



Westpac Online Investing Wins Best Fully Featured Online Broker

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Westpac Online Investing has been awarded “Best Fully Featured Online Broker” at the Australian Financial Review Smart Investor Blue Ribbon Awards 2011.

The Smart Investor Blue Ribbon Awards are widely acclaimed within the finance industry as the most comprehensive and independent evaluation of Banking, Insurance and Investment products.

“Westpac Online Investing’s brokerage package possesses plenty of bells and whistles for investors and outscored the competition across both features and pricing,” commented the judging panel from Infochoice.

“This award recognises Westpac Online Investing’s significantly enhanced product suite and the reduction in brokerage fees,” said Paul Freeman, Head of Product & Sales, Westpac Online Investing.

“The award also reflects the commitment shown by the team at Westpac Online Investing to offer a market-leading product in an increasingly competitive market place,” Mr Freeman said.

In March, Westpac Online Investing launched the new Westpac Cash Investment Account and sharply reduced brokerage to as low as \$19.95.

Significant upgrades to Westpac Online Investing over the past 12 months have added a broader range of investments including a managed funds supermarket, international shares and CFDs covering currencies, commodities and indices.

Access is also available via the Westpac Online Investing mobile app, launched last year.

“We remain committed to increasing our market share and are considering a range of further upgrades to the product so that more customers will turn to Westpac Online Investing for its breadth of investment options, unrivalled research and value for money,” Mr Freeman said.