



Lights, footy, action!



As the major sponsor of the Northcote Park Football Club, Clifton Hill/ North Fitzroy **Community Bank**® Branch was proud to join the club and Darebin City Council to kick off the 2012 season and officially switch on the brand new lights at Bill Lawry Oval.

The new lighting system will help the tenant clubs, Northcote Park Football Club and Northcote Cricket Club, provide greater opportunities for our community to train, play and be involved in sport according to Mayor of Darebin, Cr Steven Tsitas.

Director Michelle Burns said "the branch is proud to support Northcote Park Football Club and we are delighted the new lighting will showcase the club to the community as the best playing surface and environment in the Northern Football League with night matches throughout the year."



Kicking off kids footy

Clifton Hill/North Fitzroy **Community Bank**® Branch recently committed to a four year sponsorship of the Fitzroy Junior Football Club, another example of how we are delivering significant benefits to local sporting and community groups.

The club kicked off the season and the new **Community Bank**® branch sponsorship with its carnival day in March at Ford Park. Eighteen junior teams with over 450 players put on their boots and new **Community Bank**® branch branded jumpers to play their first game of the season.

Chairman Adrian Nelson says "we are delighted to be supporting the Fitzroy Junior Football Club. Youth sport can be one of the most fulfilling aspects of childhood for many young people so it's great to be involved with something that helps build kids confidence, develop skills and most importantly to have fun and enjoy that feeling of team spirit and camaraderie!"

Latest Clifroy facts and stats

	March 2012	March 2011	Var%
Total business	\$137 million	\$119 million	15%
Deposits	\$82 million	\$74 million	11%
Loans	\$47 million	\$37 million	27%
Other business	\$8 million	\$9 million	-11%
Active accounts	3,168	2,923	7%
Community sponsorships*	\$552,000 (63 cents/share)	\$193,000 (21 cents/share)	186%
Shareholder returns and dividends*	\$156,060 (18.0 cents/share)	\$86,700 (10.0 cents/share)	80%

* Cumulative total of grants and sponsorships from branch opening February 2006.



Making a difference in the community

Our first Community Grants Program awards presentation in April was a great success with over \$220,000 worth of funding being awarded. The Community Grants Program was initiated by Clifton Hill/North Fitzroy **Community Bank**® Branch and administered by Community Enterprise Foundation™, the philanthropic arm of Bendigo Bank. All of the 27 grant recipients attended the event and were delighted to receive their cheques and share details of their exciting and worthwhile projects with the audience.



The High Street Bells Choir entertained guests as they arrived, the Asylum Seeker Resource Centre Catering provided fabulous food and service and our special guest speaker, CEO of the Abbotsford Convent Foundation Maggie Maguire, shared her valuable experience and insights on the importance of community.

However, the highlight of the evening was hearing about some of the exciting projects to be undertaken by the diverse array of community organisations who received our grants. Here are just a few of them:

African Kids Reading Club

A program designed to aid refugee and humanitarian entrant children from African backgrounds, many of whom live in public housing. Children aged four to 10 years are assisted with reading and school work whilst their parents are empowered to take the lead and strengthen their child's ability to read in a family environment.

Fitzroy Learning Network 'Women's Wellbeing Project'

The program consists of weekly wellness classes, such as dance, yoga and tai chi, to encourage improved health and well-being for refugee, asylum seeker and migrant women. The aim is to help amend the isolation faced by many of these women and provide an opportunity for them to build trusting relationships.

Appreciation of support

The Rotary Club of Albert Park held an awards event in March to thank some of the key organisations, including the Clifton Hill/North Fitzroy **Community Bank**® Branch, that have provided a valuable contribution to their organisation.



Guest speaker Tim Costello, one of Australia's leading voices on social justice issues, spoke to the large audience of members and guests on a number of themes and shared many interesting anecdotes and observations. In particular, he spoke about the importance of giving to those in need and bringing about social cohesion, praising Rotary for their ongoing commitment and wide range of work in this area.

Clifton Hill/North Fitzroy **Community Bank**® Branch was recognised for its support and major sponsorship of the Rotary Club's first Women's International Day breakfast at The Palladium, Crown in March which was a fantastic success. Directors Jenny Farrar and Jenny Stephens were delighted to receive the award on behalf of the branch.

Victorian Aboriginal Health Service

Producing a healthy eating family cookbook for their local community entitled 'Guwiyap Dhanguth' - meaning 'Food To Eat' in Woiwurrung language. The cookbook aims to empower and educate the local aboriginal community about eating good food for their health and wellbeing.

VincentCare

Residents from Quin House, a supported accommodation for men recovering from alcohol and drug addiction, participate in weekly photography workshops with Pia Johnson. The workshops encourage collaboration and communication whilst enhancing self-esteem and skill acquisition. An exhibition of participant's photographs, accompanied by a public health forum, took place in June during Drug Action Week at the Collingwood underground car park.

