# Pre-Conference Sessions

<table>
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<tr>
<th>Community Bank® National Council Open Forum</th>
<th>When: 11.30am to 12.30pm&lt;br&gt;Optional lunch will be available at the conclusion of the Forum for those attending the pre-conference workshops.</th>
<th>Cost: $30 per person</th>
<th>Where: Adelaide Convention Centre</th>
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<tbody>
<tr>
<td>Join the National Council members for an informal open forum around the key priorities and focus for the network.</td>
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## Pre-Conference Workshops

Join us for a series of workshops on a wide array of topics. There will be something of value for every Board and Branch and each workshop will have the opportunity for Q&A.

Afternoon tea will be served for workshop attendees at 3.00pm.

<table>
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<tr>
<th>Session 1 – 1.00pm to 2.00pm</th>
<th>Session 2 – 2.00pm to 3.00pm</th>
<th>Session 3 – 3.30pm to 4.30pm</th>
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<tr>
<td>• <strong>Community Development</strong>: Building your Community Impact Plan</td>
<td>• <strong>Bendigo Insurance</strong>: Protecting our Customers</td>
<td>• <strong>Community Sector Banking</strong>: How not-for-profits contribute to your Community Bank® branch’s growth</td>
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<td>• <strong>Marketing</strong>: Grow your business with Marketing Central</td>
<td>• <strong>Merchant Services</strong>: The Future of Merchant Acquiring - new technology, new ways to pay and new participants</td>
<td>• <strong>Customer Voice</strong>: Listening and responding to the voice of our customers</td>
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<td>• <strong>Rural Bank</strong>: Partnering with Rural Bank</td>
<td>• <strong>Remuneration &amp; Benefits</strong>: All things remuneration</td>
<td>• <strong>Wealth</strong>: What does Wealth mean to your communities today, tomorrow and beyond?</td>
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# Pre-Conference Workshops

**Bendigo Insurance: Protecting our Customers**
The Workshop Program is ultimately about understanding our customers better and ensuring that we are having relevant conversations with our customers with a particular focus on protecting their needs. As we aim to be “Australia’s most customer connected bank”, we need to ensure we go deeper into understanding the goals and aspirations of our customers. Often these conversations are about ‘buying a home or a car’, ‘building a savings plan to invest money in the future’, or even basic transitional needs of a business. All positive things, however, to do all these things are great, but if we don’t talk to customer about protecting these aspirations and goals, we have only done half the job. As you will see during the workshop, the statistics are damning in terms of the lack of protection that is in place for our customers. This program will draw a bow-tie around the holistic conversation we should be having with our customers.

**Grow your business with Marketing Central**
Marketing Central is Bendigo Bank’s online sales and marketing platform – your one stop shop for all things Sales and Marketing. Using Marketing Central is easy. We give you the tools and resources you need to leverage off state and national activity, but not only that, it’s flexible enough to personalise and accommodate your local needs. The system is pre-populated ahead of time with all the tools and resources you need. With a username, password and web access, comprehensive Sales and Marketing tools are at your fingertips 24/7.

With lots of new features and fresh content, join in our workshop to see the new and enhanced version of Marketing Central and find out how it can help you grow your business.

**The Future of Merchant Acquiring – New technology, new ways to pay and new participants**
The innovation of payments at a business’s point of sale, whether that’s in the physical or digital or even “phygitai” world, has never been more exciting. We will be sharing with you the future of new ways to pay and how payment will work in the Internet of Things. We will also talk about the new participants in the payments world outside of the traditional MasterCard, VISA and EFTPOS.

**Community Development: Building your Community Impact Plan**
Come along and hear about the new Community Planning Tool Kit and hear from those who are using it to build a picture of their community needs.

**Partnering with Rural Bank**
Rural Bank understand the needs of your farming customers and as such, proudly offer a range of specialist farm finance products to our farming customers. Our vision is to provide exceptional financial services for Australian farmers to grow. A key part of our strategy is partnering with the Bendigo branch network who can offer Rural Bank’s range of specialist farm finance products and (our specialists expertise) to your farming customers. As part of our partnership model, we continue to consolidate our learnings on how we can work together with our Community Bank® partners. Come along to this session so the Rural Bank team can share their insights with you and provide an interactive forum to discuss how we can continue to collaborate to help grow the business and support your farming communities.

**Evolution: The changing face of [community] banking.**
Pre-Conference Workshops

Remuneration & Benefits: All things remuneration
We know remuneration can be a complicated and highly emotive topic to navigate with employees. It’s a difficult balance to attract, engage and retain the right people while also meeting increasing regulator and public expectations on remuneration and returning a profit to the communities you serve.

What’s going on with wages growth in the market? How much should we be paying our people and should we pay a performance bonus? What’s fair and how do we explain it to staff? How should we assess performance? Is the Sedgwick Report relevant to us?

If you want answers to these types of questions, then please join us for an interactive discussion!

If you would like us to cover any other specific rem related topics, please send them through to us prior to the workshop at Remuneration Mailbox.

Customer Voice: Listening and responding to the voice of our customers
Our customers have increasing expectations around the consistency and quality of their experience when they interact with us. They expect to engage with us anywhere, anyhow and anytime, and for our interactions and communications to be relevant, timely, personalised, connected and seamless. To meet these expectations, we must continue to evolve our capabilities to effectively listen to the customer voice, understand and interpret, and leverage insights to engage with current and potential customers – in their channel of choice, in a personalised way, and in the moment when it is most relevant.

Ian Jackman, Head of Customer Voice, will provide an update on how we are listening, understanding and responding through key initiatives from across the Customer Voice team. The session will also include insights arising from our market research, customer surveys, mVoice community, and behavioural analysis, and an opportunity to raise questions and discuss these areas in more detail.

What does Wealth mean to your communities today, tomorrow and beyond?
In Wealth, we understand the need to focus on change and innovation to remain relevant and successful. We stand for more than a single product or person, we support the growth and development of thriving communities, investing what we have today in our future of tomorrow.

Learn about the ripple effect that wealth solutions create for your communities and customers through responsible investing, award winning products and profit share from sales.

Get an insight into how the care, consideration and expertise of our team supports customers through life changing events.

Find out how we plan for healthy and prosperous communities with tailored strategies for customers.

Hear updates on the salaried planning model, Leveraged and Bendigo Smart Start Super CANSTAR awards, and customer choice.

Community Sector Banking: How not-for-profits contribute to your Community Bank® branch’s growth
With $107b in annual revenue and 1.2 million staff across 600,000 organisations, the not-for-profit sector represents a massive 8.4% of Australia’s GDP. But it’s also the “glue which holds much of Australian society together and allows it to function and prosper,” a role many Community Bank® branches play in their own communities.

Community Sector Banking is the not-for-profit banking specialist within the Group. This year we have changed the way we work with Community Bank® branches to harness the opportunities within this sector. In this session, Andrew Cairns, Community Sector Banking CEO, will demonstrate why every Community Bank® branch should include not-for-profits in their growth strategies and what tailored support we can offer to help make this a reality.

Evolution: The changing face of [community] banking.

Please note: Pre-Conference Workshops are capped at 90 participants.