



Media Release  
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## **HOLIDAY COAST CREDIT UNION – A 2009 CUSTOMER CARE SERVICE EXCELLENCE AWARDEE**

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Holiday Coast Credit Union is again celebrating after receiving for the second consecutive year the Customer Care Award for Service Excellence in the category Retail – 5 employees or more.

The Port Macquarie Hastings Council Customer Care Service Excellence Awards are presented annually to those local businesses operating within the Port Macquarie Hastings Council Region within various Industry categories. The various category Award winners are assessed by independent judges to be best of the best in that particular category in delivering high quality service standards that benefit local customers and achieve better business outcomes. The Awards are judged against all nominees within each of the categories with the category finalists undergoing secret shopping to assess the service quality and thus the category winners.

According to the CEO of Holiday Coast Credit Union, Neville Parsons, this Award for the second year in a row is a fantastic achievement and is external independent recognition of the quality of the credit union's customer care and service quality.

"From our modest beginnings in 1967 Holiday Coast Credit Union has always worked to provide local people with the ability to access good value and beneficial banking services 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 second consecutive year is again testimony of the value and benefit of this approach."

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