

# Community Partnership Program Guidelines



## APPLYING FOR PARTNERSHIP

Parkdale Community Bank Branch opened in 1999 to deliver a trusted alternative to other banks in the area. Focused on customer service and supporting the local community, the branch team are known for their friendly, efficient service and personalised approach.

Parkdale Community Bank Branch is proud to invest over 80% of our profits into supporting the local community. The Community Partnership Agreement aims to bring together Parkdale Community Bank Branch and your organisation. Our Partnership agreement is designed to:

- Strengthen and support the local community through the provision of funding and shared values
- Grow Parkdale Community Bank Branch through new business via our partnerships and therefore maximise the funding available for community projects in the future.

## OUR VISION

Do good. Do more. And Do well. Building a stronger community together.

## OUR PURPOSE

Our purpose is to be a financially successful business that returns profits to both our shareholders and the communities of Parkdale, Mentone and surrounds. Founded on the belief that communities that come together for a common purpose can really make a difference.

## OUR COMMUNITY

Our community bank branch gives up to 80% of profits back to the community. We aim to develop long term prosperity by supporting projects & partnerships that help empower local individuals and groups within the local community. We have invested over \$2 million into the local community since 1999.

## DEFINITIONS OF PARTNERSHIP

Partnership is recognised as a mutually beneficial relationship where an organisation contributes cash and in-kind to a particular event or project in return for negotiated benefits and rights. Working together and sharing are key components of a partnership. Partnership is intended to increase awareness and communicate key messages of the Parkdale Community Bank Branch and/or products and provide financial return on investment by increasing our customer/business base. Partnership is used to enhance our key message as a community-based organisation, to improve our profile within the broader community and to maintain or develop further relationships with groups, clubs and organisations'.

## PARTNERSHIP APPLICATION CRITERIA

You may not be aware that Parkdale Community Bank Branch is owned by the local community. All funding that we are able to distribute to the local community relates directly to the success of our banking business. The more business we have, the more funds we have to distribute to clubs or organisations such as yours.

To obtain partnership support, your organisation is expected to use the Parkdale Community Bank Branch for your banking needs. No other financial institution should support the application.

Partnerships must be considered as a business relationship whereby reciprocal benefits are returned to our Community Bank, the sponsored club/group and the community. The amount of funding granted will be at the discretion of the Board and all funding will depend on the financial situation of Parkdale Community Bank Branch at the time of application. The signed agreement with accompanying invoice is to be submitted to the branch within 30 days of receipt of the partnership confirmation.

Some examples of ways in which you can assist in supporting the Parkdale Community Bank Branch through networking, connections and opportunities for the bank to gain business are as follows:

- Our Parkdale Community Bank Branch logo displayed on your website, with a clickable link
- Social Media posts, including 'tagging', 'liking and 'sharing' our page and key content
- Our Parkdale Community Bank Branch logo on all club collateral. For e.g. invitations or flyers
- Acknowledgement of sponsorship in membership correspondence / newsletters including logo & approved product content
- Acknowledgement in any media / PR releases
- Use of our marquee/s at club events with maximum member attendance
- Display of our outdoor banners or flags at all events
- Permanent signage erected at club premises in an agreed location
- Display and communication of bank's newsletter, brochure or product material to members
- Invitation to a representative of the Parkdale Community Bank Branch to attend an event or meeting of your group to address members, committee and/or participants

Should your application be successful, please refer to *Community Partnership Program Agreement* for further details around the expectations of your club/organisation.

Should your application be approved, the Community Liaison Coordinator will then organise with the club / organisation an opportunity to highlight our Community Partnership Program. All Partnership funds will be presented at a major club event or meeting of the group i.e. the 'big cheque' ceremony.

## WHO CAN APPLY?

### An eligible applicant:

- Is a community-based group or organisation based in Parkdale, Mentone & surrounding communities.
- Is an incorporated body
- Is a not-for-profit organisation
- Has an Australian Business Number (ABN)
- Is a non-government entity

Applications should be submitted on the Parkdale Community Bank Branch's Community Partnership Program Application Form. All additional information about your project/initiative should be provided in an accompanying letter on official letterhead. Applicant groups must demonstrate that they are viable, have a sound committee structure and that there is a designated and well-planned use for funds sought. Applicants must also display that funding will provide broad community benefit and involvement.

Applications can be submitted via our branch at 228 Como Parade W, Parkdale, submitted via our website OR emailed to [parkdalecommunitybranch@gmail.com](mailto:parkdalecommunitybranch@gmail.com)

## ASSESSMENT OF APPLICATIONS

This is a competitive process.

- Applications will be assessed, and partnerships awarded at the discretion of the Board of Parkdale/ Mentone Community Branch Limited
- Applicants that meet partnership criteria are not guaranteed funding
- 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 contract applies

## APPLICATION TIPS

To prepare and submit a strong application, you must provide:

- A demonstrated willingness and commitment to be a positive advocate (online, in print, to members) to strengthen our profile and customer base will be looked upon favourably
- Evidence of demonstrated community need
- Number of local community members likely to benefit
- Evidence of financial viability and willingness to partially self-fund or raise funds
- Commitment to accessibility and inclusiveness
- Your club / organisation reflects our priority areas

## HOW TO APPLY

In order to apply for partnership, please complete the online application form [HERE](#)  
Or Contact:

Kirra Gridley, Community Liaison Coordinator  
P 0421 049 506  
E [parkdalecommunitybranch@gmail.com](mailto:parkdalecommunitybranch@gmail.com)

*Parkdale / Mentone East Community Bank Branch Limited ABN 20 089 783 166 who own and operate Parkdale Community Bank Branch will collect, hold and use your personal information to assess your application and respond to your request. Your information may be shared with Bendigo Bank and organisations that carry out functions on behalf of Bendigo Bank. For information on how we handle your personal information or how you can access it please read our Privacy Policy <https://www.bendigobank.com.au/disclosure-documents/privacy-disclosure-statement/>.*

*Bendigo and Adelaide Bank Limited, ABN 11 068 049 178 AFSL / Australian Credit Licence 237879.*