City of Yarra 'Act Now Change Lives'

A project that works with young people aged between 10 and 14 years who live in the Collingwood Housing Estate, particularly targeting young people in danger of entering the judicial system. Predominantly sport based, this project provides participants with positive outlets for adolescent energy with obvious physical benefits and develops socialisation, discipline, self respect and goal setting.

Embracing social media



Clifton Hill/North Fitzroy **Community Bank**® Branch has just launched a Facebook page which will provide a new way to promote our brand, connect with the community and communicate the benefits of the **Community Bank**® concept in an easy and engaging way.

We will be regularly posting **Community Bank**® branch news and updates and most importantly highlighting how the support we give to a diverse number of community partners is making a valuable difference in our community.

Director Yann Burden says that, "one of the real benefits with a social media platform like Facebook is that unlike the more traditional forms of communication it will provide a unique opportunity for two-way communication. It will not only offer a brand building platform and a unique and creative way to 'tell our story' but it also offers an opportunity for the local community to interact with us, information share, and post comments and ideas."

We look forward to connecting with our local community in this new way so please check out our Facebook page and 'like' us at www.facebook.com/ClifroyBank.



Community Bank® State Conference

Chairman Adrian Nelson attended this year's Victorian **Community Bank®** conference in May which was held in Ballarat. Over 600 delegates were present, including Directors and staff

from all 141 Victorian **Community Bank®** branches and representatives from Bendigo and Adelaide Bank Ltd.



Among the more interesting updates were:

- Nine new **Community Bank®** branches opened in Victoria in the past year and nationally there are now 291 **Community Bank®** branches.
- Contributions back to communities have reached \$80 million since the inception of the **Community Bank®** concept, with the most recent \$20 million coming in the past 18 months.
- The Bank has achieved an A credit rating and joins an elite club of less than 20 banks worldwide who hold this rock solid rating.
- Internally, the Bank is working hard to update and improve its systems, and to redesign its products to be as relevant and useful as possible to its broad customer base.
- In the interactive space some exciting developments are already in operation. The Bank's Twitter account went live in February and is already attracting a lot of traffic. ([twitter.com/@bendigobank](https://twitter.com/bendigobank)). The official Bank Facebook page goes live in June.

Seeking a sponsorship?

Since Clifton Hill/North Fitzroy **Community Bank®** Branch opened in 2006, we have distributed over \$570,000 in support of a broad range of organisations and projects that benefit the local community.

The **Community Bank®** model relies on locally generated profits from banking to fund our sponsorships, so it is essential that we continue to grow our banking business to ensure we can increase the number of organisations we can support into the future.

Therefore this month we will be announcing changes to our sponsorship program to improve the application process, strengthen the accountability measures and ensure all of our sponsorships are mutually beneficial.

In particular, we will be asking all organisations seeking sponsorship to establish a banking arrangement with Clifton Hill/North Fitzroy **Community Bank®** Branch. They will also be asked to outline how they will promote our brand and spread the word about the benefits of the **Community Bank®** concept. There will be a regular evaluation of the effectiveness of our sponsorships to ensure that all parties are achieving their expected outcomes.

For more information, please see our new sponsorship forms which are now available online via our Facebook page and website.

Teeing off a new sponsorship

Clifton Hill/North Fitzroy **Community Bank®** Branch has become the major sponsor of the Reds Foundation.

The three year partnership will focus on assisting the Reds Foundation in supporting local youth through sport.

The branch is now the naming rights sponsor of all Reds Foundation events which include dinners, luncheons and its golf day. Our funding will assist the Reds Foundation to extend the development squad at Fitzroy Football Club. It will also support the physiotherapy profiling program for players at Fitzroy Football Club and contribute to the Fitzroy Junior Football Club's family support fund.

The first event for the year was the inaugural golf day in March at the La Trobe Golf Course.

Players enjoyed a lovely autumn day on a well presented course with Fitzroy players John Clark and James O'Reilly (pictured top right) being the overall winners. Even Bendigo Bank Regional Manager Ashdon Capp went home with the award of nearest the pin!



We also co-hosted the Reds Foundation Development squad dinner in May at the Clyde Hotel. Director Jenny Farrar attended and addressed 90 guests highlighting how both the Reds Foundation and the **Community Bank®** branch are reaching out to support their communities in valuable ways.

A match day Luncheon at Brunswick Street in May was the next Reds Foundation event. **Community Bank®** Director Yann Burden attended and got the opportunity to speak to guests about the importance of building community partnerships, supporting youth in our local area, and stressing that the more community partners who support the branch the more we can invest back into the community.

From the Chairman

Winter may be well into its stride, but the cold wet weather has not diminished the enthusiasm and motivation of our many community partners to pursue their particular goals, as the heart-warming pictures and stories in this issue demonstrate only too well.

As promised, we have enclosed a summary of the results of our Shareholder Survey (see liftout) and some initial details of the actions we propose to take in response. Thank you to all who took part, and we hope to catch up with you in person at our AGM on 14 November 2012. Please reserve this date, and look out for your formal invitation later in the year.

