



## Media Release

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### **ANZ launches BlueNotes**

**- Asia Pacific's ground breaking corporate publication for news, opinion, insight -**

ANZ today launched BlueNotes, the first corporate digital publication for news, opinion and insight of its type in the Asia Pacific region. The publication forms part of a strategy to be a leader in engagement with customers, stakeholders and employees through digital and social media.

BlueNotes, led by Walkley Award winning business journalist Andrew Cornell, brings together news, insights, opinions and research about the economy, business and finance, technology, innovation, investment, inclusion and sustainability from inside and outside ANZ, as well as breaking news from ANZ such as the ANZ Job Advertisement Series.

BlueNotes launches today with original content including:

- Interviews with incoming ANZ Chairman David Gonski and ANZ CEO International and Institutional Banking Andrew Géczy.
- Opinion from Group Chief Executive Officer Mike Smith, CEO Global Wealth Joyce Phillips, CEO New Zealand David Hisco and CEO Australia Philip Chronican.
- Opinion from external authors including Korn Ferry's Jacqueline Gillespie and payments expert Professor Steve Worthington.
- Research and insight from ANZ's economists in Australia, New Zealand and Asia including the ANZ insight research series.

BlueNotes will also be home to Andrew Cornell's widely read financial services column which previously ran in the Australian Financial Review for 15 years. Today's column dissects Bitcoin and innovation in financial services.

BlueNotes can be found at [www.bluenotes.anz.com](http://www.bluenotes.anz.com) and on Twitter @ANZ\_BlueNotes. The publication will be updated regularly with around six new features each week.

ANZ Group General Manager Corporate Communications Paul Edwards said: "The aim of BlueNotes is to publish thought-provoking content that responds directly to the interests of our clients, staff, investors, policy makers and other stakeholders, much like a traditional news site.

"Digital and social media are transforming the way people consume media and information. It creates a new opportunity for ANZ to directly engage our most influential stakeholders in a conversation about issues linked to our role in the economy, in society and in the Asia Pacific region.

"BlueNotes complements our engagement with these audiences through traditional media and we hope the quality of its content will provide journalists with useful context, background and comment to inform their own stories. For example, an ANZ News section will also report on the latest developments from the Group through interviews, video and infographics," Mr Edwards said.

BlueNotes Managing Editor Andrew Cornell said: "ANZ already has a huge community that includes eight million customers and almost 60,000 individual employees. Our audience for quality journalism, research and opinion is much wider again.

"We aim to use text, video, photography and data visualisation to create thought-leading commentary, analysis and stories. We want to instigate, inform and broaden discussion, not direct it.

"Just as banking can no longer be about developing a product and selling it but must be about providing deeper outcomes for customers, the media is no longer just about broadcasting, it is about listening and engaging. It is a new era for us all," Mr Cornell said.

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