

Sponsorship Committee report

For year ending 30 June 2020



The past year has seen us deliver more than \$270,000 to our various valued Community Partners and not for profit groups. This year more than ever with COVID-19 having a devastating effect on local sporting groups our sponsorship programme has made a tangible difference. With all football cancelled at a cost to each club and no real ability to generate income, some of our clubs faced the reality not being able to survive without the continued support of their respective sponsors. In several cases the Board chose to reach out and provide funding which has been greatly appreciated, helping to ensure the long term survival of these important local community sporting clubs.

The quantum of support provided since the branch opened has now reached \$4.6 million. Equally as significant although far more tangible is what our Community Partners actually do with these funds, and how better to explain but in their own words.

Ewing Kindergarten

“ Ewing Kindergarten was established in 1946 and as such has seen many generations of local residents educate their children here. One of the key items that contributed to its ongoing success is the support of local businesses and families who reside in the area. Without this support, the opportunities that Ewing can offer the children that attend would be severely limited.

We are extremely grateful that Community Bank East Malvern has provided, and continues to provide financial assistance to us. Community Bank East Malvern has been instrumental in providing funds that were spent on building two sets of secure children’s lockers and providing a contribution to the construction of an outdoor covered area. This area has enabled the curriculum that we offer the children to be expanded with outdoor play even when the weather doesn’t permit it. This opportunity is one that we are forever grateful.

We look forward to the continued support of Community Bank East Malvern for future generations to come.”



Sponsorship Committee report (continued)

Caulfield Grammarians Football Club

“ Being associated with Community Bank East Malvern allows us to refer potential clients your way, knowing that they are in good hands. Your counsel and willingness to assist us, in terms of helping our young people with financial advice, loans, etc helps us improve their situation with confidence. We proudly identify you as our Partner on our Website, the scoreboard during games and during home game lunches. We look forward to continuing this relationship for years to come, and now that we are back in Premier Grade, giving you even more exposure to our wider community. We thank you for your ongoing support and sponsorship especially in this challenging year that should have been a year of our club celebrating our century.”



Malvern Bowling Club

“ Malvern Bowling Club is not just a sporting Club but a not-for-profit community hub and meeting place. We see our synergies as similar to Community Bank East Malvern and value our long term relationship.



This year has proven very challenging for our club and its members with no or limited bowling that has seen reduced revenue but also and more importantly reduced social activities for our members. Whilst Community Bank East Malvern sponsorship cannot assist us to return to the bowls their generous financial support provides comfort of the strength behind our long term relationship and will assist us return stronger next year. Ruth Hall and her staff have been most enthusiastic and helpful in arranging information evenings and we are working on joint projects we hope to deliver which will certainly be of mutual benefit in the future.”

Malvern Cricket Club

Malvern Cricket Club is proud to have been supported by the Community Bank East Malvern over many years and values the strong community partnership highly. The funding allocated has assisted the Malvern Cricket Club in providing the purchase of resources, safety equipment, specialised coaching and activities to support our inclusive strategy for our local community. The Malvern Cricket Club and its wide membership proudly recommends the Community Bank East Malvern and its services to its members and families. The relationship between our two organisations is strong, with both understanding the role we both play in supporting and developing our local community.



QuarterFinal season2019-20 4thXI v Oakleigh
Photos: Jeffrey Davies, Domenica Davies, MalvernCricketClub

Sponsorship Committee report (continued)

Below is the full list of community partners we have supported this year.

Sport	Community
Caulfield Cricket Club	Camp Quality
Caulfield Grammarians Football Club	Central Park Food & Wine Festival
Chadstone Bowls Club	Cystic Fibrosis Community Care
Coatesville Bowls Club	East Malvern Combined Probus Club
Collegians Football Club	Phoenix Park Neighbourhood House
De La Salle Football Club	East Malvern RSL Anglers Club`
East Malvern Tooronga Cricket Club	Fight MND
Prahran Assumption Football Club	Mecwacare
Malvern Bowling Club	Golden Days Radio
Elsternwick Cricket Club	Maddie Riewoldt Vision
Victorian Sub District Cricket Umpires Assoc.	Malvern Artists' Society
Scotchmans Creek Golf Club	Malvern Special Needs Playgroup
Old Xaverians Amateur Football Club	East Malvern Men's Shed
Powerhouse Amateur Football Club	Melbourne Racing Club
Camberwell Malvern Little Athletics	Stonington Symphony
St.Kevins Old Boys Football Club	
Old Melburnians Amateur Football Club	Education
Victorian Amateur Football Association	Ewing Kindergarten
Victorian Sub District Cricket Assoc.	Lloyd Street School
Prahran Cricket Club	St Rochs Primary School
East Malvern Football Netball Club	Men of Malvern
Coatesville Bowling Club	
Prahran Junior Football Club	
Powerhouse Amateur Football Club	
Glendearg Tennis Club	
Malvern Cricket Club	



Anne Parsonson
Chair Sponsorship & Marketing Committee