

## Community partnership program guidelines

The Maldon & District **Community Bank**<sup>®</sup> Branch is dedicated to providing quality banking and financial services in our region and to re-investing our profits back into our region\* where they are made. It means those who bank with us at the Maldon & District **Community Bank**<sup>®</sup> Branch help make our communities thriving places to live, work and visit. And you don't need to live in our community to bank with us. Once you have your accounts, loans, business accounts or insurances with us, you can do your day-to-day banking at any of the 500 Bendigo Bank or **Community Bank**<sup>®</sup> branches around Australia, or via internet or telephone banking.

Since 1999 we've given back **\$2.5 million** to over 130 community groups. This is only made possible by the customers of our **Community Bank**<sup>®</sup> branches in Maldon, Dunolly and Newstead. Growing our customer base allows this unique banking model to thrive and boosts our capacity to provide funding and support to more organisations into the future.

### What is a community partnership?

A community partnership is a formal arrangement between the Maldon & District **Community Bank**<sup>®</sup> Branch and your organisation. We look for ways we can promote and grow our business and you generally look for funds or support for an event, program or project. And most importantly we both commit to delivering it. For example, you could provide our Branch Manager with an opportunity to address your members, and also display our banner at your event. We both agree on who gets what out of the deal.

An example of a community partnership is the Maldon & District **Community Bank**<sup>®</sup> Branch supporting a community event. We might do this by providing funds or in-kind support like admin. assistance or advertising. And in return we ask for your group to promote the Maldon & District **Community Bank**<sup>®</sup> Branch to your organisation's members and the wider community. We also want you and the members of your organisation to talk to our branch staff about bringing your banking and financial business to the Maldon & District **Community Bank**<sup>®</sup> Branch. The more home loans, personal loans, business banking, farm accounts, insurances, superannuation and other financial products are held at our branch, the more we can help the communities we serve.

### Objectives of our community partnership program

Maldon & District **Community Bank**<sup>®</sup> Branch looks to develop community partnerships that are mutually beneficial. We like to support events and projects that benefit the community (and your organisation) and also provide opportunities for the Maldon & District **Community Bank**<sup>®</sup> Branch to spread the word about what we do: our banking and financial products, how we differ from other banks and how we strengthen our local communities. So it's a win-win arrangement for your organisation and our **Community Bank**<sup>®</sup> branch.

### What benefits are we seeking in return for funding?

Anything that will help us to promote and grow our business!

We look for the chance to meet more members of our community and help them to get to know us. We love getting opportunities to explain how our community bank works and benefits our communities.

We look for ways to promote our **Community Bank**<sup>®</sup> branch, to increase our visibility in the community and grow our business. We love when organisations we support encourage their members or the community to have their bank accounts, loans, insurances and other financial products with us (check with our branch staff about how you can organise your accounts to be held at the Maldon & District **Community Bank**<sup>®</sup> Branch). We also like to fly banners, put our logo on promotional materials and chat to your members.

### Where does the money come from?

The money comes from the people who bank with us. By banking with Maldon & District **Community Bank**<sup>®</sup> Branch, you help grow our profits and then we distribute these profits to our communities. The more you bank with us, the more the community benefits. And the more profits we make, the more we give back through our community partnership program.

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\* Our communities include Maldon, Dunolly, Newstead, Baringhup, Welshmans Reef, Sandon, Strangways, Harcourt, Eddington, Guildford, Moliagul, Lockwood South, Laanecoorie and districts.

## How you and your organisation can contribute to your community

You can help by doing your banking with one of our branches at Maldon, Dunolly or Newstead:

- Opening accounts or moving your accounts to our branches.
- Establishing or refinancing a home loan or personal loan.
- Taking up insurance, investment and financial planning offers.
- Talking to us about our business banking if you own a business or are thinking of starting a business.

Every account that you open, every loan you take out, every insurance policy or other product you purchase from the Maldon & District **Community Bank**<sup>®</sup> Branch contributes to the accumulation of funds we can then redistribute to community projects via this community partnership program and other investments in the community.

So there's a simple reason to bank at the Maldon & District **Community Bank**<sup>®</sup> Branch – because it means something you do every day actually **benefits you and your community** every day.

## Who is eligible to receive funding?

Community-based organisations with an Australian Business Number (ABN). Those without ABNs can be auspiced (partnered) by a community group with an ABN to receive funding on their behalf.

We need to receive a letter from the organisation auspicing your project or event confirming they have agreed to support your application for funding.