On 1 July, Clifroy Ltd moved its share listing from the Bendigo Stock Exchange (BSX) to the National Stock Exchange (NSX), and at the same time Boardroom Pty Ltd took over as our share registry provider from AFS & Associates. All shareholders should have received a letter providing full details about these changes. If you did not, please contact Boardroom (toll free) on 1300 737 760.

Our listing on the NSX exposes Clifroy shares to a larger market with more brokers available to buy and sell your shares. Later in this issue we provide some information about the real value of your Clifroy shares in the current period of low fixed interest and property returns. The NSX provides the mechanism for buyers and sellers to execute a transaction on market terms with a modest broker's fee (payable on execution of transaction) being the only cost.

As always we hope you enjoy this latest newsletter, and we welcome your feedback on any issue relating to our activities as your local **Community Bank®** branch.

Adrian Nelson
Chairman

Farewell and welcome



Aisling Callaghan

After just under a year as a Director, the lure of Australia's outback has proved too much for our first Irish-born Board member Aisling Callaghan.

As a coach with our community partner the Yarra Jets, Aisling saw what your bank was contributing to the local community and was motivated to help

us do more by joining our Board. Despite her short tenure, Aisling added a sharp and financially savvy input to our deliberations, and earned the praise of our Auditors for her forensic accuracy in reviewing their work.

By the time you read this, she and her partner will be piloting their Land Cruiser somewhere in the great northern expanses of Australia, with the intention of completing the round trip within a year or so. We wish her well, and thank her for her contribution.

Recognise the value in Clifroy shares

Since 2008 and the Global Financial Crisis, it seems as though sharemarket volatility is now a permanent fact of life. Many of us have been impacted both in terms of investment returns and property values, and are naturally concerned about our future financial security. Against this background, Clifroy Ltd has a very positive story to tell its shareholders. Consider these facts:

- In 2008 and again in 2010, for each \$1 share held shareholders received 5c on each occasion – a total of 10c paid back as a return of capital, which is not taxable.
- In 2011, shareholders received an 8c dividend for each 90c share, representing an 8.9% gross return, or over 5% after tax for most tax payers.
- Since 2007, your **Community Bank®** branch has provided \$570,000 in support of over 100 local community organisations which you and your friends almost certainly rely on or are involved with. This represents your community dividend of almost 66c per 90c share.

Clifton Hill/North Fitzroy **Community Bank®** Branch has achieved everything we promised you when you bought your shares, and has provided personal and community returns that have directly benefitted you and your families. The Directors are confident that Clifroy Ltd will continue to trade profitably in the future, enabling continued community investment with appropriate returns to shareholders.

If you wish to increase or decrease your holding in Clifroy Ltd, any of the brokers listed at www.nsx.com.au who deal in certificated stocks will be able to help you.

Clifton Hill/North Fitzroy Community Bank® Branch

101 Queens Parade, Clifton Hill VIC 3068
Phone: 9482 9040

Opening hours: Monday to Friday 9.00am – 5.00pm
and Saturday mornings 9.00am – 12noon.

www.bendigobank.com.au/clifton_hill_north_fitzroy
www.facebook.com/clifroybank



Jenny Stephens

We are delighted to welcome Jenny Stephens to the Clifroy Board. A North Fitzroy resident, Jenny has worked for many years in the community and tertiary sectors as a researcher and academic, and for 10 years at executive level in university senior management.

Committed to the principles of social justice, community participation and the value of collaborative partnerships, she is now working as a consultant with particular areas of expertise in change management and engagement.

Jenny has been actively involved with a range of community organisations and was a former long serving member of the Board of Governance of Prahran Mission. In addition to joining the Clifroy Board, Jenny has also been appointed to the Board of NMIT. She holds a Bachelor degree in Arts, a Masters degree in Sociology, has undertaken Executive level leadership programs in Australia and overseas and is a member of the Australian Institute of Company Directors.

All in the name of art

On a cold, wet Sunday afternoon in May, the local community braved the elements and came down to the Worker's Club in Fitzroy to support Elements of Gertrude, an event to raise awareness and funds for the annual



Gertrude Street Projection Festival between 20 – 29 July.

Sponsored by Clifton Hill/North Fitzroy **Community Bank®** Branch and organised by La Trobe University event management students, this fundraising event was a great success. Crowds gleefully took part in a clothes swap (with many walking away with a whole new outfit!), enjoyed some great local bands and even the chance to win one of the fabulous raffle draw prizes.

Throughout the night guests were also treated to a range of projection art, offering a sneak peek into what they can expect at this year's Gertrude Street Projection Festival. The festival is a collaborative, volunteer effort of artists and traders, residents and community groups that all come together for a week in winter to celebrate community and art.

We want your feedback

For further information about any of the articles in this newsletter, please contact the Chairman, Adrian Nelson E: ahnelson@ozemail.com.au or M: 0418 102 672 or the Secretary, Michelle Burns E: michelleburns@netspace.net.au or M: 0409 028 284 or visit our branch.

Clifroy Ltd 101 Queens Parade, Clifton Hill VIC 3068 ABN 31 114 604 358