

DETAILS
REVEALED
INSIDE

<Longest1stname>
considered
'Member of Interest' -
earmarked for greater
ongoing benefits

LATE BREAKING NEWS

Extra! Extra!

It's finally happened

<Longest-lastnameww>
makes City Bugle
cover story

SEE
FULL ARTICLE
INSIDE

creditunionsa
knowledge counts

IF UNDELIVERABLE RETURN TO: GPO BOX 669 ADELAIDE SA 5001

<Miss> <longest-total-namewwwwwwwww>
<address>
<SUBURB><State><Postcode>

POSTAGE
PAID
AUSTRALIA

If you do not wish to receive any further marketing material from Credit Union SA please contact our Member Service Centre on 8202 7777.

The City Bugle

www.creditunionsa.com.au

SPECIAL MEMBER EDITION

JULY 2010

CREDIT UNION SA "<LONGEST-LASTNAMEWW> DEAL" ON TABLE

Key member offered max' peace of mind

1st month's Home and/or Motor Insurance FREE!*

South Australia's newest credit union has launched a major bid to lure one of its most highly valued members across to its quality Home and Motor insurance cover.

Credit Union SA today announced it will give <longest-total-namewwwwww> the first month's premium FREE on every new Home and/or Motor insurance policy taken out by the member by 31 August 2010.

According to Credit Union SA CEO Mr David White, this generous offer was indicative of the community-minded organisation's desire to see <Miss> <Longest-lastnameww> "sit up and take notice" of the advantages of insuring with them.

"<Longest1stname> already knows us," Mr White said. "I'd like to think we've proven trustworthy."

"And I hope <Longest1stname> will now give some serious thought to the additional peace of mind that would come with insuring a house or motor vehicle through us as well."

CONVENIENCE was another plus <Longest-lastnameww> could expect from sourcing insurance through Credit Union SA, said Mr White.

Significant amounts of time and stress could be saved by having the ability to manage insurance covers and claims at the same location and with the same people as your daily finances.

"We certainly understand that if <Miss> <Longest-lastnameww> is already insuring elsewhere there might be a temptation to just stick with the status quo," Mr White said.

"But we're hoping this offer will get <Longest1stname> thinking about the false economy of that view. The short time it takes to discuss and, we hope, take up this offer will be measured in minutes. That's nothing compared to the time and energy it could save going forward."

Mr White added that the application process would be faster for <Miss> <Longest-lastnameww> than for non-members, as Credit Union SA already had all necessary personal details on file.

<Longest1stname> was urged to call Credit Union SA on 8202 7777 by 31 August 2010 to request further information or to take up this outstanding offer.



Credit Union SA CEO David White: "Yes, if it takes one month's free cover to win over <longest-total-namewwwwww> it's worth it - no doubt."

Policy sweeteners revealed

A number of attractive policy benefits would be made available to <Miss> <Longest-lastnameww> in addition to the 1st-month-free special offer, The City Bugle has discovered.

These benefits included:

- Many options for tailoring cover, including protection for jewellery and cameras away from home.
- Up to \$5,000 cover for damage to guests' property.
- Up to 12 months temporary accommodation if house rendered uninhabitable.

- Up to \$500 cover for personal items stolen from car.
- Rental car use for up to 14 days if car stolen and not recovered.
- Ability to earn more big savings by bundling multiple covers - see article below.

The member's awareness of the market competitiveness of these benefits was unconfirmed at the time of printing.

<Longest1stname> was urged to call 8202 7777 to discuss the relevant policy or policies with Credit Union SA.

CHERRIES ON THE CAKE

<Longest-lastnameww> in line for discounts

In related news, The City Bugle can reveal further incentives will be offered to <Longest1stname> to shift to Credit Union SA's comprehensive Home and Motor insurance cover.

A Credit Union SA spokesperson today confirmed that several discounts could be made available to <Miss> <Longest-lastnameww>, depending on the highly-valued member's specific situation.

These discounts would be available if <Longest-lastnameww>:

- Bundled Home and Contents insurance with Credit Union SA.
- Moved to insure with Credit Union SA after being with another insurer for 5 years or more.

- Qualified as a "safe driver" or chose to exclude drivers under the age of 30 from the policy.
- Qualified for a 30% No Claim Bonus on Home Insurance.

"We're quite determined on this one," the spokesperson said.

"<Longest1stname> is very important to us, so we're pulling out all stops."

<Longest1stname> was again urged to speak to Credit Union SA on 8202 7777 by 31 August 2010 for details or to take up this offer.

EASY ANSWERS AVAILABLE TO <LONGEST-LASTNAMEWW> OK, I'm keen - what next?

If <longest-total-namewwwwww> sought simple instructions on how to pursue Credit Union SA's fantastic 1ST MONTH'S COVER FREE offer on new Home and/or Motor Insurance policies, they were readily available, said the organisation's CEO, David White.

Speaking exclusively to the Bugle, Mr White said <Longest1stname> should:

1. Call 8202 7777 to request more information on any policy; or
2. Request an obligation-free quote on the relevant premium(s); or

3. Take up the offer NOW.

<Longest1stname> should keep in mind that the offer expired on 31 August 2010, so any enquiries should be made promptly, added Mr White.

STOP PRESS: NO GREEN COMPROMISE

New trees still to be planted with every new <Longest-lastnameww> policy

In late news, Credit Union SA has vowed to maintain its environmental stand despite its keen pursuit of <Miss> <Longest-lastnameww> as a Home and Motor insurance client.

"Winning <Longest1stname>'s confidence on the insurance front clearly has to be our top priority," Credit Union SA CEO David White said. "But

we can't afford to drop our standards in the process.

"In keeping with our status as a Silver supporter of the Carbon Neutral program, we'll plant three new trees for every new insurance policy <Miss> <Longest-lastnameww> chooses to move across to our growing organisation."

At the time of going to print, Credit Union SA had already planted 8,142 trees and offset 1,743 tonnes of carbon emissions as part of the program.

<Longest1stname> was encouraged to call 8202 7777 by 31 August 2010 to request further information or to take up the fantastic one-month-FREE insurance offer.