

MAY
2021

Newsletter

Augusta Margaret River Community Bank

A word from your local Branch Manager

At the end of January this year, I was lucky enough to join the team of staff here at Augusta & Margaret River Community Bank in the role of Branch Manager.

Having worked in banking for over 15 years in a variety of roles, including a specific home lending focussed role, I found myself well-positioned to really add value to the Branch Manager role and in turn our valued customers.

Since starting in the role, I have had the pleasure of meeting some of our wonderful, loyal existing customers as well as some new ones, and I am looking forward to meeting more of you, so please come into the branch and 'hi' if you are passing by.

It's been really exciting to be a part of the Community Bank model. It's such a unique model, where customer's banking business can generate a profit that is returned back to our local communities to help them grow and prosper. The possibilities are endless with the support of locals choosing to bank with their local branch.

If it's one thing that has been a clear standout to me, is the amount of passion that most people have towards their local community - it is really admirable.

We continue to be faced with the challenges of COVID, but our team would like to thank all of our customers for following the directives (hand sanitiser, masks, scanning QR code etc) when visiting our branch, in order to keep everyone safe.

And finally, I welcome the opportunity to chat to you about how we can help with your banking needs. I am happy to meet you at a time and place that is convenient to you.

So please do not hesitate to contact me directly on 0438 680 175 or call the branch to arrange an appointment on 9758 0850.

I look forward to meeting you soon.

Vicky Hall
Branch Manager



What's in a Name?

A little over three years ago our board gained shareholder approval to change our area of community support to Augusta and Districts, as at the time we were looking to broaden the reach and appeal of the branch to a wider audience.

Being able to capture a wider audience of banking customers to the branch, will ultimately allow the business to grow and move into a profitable position.

With this comes a number of benefits to our local communities, including having more funds to invest back into the communities that we serve through community sponsorship and grants.

With this in mind, and taking the next step in our journey to grow the business, our board recently moved a motion to change our trading name under our franchise agreement to Augusta Margaret River Community Bank.

We believe this will assist us in gaining acceptance with potential banking customers in Margaret River, which has been identified as an area of significant growth for the branch.

This certainly doesn't change our commitment to our customers and the local community of Augusta. Our branch remains open 3 days a week to service the needs of our local customers and our Branch Manager, Vicky Hall, is available 5 days a week to visit our customers and prospective customers at their home, their business, local coffee shop etc at a time convenient for them.

We look forward to your support with this name change as we take the forward steps to best position the business for growth.



Community News

WHALESONG FESTIVAL RETURNS

The Augusta Whalesong Festival is a celebration of the connection between Earth and Sea.

From the depths of the meeting point between the Southern and Indian Oceans to the lofty heights of the historic Cape Leeuwin Lighthouse, wild and wonderful Augusta calls to the spirit of the sea this June 4- 7 at the 2021 Augusta Whalesong Festival.

Our team are excited to be involved in this year's event, proudly presenting the Kid's Colouring Competition for 3-6-year-olds and the Whale Poem Writing Competition for 6-12-year-olds.

Entry forms will be circulated through the local schools and you can drop your entries into our Bendigo Bank marquee at the Festival on Sunday 6 June.

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 Community Bank · Augusta Margaret River



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A Change to your Local Board of Directors

A recent board reshuffle has seen Jennifer Gherardi appointed as the new Chairperson and Cinde Fisher as the new Deputy Chairperson.

The previously Bendigo Bank appointed Chair, Neil Martin did a great job of guiding the Community Bank branch from a fragile position, and along with board of volunteer directors, developed a clear path forward for the last four years. We would like to thank and acknowledge Neil for all of his hard work and commitment to the board.



New Chairperson, Jennifer Gherardi said "our board goals are to continue to grow our local Community Bank branch so that we get into profit as soon as possible. This will enable us to, not only continue our investment back into our local communities but grow it. Our board members know the hard work it will take to grow the business, but we are all very willing."

Mrs Gherardi said "this is a great opportunity and personally, it is very rewarding. I had enjoyed a very positive experience of being on the fast growing and high achieving Cinefest OZ board for eight years and after a break was ready for a local board which was community based. The Community Bank board was appealing because it seemed a good match for me to offer creative business strategy, marketing and local knowledge."

"We have some exciting new community projects coming together, including our support of the new and upcoming Augusta & Districts Community Childcare Inc. This will be a game-changer for Augusta in supporting families and businesses to have better opportunities and employment." says Jennifer.

The Locals in Business

NATASHA MCKAY, OWNER THE RAGGED ROBIN

Most Augusta locals will be very familiar with the little, eclectic gem, which is The Ragged Robin, located in the center of town.

Owner and valued customer, Natasha describes her business as a "small cafe come retail space for secondhand, old and new homewares".

As we sit down for a chat with her, it's clear to see that she has been able to combine two of her passions into this thriving little business.

"I do it because I am a 'people person' and I love eclectic stuff".

"Finding treasures that make people happy and being in a community cafe where people become almost like family - The shop is like coming into Nanna's kitchen."

When asked about her challenges in business, Natasha says "I don't have too many challenges. Every day is a different day, and we deal with it as it plays out."

Sharing her pearls of wisdom and the principles that she lives her life to:

1. Don't assume anything
2. Don't take anything personally
3. Always do your best
4. Be impeccable with your word.

Natasha has been a customer of the branch since opening, saying "it's good to have a branch which you can walk into, the girls know your name and your business, and are always friendly and helpful - and are locals too."

"Bendigo has been excellent in helping us purchase the business and I wouldn't hesitate to recommend them to others"



I'M AN OWL FRIEND



Night Watch Masked Owl © Jay Gibson

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Talk to us today

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Community Bank

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We're open:

The Augusta Branch is open on Monday, Wednesday and Friday 9:30am-12:30pm and 1.00pm-4.00pm

Vicky Hall, your local Branch Manager is available for appointments from Monday to Friday at a time and place convenient to you, whether you're in Augusta, Margaret River, Cowaramup or anywhere in-between.

Directors

Cinde Fisher; Clare Gleeson, Donna Adams, Jennifer Gheradi (Chair); Jodie Lane; Lisa Garside, Miriam Bailey; Nicholas Dornan

Augusta & Districts Community Financial Services Ltd 54 Blackwood Avenue, Augusta WA 6290

ABN 64 110 946 168

Director Profile

CINDE FISHER

Live locally?

Yes, Margaret River since 2000

What do you love about living here?

The connections with like-minded people

Are you involved in any community groups/organisations? If so, tell us more about this.

Working at the tourism association full time and being a mother of 3 boys keeps me busy but aside from that the ocean that is my love. Swimming every morning with the SeaSlugs and Stand up Paddle Surfing with other local ladies and more recently my little puppy. Recently joined the Ronald McDonald South West Engagement Committee to help raise awareness of the home-away-from-homes for seriously ill children and their families.

How long have you been involved with the Board?

For about 3 years

What do you like most about your role?

Hoping to help make a difference in the community. Being inspired by organisations that require assistance – the time and effort they put into their passions.

Tell us about your 'day' job

As a Co-CEO of the Tourism Association my role is extremely varied. The MRBTA is unique to Australia in that we are self-funded through our attractions to provide destination marketing and visitor servicing to the Margaret River Region. My area of expertise is in the Finance and IT of the business where we aim to innovate and provide efficiencies.

Motto I live by?

Be true to who you are and what you love

Best advice you've been given?

Most recently: You are the average of the 5 persons you spend the most time with

Something most people wouldn't know about you?

Maybe that I grew up in South Africa – but maybe not – all depends if you have had a conversation with me.

