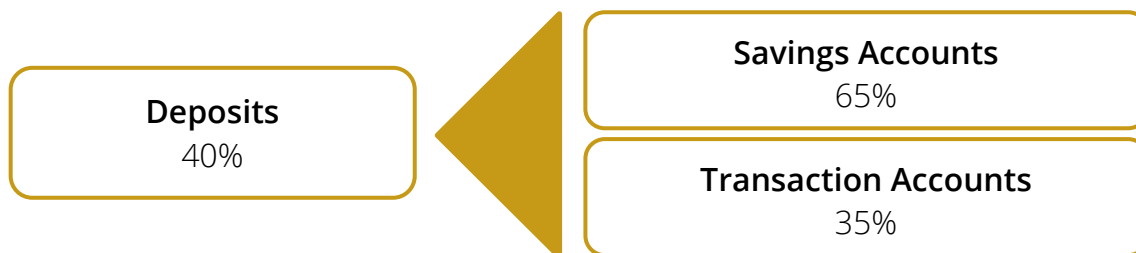
## Personal loans

The personal loan portion of the lending category is calculated using the profiles from CANSTAR's *Personal Loans Star Ratings*.



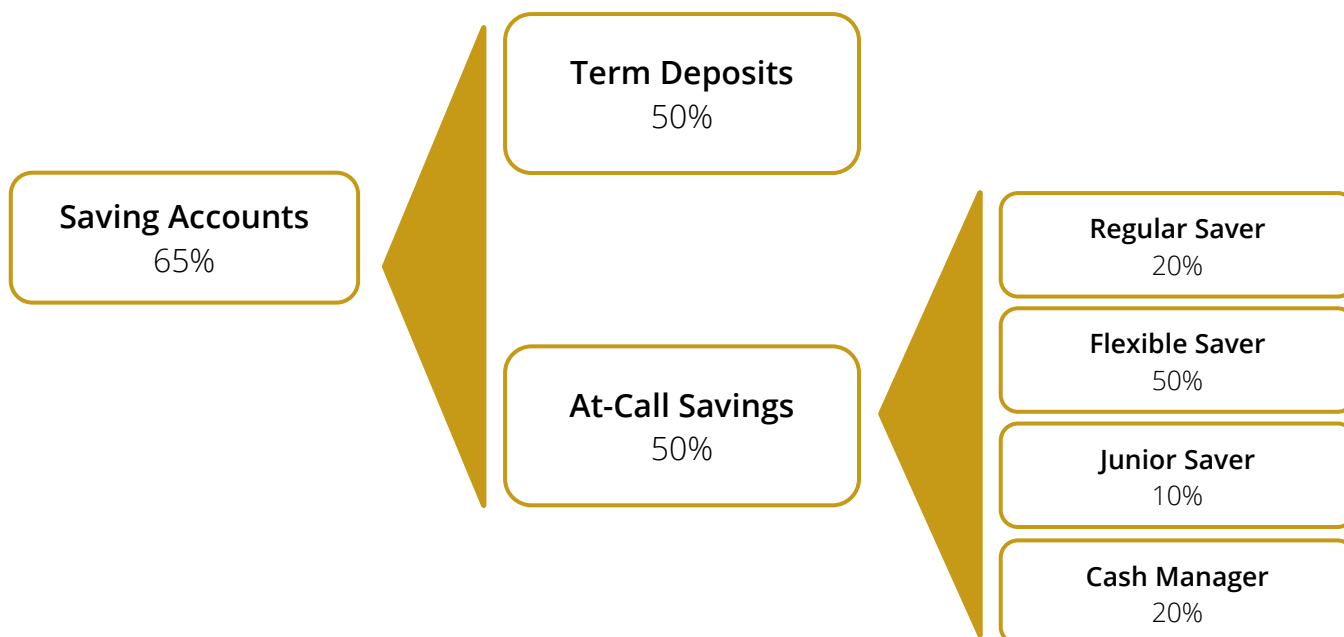
## Deposits

Within the deposit portion of the comparison we consider the two main areas of retail deposits: (1) Savings accounts and (2) Transaction accounts.



