



## Pymont **Community Bank**<sup>®</sup> Branch Newsletter Issue No. 1 – Winter 2010

### Chairman's message



The response from our community to the opening of our Pymont **Community Bank**<sup>®</sup> Branch last December, is nothing short of excellent. We opened the doors with a substantial amount of deposits and our Branch Manager, Phillip Price, reports an encouraging growth in loan applications. Performance to date indicates a quick turn-around time for loan approvals. The external 24 hour ATM is proving to be a winner as well.

Bendigo Bank has ensured that our team at the branch has been well equipped with not only banking and finance training, but also with competitively priced insurance product training.

We have ready access to Bendigo Financial Planning and we are able to draw on the experience of our local Financial Planner, John O'Ryan, to assist with the needs of retirement investors. Garry Noel, the Mobile Relationship Manager for the area has also spent some time in the branch.

Pleasingly, Phillip also reports that our customers are generally satisfied with our competitive fees and that new accounts are growing at a satisfactory rate.

On a broader note, we have been impressed with the professionalism of Bendigo Bank management for having managed to maintain its strong commitment to being connected, relevant and valued to their customers and communities throughout the economic crisis.

**Bruce Naphthali**  
Chairman

### The **Community Bank**<sup>®</sup> difference

- The bank is open for business between 9.00 am and 5.00 pm Monday to Friday and from 9.00am until 12.00 noon on Saturdays to offer maximum convenience. Online banking facilities are also available.
- Countless customer satisfaction surveys conducted over the last decade have had Bendigo Bank come out on top. Our customers are pleased to be able to get back to truly personal service for their banking and financial service needs.
- Refreshingly, your Board of Directors receives no remuneration for work performed in overseeing bank performance, regulatory compliance and in assessing worthy community projects. Once the 'break even' point is achieved, shareholder dividends will be paid to local shareholders with an even greater share of residual net profit assigned to worthy local community projects and causes.
- There are a range of credit and debit card options to suit every need, from the low interest rate Basic Black Visa, to the 44 days interest free on purchases with Gold and Red Visa, offering access to Rewards. One of the more popular stylised credit cards is the Bendigo RSPCA Rescue VISA Card. When using this card for purchases, donations are made to the RSPCA national Adopt-A-Pet program which gives thousands of animals a second chance in life.
- We have staff that will come to you if so required!

## Pymont **Community Bank**<sup>®</sup> Branch open for business

On 8 December 2009, the Pymont **Community Bank**<sup>®</sup> Branch was officially opened by Mr Russell Jenkins, Executive Customer and Community, Bendigo and Adelaide Bank; City of Sydney Councillor, Marcelle Hoff, and Mr Bruce Naphthali, Chairman of City West Community Financial Services.

The Pymont **Community Bank**<sup>®</sup> Branch is the 250th **Community Bank**<sup>®</sup> branch to be opened in Australia. Mr Jenkins told the gathering that the Bendigo **Community Bank**<sup>®</sup> model started in country towns of Victoria in 1998 and has since spread to regional centres throughout Australia. More recently, the growth has extended to suburbs and capital cities. The branch at Pymont is the first within central Sydney.

Mr. Jenkins spoke of how after 12 years of **Community Bank**<sup>®</sup> trading, not one branch has closed and that **Community Bank**<sup>®</sup> branches have already granted millions of dollars to community organisations and projects.

Councillor Marcelle Hoff congratulated the Pymont **Community Bank**<sup>®</sup> Board and before them, the original steering committee, on the outcome achieved. Councillor Hoff was very aware of the hard work that had gone into the project.

“This type of endeavour pulls communities together; and brings benefits, both socially and financially, engendering pride in our community and promoting socially responsible behaviour.”

Chairman Bruce Naphthali thanked the team for working so intently for two years to see the project through to opening. Many of those who worked to achieve this outcome are now members of the Board of Directors



and will continue to work to ensure the second objective of profitability.

Mr Naphthali said a solid share of the profits to be generated by the branch will stay in the communities of Pymont and Ultimo via grants to community based non profit organisations, and as shareholder dividends.

