

# Manager's report

---

For year ending 30 June 2019

After commencing in the role early September 2018, I have been fortunate to have a very welcoming staff and supportive Board for which I am grateful.

With many years of banking experience, mainly in Business and Commercial Banking, I am thrilled to have been provided the opportunity to take the leadership role at East Malvern **Community Bank**<sup>®</sup> Branch after the retiring Chairman, Board and staff have built fantastic foundations for us to work with. I see the way forward is to empower our staff and build stronger sustainable relationships with our community partners, which in turn will ensure footings growth and increase the bottom line.

Whilst this year has been challenging, I think we are in a good place to see much improved results in the coming year with the branch team having a renewed sense of purpose as well as the streetscape beginning to change with various new traders moving in coupled with some mixed use development sights either commencing construction or about to commence. This will see increased foot traffic in the area.

## Highlights

We have strengthened relationships with various amateur football club's by way of introducing them to a referral partnership that see's their members introduced to our products and services. With the committees and club members being strong advocates of the **Community Bank**<sup>®</sup> model we have experienced an increase in lending and deposit enquiries.

The most successful of these to date are Old Xaverian's Amateur Football Club that sees five lending introductions made and St Kevin's Old Boys Football Club that has seen three lending introductions made to date. Our staff members often attend club functions, giving us the opportunity to grow our brand awareness, strengthen our community relationships and discuss our products and services.

We helped fund a state-of-the-art scoreboard at Elsternwick Park which has greatly assisted both the Victorian Amateur Football Club and the Old Melburnian Amateur Football Club games.

Malvern Bowls Club invited us to present an insurance information evening to their members, which saw an increase in general insurance policies taken by their members.

## Achievements

Appointing a Customer Relationship Manager to assist with the ongoing servicing of our valued Home Loan customers and allow myself more freedom to build on growing the lending book via our community partners.

Building strong relationships with our existing community partners – this is imperative if we are to achieve our lending growth in the coming year.

We were able to have the branch reopen in eight days after a major flood due to heavy rain on Melbourne Cup eve. This needed many parties come together to have the branch space safely repatriated with new carpet, fresh paint and carpentry repaired. Our staff assisted neighbouring branches to ensure our customers who made use of these branches saw friendly known faces and the impact of increased foot traffic on these branches was minimised. We also managed to keep the ATM operational to ensure our customers and non-customers alike could have access to cash during closure.

# Manager's report (continued)

---

## **Challenges**

Lending and deposit targets were not met this year due to:

- The branch not having a permanent Manager in place for the full year.
- Restrictions on business lending also had a negative impact on our lending growth.
- Property market contracting as well as tighter lending regulatory guidelines created a more challenging environment for approvals at times.
- Very strong competition in the deposit space.

Teller transactions have reduced during the year. This is mainly due to increased use of online banking platforms. We must continually manage our staffing in the face of declining face-to-face transactions.

Finding ways to attract a younger customer base whilst protecting our current customer base to ensure lending growth targets are met in the coming year.

Deposit retention due to a highly competitive market as well as self-funded retirees looking for alternatives to core banking products to ensure their income levels are maintained.



**Ruth Hall**  
**Senior Branch Manager**