

# Coast's talent pool counts for Westpac

**W**ESTPAC has proven itself to be all talk and all action when it comes to its latest "I love being a local" PR campaign.

The Caloundra branch recently unveiled a colourful, eye-catching mural that measures 3.2 metres by 2.6 metres and occupies a wall in the Bulcock Street premises.

The difference with this piece of art is that it does not come from some central, pre-negotiated office decorator warehouse in Sydney.

It was painted by Sunshine Coast artists and a few of the bank staff.

That decision is in keeping with the bank's new approach to localising its network of branches.

Wanda James and Tony Coles, from Maroochydore business Go Arty, were commissioned to paint the mural and they enlisted the help from a handful of

branch employees to finish the Kings Beach scene.

The mural, painted in acrylics, took one weekend to complete and it has been getting rave reviews since.

"It certainly brightens up the area and makes our branch look different from anywhere else," Westpac Caloundra manager Rosemary Lloyd said. "We wanted to make it local and depict what Caloundra really means, with the beach, surfers, the Glasshouse Mountains and lots of activity around the Kings Beach precinct.

"It's been really popular with the customers."

Go Arty owner Wanda James said she worked with Tony Coles, to sketch an outline for the bank's approval, before taking photos of Caloundra beaches for reference and painting the work on the wall.

"I thought it was fabulous," she said.



**LOCAL FLAVOUR:** Westpac Bank Caloundra manager Rosemary Lloyd with artist Wanda James from Go Arty.

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