The branch opened its doors for business three days later, on 11 December 2009, and has been trading for six days a week since. The increasingly popular, externally located ATM has been open 24/7 since the time of opening.

The branch provides all the facilities offered by major banks, but there are some important differences and benefits of banking with the Pymont **Community Bank**<sup>®</sup> Branch.



## Our Bank supporting the Pymont Community

This year Pymont **Community Bank**<sup>®</sup> Branch sponsored a prize in the annual Small Art Festival held in Union Square. This is the first in what will be a long list of community projects to be supported by us once we achieve profitability. Directors and bank staff were present at the festival to give information about our bank and its services, plus handing out balloons, piggy banks, bubble pens and stickers for children.

Mr Bruce Naphthali, Chairman of the Board, is seen handing over the runner up prize for the people's choice category.



## Our **Community Bank**<sup>®</sup> branch building

Our **Community Bank**<sup>®</sup> branch is located in a prime position at the top of the historic, Union Square. Designed by the government architect of the day, Walter Liberty Vernon, and built from surplus Pymont sandstone - quarried for the GPO and Customs House buildings - the building opened as a Post Office and residence in 1901.

The building's high conservation value and heritage listing placed many challenging restrictions on its refurbishment. Despite these restrictions, the branch boasts state-of-the-art banking facilities to serve Pymont locals including an on-site 24 hour access ATM and other remotely located units planned for Pymont.

New visitors to the branch have commented on the friendly, open and personal nature of the "Branch of the future" design and layout.

- ▶ Top: The building now with new signage and the ATM.
- Bottom: The inside of the building the day of the ribbon cutting.



## Meet your staff



Phil Price  
Branch Manager



Izana  
Customer Service Officer



Annette  
Customer Service Officer



Glenn  
Customer Service Officer



### Meet Garry Noel

Mobile Relationship  
Manager

Bendigo Bank

0422 605 056

Garry's 20 years of experience in the finance industry is matched only by his proven customer commitment. Garry will be pleased to meet at a time and location that suits your schedule, just ring him on 0422 605 056 to arrange an appointment.

## Community Bank® Network Returns \$40 million

From a posting on the Bendigo and Adelaide Bank Ltd website on 19 May:

Today Bendigo and Adelaide Bank Ltd's **Community Bank®** network celebrates a momentous milestone, with the announcement it has now returned more than \$40 million dollars to support local community groups and projects right across Australia.

The milestone further strengthens the importance of the **Community Bank®** network as an alternative source of funding for local community initiatives.

Bendigo and Adelaide Bank Ltd's, Executive, Customer and Community, Russell Jenkins, said the **Community Bank®** initiative has far exceeded all expectations.

"Achieving \$40.3 million in returned profit to the community is a fabulous achievement and just goes to show the innovative **Community Bank®** model is not only sustainable but makes meaningful contributions to communities across Australia," Mr Jenkins said.

Since its inception in 1998, more than 256 **Community Bank®** branches have been opened in partnership with 1,690 volunteer Directors and more than 63,300 local shareholders, dedicated to delivering better outcomes for their local communities.

The network now has almost 790,000 accounts and boasts a total banking book of \$16.3 billion.



"Behind those statistics are hundreds of stories of **Community Bank®** branches making a real difference to the lives of local people," Mr Jenkins said.

"We hope that this success is an indication of things to come and we will continue to be an important part of local communities."

To read more about the tangible outcomes of the **Community Bank®** initiative visit Community Snapshots on the Bendigo Bank website: [www.bendigobank.com.au](http://www.bendigobank.com.au)

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148 Harris Street, Pyrmont NSW 2009  
Phone: 9518 9866

Website: [www.bendigobank.com.au](http://www.bendigobank.com.au)

Opening hours: Monday to Friday 9.00am – 5.00pm  
and Saturday mornings 9.00am – 12 noon

### **City West Community Financial Services Limited**

PO BOX 304, Pyrmont NSW 2009

ABN: 34 134 051 219

**Chairman:** Bruce Naphthali.

**Directors:** Margaret Broadbent, Ian Bulluss, Geoff Davies, Peter Devoy, Robert Gavagna, John Hoff, Ashley Limbury, John Marsden, Charles Perry and Trish Strong.