

Manager's report

For year ending 30 June 2020



During the past year I focused on building stronger relationships with our sporting clubs in particular and building pathways to enable them to refer their players and members for banking products and services with a particular focus on home loans.

This focus has taken a somewhat back seat with the outbreak of COVID-19 as I needed to ensure our staff felt safe and supported every day. This allowed the branch to remain open for the team to provide continued service to our customers. This has been a major challenge for the whole team at times but the support of the Board has been tremendous and greatly appreciated.

Our front line staff are critical to our success. We have been fortunate to recruit Oliver (Ollie) Monroe into our team as a Trainee. Ollie is part way through his 4 year degree in Commerce and will undertake a structured 12 month program that will see him gain practical experience as well as complete a Certificate III in Banking. I envisage that Ollie will stay on with us past his 12 months training program.

Taylor has continued to build strong relationships with our existing mortgage customers which has seen a marked reduction in discharges from our lending book. This will become even more important as the Government COVID-19 assistance packages are tapered off and or withdrawn.

Christine has taken on an increased role with our insurance offering as well as coaching Ollie in his first few months.

Georgia has continued to focus on customers over the counter transactions with her usual welcoming greetings to all.

Moving forward our staff will evolve and develop new skills to move forward with the change in banking trends which will see a reduction in cash transactions and an increase in demand for digital banking solutions.

Our key focus is in line with our strategic plan to ensure we deliver on what our current customers want today and moving into the future as well as attracting new customers. Our current lease was expiring, and after careful consideration of what Bendigo Bank considers is the Future of Banking we have procured a fantastic site just up Waverley Road from our current premises.

Manager's report (continued)

Focus groups were engaged to assist the Board sub committee and the following were identified as the key objectives:

- Update the branch to be somewhere customers, community and staff love to do business and be
- Earn return on investment for the business, our shareholders and community partners
- Increase the customer base with a focus on winning additional customers in our target market of younger family and business customers
- Ensure our branch remains relevant with the changing ways customers undertake their banking not only for today but into the future
- Reduce our branch costs and its environmental footprint.

We didn't just want a different location with a similar branch as we have now, we felt it very important as a leader of our community we had a space that celebrated local community, providing a space that could be used after hours as a community hub for meetings, event, seminars and other events as well as growing our customer base.

We are very confident we will achieve this with our new site at 268 Waverley Road, Malvern East that we are scheduled to move to in November 2020.

The excitement is building amongst us all as we are very keen to introduce you to the new look branch later this year.

Again I wish to thank my team for its hard work over the past year. I also wish to thank the Board for its ongoing support during this very challenging COVID-19 period, especially for their increased presence with our fortnightly remote meetings held over three months really assisted me with protecting the staff and customers and ensuring the branch remained open to service our community.



Ruth Hall
Senior Branch Manager