## Who and what's not eligible?

- Events, projects or programs that denigrate, exclude or offend minority groups
- Events associated with gambling
- Events that create environmental hazards
- Programs that may present a hazard to the community
- Programs that do not reflect community standards
- Programs sponsored by financial sector or banking competitors
- Projects that benefit an individual rather than a community
- Projects that support private businesses and commercial activities
- Ongoing operational costs such as insurance, utilities, or rent
- Activities which are religious or political in nature, or support a religious or political cause
- Applicants who have outstanding final acquittal reports for previously funded projects
- Any project retrospectively, including expenses that occur prior to or after the project dates

## How do I apply?

Contact the Executive Officer to request a copy of our application form: 0478 435 110 or [executiveofficer@mdcb.com.au](mailto:executiveofficer@mdcb.com.au)

Or call in to the Maldon & District **Community Bank**<sup>®</sup> branch and agencies in Maldon, Newstead and Dunolly, or contact the Executive Officer to request an electronic or hard copy of the application form.

The completed application form and budget (and any supporting documents) can be posted or delivered to the Executive Officer in one of the following ways:

Post to: Maldon & District **Community Bank**<sup>®</sup> Branch  
PO Box 268  
Maldon VIC 3463

Email to: [executiveofficer@mdcb.com.au](mailto:executiveofficer@mdcb.com.au)

Deliver to the one of our branches or agencies:

- Maldon Branch: 81 High Street, Maldon.  
9.30 am – 5 pm Monday – Friday  
9 am – 12 pm Saturday
- Dunolly Agency: Dunolly RTC, 109 Broadway, Dunolly  
10 am – 2 pm Monday - Friday
- Newstead Agency: Newstead RTC, 45 Lyons Street, Newstead  
9 am – 1 pm Monday - Friday

## **How are applications assessed?**

Our mission is to foster an *inclusive, fun and thriving community*.

All applicants must meet criteria. For example, there must be some level of community involvement in the project or activity and it must deliver a benefit to the community. If your project or activity fits our mission and shows potential for increasing our customers, then you are way in front.

## **How long does the application process take?**

Allow up to 60 days from the time you submit your application for a written response from the Maldon & District **Community Bank**<sup>®</sup> Branch. For bigger projects, we appreciate longer lead time in order to plan marketing activities or campaigns.

## **How do I find out if our group is successful and will receive funding or support?**

Your organisation will be contacted about the outcome of your application. A letter or email will be sent to the person nominated as your contact on the application form detailing whether your group was successful or unsuccessful.

If your organisation is successful and receives funding, an authorised representative of your organisation will be required to sign a Partnership Agreement detailing the obligations of the partnership. This agreement will be sent to your organisation to be signed and returned to the Branch or Executive Officer. Your organisation will also need to submit a written report (acquittal) at the completion of your project or event telling us what your organisation did and the benefits (see section on acquittals below).

## **Can I promote the community partnership agreement in the media?**

Absolutely, but first make sure you have read the community partnership agreement, which spells out our 'deal', so you and your organisation know exactly what you need to do. Sometimes, as part of these 'deals' we might agree on making joint local media announcements. Jumping the gun before we've signed our agreement could harm our relationship and jeopardise your funding. And neither of us wants that!

We want to see any promotional material (like posters, advertising, flyers etc.) that includes Maldon & District **Community Bank**<sup>®</sup> Branch's logo to check that we're happy with the use of our logo – so send us a copy for our approval before you publish this material.

## **Things to consider when preparing your application:**

- Will this funding benefit the community?
- How will your organisation benefit from the partnership?
- How will the Maldon & District **Community Bank**<sup>®</sup> Branch benefit from the association?
- Will the Maldon & District **Community Bank**<sup>®</sup> Branch receive special rights (for example naming rights of the event, opportunity to speak at an event or program launch)?
- How many other sponsors are involved?

## **Acquittals**

All groups that receive funding must complete an evaluation (an acquittal) at the completion of the partnership agreement. This is used to measure the success of the partnership and provides our company board with feedback about how the project, program or event went. The acquittal form will be sent to your organisation and will have a deadline for the return of the completed acquittal report.

## **Any questions?**

The best person to contact is Karly Smith who is the Executive Officer – she is available on Tuesdays, Wednesdays and Thursdays on 0478 435 110 or [executiveofficer@mdcb.com.au](mailto:executiveofficer@mdcb.com.au)

Or drop in to the Maldon branch or our agencies at the Dunolly and Newstead RTCs, or call the branch on 5475 1747 during business hours.

We recommend contacting the Executive Officer before applying.