

# **Sustainable Retail Banking**

## **Push or Pull ?**

**UNEP FI Global Roundtable  
October 2007**

**Tony Innes  
Deputy CEO  
Savings & Loans Credit Union**

**savings & loans™**

# Breathe Easy Car Loan



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# About Savings & Loans?

- **Australia's third largest credit union**
- **Member owned mutual organisation**
- **170,000 members, 500 staff**
- **32 branches across Australia**
- **Head office in Adelaide, South Australia**

# Product Features

- **.50% discount on normal car loan rate**
- **Fixed for 7 years**
- **No account keeping fees**
- **Car < 2 years old**
- **Must rank 7 or more on the Aust Government Green Car Guide**

[www.grenvehicleguide.gov.au](http://www.grenvehicleguide.gov.au)



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# Why a discounted car loan?

- **We want to reduce carbon emissions**
- **People don't want to pay more to be 'green'**
- **Car Loans are profitable products**
- **Car loans popular with younger consumers**

# How strong is demand?

- **Increasing in popularity**
- **Increase in sales of 178% over previous year**
- **Makes up 7% of personal loans**

Breathe Easy Car Loan

**7.58%**<sup>P.A.\*</sup>

Fixed for up to 7 yrs

It's good for you,  
and the environment.



# Benefits to S&L ?

- **Incremental Sales**
- **Improves our "Brand"**
- **Good PR**
- **Member engagement**
- **Staff engagement**



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Cheaper  
loans for  
greener  
cars.



7.93%  
p.a.\*

## Promotions

- In branch
- Press
- Transit advertising
- Direct mail
- PR events
- Branded vehicle

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# Driving forward

- **Expanded 'green' loan to NRMA Car Loans**
- **Developing other 'green' financial products**
- **We use the product to drive home our environmental message**
- **Aim is to make the environment core amongst all our products & services:  
e.g. fee discounts for Green Members or Carbon Neutral families**

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