

NATIONAL AUSTRALIA BANK LTD
Form 6-K
February 16, 2006

FILE NO 1-9945

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON DC 20549

FORM 6-K

REPORT OF FOREIGN ISSUER

Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934

For the month of February 2006

National Australia Bank Limited

ACN 004 044 937

(Registrant's Name)

Level 24
500 Bourke Street
MELBOURNE VICTORIA 3000
AUSTRALIA

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F

Form 40-F

Edgar Filing: NATIONAL AUSTRALIA BANK LTD - Form 6-K

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes

No

If is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82

Corporate Affairs Australia
800 Bourke Street,
Docklands
Victoria 3008 Australia

News Release

Monday, 13 February 2006

NAB's updated logo reflects broader strategy

Edgar Filing: NATIONAL AUSTRALIA BANK LTD - Form 6-K

National Australia Bank Executive Director and CEO Australia, Ahmed Fahour, today said the bank's refreshed logo reinforces continuing changes being made by the organisation to support the needs and aspirations of our customers.

The new logo comprises a modernised red star situated on a black background over a bold, lower case nab, to replace the word National.

Executive General Manager Strategy and Marketing Greg Sutherland said: "We are still National Australia Bank and our brand is NAB. Referring to ourselves as NAB, rather than the National, is simply in line with the way customers have always referred to us."

The updated visual identity places greater emphasis on the star and the use of lower case nab in the logo is designed to support the contemporary development of our business. We are about being less institutional, and more relevant for our customers and the communities in which they live.

Mr Fahour said: "Over the last year we have launched popular, customer-focused products and streamlined processes to make ourselves more responsive. We are reinvesting heavily in the business and in staff training."

Already, we have seen an increase in customer satisfaction and marketshare. Our updated logo complements real improvements in the business.

This is not a revolutionary change in our visual identity and implementation will be phased. We are not changing our collateral overnight and most stationery and marketing material will be updated as existing stocks run down. Signage in branches will mainly be installed in line with our current refurbishment program.

Brand information:

The legal entity is still National Australia Bank Limited.

Our brand names are National Australia Bank, and NAB.

NAB can be pronounced nab (as in cab) or N-A-B.

For further information, please contact:

Geoff Lynch

Head of Media Relations Australia

National Australia Bank Limited

T (03) 8634 1564

M 0405 319 819

National Australia Bank Limited ABN 12 004 044 937

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Link to searchable text of slide shown above

Searchable text section of graphics shown above

Reigniting the Organisation

Media Luncheon

Monday 13th February 2006

[LOGO]

4 pillars to our rebuild plan

Reignite the Organisation	Become Cost Competitive	Rebuild Critical Infrastructure	Manage the Business Units
People	Cost growth, after investments, less than inflation	\$1.8b over 3 years	Business and Private Banking
Innovation			Retail Banking
Service			Wealth Management
Brand			Asia

To be truly competitive in 2008

Brand and people are related

Beliefs

Behaviours

Brand

2

Defining who we are

**We help our
customers fulfil
their aspirations**

**We build relationships with our
customers by listening and
understanding them and sharing our
experience and advice**

We deliver on our promises

**quality service
product knowledge
accountable
follow through**

We are real and open

**personable
straight forward
take time to explain**

We make it easy

**simple
fast
accessible
flexible**

We back our customers

**deliver insight
think ahead / open doors
collaborate and build trust**

Several metrics to judge progress

People (Examples)	Customers (Examples)	Organisation (Examples)
Satisfaction	Satisfaction	Innovation
Culture	Market share	Speed
Rewards	Cross-sell	Quality
	Complaints	

Happy staff à Happy customers à Happy shareholders

John Stewart

Progress culture

System is freeing up

More open about issues and less bureaucratic

Goal focussed

Sense of urgency to achieve

Targets being hit

Leaders are demonstrating the Corporate Principles

Visible & embedded

Progress EBA

In principle agreement reached

Innovative deal

Long term wealth creation

Employee ownership through shares

Support our cultural transformation

Flexibility for our people and businesses

Simplify - one EBA for Region

Reward for performance

Reduce bureaucracy through reduction of grades

Commitment to diversity within our workplace

Family Friendly

Flexible hours

Progress customer experience

Main Financial Institution Satisfaction NAB Personal

[CHART]

Source: Roy Morgan Research, Population aged 14+, 6 month moving average

Definition: Customer Satisfaction refers to the proportion of each financial institutions' customers (ie those holding at least a Deposit / Transaction account) that are either 'Very Satisfied' or 'Fairly Satisfied' with their overall relationship with that financial institution. Customers who have relationships with multiple brands within a Financial Institution group are regarded as a customer of each brand.

Market share over last 12 months

	Market Share				
	Sep-04	Mar-05	Sep-05	Dec-05	
BANKING					
Total Lending	18.5%	18.7%	19.2%	19.3%	üüü
Business Lending	21.6%	22.9%	24.3%	24.3%	üüü
Housing	16.5%	16.6%	16.7%	16.6%	üü
Cards	16.7%	16.3%	15.4%	15.5%	
Total Deposits	19.1%	18.7%	18.7%	18.8%	ü
Household Deposits	13.4%	13.3%	13.3%	13.5%	üü
Wealth Management					
Australian Retail	12.8%	12.8%	12.7%	TBD	ü
Total Risk Insurance	13.7%	13.5%	13.9%*	TBD	üü

Source: APRA, Dext&R, Plan for Life

*Note estimated data from June period

Business and Private Bank

People and distribution leadership

e.g. Go national

Service / Process Innovation

e.g. Fast loan approvals

Market development

e.g. Education / Health

Retail Bank

Development of our local leadership

e.g. 70 local markets

Product Innovation

e.g. iSaver

Branch revitalisation

e.g. Customer First

Wealth Management

Revitalise the MLC brand

People and marketing programs

Enhanced customer proposition

Customer service

Adviser / broker proposition

Integrating banking and wealth

New market development

Superannuation flows

Manager of Manager innovation

Updating our identity

Australian Head Office

[LOGO]

Retail / Business and Private

[LOGO]

Wealth Management

[LOGO]

[GRAPHIC]

[GRAPHIC]

SIGNATURE PAGE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorised.

NATIONAL AUSTRALIA BANK LIMITED

Date: 15 February 2006

Signature: */s/ **Brendan T Case***

Name: Brendan T Case

Title: Associate *Company Secretary*
