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MEDIA RELEASE

SBS Bank Cromwell celebrates fifth birthday

It seems like just yesterday when SBS Bank took its first tentative steps into the Cromwell market – and it was all from the comforts of now manager Lynn Manson’s living room.

Initially a Cromwell-based sales manager for SBS Bank, Mrs Manson has always been an integral part of SBS Bank’s presence and ongoing growth in Central Otago. Cromwell now boasts 10 staff, including the Central Otago Rural team and many strong community partnerships spreading from Cromwell and Clyde to Wanaka and Alexandra.

As part of their week-long birthday celebrations, from 14 to 18 June, the SBS Bank Cromwell team is inviting people to pop in to the branch and share some birthday cake as a thank you for the community support they have received.

“Like our region, SBS Bank has come along way. We both share iconic histories and were both founded in the south in the 1860s in the era of gold mining. More than 140 years later and both Cromwell and SBS Bank continue to have bright futures,” Mrs Manson said.

“As an additional thank you to our loyal customers we will also be running a daily prize competition where our SBS Bank customers can come in and enter the grand prize draw for a \$200 Mitre 10 voucher. Customers need to make sure they’ve entered before 3pm on Friday 18 June, to be eligible for the draw.

“As New Zealand’s only customer-owned community bank, we just love finding extra ways of giving back to our customers and their communities – be it through our rates and fees, products and services, our exceptional staff and through our hands-on involvement. A prize draw and cake is just a little more fun that we can add for the celebrations.”

Starting out as an ‘agency’ in March 2005, Cromwell became a fully-fledged branch in 2007 and the continued growth, says Mrs Manson, is testament to the wonderful support they have received from their customers and local communities alike.

“It’s easy to acknowledge that our staff and our customers are the best part of working here in the Cromwell. I still remember well the absolute high point being the branch opening just over five years ago – it was a very special day as it had come about after two to three years of hard work and loyal support from our customers.

Mrs Manson says there is a lovely saying ‘that people will do business with you, when they like you.’

“When you live in a small village like we do, that wee saying is worth its weight in gold. I’m totally confident in saying that our team in Cromwell is well liked and respected and that is why we have enjoyed continual success – even in most recent years when banking has been turned upside down.”

SBS Bank Cromwell was one of six new branches opened around the country over a two-year period as SBS Bank grew its national footprint between 2004 and 2006.

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