

## News Release

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### **New ANZ debit cards make everyday banking easier for vision impaired customers**

ANZ today became the first major Australian bank to introduce accessible features to debit cards, to help make everyday banking easier, particularly for customers with low vision.

ANZ Access cards will now have a larger font and tactile indicators to help customers orientate and identify cards, as well as high visibility leading edges which help with identifying the correct way to insert cards into ATMs and EFTPOS terminals.

ANZ General Manager Deposits and Payments Kath Bray said: "Introducing new accessible features to our ANZ Access cards is part of our commitment to incorporate universal design and accessibility standards into all aspects of product development.

"With almost 360,000 Australians who are blind or have low vision, accessibility needs to be considered as a key element of the customer experience we offer. We will continue to use innovation and technology to make banking more accessible and easy for our customers," Mrs Bray said.

With support from Vision Australia, ANZ ran focus groups with people who have different levels of vision impairment to test the new card design.

Vision Australia General Manager Advocacy Karen Knight said: "The participants who took part in the focus groups commended ANZ for not only being the first bank in Australia to add accessible features to their cards but for seeking valuable input from customers who are blind or have low vision.

"These members of the community are at risk of being left behind in the digital banking world if institutions like ANZ don't consider accessibility when developing products for their customers," Ms Knight said.

The new cards also feature contactless technology, allowing ANZ customers to 'tap and pay' wherever contactless payments are accepted.

All new and replacement ANZ Access cards will include the accessibility features and contactless technology.

For more information on the new ANZ Access card call 13 13 14 or visit your nearest branch.

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