

Senior Managers Speech

Thank you Max, welcome shareholders, staff, Bendigo representatives, and auditor representative (RSD) Melissa Pollock.

I hope you have read over my report and I would like to provide a further update on where we currently sit.

The board has over the course of the year undertaken a strategic plan to identify our weaknesses, what the future holds and how are we to best position ourselves to go forward in a very competitive market. Our business model has changed over the years and factors such as technology and an aging population that banks with us has resulted in an urgent need for us to identify how can we better get our share of the business & lending market which are the drivers of growth and ultimately our revenue and profit.

The first of our three key actions has been identified and will be implemented in the New Year with a change from traditional advertising to the implementation of a digital/social marketing strategy to capture new customer interest in an age demographic that will grow our business and add to profitability and ultimately further success and shareholder reward. We continue to work on director succession and community activities to build growth and grow our revenue, which has reduced due to factors outlined in the Annual Report.

Our Staff do a great job attending community events and promoting the bank above and beyond the great service they provide from 9 to 5 and this should be acknowledged.

Our growth YTD has been subdued, however net growth in lending exceeds a million dollars and with known settlements to end of December will see branches close if not exceeding their respective lending budgets. Deposits continue to fluctuate due to a very competitive market both locally and nationally. As has been stated previously, we have no control over products, pricing, policy and procedures and rely solely on building and maintaining relationships, and continual community activity to grow our business. Unfortunately growing revenue continues to be a challenge.

Thank you to the Directors who volunteer their time and efforts in promoting the bank and running the business, the managers for their ongoing support and assistance and again the staff across the branches who continue to be the face of Community Banking.

If any shareholder wishes to discuss the banking business or has any questions please feel free to have a chat with me either tonight or at the bank at any time.

Michael Bell
Senior Manager