

Agnes Water/1770 Community Bank

ATM

Bendigo Bank

Good for **U** AND your community

Agnes Water/1770 Community Enterprises Pty Limited

February 2013

Words from the Chairman

Welcome to our first newsletter for 2013.

It's been a perfect summer for tourism in Agnes Water, which is fantastic to see, and it may seem odd, but it's nice to battle for a car park in the Endeavour Plaza!

As always, Agnes Water/1770 **Community Bank**[®] Branch team has been busy serving and supporting the local community, as you can see from the sponsorship table overleaf. It's great to be part of something that keeps on giving. Furthermore, it's nice to see so many members of the community coming up with innovative and community-minded projects and initiatives. Our community just seems to be getting better and better.

The branch has also seen an increase in footings by nearly 15% since we last wrote to you, which is a really commendable effort by all our branch staff. Well done team. We are getting bigger and better, in all the best ways.

So, from our branch staff and the Board of Agnes Water/1770 **Community Bank**[®] Branch we wish you all the best for the coming year, and look forward to becoming more involved with some great projects.

Susannah Plumridge
Chairman

Directors:

Susannah Plumridge (Chairman), Bernadette Grassby (Secretary), Eddie Thomson (Treasury), Mark Perks, Marci Russo, Gary Rapley, Christine Devine and Margaret Behal.

4th birthday celebrations



Last June, Agnes Water/1770 **Community Bank**[®] Branch celebrated its fourth birthday. Directors, staff and customers celebrated with cupcakes made by staff member Diane Nelson (branch mascot "Karah" was also in attendance).

Since opening the doors in 2008, Agnes Water/1770 **Community Bank**[®] Branch has given back more than \$40,000 to the community, employment for six locals and provided a much needed service to the town and surrounding region.

As the support for the branch grows, so will the amount the branch can give back. To all our customers and shareholders who have and continue to support Agnes Water/1770 **Community Bank**[®] Branch we thank you and look forward to continuing to provide an excellent service and build a financial legacy for the town.

Agnes Water/1770 Community Enterprises Pty Limited

ABN 46 123 046 677

Shop 17, Endeavour Plaza Shopping Centre,
Agnes Water QLD 4677

Continued growth and ongoing changes

To date your **Community Bank®** branch has put back into the local community more than \$40,000 in sponsorships and grants. This figure is set to grow substantially in line with the support from the local community which in turn allows the branch to grow.

One of the key measures of success for the branch is to be able to give back to the community and build a long term financial legacy for the region. This can only happen with the support of the locals and surrounding business.

To date we are winning, but very slowly. As the message gets out into the community, I am confident more people will switch banks for the good of the community. Some key points about the branch's performance are:

Agnes Water/1770 **Community Bank®** Branch continues to perform and grow. The 2011/12 financial year saw branch footings (deposits/lending) grow by 26.45% and customers supporting the community branch grew 14.6% bringing total customer to 1,235 as at 30 June 2012.

The Board continued to come together and is doing a great job under the leadership of our Chairman Susannah Plumridge.

Customer service continues to be a top priority, and it was very pleasing to see our branch come in at number one for Central Queensland in the Mystery Shopper survey carried out during the year.

Dianne Nelson was selected as the "Being the Bendigo" winner for October Australia-wide (Bendigo and Adelaide Bank's highest staff recognition award). Both these results demonstrate the very high service level being delivered locally.

During the year, Cheryl Murry went from full time to part time; this allowed the branch to employ Helen Willson who is proving to be a real asset to the branch.

We have also introduced the Strategic Partners program which is pooling the contacts and resources of the branch and the various clubs and groups around town to ensure the branch grows and is in a position to build a financial legacy for the benefit of everyone.

Looking forward, we expect the branch to reach break even (profit wise) in 2013. With continued effort from the bank and staff/ Board and support from the community, it is only a matter of time before the real impact of the **Community Bank®** branch is seen across the Agnes Water region and shareholders start to see a return on their investment.

Branch Manager
Mark Mooney

State Conference

The 2012 Queensland **Community Bank®** State Conference was held in Cairns. Agnes Water/1770 **Community Bank®** Branch was represented by Branch Manager Mark Mooney, Chairman Susannah Plumridge, Secretary Bernadette Grassby and Director Mark Perks.



The conference provides an opportunity for Agnes Water/1770 **Community Bank®** Branch Directors to network with fellow Directors from across the state.

There was a strong emphasis on sharing ideas on how best to grow the business and ways in which the Bank can assist in local community projects. Overall the conference was a huge success with a number of ideas taken on board. The 2013 conference will be held in Toowoomba in May. Once again this will be a great opportunity for board members and staff to network with other successful branches.

