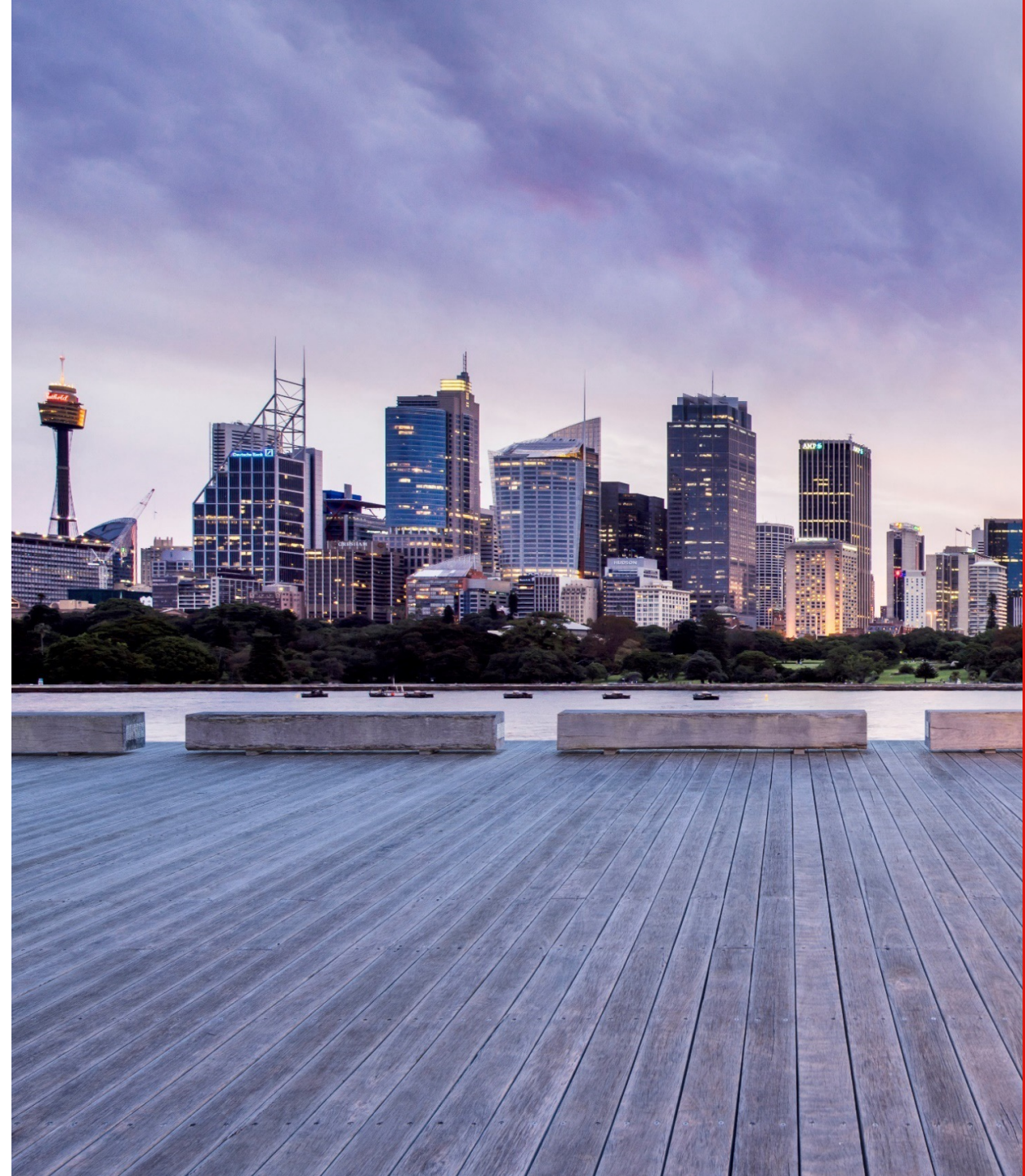


BANKING REVERSE PITCH

PROBLEM STATEMENTS

February 2024



PROBLEM STATEMENT #1

Reducing fraud & scams for Australians

Reducing fraud & scams for Australians

PROBLEM STATEMENT 1

Background

Australians are facing an increasing frequency and sophistication of scams and digital fraud attacks, impacting both individuals and businesses.

Scams result in financial losses for citizens but also erode trust and confidence in legitimate services being delivered by Australian businesses and government.

