



Community Bank · Byford & Districts

Sponsorship Guidelines

2023

Acknowledgment of Country

Bendigo Bank acknowledges the Traditional Owners of country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to them and their cultures; and to elders both past and present.

Our story

Community Bank Byford & Districts was opened on 28 January 2005 to deliver a trusted alternative to other banks in the area, focused on customer service and supporting the shire of Byford and surrounding communities.

Under the umbrella of Community Investment Program, support is provided to local organisations through Grants, Sponsorships and Partnerships. Community Bank Byford & Districts are proud to invest up to 80% of its profits annually into supporting the local community. In excess of \$1.8 million has been invested back into the community since inception.

Community Bank Byford & Districts are able to make these investments due to the significant support of its customers, shareholders, and a dedicated team of branch staff. The Board of Directors volunteer their time to oversee and drive the sustainability of the branch.

Byford & Districts Community Development Services Limited functions as a locally owned franchise of Bendigo and Adelaide Bank Limited and is an incorporated body with a Constitution.

What is Community Banking?

A Community Bank model is unique. A Community Bank reinvests profits back into the community. Community Banking provides a way for customers to make a real difference. The support of customer banking maximises the funding available for Grants, Sponsorships and Partnerships.

Every day our customers help change lives, simply by banking with us. We provide customers with the products and services they need, and with customer banking we can collectively make a difference in the community.

Community Bank Byford & Districts is dedicated to providing quality banking and financial services and to re-investing our profits back into the community. It means those who bank with us at the Community Bank Byford & Districts help make our communities thriving places to live in, work and visit. And you don't need to live in our community to bank with us. Once you have your accounts, loans, business accounts or insurances with us, you can do your day-to-day banking at any of the 500 Bendigo Bank or Community Bank branches around Australia, or via internet and telephone banking.

Making good things happen



When you bank with us, profits pour into the community. **\$1.8million** so far.

Here's who we've helped lately:

Centrals Football & Netball Club

Mundijong Playgroup

Byford Bowling Club

Byford Secondary College

Jarrahdale Community Collective

Serpentine Jarrahdale Lions Club

Serpentine Jarrahdale Food & Farm Alliance

Serpy Fusion Basketball Club

SJ Mens Shed

SJ Kelmscott Adult Riders Club

Razzamatazz

Standardbred Pleasure & Performance Horse Association

Find out more. Call 9525 0879 or search Bendigo Bank Byford & Districts.



What is a Community Investment Program?

This Program is our approach to effectively manage and coordinate funding requests for Grants, Sponsorships and Partnerships. We will also consider small donations with a formal application.

The Community Bank looks to develop community partnerships that are mutually beneficial. This means that we love to support events and projects that benefit the community (and your organisation), and that also provide opportunities to spread the word about what we do – our full range of competitive banking and financial products, and how we strengthen our local communities.

So it's a win-win arrangement for your organisation and the Community Bank.



What is a Community Partnership?

A community partnership is a formal arrangement between the Community Bank Byford & Districts and your organisation.

We look for ways we can promote and grow our business; and you generally look for funds or support for an event, program or project. And most importantly we both commit to delivering it. For example, you could provide our Branch Manager with an opportunity to address your members, and also display our banner at your event.

An example of a community partnership is the Community Company supporting a community event, by providing funds or in-kind support like marketing assistance. And in return we ask for your group to promote the Community Bank to your organisation's members and the wider community.

We also want you and the members of your organisation to talk to our branch staff about bringing your banking and financial business to the Community Bank. The more home loans, personal loans, business banking, farm accounts, insurances, superannuation and other financial products are held at our branch, the more we can help the communities we serve.

