

Chairman's report

Business growth has continued since our last shareholders' newsletter, as we move closer to profitability.

Fortunately, unlike some other branches we have a balanced book – i.e. deposits and loans are fairly equal which gives us better margins than some branches with an excess of deposits which have the effect of reducing their margin.

We have recently had two valued additions to the Apollo Bay & District **Community Bank**[®] Branch team who I am confident will make significant contributions to our ongoing prosperity.

Well known local identity, James Walters who has been involved in several community organisations – as a member of the School Council and the Youth Club, brings a wealth of local knowledge and awareness to the Board and we look forward to his contribution.

A wonderful addition to the Board is the pioneer of Bendigo Bank's **Community Bank**[®] model, Rob Hunt, who recently retired as CEO of Bendigo and Adelaide Bank Ltd and has joined the Board as one of our Directors. The Board gladly accepted this offer from the person who championed the development of the **Community Bank**[®] model that has proven through the recent GFC to be one of the most resilient banks and also the only one able to provide leadership in the development of real local community capital and infrastructure.

We look forward to the contribution of both these additions to our Board.

The **Community Bank**[®] branch has also become a major sponsor of OCR FM 88.7, Apollo Bay's own fledgling radio station working in conjunction with Colac and now broadcasting 7 hours of local programs each week, another wonderful community initiative by the Branch.

The branch has established a presence in the community since opening with the distribution of \$33,000 in sponsorships and grants thanks to Bendigo Bank's Market Development Fund.

Allen Hokin
Chairman

Bank initiates pool study

During the past six months the branch has continued to share its benefits with the community. One significant initiative undertaken, with the drive of our new Director Jane Gross, has been the resurrection of the concept of Apollo Bay's own indoor swimming pool. The **Community Bank**[®] branch has contributed funds toward a feasibility study and business plan, as has the Council and Otway Health thus far. The establishment of a community working group for the project will strengthen these partnerships and achieve a thorough analysis to put to Council before the end of this year. This is a great example of the local **Community Bank**[®] branch acting as a catalyst in the town for major groups to work together to achieve outcomes that benefit the whole community.

Branch Manager's report

The Apollo Bay & District **Community Bank**[®] Branch has now passed three years of operation. While still working towards achieving a profitable operation, the year ahead looks promising based on the support we have received over recent months.

Bendigo Bank has introduced a new Home Loan Package which is especially competitive against the major banks, and many have taken advantage of this.

The bank has also installed a dedicated Business Banker for Apollo Bay. Based in Colac, Luke Gibson (the former manager of Bendigo Bank Colac) will be spending each Tuesday in Apollo Bay or otherwise on call. This will enhance our business finance capability by providing a professional face to face service.

While many clubs and organisations have benefited from grants and sponsorships, it is the membership we look to for support on an individual basis. Everyone who banks with us supports the local community including their club or organisation. It is envisaged when in profit we would be in a position to support major projects for the benefit of the town, which has happened in other areas.

We need the support of shareholders and members of clubs/organisations alike. Do not leave it to the other person. Join us now for the long term benefit of your community.

Graham Floyer
Branch Manager

Appointment of Business Banking Manager



Luke Gibson has been appointed Business Banking Manager to our region and will be spending every Tuesday in the branch of the Apollo Bay & District **Community Bank**[®] Branch.

Luke began his banking career as a customer service officer with the CBA in 1996. In 2 years he had progressed into the commercial banking sector of CBA; he was awarded the CBA National and State Sales & Service Awards in 1998.

Luke joined the Bendigo Bank as a Customer Relationship Manager in Colac in 2003 – in 2006 he was appointed the Branch Manager.

He assisted in the establishment of Apollo Bay & District **Community Bank**[®] Branch in 2008.

Luke and his family have lived in the area all of his life and he has extensive knowledge of the surrounding districts.

Client profile – Galapagos Book Store



Galapagos Book Store opened for business on the 8 September 2009 thanks to the help and advice given by the Manager of the Apollo Bay & District **Community Bank**[®] Branch.

“Galapagos” as a name was chosen to represent long held connections between land and sea and gave us an opportunity to create a great logo with the help of a talented local sign writer. Hence our tortoise, complete with wire rimmed glasses, floating on a book out to sea, was born.

As a book seller, I now find myself reading more widely through genres not previously explored. My favourites include the Guernsey Literary and Potato Peel Pie Society and the Book Thief. These books remain two of the best sellers for the shop. Other best sellers include the Millennium Trilogy; John Marsden’s Tomorrow Series and, of course, Diary of a Wimpy Kid.

We have a great range of children’s books and I love to watch the enthusiasm for reading both parents and grandparents encourage in the young ones.

Greg and I would like to take this opportunity to thank all the staff of our Apollo Bay & District **Community Bank**[®] Branch for all the friendly, professional service they have given to date. Without their support, the last two years would have been much more difficult. As everyone knows, the first three years of any new business are always the hardest and have the support of ‘banking the way it used to be’ with ‘good old fashioned service’ has made our lives that much easier.

We would encourage all the local businesses to give Apollo Bay & District **Community Bank**[®] Branch a go. We are sure they will be delightfully surprised by the quality of the service provided. The added bonus is of course helping the branch help the community. The more customers they have, the more money becomes available to go back into the community! That has to be a good thing!

Cheers,
Deb Moore & Greg Denney

Most trusted and socially responsible bank

Bendigo and Adelaide Bank Ltd was recently presented with two different awards on two continents, endorsing our customer-connected and **Community Bank**[®] philosophies.

At a Sydney ceremony the bank was awarded the ‘Australian Reader’s Digest Most Trusted Bank’.

While in Singapore we were presented with ‘Asian Banking & Finance’s Best Corporate Social Responsibility Program’.

Both awards recognise the bank’s determination to share value with all stakeholders who contribute to our business. This includes the investor who provides the funds, the borrower, the bank’s shareholders who bear the risk and society itself.

The **Community Bank**[®] concept won the Singapore-based award works as a shared value model that creates economic value at the same time as it helps communities address their needs and challenges.

The Reader’s Digest award recognises the significant funding, upwards of \$58m, to community projects together with our excellent service and the level of trust and respect that follows the excellent service our staff provides.

In large part this is about not only trusting your bank with your money, but it’s also trusting your bank to do the right thing by the community.



Apollo Bay & District **Community Bank**[®] Branch

14 Pascoe Street, Apollo Bay VIC 3233

Phone: (03) 5237 7779

Website: www.bendigobank.com.au

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



Board of Directors: Apollo Bay & District Community Enterprises Limited
14 Pascoe Street, Apollo Bay VIC 3233

Directors: Allen Hokin, Patricia Hokin, Ian Richardson, Sue Kennedy, Jane Gross, Anton Tibbits, Tony Webber,
Gary McPike, James Walters and Rob Hunt.