



Methodology

Bank of the Year - Small Business

July 2017

What is the Canstar *Business Banking Star Ratings*?

The Canstar Business Banking Star Ratings use a sophisticated rating methodology, unique to Canstar, which compares the dominant business banking products in Australia. The ratings are aimed at small businesses of varying sizes, with profiles and loan sizes to suit.

The results are reflected in a consumer-friendly 5-star concept. The star ratings from the Canstar Business Banking Star Ratings go from a 1-star through to a 5-star product signifying outstanding value.

Rising Stars are allocated to those products that would be rated 5-star but have not been in the market for more than six months.

The three business banking products that are given star ratings include:

- Business Loans
- Business Savings and Transaction Accounts
- Business Credit Cards

In conjunction with the Business Banking Star Ratings, Canstar Bank of the Year - Small Business is awarded to the institution that provides the strongest combination of products across the Business Banking Star Ratings profiles, as well as excelling in a range of institutional factors. The award aims to give recognition to the institution that backs up quality products with great service to small businesses. Institutional factors that were considered include:

- Branch coverage
- Relationship manager availability
- Online banking functionality
- Merchant services
- Other business services and advice
- Business insights and education

Eligibility Requirements

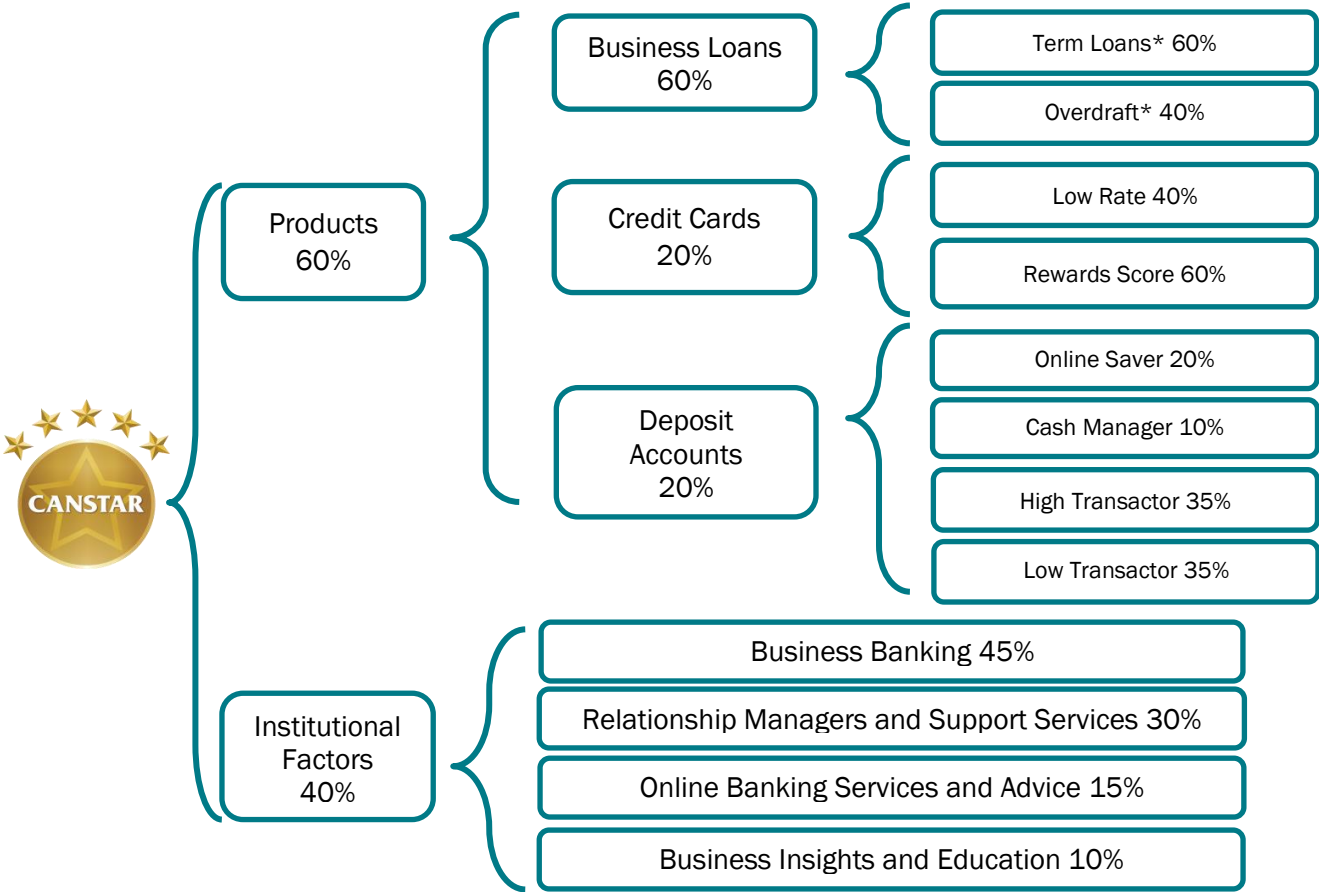
To be eligible for inclusion in the award, institutions must offer the following to small businesses:

- Loans, credit cards and savings/transaction accounts to businesses
- A branch network in a majority of states/territories

Please refer to the individual product star ratings methodologies for credit cards, deposit accounts, and business loans for how those products are scored.

Award Methodology

To arrive at the total score, Canstar applies a weight against the price score and the feature score. The weights reflect the relative importance of costs and features in determining the products offering outstanding value. The breakdown of weighting for each category is displayed in the following methodology trees:



Please refer to the individual product star ratings methodologies for credit cards, deposit accounts, and business loans for how those products are scored.

Credit Card Score

An institution's "Rewards card" score is calculated based on Canstar's Business Credit Card Star Ratings.



Institutional Factors

Feature Category	Category Weightings		
Business Banking	45%		
Branch and ATM Functionality		50%	
<i>Branch Coverage</i>			70%
<i>ATM Functionality</i>			30%
Online Banking Functionality		25%	
<i>Transaction History</i>			25%
<i>Payroll</i>			25%
<i>Payments</i>			15%
<i>Security Limits</i>			15%
<i>Self Service</i>			20%
Merchant Services		25%	
Relationship Manager and Support Services	30%		
Relationship Manager Coverage	85%		
Support Services	15%		
Other Business Services and Advice	15%		
Start Ups	25%		
Risk Management	25%		
Equipment Finance	35%		
Disaster Relief and Support	15%		
Business Insights and Education	10%		

Branch Numbers

The score for branch and relationship manager numbers is calculated on the basis that if a bank has at least 1 branch per 40,000 people living in each state, then they should receive the full score.

Relationship manager numbers

The score for branches and relationship managers is apportion on a state-by-state basis based on each state's population relative to the population of Australia



Does Canstar rate all products available in the market?

We endeavour to include the majority of product providers in the market and to compare the product features most relevant to consumers in our ratings. However, this process is not always possible and it may be that not every product in the market is included in the rating nor every feature compared that is relevant to you.

How often are all the products reviewed for rating purposes?

The *Bank of the Year - Small Business* and other star ratings/awards are fully recalculated at least every twelve months based on the latest pricing and features offered by each institution. Canstar also monitors product changes on an ongoing basis.

Does Canstar rate other product areas?

Canstar researches, compares and rates the suite of banking and insurance products listed below. These star ratings use similar methodologies to guarantee quality, consistency and transparency. Results are freely available to consumers who use the star ratings as a guide to product excellence. The use of similar star ratings logos also builds consumer recognition of quality products across all categories. Please access the Canstar website at www.canstar.com.au if you would like to view the latest star ratings reports of interest.



- Account based pensions
- Agribusiness
- Business banking
- Business life insurance
- Car insurance
- Credit cards
- Deposit accounts
- Direct life insurance
- First home buyer
- Health insurance
- Home & Contents
- Home loans
- Life insurance
- Managed investments
- Margin lending
- Online banking
- Online share trading
- Package banking
- Personal loans
- Reward programs
- Superannuation
- Term deposits
- Travel insurance
- Travel money card
- Youth banking

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