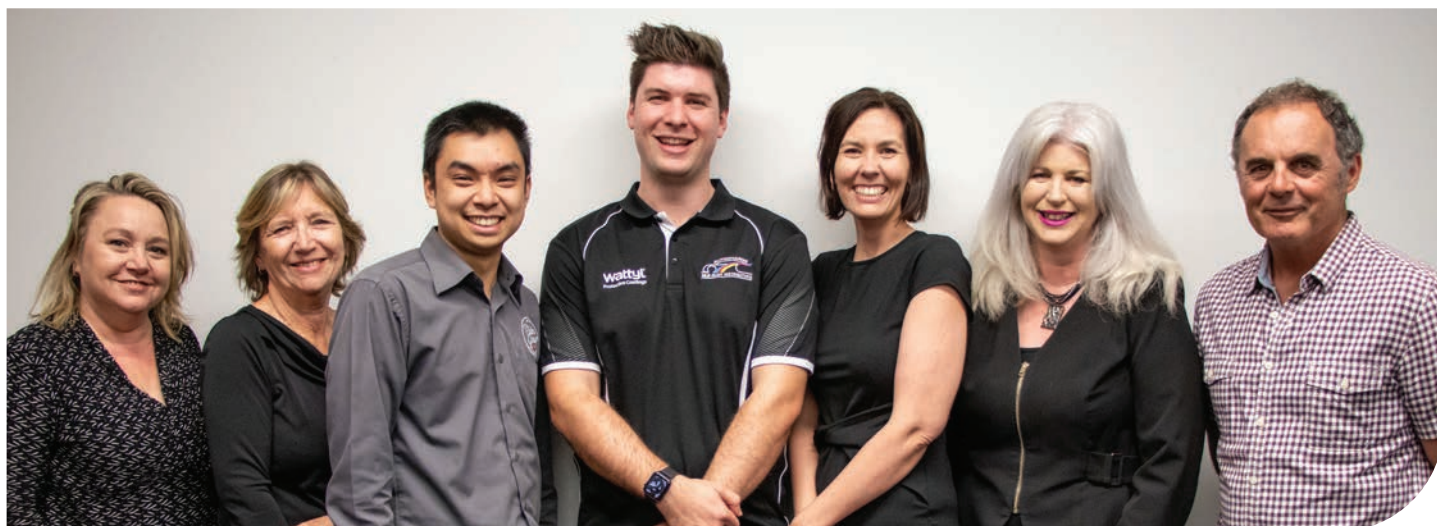
How can you contribute to your community?

You can help by doing your banking with us by:

- Opening accounts or moving your accounts to our branch
- Establishing or refinancing a home loan, personal loan or equipment finance
- Taking up insurance, investment and financial planning services
- Talking to us about our business banking if you own a business or are thinking of starting a business; or specialist rural products if you have a farm.

Every account that you open, every loan you take out, every insurance policy or other product you purchase from the Community Bank contributes to the accumulation of funds that we redistribute to community projects via this community partnership program and other investments in the community.

So there's a simple reason to bank at the Community Bank – because it means something you do every day actually benefits you and your community.



Gosnells Financial Services Limited Board members.

Who can apply?*

- A community organisation based in or servicing the Byford shire and surrounding communities (including organisations that are focused on the community).
- A not-for-profit organisation which is incorporated with an Australian Business Number (ABN) www.abr.business.gov.au
- An organisation without an ABN but with a Project Partner.
- Organisations that increase partnerships with community organisations which advocate strengthening the profile and customer base of Community Bank Byford & Districts.
- Local clubs, sporting facilities, community groups, P&C Associations.
- Eligible applicants do not include a government organisation or an organisation which uses a government ABN.

* The Board may elect to work in partnership with applicants which do not satisfy these criteria.

What will not be funded?

- Projects which benefit an individual.
- Administration, salaries or employee payments.
- Research and development phase of the project/program.
- Denigrate, exclude or offend minority groups.
- Anything associated with gambling.
- Create or exacerbate environmental hazards.
- Present a hazard to the community.
- Do not reflect community standards.
- Are sponsored by other banks or financial services.
- Benefit an individual rather than a community.
- Support private businesses and commercial activities.
- Are for ongoing operational costs such as insurance, utilities or rent.
- Are religious or political in nature, or support a religious or political cause.
- Applicants that have outstanding final acquittal reports for previous projects.
- Any retrospective costs or projects that have already started (or finished).