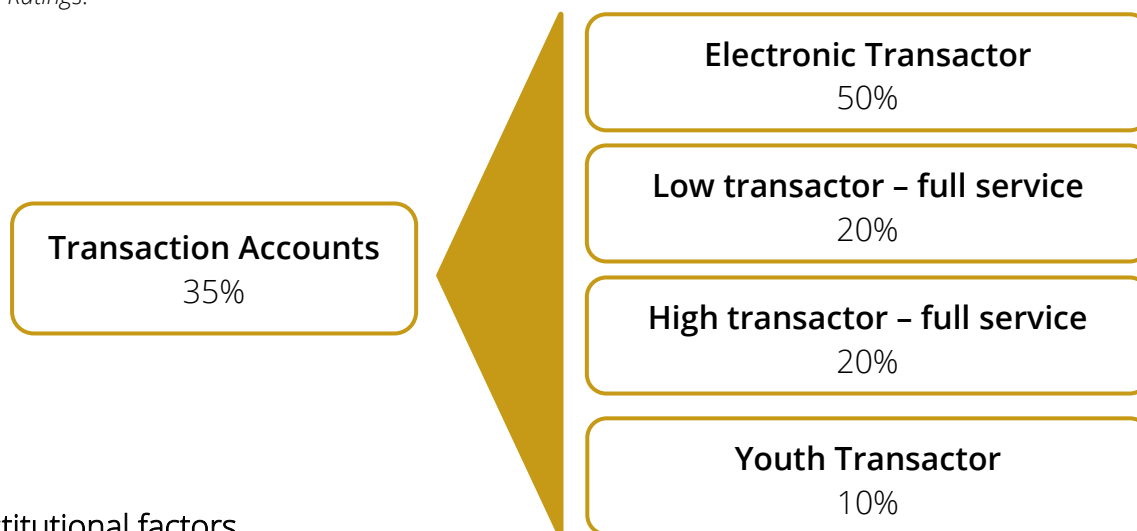
## Saving accounts

The saving account portion of the deposit category is calculated using the profiles from CANSTAR's *Deposits Star Ratings* and *Term Deposits Award*.



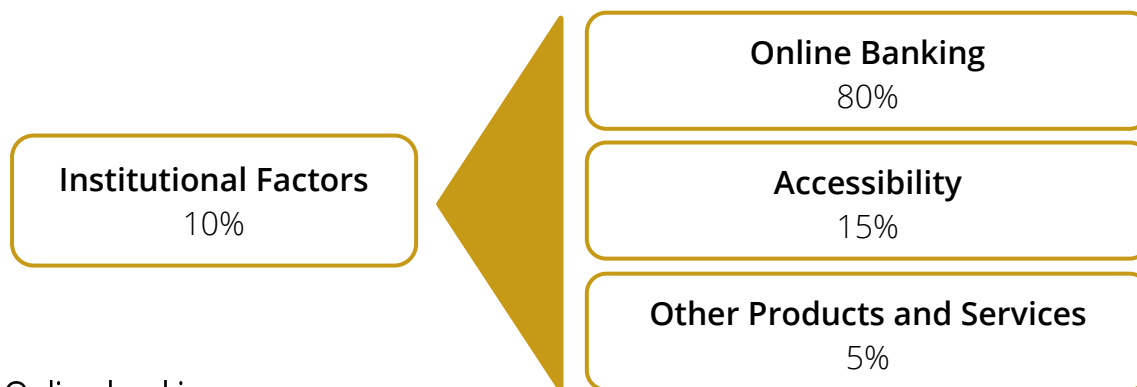
## Transaction accounts

The transaction account portion of the deposit category is calculated using the profiles from CANSTAR's *Deposits Star Ratings*.



## Institutional factors

The institutional factors component of the award takes into account the institution's accessibility i.e. number of branches, online banking functionality and availability of other products not considered in the deposit and lending categories.



## Online banking

Assessment of a customer-owned institution's online banking platform is calculated using the results from the CANSTAR *Online Banking Award*.

## Accessibility

Accessibility is based on the number of branches each customer-owned institution has Australia-wide. This is taken from the APRA points of presence data with the latest data coming from June 2014.

## Other products and services

Features assessed include range of general and life insurances and other products such as travel money cards and reverse mortgages.

## How many products and financial institutions are analysed?

In order to calculate the award, CANSTAR analysed 58 customer-owned institutions across a number of lending and deposit areas.

## How often are products reviewed for awards or star ratings purposes?

Ratings and awards are fully recalculated every 12 months, based on the latest submissions from each institution. CANSTAR also monitors changes on an ongoing basis.

## Does CANSTAR rate all products available in the market?

We endeavour to include the majority of product providers in the market and to compare the product features most relevant to consumers in our ratings and awards. However, this process is not always possible and it may be that not every product in the market is included nor every feature compared that is relevant to you.

## Does CANSTAR rate other product areas?

CANSTAR researches, compares and rates the suite of banking and insurance products listed below. These star ratings and awards use similar methodologies to guarantee quality, consistency and transparency. Results are freely available to consumers, who use the star ratings as a guide to product excellence. The use of similar star ratings logos also builds consumer recognition of quality products across all categories. Access the CANSTAR website at [www.canstar.com.au](http://www.canstar.com.au) if you would like to view the latest star ratings and awards reports of interest.



- Account-based pensions
- Business life insurance
- Deposit accounts
- Health insurance
- Life insurance
- Online banking
- Personal loans
- Term deposits
- Youth banking
- Agribusiness
- Car insurance
- Direct life insurance
- Home & Contents
- Managed investments
- Online share trading
- Reward programs
- Travel insurance
- Business banking
- Credit cards
- First home buyer
- Home loans
- Margin lending
- Package banking
- Superannuation
- Travel money cards

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