
Ourbusiness

Who we are

National Australia Bank is a financial services organisation with over 12,100,000 customers and 50,000 people, operating more than 1,750 stores and Business Banking Centres globally.

Our major financial services franchises in Australia are complemented by businesses in New Zealand, Asia, the United Kingdom and the United States. Each of our brands is uniquely positioned, but built on a common commitment to provide our customers with quality products and services, fair fees and charges, and relationships built on the principles of help, guidance and advice.



Our goal and strategy

Our goal is to deliver sustainable, satisfactory returns to more than 470,000 shareholders.

We continue to execute our strategy announced in 2009 to achieve these outcomes. Our strategy is built around four priorities:

- **Focus on the strong Australian franchise and manage international positions for value**
- **Maintain balance sheet strength**
- **Reduce complexity and cost**
- **Enhance our reputation.**

Our responsibility

We recognise that a bank has a special responsibility.

Our business is founded on a belief in the potential of our customers and community – a belief that motivates our people to do the right thing.

This responsibility is an integral part of our strategy and our approach to Corporate Responsibility (CR).

Our approach to Corporate Responsibility

We articulate our approach to Corporate Responsibility (CR) across three core areas: getting the fundamentals right with our customers, being a good employer and addressing our broader responsibility to society.

Our CR activities are underpinned by strong governance and engagement with our stakeholders. We have internal mechanisms at every level of the organisation to shape and manage our approach to important CR issues. These include an internal CR Council – which comprises the Australian members of our Group Executive Committee – as well as a Customer Council. We also use external mechanisms such as our Social Responsibility Advisory Council and our Indigenous Advisory Council.

To complement our ongoing stakeholder engagement, we undergo an annual process to identify the CR issues of greatest significance to our stakeholders and our business. The outcomes of this process guide the content of our Annual Review and link to the metrics in our CR Scorecard reported to the CR Council.

In 2011, the process involved input from investors, community partners, suppliers, government, non-government organisations, internal stakeholder workshops and employee engagement sessions. Key issues that were rated as material to NAB by our stakeholders and our business leaders included customer service, community investment, responsible finance, organisational culture, and fees and charges.

Last year, we made 24 CR commitments for the year ahead. We have completed 15 of these and are on track to achieve the remaining nine within expected timeframes.

For more information on our CR approach and activities, including a full update on how we have progressed on our 2011 CR commitments, visit www.nabgroup.com/cr

CUSTOMER

Delivering fair value and quality advice.

Fees and Charges, Transparency, Access to Services, Assisting those Experiencing Hardship, Customer Service, Complaints Resolution, Responsible Finance, Responsible Lending, Financial Literacy, Responsible Investment, Ethics and Business Conduct, Innovation and Product Development, Security, Fraud and Anti-Money Laundering.

PEOPLE

Investing in the skills and capabilities of our employees.

Organisational Culture, Diversity and Inclusion, Talent Management, Health and Wellbeing, Learning and Development, Performance and Reward, Industrial Relations and Flexible Working.

COMMUNITY

Supporting communities, with a particular focus on inclusion and investing in our youth.

Community Investment, Volunteering, Reconciliation Action, and Disaster Relief.

SUPPLY CHAIN

Working to have a positive impact through our purchasing decisions.

Managing the Impact of our Purchasing, Selecting Sustainable Suppliers, Responsible Procurement Practices, Offshoring and Outsourcing.

ENVIRONMENT

Working to manage the direct impact of our operations and the indirect impacts we have through our customers.

Environmental Impact of Operations, Managing Exposure to Environmental Risk, Financing Environmental Innovation and Business, Environmental Products and Services.

