

# Bank of the Year - Agribusiness

May 2021



## What is the Canstar Bank of the Year – Agribusiness Award?

In conjunction with the Canstar's business banking Star Ratings, Canstar's Agribusiness Award is awarded to the institution that provides a strong combination of products across the underlying business banking Star Ratings profiles, as well as excelling in a range of agribusiness banking services offered.

Agribusiness Banking Services that were considered include:

- Physical Presence
- Online banking functionality
- Other services and Advice
- Support Services; and
- Insights and Education

The institution who cumulatively receives the highest score across the areas of consideration is awarded Canstar's Bank of the Year – Agribusiness Award.

## Eligibility Requirements

To be eligible for inclusion in the award, institutions must offer the following the following products:

- Farm Managed Deposits
- Business Transaction Account
- Business Savings Account
- Business Credit Card
- Business Loans (Overdraft and Term Loan)

## Award Methodology

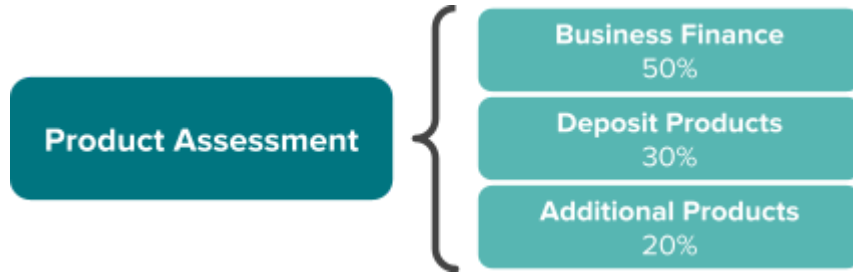
To arrive at the total score, Canstar applies a weight to both the Product score and the Agribusiness Banking Services score received by the institution. The institution with the highest cumulative score is recognised as the Bank of the Year – Agribusiness.

The breakdown of weighting for each category is displayed in the following methodology tree:



## Product Assessment

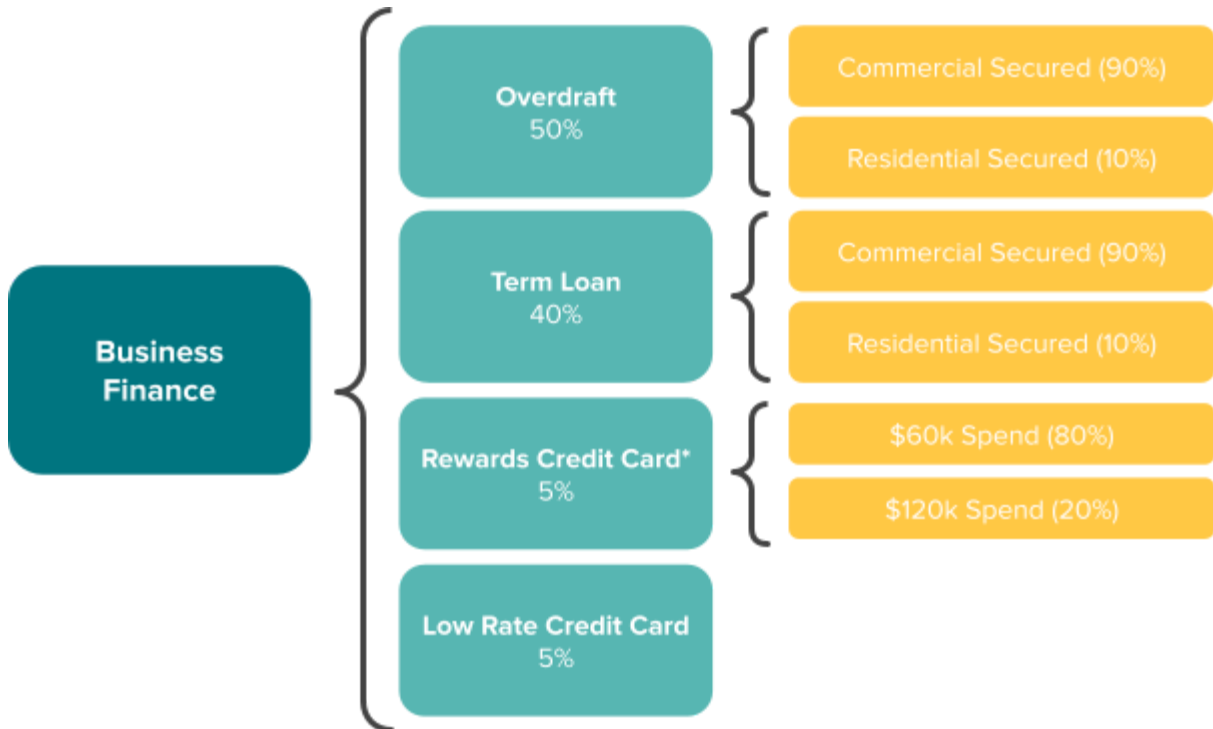
The Product Assessment considers the breadth and depth of an institution's product offering across business finance, deposit products and additional products. The weights applied to each category of consideration are outlined below:



## Business Finance

The methodology applied for the categories within Business Finance consider the value proposition (i.e. price and features) of each product against its peers.

In both the Term Loan and Overdraft categories, 90% of the total weight has been placed in the commercially secured products and the remaining 10% to residentially secured products. Rewards Credit Cards are split into the \$60k spend level (80%) and \$120k spend level (20%).