Community Bank® network returns \$80 million

Bendigo and Adelaide Bank's Managing Director Mike Hirst announced last year that the **Community Bank®** network has now returned more than \$80 million in banking profits back to the communities these unique companies operate within.

The milestone was almost unimaginable when the **Community Bank®** model was first launched in 1998, in partnership with the people from the small Victorian wheat farming towns of Rupanyup and Minyip.

For these communities, including our own, the **Community Bank®** model was seen as a way to restore branch banking services to the towns, after the last of the major banks closed down their services.

Between 1993 and 2000, more than 2,050 bank branches closed across Australia representing a 29 per cent reduction in branch numbers.

Bendigo Bank recognised the impact of these cuts on communities and decided to create a new franchise banking model in which the Bank partnered with communities and shared the revenue generated by the branch.

This has allowed Australian communities to retain revenue generated by their banking business in their local community for the first time, and enabled them to reinvest the money into community groups and projects.

From 2001 to 2011, **Community Bank®** branches have represented a quarter of all new Australian bank branches (205 of 799), and in 2009/10 **Community Bank®** branch openings made up more than half of the new bank branches opened that year (22 of the 40 branches).

But, the **Community Bank®** model is about far more than enhancing a community's access to banking services. It's now about securing an alternative source of income so that a community can fund activities or initiatives which make their town or suburb a better place to live.

For the past 14 years, the **Community Bank®** network's returns to communities has grown exponentially, with \$470,000 returned in the first five years, \$8.15 million in the first eight and \$22.58 million by the end of the first decade of operation.

Today, just four years later, that figure is an astonishing \$80 million, and with the continued growth and popularity of the **Community Bank®** model returns should top \$100 million by the end of 2013.

There are also a growing number of instances in which community funds were being augmented by governments.

Communities that can demonstrate commitment and buy-in to projects are great partners for government, and these dollars add up to new community facilities, improved services, more opportunities for community engagement activities and, generally speaking, a more prosperous society.

Sponsorship update

Agnes Water/1770 **Community Bank**[®] Branch continued to support the local community in a number of areas, both financially and through the personal involvement by staff and board members. The aim this year was to support various clubs and groups which would benefit the greatest number of locals. A few of the groups who benefited were:

Rural Fire Service – More than \$2,000 was raised by the branch to assist the RFS to purchase a new education trailer to be used across Central Queensland. Funds raised locally were pooled with funds from other **Community Bank**[®] branches across the region, and a total of \$23,000 was raised.

Agnes Water Bowls Club - \$2,000 to sponsor a major triples tournament. This sponsorship has been on-going for a number of years and always attracts bowlers from across the state.

Agnes Water Triathlon/Aquathon – Both money and time were donated by the branch staff and Board members to help make this event a winner in 2012. The event attracts both locals and visitors, and helps promote not only the town but fitness in general.

Men's Shed – The branch ran a local tool drive for the new shed, plus provided funds to have all the electrical tools installed and certified by a qualified electrician. The Men's Shed group provides a critical resource for the town, which the **Community Bank**[®] branch is proud to be part of.

Agnes Water Festival and Art Show – Sponsorship of another successful festival and art show, which was a credit to all involved.

Rosedale School – Supporting local schools is important to the **Community Bank**[®] branch and Rosedale received a number of sponsorships this year.

Junior Tennis Squad – Tennis racquets were donated to the squad to allow a number of juniors to take up the sport. Hopefully there will be a budding Ken Roswell there somewhere.

Marlins Rugby League Club – Received funding for benches, footballs and other items to help get the club established.

Agnes Water Writing Group – This is a great initiative by local writers. They ran a writing competition at the local school with very impressive stories, winning entries were displayed in the branch.

Other groups that received assistance include, the Little A's, Agnes Water School, the Sports & Recreation group and the Lions Club.



Watch the Bendigo Bank story at
www.bendigobank.com.au/snapshots

Supporting local health issues

The local Men's Shed has been a fantastic addition to the town. The facility provides a place for men to gather and discuss relevant issues, and try their hand at new skills.

The Men's Shed is part of an Australia-wide organisation. The initial drive to get the building up and running was driven by the local RSL, plus many other local business and organisations.

Fit out of the shed, including tools, etc., were all donated, and Agnes Water/1770 **Community Branch**[®] Branch ran a tool drive in the branch.

We also covered the cost for a qualified electrician to certify and, if needed, re-wire all the power tools and machinery.

Member numbers for this vital organisation continue to grow as the word gets out, and the **Community Branch**[®] branch is proud to be involved.



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Agnes Water/1770 **Community Bank**[®] Branch



Bendigo and Adelaide Bank Limited, The Bendigo Centre, Bendigo VIC 3550. ABN 11 068 049 178. AFSL 237879. (BMPNL0540) (02/13)

Agnes Water/1770 **Community Bank**[®] Branch

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Opening hours:
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