



Community Bank · Canning Vale

Sponsorship Guidelines

2023

Vision and mission

Our Vision

To become "Our" community's Bank of choice by providing a professional and personal service, translating to competitive shareholder returns and a positive community impact.

Our Mission

To grow a profitable and trusted business, which positively impacts our shareholders, customers and employees.

Acknowledgement 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 Gosnells was established in 2002 to deliver a trusted alternative to other banks in the area, focused on customer service and supporting the City of Gosnells and surrounding communities.

In 2017 we made the strategic decision to relocate to Canning Vale. Whilst we relocated, our ethos and point of difference remains the same and we continue to support the City of Gosnells.

Under the umbrella of Community Investment Program, support is provided to local organisations through Grants, Sponsorships and Partnerships. Community Bank Canning Vale is proud to invest up to 80% of its profits annually into supporting the local community resulting in \$510k being invested back into the community since inception.

Community Bank Canning Vale is 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.

Gosnells Financial Services Limited functions as a locally owned franchise of Bendigo and Adelaide Bank Limited and is an incorporated body with a Constitution.



Gosnells Financial Services Limited Board members.

What is Community Banking?

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.

The Community Bank Canning Vale 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 Canning Vale 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 or telephone banking.

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 Canning Vale 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 one of our branches:

- Conducting your banking with the Community Bank
- 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.

Who can apply?*

- A community organisation based in or servicing the City of Gosnells 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
- Provide organisations with clear application guidelines and process
- Bring together Community Bank Canning Vale and organisations to strengthen the local community
- Grow the Community Bank Canning Vale Branch which will in turn maximise the funding available for investment in community organisations
- Increase Partnerships with community organisations which advocate strengthening the profile and customer base of Community Bank Canning Vale
- Assist the Board to make informed decisions and allocate funds to maximise community impact in response to community needs (A Project Partner is an organisation which is eligible to receive charitable funding and is willing to support and work with you to deliver your project)
- 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.

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
- Community Facilities and Infrastructure
- Education and Research
- Emergency Services and Support
- Environmental and Animal Welfare
- Health and Wellbeing
- Sport and Recreation
- Youth
- Disability support



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 Canning Vale. We also like to fly banners, put our logo on promotional materials and chat to your members.



Community Bank Canning Vale branch team.

Expectations of applicants

- Willingness to be a positive advocate to strengthen the profile and customer base of Community Bank Canning Vale
- Willingness to promote Community Bank Canning Vale 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 Canning Vale Branch to deposit the funds
- Willingness to discuss the Referral Program
- 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

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)

Assessment criteria

- Project reflects Impact Sectors of Community Bank Canning Vale
- Evidence of community need of the project
- 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. If your project or event also shows potential for increasing customers for our bank, then you are way in front
- 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-Canning Vale

How to apply

- Application Forms can be found at the Community Bank Canning Vale website www.bendigobank.com.au/canning-vale or contacting Claire Hurst (Company Secretary) secretary@gosnellsfs.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

Assessment of applications

- Applications will be assessed by the Board of Gosnells Financial Services Limited.
- Funding will be awarded at the discretion of the Board of Gosnells Financial 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
- 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 the Canning Vale Community Bank. 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.

Assistance with the process and application

For further information or any queries, please contact your Community Bank Canning Vale Company Secretary:


Claire Hurst

M: 0439 394 538

E: secretary@gosnellsfs.com.au

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www.bendigobank.com.au/canning-vale

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

We opened a bank to grow a community

 **Bendigo Bank**

