

Newsletter 009 _ May 2005

BPAY[®] News and Views _

IN THIS ISSUE _

MY FAVOURITE THINGS

Revealing the latest BPAY advertising campaign

A FOCUSED VIEW

A preview of the latest BPAY View research

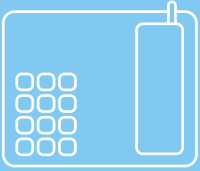
ON THE MARK

BPAY appoints new Corporate Services Manager

THE INFORMER

Payments soar to all-time high





In our ninth issue of BPAY News and Views we reveal a fresh advertising campaign, give an insight into the latest research on BPAY View, introduce a new member of the BPAY team and recognise the biggest month of BPAY payment transactions.

The \$10,000 question – what's your favourite thing?

**Use BPAY to WIN
your favourite thing
worth \$10,000**


Over the next two months consumers will notice a new marketing campaign inviting them to win their favourite thing to the value of \$10,000. The campaign objectives are to encourage users to pay more of their bills using BPAY,[®] and entice uncommitted users to embrace BPAY as their favourite way of paying bills.

BPAY understands everyone has a dream purchase, whether it's a crystal chandelier for the dining room, the ultimate electric guitar or an outrageous Elvis suit. To enter, all consumers need to do is pay a bill via BPAY between May 1 and July 2. Every bill paid is another chance to win.

The campaign includes outdoor and radio advertising in NSW, Victoria and Queensland as well as national online advertising.

You can hear the four radio ads on key networks including NOVA, Triple M and MIX. Listeners will hear a lounge singer, a rapper, a disco diva and a boot scootin' country queen sing about their favourite things.

The internet executions reflect the outdoor advertising creative and can be currently viewed on sites such as Yahoo!, ninemsn, Google and Sensis as well as the Fairfax and New Ltd sites.

The campaign is also being supported by members through their own media channels such as websites, point-of-sale materials and in some cases, internal television programs. As always, high targets have been set for this campaign and BPAY will be monitoring its success closely. 



Visit bpay.com/win for details on the campaign


A Focused View

BPAY View™ is building on its success by continuing to attract new customers and encouraging existing users to view even more of their bills through the Internet.

As part of this ongoing strategy to promote greater usage, BPAY actively seeks regular customer feedback to help it better understand their attitudes towards electronic bill presentment.

BPAY and market research firm TNS last month ran a series of focus groups to gain a snapshot of the latest consumer thoughts.

This information will assist BPAY in exploring ways to enhance the BPAY View service for all stakeholders - customers, billers and financial institutions.


Participating members are currently being presented with insights gained from the focus groups and the next edition of BPAY News and Views will summarise the main findings of this research. 

On the mark with new appointment



A familiar face will now be a permanent fixture at BPAY, with Mark Williams joining the company on April 11 as Manager, Corporate Services.

Mark was previously with PA Consulting and has already worked as project manager on the BPAY View implementation in 2002.

In his new role, Mark will focus on business development and examine enhancements to BPAY services. He sees his prime objective as helping billers join BPAY View by giving them a greater understanding of the service, explaining the benefits and consulting them on any technical, legal or regulatory issues. 

Changing rooms


BPAY recently moved from an eleventh to a sixth floor office within the same building at 1 York Street, Sydney.

Phone, fax and email contact details of BPAY staff remain unchanged. 

Billosaurus a global hit

The BPAY Billosaurus has won a prestigious international award in the direct marketing industry's equivalent of the Oscars. At the 27th annual John Caples International Awards, the BPAY Billosaurus campaign claimed first place in the 'Direct Mail Dimensional Over \$5 Category'. It was one of only 14 first-place winners and one of only two Australian winners.

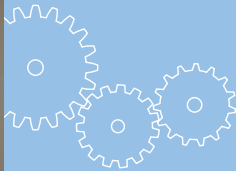
The campaign by BMF involved sending an origami stegosaurus, made from a paper bill, to 35 potential key billers. The stegosaurus in its display case symbolised the imminent extinction of paper bills, and an accompanying brochure introduced the benefits of BPAY View.

The judges applauded the creative solution because "three key billers signed onto the program – a big winner for BPAY!" 





The Informer



Keith Brown
Operations Manager

We have introduced this regular section of News and Views to keep you up-to-date with all the latest operational developments as BPAY evolves and as changes are made to BPAY View and the payments side of the business.

Record-breaking start to 2005

The growth in consumer popularity of BPAY is nothing short of amazing, with two records broken this year. On February 28 almost one million bills were paid, the biggest processing day in the history of BPAY.

BPAY Operations Manager Keith Brown said, "March was the biggest month on record, with more than 13 million payments received by billers. The level of transactions in March reflects continued growth overall, and the signing of BigPond as a major biller in late December also helped increase the popularity of the BPAY service.

Optus goes live with BPAY View

Optus customers can now receive their residential, mobile, TV and Internet bills electronically through the BPAY View service. Although it's still early days, there has been significant adoption of the service by Optus customers without any significant marketing.

To assist customers during the BPAY View registration process, BPAY is creating specific help pages for its key billers of which Optus is the first. The help page can be accessed at www.bpay.com.au/optus or via the link from the BPAY website.

BPAY is also in discussions with other key biller and financial institutions and we anticipate some exciting announcements about BPAY View in our next edition. Meanwhile, check the BPAY website for all breaking news. 

Who offers BPAY View?

Customers can now receive the following bills:

- Alinta Ltd
- Bankstown City Council
- Baulkham Hills Shire Council
- Brisbane City Council
- Citylink Melbourne
- Ergon Energy
- Hornsby Shire Council
- Ku-ring-gai Municipal Council
- Logan City Council
- Monash City Council
- Optus Mobile
- Optus Residential
- Optus TV/Internet
- Penrith City Council
- Primus Telecommunications
- South East Water
- Sydney Water
- Telstra Mobile
- Telstra Residential
- Townsville City Council
- Western Power
- Yarra Valley Water

At these Internet banking sites:

- ANZ
- BankSA
- Commonwealth Bank
- Credit Union Australia
- Dnister Ukrainian Credit Co-operative
- St George
- Heritage Building Society
- Westpac
- Wide Bay Australia

Coming soon:

- NRMA Member Services
- Greater Building Society

To find out more about BPAY and BPAY View, billers should contact their financial institution, visit the BPAY website www.bpay.com.au, or contact one of these certified BPAY View Service Providers:

CommSecure	HPA	Computershare	QM Technologies
E Com Industries	PostData	Salmat	

Financial institutions should contact BPAY or one of these certified BPAY View Service Providers:

Clear2Pay	NetTeller
Sandstone Technology	Ultradata



BPAY® and BPAY View™ are trade marks of BPAY Pty Ltd
ABN 69 079 137 518