

# Media Release



Corporate Communications  
100 Queen Street  
Melbourne Vic 3000  
[www.anz.com](http://www.anz.com)

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## Indigenous art all Australians can own

Australians will soon be able to own a piece of indigenous art thanks to a new initiative supporting emerging indigenous artists.

In conjunction with the North Coast Institute's Lismore TAFE campus in New South Wales, ANZ has chosen four vibrant Indigenous artworks which will be made available to new and existing ANZ customers through ANZ's "designmycard" feature.

ANZ customers will now be able to personalise their ANZ credit or Access cards by choosing one of four images including: "Baby Goannas" and "Bilby at Night" by Les Evans, "Seashell Dreaming" by Rhonda Billett or "Turtle" by Nicole Sten.

The original artworks, which have been purchased by ANZ, will be exhibited in a range of ANZ rural and regional branches as part of a 12-month national tour starting in June in Lismore.

ANZ Managing Director, Consumer Finance, Mr John Harries said ANZ was delighted to be able to make the original artworks available for the community to see through the Australian tour. "Through designmycard, ANZ card customers can carry a piece of Indigenous Art with them everywhere."

Indigenous art teachers and students in Lismore approached ANZ last year with the idea of making Indigenous art more accessible to all Australians through designmycard.

ANZ Managing Director, Regional, Rural and Small Business Banking, Mr Rob Goudswaard said: "We hope this initiative helps to raise the profile of these talented artists and of Indigenous art more broadly, and extend the appreciation of these unique artworks to the wider Australian population.

"Increasing cultural awareness is an important part of improving the social and economic wellbeing of Indigenous Australians, and is one of the commitments set out in ANZ's Reconciliation Action Plan."

ANZ's Reconciliation Action Plan, launched in April 2007, contains the most significant targets for Indigenous employment of any leading Australian company, targeted financial literacy and inclusion initiatives, capacity building and cultural awareness training for ANZ staff and customers.

Lismore TAFE art teacher Mr Steven Giese, who nominated artists Rhonda Billett, Les Evans and Nicole Sten to submit a series of their artworks for selection, commended ANZ for championing the initiative. "This type of exposure will go a long way to building their confidence as artists and inspire other indigenous artists across the country," Mr Giese said.

For more information about designmycard visit: <http://www.designmycard.com.au> and ANZ's Reconciliation Action Plan visit: <http://www.anz.com/aus/aboutanz/Community/default.asp>

For media enquiries contact:

Katherine Rellos  
Media Relations Manager  
Tel: (03)-9273 5257  
Email: [katherine.rellos@anz.com](mailto:katherine.rellos@anz.com)

Sally Taylor  
Communicado Marketing Relations Pty Ltd  
Tel: (03)-9522 9908  
Email: [sally.taylor@communicado.com.au](mailto:sally.taylor@communicado.com.au)