Westpac recognises the need for new solutions to protect citizens, helping to identify potential fraud events and safeguard their financial wellbeing. The bank has also joined a new industry initiative, [Scam-Safe Accord](#), in collaboration with the Australian Banking Association, to actively combat scams.

The challenge

We invite entrepreneurial industry participants seeking to grow their business in NSW to partner with Westpac in developing novel solutions to identify scams and fraudulent activities, reducing their frequency or preventing them altogether.

Examples may include phishing attacks, identity theft, investment and romance scams and other social engineering schemes.

New and existing partners are encouraged to apply.

Capabilities required



Digital identity



Email scanning



Artificial intelligence



Customer experience



Biometrics



Messaging solutions



Social engineering scam detection



Pattern recognition



Data security

Reducing fraud & scams for Australians

PROBLEM STATEMENT 1

Problem statement

Westpac is seeking to further enhance its capabilities to protect customers from scams and other digital fraud attempts. 40% of Australians have reported being scammed at least once. Over \$3 billion was lost by Australians in 2022 alone[^].

New solutions to more effectively prevent, reduce or respond to investment and romance scams, false billing, phishing attacks, identity theft, online shopping scams or other social engineering schemes are sought.

Specific considerations include:

- Identification & prevention of scams and other digital fraud attempts
- Customer education & awareness
- Data security & privacy
- Behavioural analytics
- Cross-channel monitoring
- Collaborative efforts with industry partners

Capabilities required



Digital identity



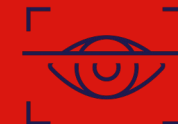
Email scanning



Artificial intelligence



Customer experience



Biometrics



Messaging solutions



Social engineering scam detection



Pattern recognition



Data security

[^] Source: ACCC – Targeting Scams Report 2022

Reducing fraud & scams for Australians

PROBLEM STATEMENT 1

Evaluation criteria

Westpac is seeking partners with solutions that offer:

1. Proven effectiveness in reducing or preventing scams and digital fraud
2. Scalability across customer segments
3. User-friendliness for end customers & alignment with Westpac capabilities
4. Protection & privacy of customers' data
5. Cost efficiency
6. Innovation & creativity in solving problems

Success criteria

Shortlisted candidate partners will support Westpac to further protect customers, offering new solutions to reduce or prevent fraud or other forms of digital scams.

Capabilities required



Digital identity



Email scanning



Artificial intelligence



Customer experience



Biometrics



Messaging solutions



Social engineering scam detection



Pattern recognition



Data security

PROBLEM STATEMENT #2

**Supporting Australian
businesses in delivering a
sustainable future**

Supporting Australian businesses in delivering a sustainable future

PROBLEM STATEMENT 2

Background

Westpac has a long history of action on climate change, including becoming the first Australian bank to release a Climate Change Position Statement in 2008.

As a leading financial institution, Westpac is committed to addressing the pressing global challenge of climate change. We recognise the critical role that businesses play in achieving a sustainable, Net Zero future, while also understanding the many competing priorities facing small businesses.

Westpac is seeking solutions that help businesses to transform their operations, reducing greenhouse gas emissions in key areas such as energy, waste, packaging, transport and logistics, while also helping businesses to find tangible cost savings, improving their bottom line through innovative new approaches.

The challenge

We invite entrepreneurial industry participants seeking to grow their business in NSW to partner with us, co-developing new solutions to help Westpac's small to medium business customers navigate their sustainability journey.

Solutions supporting Scope 1 or 2 emission reduction, responsible sourcing and / or operational cost reduction for businesses are desirable.

New and existing partners are encouraged to apply.

Capabilities required



Sustainability opportunities



Emission calculation



Reduction strategies



Customer experience



Ecosystem partners



Alternative solutions



Credible projects



Clear reporting



Reliable data

Supporting Australian businesses in delivering a sustainable future

PROBLEM STATEMENT 2

Problem statement

Westpac is seeking to help its small to medium business customers understand their sustainability footprint and take practical steps toward improving in key areas. Solutions jointly offering operational cost reduction for businesses will be viewed favourably.

