



## CEO News April 2012

It was with a sense of pride and personal satisfaction that I recently celebrated 29 years of service to this credit union and its wonderful members.

Way back on 28 March 1983 I started work as the Legal Officer at the then Hastings Credit Union in Wauchope. Over the past 24 years I have had the privilege of leading this great organisation that has evolved into Holiday Coast Credit Union.

Thanks to you, my opportunities have been many, as have my rewards, but the best reward is the privilege to serve as CEO of this great organisation as it continues to deliver value for its members who, of course, are its owners.

### **Knowing we're here to help you achieve your financial security... *it's a great day!***

The Easter period, with its time to relax and reflect, is a good time to set fresh financial goals, review your budgets and consider your financial reality health check to make sure that your savings and lending products and services are still a match for your lifestyle needs.

If you've been thinking that you'll get yourself financially organised *one day*, but you seem to keep putting it off, then believe me you're not alone. The hardest step is the first one, so why not start by making a commitment to yourself and your family? Right now is the ideal time to get started.

Maybe you're not sure how to get started? Maybe you just want a bit of basic advice or you'd just like to be reassured that your current banking products and services are delivering what you expect from them?

Why not make a time for a Holiday Coast financial check-up? It won't cost you anything except your time, but it could really make a big difference towards a financially secure 2012 and beyond.

### **Knowing we'll always look after you... *it's a great day!***

Most important to us is our focus on you - our customer. Indeed, it's our understanding and recognition that we exist to provide quality financial products and services for our customers that drives our whole of business outlook. We take this very seriously.

If you haven't yet experienced the difference of Holiday Coast's award winning customer service and products, please feel free to give us a call or drop into one of our branches to discover why more than 33,000 people choose to trust us to look after their financial wellbeing, and how we can do the same for you.

At Holiday Coast Credit Union, we are recognised for our quality products and personal service and we are focused on making each day that you deal with us *a Great Day*.

We strive to be professional in all aspects of service delivery and to be distinctive in the attitude we present, the service we provide, and in the experiences we offer. For us at Holiday Coast it's about turning good relationships into great ones and indeed, customers into believers.

Holiday Coast Credit Union - ***It's Where You Belong.***

Neville Parsons, CEO

4 April 2012