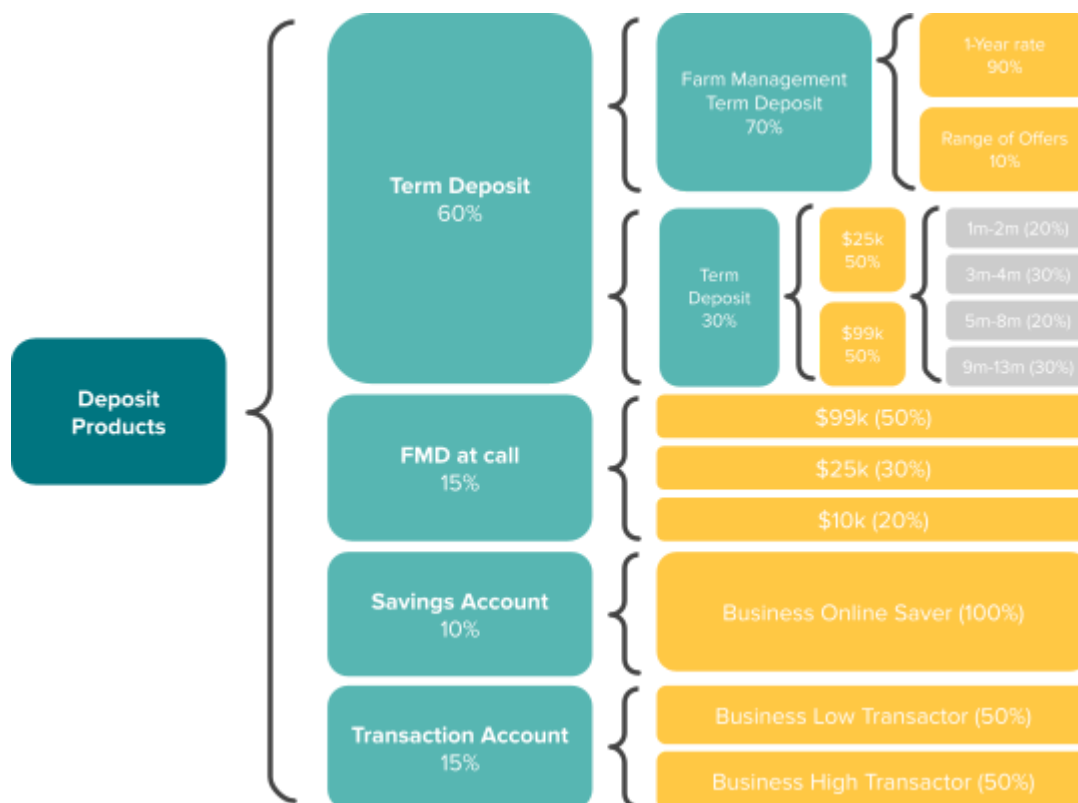


\*Credit Card Rewards performance is taken as the best performing product from either the “Rewards” or “Frequent Flyer” methodology.

## Deposit Products

The methodology applied for Savings and Transaction accounts is used in Australian Business Banking Star Ratings which considers the value proposition (i.e. price and features) of each product against its peers.

Term deposit and FMD at call sections are predominately rate-based calculations with no consideration placed on product features. Within Farm Management Term Deposits the range of offers are considered i.e. the amount of terms available.



## Additional Products

The Additional Products category considers the additional products an institution offers or has available to the agribusiness sector. The categories and weights assigned are outlined in the below table:

Additional Product Category	Weight
Seasonal Finance	20%
Equipment Finance	20%
Environment Loan	10%
Special Purpose Loan	10%
Risk Management	10%
Investments	10%
Insurances	10%
International Banking	10%

## Agribusiness Banking Services

Along with considering the product offering of each participating institution, Canstar considers a range of agribusiness banking services. Due to the specialist nature of the various types of agribusinesses, it is important that an institution is able to provide the necessary support and services.

Within this section an institution's offering will be considered against its peers across their network of relationship managers, the range of additional services and advice offered, other support services, online banking functionality and insights and education services.

Category	Weight
Agribusiness Banking	40%
Physical Presence	50%
Agribusiness Managers	40%
Customer to Manager Ratio	60%
Number of Relationship Managers	40%
Branches*	40%
Centres	20%
Online Banking Functionality	50%
Transaction History	25%
Payroll	25%
Self Service	20%
Payment	15%
Security Limits	15%
Other Services and Advice	25%
Specialist Services	40%
Disaster Relief and Support	40%
Industry Support and Sponsorship	20%
Support Services	20%
Insights and Education	15%

\*Within the branches category, weight is allocated to each state based on population statistics and then broken down into major city and regional categories. Area classifications for major city / regional are as per the Australian Statistical Geography standard (ASGS) Remoteness Structure.

## How often are products reviewed for Star Ratings and award purposes?

Ratings and awards are recalculated annually based on the latest features offered by each provider. Canstar also monitors changes on an ongoing basis. The results are published in a variety of mediums (newspapers, magazine, television, websites, etc.).

## 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. However, this process is not always possible and it may be that not every product in the market is included in the rating nor every feature compared that is relevant to you.

## Does Canstar rate other product areas?

Canstar researches, compares and rates the suite of banking, wealth and insurance products listed below. These Star Ratings 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.

Please access the Canstar website at [www.canstar.com.au](http://www.canstar.com.au) if you would like to view the latest Star Ratings reports of interest.

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



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