

The logo features the number '200' in red, followed by a vertical line and the letters 'WV' in red. Below this, the word 'STUDY' is in grey and 'TOUR' is in green, both in a sans-serif font.

# 200 | WV STUDY TOUR

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April 30 – May 1, 2018  
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GBA founding member **Westpac** is hosting a **Study Tour** at its Sydney, Australia headquarters. Mark your calendars for this can't-miss event, which will offer GBA members at every stage of program design and implementation the opportunity to learn from the best in the business.

Westpac's pioneering **Women's Markets team** has been delivering impressive results since its inception over two decades ago. The bank has also achieved extraordinary results in gender diversity and inclusion. During this Study Tour, attendees will meet key team members responsible for implementing Westpac's Women's Markets program and Inclusion & Diversity strategy, and have the opportunity to discuss obstacles encountered, lessons learned and best practices.

A red ribbon graphic with a white border, pointing downwards, containing the text 'REGISTER NOW!' in white, bold, sans-serif font.

**REGISTER  
NOW!**

A low-angle photograph of several modern skyscrapers with glass facades, set against a blue sky. The buildings are partially obscured by a red ribbon graphic.

GBA members  
can register for  
the Study Tour  
by filling out  
our online form.

# 200 | W STUDY TOUR

The **2-day tour** is ideal for members with early-stage Women's Market programs and those looking to take their programs to the next level.



## Day 1

- Developing the business case
- Building the brand
- Identifying what women want
- Marketing the program
- Connecting with social media
- Empowering the distribution network

## Day 2

- Serving women in business
- Delivering for high net worth women
- Developing non-financial services
- Becoming an inclusive and diverse workplace
- Creating brand advocates
- Evaluating performance

We have timed this Study Tour to occur following the annual **Global Summit of Women**, which is being held in Sydney **April 26-28**. Participants who wish to arrive early to attend this event can find out more information [here](#).



**Global Banking  
Alliance for Women**  
Building Women's Wealth Worldwide

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Non-members who are interested in attending should contact *Vanessa Van Lindingham* at [vanessa.vanlindingham@gbaforwomen.org](mailto:vanessa.vanlindingham@gbaforwomen.org).