Impact sectors

Funding is allocated to projects which build community resilience, help others, encourage participation, volunteering and healthy lifestyles.

Sectors include (but not limited to):

Arts, Culture and Heritage
Education and Research
Disability support
Youth
Environmental and Animal Welfare
Community Facilities and Infrastructure
Emergency Services and Support
Health and Wellbeing
Sport and Recreation

What is return of Investment?

Anything that will help us to promote and grow our business!

We look for the chance to spread the word about Community Banking and to meet more members of our community. We love getting opportunities to explain how our Community Bank operates and how it benefits our customers and communities.

We look for ways to promote our Community Bank, to increase our visibility in the community and grow our business. We love when organisations we support encourage their members or the community to have their bank accounts, loans, insurances and other financial products with us – check with our branch staff about how you can organise your accounts to be held at the Community Bank Byford & Districts. We also like to fly banners, put our logo on promotional materials and chat to your members.

Expectations of Applicants

- Willingness to be a positive advocate to strengthen the profile and customer base of Community Bank Byford & Districts.
- Willingness to promote Community Bank Byford & Districts in person and in all forms of marketing: website, newsletter, Facebook, Instagram, events, presentations, and media.
- A bank account to be held at the Community Bank Byford & Districts to deposit the funds.
- Funds must be spent as outlined in the application and within the project timeline.
- Willingness to be audited for compliance with funding conditions.
- Commitment to submit an Evaluation & Acquittal form when project is complete.
- Provide photo or formal logos for use in future marketing material and in branch advertising.

Assessment criteria

- Project reflects Impact Sectors of Community Bank Byford & Districts.
- Commitment to accessibility and inclusiveness of project deliverables.
- Estimation of number of local community members likely to benefit from the project.
- Evidence of financial viability and willingness to partially self-fund or raise funds.
- It is important that there must be some level of community involvement in the project or activity and it must deliver a benefit to the community.
- Frequency and reach of promoting the Community Bank.
- How the Community Bank will be promoted.
- Level of participation at events.
- Confirmation that banking has been transferred to Community Bank Byford & Districts.

Assessment of applications

- Applications will be assessed by the Board of Byford & Districts Community Development Services Limited.
- Funding will be awarded at the discretion of the Board of Byford & Districts Community Development Services Limited.
- Applicants which meet assessment criteria are not guaranteed funding.
- Applicants may be expected to discuss their application in more detail with a Board Representative before a decision is made.
- The amount requested may be fully or partially funded at the discretion of the Board.
- Securing funding in previous years does not guarantee funding in subsequent years unless a written Partnership Agreement applies.

Application Timeline

Allow up to 60 days from the time you submit your application for a written response from Byford & Districts Community Development Services Limited.

For bigger projects, we appreciate longer lead time in order to plan marketing activities or campaigns, and work with your group to ensure maximum promotion takes place.

How to apply

- Application Forms can be found at the Community Bank Byford & Districts website:
www.bendigobank.com.au/byford
or contacting Claire Hurst (Company Secretary)
secretary@bdcdsl.com.au
- Prepare the application information: nominated person to endorse the application, ABN or Project Partner details, financial statements, project details, budget and quotes.
- The more information supplied, the easier it is to assess the application.
- Additional information supplied will be thoroughly assessed.

Assistance with the process and application


For further information or any queries, please contact your Community Bank Byford & Districts Company Secretary:

Claire Hurst

M: 0439 394 538 **E:** secretary@bdcdsl.com.au

Byford & Districts Community Development Services Limited
6/837 South Western Highway, Byford WA 6122

www.bendigobank.com.au/byford

 [/communitybankbyfordanddistricts](https://www.facebook.com/communitybankbyfordanddistricts)



Community Bank Byford & Districts branch team.