



Summer  
2022

# Newsletter

Community Bank · Balnarring & District



## Your town, your new bank

Community Bank Balnarring & District opened its community-focused branch in Balnarring Village Shopping Centre on 1 February with a great sense of excitement.

Now situated in the heart of the village, this innovative new space has been designed to allow customers and our community better access to information, expert advice, services and products.

With a strong commitment to feeding into local prosperity, the branch ties into our bank's broader strategy to reshape our business for the future so it can better serve the needs of our customers and our wider community, at the same time supporting local businesses, community groups and artists in new ways.

One of the most striking features of the new branch is a joyful, vibrant mural, which journeys through local environments, created by Balnarring artist Jane Reiseger, in collaboration with Shoreham-based graphic designer Bek Thompson (pictured).

Our more personal and inviting design also includes:

- A free retail pop-up space in which local businesses, community groups and creatives who bank with us can showcase their work for a two-week period. The first two featured in this area have been Jane's original mural art work and some of the natural found objects which inspired her and Bek, and Friends of Coolart reminding us of the importance of this historic homestead and grounds and the groups valuable work
- A central teller with a flexible design to adapt to changing customer needs
- A space, equipped with meeting technology, which can be used for small events, workshops and meetings.

We will continue to provide services tailored to the needs of our community and support local small businesses in ways that others don't and ensure that we continue to be recognized as one of Australia's most trusted brands.



Community Bank Balnarring & District shares its profits with our communities because community banking is based on a 'profit-with-purpose' model, which means our profits are returned directly to the communities that have generated them.

Since opening in 2008, we have returned more than \$2 million to fund important local projects and initiatives. Thanks to the loyalty of our shareholders and customers and the hard work of our branch staff and volunteer Directors, we have grown to be one of the biggest sources of community funding in our district.

You may not think who you bank with matters. But it does. For our customers, their banking is making a real difference. Every day our customers help change lives, and save lives, simply by banking with us.

You need a bank to give you the products and services you need. We need your banking to help us make a difference, so if you are not one of us already, why not move to a bank you can feel better about and join those already benefitting from our competitive rates and trusted services.

Switching is easier than you think and as you can see from our wonderful new branch, we remain firmly local.

## Our stunning mural



Let's start by telling you about Jane and Bek, who we have to thank for our amazing mural.

Jane Reisinger is an illustrator and artist based in Balnarring, who draws and paints. Her work is playful and joyous and she gets lots of inspiration from nature and kids.

Bek Thompson lives in Shoreham and works from her studio there. She has over twenty years' experience in branding, graphic design, creative direction and illustration and works with clients across a broad range of industries.

Jane loves to work on large interior wall graphics. Those who have visited the Royal Children's Hospital will have seen Jane's wondrous illustrations, which are used throughout the hospital. Environmental themes and related characters were used to describe destinations and functions in the hospital, creating a

very special environment for children, families and staff.

For our mural, Jane used copic markers and pens on watercolour papers to make the individual artworks. Once these were completed, she collaborated with Bek to design the layout.

All artworks were scanned and arranged on a computer as they designed the mural. Once this was finished, Bek arranged for it to be printed in large format, before being installed on the walls to create the vision we now see.

Our local environment inspired the bright colour palette of this melodic story, which unfolds gradually, taking the viewer's eye on a meandering journey from the bush, to farmlands, glorious Western Port and finally to Balbirooro. Look for the hidden treasures along the way - there are so many wondrous things to find.

We know that this playful, yet evocative mural will delight customers and visitors to the branch and provide a very special work place. It is a gift to our community - connecting us all with the places we cherish.

### Finally....

Branch Manager Greg Hood and his staff - Delwyn, Glenys, Milly and Joanne, along with our Board of Directors, know that our communities have unique needs and our new branch has been tailored to meet those.

We believe that our new branch will provide our district's strong mix of community-minded residents, groups and organisations and innovative small businesses with the expertise and resources they require to explore a whole range of innovative solutions.

After what have been difficult and challenging times for many, we hope the opening of our new branch and the inspiration of our mural can be a small part of the steps we are all now taking in the recovery process ahead.

A better banking experience. Right on your doorstep.



### What our customers are saying...

"It's such an important sign of strength in our community - opening a wonderful new branch when others are closing and pulling out their ATMs."

"It's the essence of Balnarring - the beach, the bush and the beauty."

"Amazing! So Balnarring. So welcoming."

"Very inclusive - something for everyone, young and old."

## Talk to us today



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### We're open:

9.00am - 5.00pm Monday to Friday

### Directors

Heather Goddard (Chair), Chris Gurney (Treasurer),  
Mark Laughton, Ron Kempster, Stuart Whiteley, Pam Ford,  
Kym Bridgford, Michael Treadwell, Sarah Moran,  
Susan Beanland. Company Secretary - Ken Brown

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