

Dementia Friendly Banking at Westpac



Westpac Dementia Friendly Banking





Caring for **every** customer

Westpac New Zealand - proudly dementia friendly since 2015.

If you or someone you love is living with dementia, please talk to us.
Together we can make banking easier for you.

60,000 

Kiwis live with dementia.
This is expected to treble by 2050.¹

Alzheimers

disease is the most common form of dementia.²



Dementia costs New Zealand

\$1.7b

(\$b by 2050).³



80% of Westpac branches have a dementia friendly layout (lighting, signage, flooring, quiet rooms).⁴



3500+

customers told us they have a vulnerability such as dementia.⁵



2000+

Westpac employees have been educated about dementia.⁶

Find out more at
westpac.co.nz/dementia

Source 1: Alzheimer's.org.nz
Source 2: Dementia New Zealand
Source 3: Westpac Axiom, July 2019
Source 4: Westpac Sales Customer, July 2018
Source 5: Westpac New Zealand annual branch audit, March 2018

Westpac New Zealand Limited



Empower You video feedback



Empower You Part One



Empower You Part Two

We have a lovely elderly lady with dementia who had just started forgetting her pin number and taking cash out more often and not remembering. She came in with her son and we arranged for them to meet with a CBC to organise him as a signatory.

We recently had an elderly gentleman coming into the branch more than once a day asking the same questions; very confused about his finances. We tracked down his daughter (and signatory) who lives out of town, and she wasn't aware of how confused he had been getting. We explained his recent patterns and put her in touch with our local Alzheimers Support Group. The daughter now manages his money and they are all receiving help through appropriate channels.

Thank you

