



Media Release
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HOLIDAY COAST – PERSONAL LENDER OF THE YEAR AGAIN

Holiday Coast Credit Union is again celebrating after receiving for the third consecutive year the Money magazine's Award for "Personal Lender of the Year".

The prestigious *Money* magazine Consumer Finance Awards are presented annually to those institutions excelling in various consumer financial products and services. The Awards are judged against all financial institutions operating in Australia, including banks, building societies and credit unions.

According to the CEO of Holiday Coast Credit Union, Neville Parsons, this Award of Personal Lender of the Year for the third year in a row is a fantastic achievement and is external independent recognition of the quality of the credit unions personal loan products and most importantly their features and benefits that are valued by members.

"From our humble beginnings in 1967 Holiday Coast Credit Union has always worked to provide local people with the ability to access good value and beneficial personal loans that meet their needs and expectations, with extremely high standards of customer care and features and benefits valued by members," Mr Parsons said.

The pooling of members funds and the use of those funds to support loans to members was the basis for the formation of the credit union in 1967. Today, Holiday Coast Credit Union is a highly successful community-based and member owned mutual financial institution, and according to Mr Parsons "personal service responding to members' needs continues as a priority. Indeed this Award for the third consecutive year is again testimony of the value and benefit of this approach."

In addition this year, Holiday Coast together with the other "MyCard Mastercard" issuing credit unions was also judged the 2009 "Credit Card Issuer of the Year" and this also highlights the member value and benefits in this credit card product that is available through Holiday Coast Credit Union.

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