

About Financial Advice

ANDREW: What I think about the new banking environment is it's a bold change and a definite change as well, and it's inviting a lot of people to come into our branches because it's new. People want to experience that new vibe that comes with our bank and you feel at home. You don't feel you've gone to a typical bank you feel like you've gone to a store - that's what we're all about.

ABBIE: The benefit of being in this retail environment is you are actually a lot closer to your clients.. When they come in they actually feel that barrier that is normally there, when you see a typical Financial Adviser, isn't the case. You seem more approachable to them, someone who they can actually open up with and have a conversation with, and that definitely helps in terms of connecting with your clients, and having that business there and building that relationship.

ANDREW: The whole idea is to come to appreciate that you are part of a whole team, so you are not a Financial Adviser on your own but you are a Financial Adviser part of the team, part of BankWest, or part working for the same goal. And that's what we've come to embrace and I think it's a beautiful experience really.

ABBIE: The team that I work with are family, they're just family. You work with them and they understand how your business works. You get a more better understanding of how their business works as well and it's a two way relationship. You can really help to build their business while they help to build yours.

ANDREW: There is a great opportunity with BankWest. First of all it's a new banking model and a new banking experience - it's not been done before in Australia, and it's being implemented in Australia with success. You get to run your own financial planning business with the support of the whole store, the whole company as a whole. You come to work and you've got clients actually lined up for you and the company is set up in a way that they are pushing everyone to get you clients, get you the business - what better experience could there be?

ABBIE: If you're with one of the other institutions at the moment and you feel like you want to show what you can do and the capabilities and have that freedom to really hit the ground running, show that you build your business, show that you can grow your own business then this is the perfect environment for that, it nurtures that.

ANDREW: The best thing working for BankWest basically is the colours and the orange. It's happy, we are open long hours - it makes our customers happy. We bounce off each other, both customers and colleagues, and also it's an experience and it's a journey. I know the word journey is more of a cliché in the corporate world, but it's a fantastic journey to be on the BankWest train to be totally honest, and you get to move as fast as possible and experience new things along the way and that's a good challenge and the happiest thing ever.

ABBIE: I just love being a Financial Adviser. I love doing what I do, and in this environment I get to blossom and really flourish in that.