Specific considerations include:

- Helping businesses to understand their greenhouse gas emissions
- Offering proven greenhouse gas emission reduction strategies and solutions
- Supporting businesses in identifying operational savings through circular economy solutions, reduction strategies and responsible sourcing
- Ensuring customers can accurately report on their footprint over time
- Accounting for industry-specific circumstances and requirements
- Financing opportunities available to support customers

Capabilities required



Sustainability opportunities



Emission calculation



Reduction strategies



Customer experience



Ecosystem partners



Alternative solutions



Credible projects



Clear reporting



Reliable data

Supporting Australian businesses in delivering a sustainable future

PROBLEM STATEMENT 2

Evaluation criteria

Westpac is seeking partners with solutions that offer:

1. Quantifiable benefits for small to medium businesses
2. Innovation & scalability across multiple industries
3. Ease of integration with existing business processes
4. Scientifically proven methodologies & reliable data sources
5. Affordability & accessibility, especially for small businesses

Partner solutions will also be expected to support end customers in applying leading industry practices.

Success criteria

Shortlisted candidate partners will support Westpac's small to medium business customers in their sustainability journey, offering a scalable platform allowing Westpac to help them to understand their footprint and identify opportunities to improve operational efficiencies.

Capabilities required



Sustainability opportunities



Emission calculation



Reduction strategies



Customer experience



Ecosystem partners



Alternative solutions



Credible projects



Clear reporting



Reliable data

PROBLEM STATEMENT #3

**Helping homeowners to
improve their home's
sustainability**

Helping homeowners to improve their home's sustainability

PROBLEM STATEMENT 3

Background

In November 2023, Westpac boosted its ambitions for sustainable lending as one step toward becoming a net-zero, climate resilient bank. Among other commitments, this included a targeted 56% reduction in Scope 1 and 2 emissions intensity relating to residential real estate by 2030[^].

Contributing to this goal, Westpac is seeking to help customers live more sustainably, finding new solutions for homeowners to affordably take advantage of renewable energy offerings and improve the energy efficiency of their homes.

Recognising current cost of living pressures, Westpac is also keen to support customers in reducing the cost of running a household over time.

The challenge

We invite entrepreneurial industry participants seeking to grow their business in NSW to partner with Westpac in co-developing innovative solutions that help customers create more sustainable, energy-efficient spaces.

Solutions should improve awareness of eco-friendly solutions, help customers to estimate the costs and benefits of home improvements, and take advantage of financial options available, including government rebates where applicable.

New and existing partners are encouraged to apply.

Capabilities required



Property attributes



Sustainability calculation



Reduction strategies



Customer experience



Ecosystem partners



Alternative solutions



Credible projects



Clear reporting



Reliable data

[^] Westpac 2023 Climate Report

Helping homeowners to improve their home's sustainability

PROBLEM STATEMENT 3

Problem statement

Westpac is seeking to help homeowners to better understand their home's sustainability performance and resilience to climate change. Our goal is to enable Australians to reduce their home's environmental footprint, improving energy efficiency and ensuring readiness for any climate-related risks.

Specific considerations include:

- Helping owners to clearly understand their home's sustainability performance and climate resilience based on home attributes & residence location
- Alignment with national energy rating schemes (e.g. NatHERS)
- Clear and affordable action plans, highlighting costs & benefits
- Quantifying potential efficiency savings or increases in home valuation
- Offering proven home sustainability performance improvement solutions
- Incorporation of Australian government rebate programs to offset costs
- Borrowing opportunities available to support customers

Capabilities required



Property attributes



Sustainability calculation



Reduction strategies



Customer experience



Ecosystem partners



Alternative solutions



Credible projects



Clear reporting



Reliable data

Helping homeowners to improve their home's sustainability

PROBLEM STATEMENT 3

Evaluation criteria

Westpac is seeking partners with solutions that offer:

1. Comprehensive assessments of home sustainability and/or climate resilience
2. Scientifically proven methodologies & reliable data sources
3. Easy to understand benefits (e.g., efficiency savings, increased home value)
4. User-friendliness for end customers & alignment with Westpac capabilities
5. Actionable recommendations for owners based on property attributes

Partner solutions are expected to be distributed to end customers through digital channels while ensuring compliance with Australian standards and regulations

Success criteria

Shortlisted candidate partners will support Westpac to help Australians understand and improve the sustainability of their homes or respond to emerging risks associated with climate change.

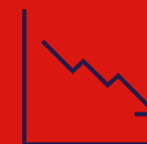
Capabilities required



Property attributes



Sustainability calculation



Reduction strategies



Customer experience



Ecosystem partners



Alternative solutions



Credible projects



Clear reporting



Reliable data