

# Newsletter

Issue 4, Spring 2005

## Chairman's report

### Branch's Outstanding Performance Continues

Despite an increase in competition in our local market and in the financial services industry generally, Doncaster East Community Bank® Branch has again led the way in Victoria in terms of business growth over the past 12 months. The branch was ranked not only number one in Victoria but number two on a national basis in a network that now numbers over 160 branches.

We were delighted with the strong growth in the first half of the year but given the difficult market conditions we weren't certain it would continue. The fact that it did is a very clear indication that our presence and impact in the community is growing strongly. The local people said they wanted a Community Bank® and are clearly supporting it.

The branch exceeded what were regarded as challenging business growth objectives by an amazing 38%. Both deposits and lending grew strongly and the pattern of growth has been very consistent. Growth occurred in both personal accounts and business accounts with growth in business lending being a particular feature.

The operational performance of the branch has also been very sound. A recent audit by Bendigo Bank rated the operational performance at the highest level.

The branch's continuing growth and sound operational performance is no

accident. While there are many factors, which contribute to business success the most important single factor in our case is the quality of the exceptional people who operate the branch under the leadership of Branch Manager, Paul Thompson. Clearly, the team have won the confidence of customers who frequently comment on the friendly, caring and efficient service they receive.



However, the Community Bank® Board recognises that past success is no guarantee of future success. There is no doubt that the market will remain highly competitive and the Board must ensure that we develop and implement appropriate business strategies to ensure the ongoing success of the business. In this regard we have recently recruited a new Director who's skills, competencies and experience will complement the already significant strengths of the Board." (See article on following page.)

Directors are looking forward to what looks like being another very successful year as we continue to build on our past success.

**Jim Christie**  
**Chairman**

**Board of Directors, Doncaster East Community Financial Services Limited,  
900 Doncaster Road, Doncaster East, VIC 3109**

Jim Christie (Chairman), Ray Lord, Ray Barrington, Daryl Brown, Irene Kornienko,  
Bill Larkin, Kevin Madden, Erica Mounter, Trevor Waring, Linda Linmeiers.

## Manager's report

As highlighted by the Chairman in this edition of our newsletter, our business continues to grow at an outstanding pace and there is very good reason for it.

We offer a complete range of competitive banking products and services for both personal and business customers, including investment, financial planning and superannuation products. And, as our customers frequently tell us, they really appreciate the friendly and professional service offered by our well-trained and committed team.

Specialist products and services are provided in association with product specialists, such as a Commercial Business Banker and a qualified Financial Adviser, both of whom can meet with you at your business premises or home if more convenient.

Another suite of excellent products, which many of you may not be aware of, is our complete range of insurance products - all

at competitive rates. So next time you are thinking insurance let us show you what we can do for you.

My staff and I are only too happy to sit down with you and discuss what we can offer to help you achieve your financial goals. Our aim is to build long-term relationships with our customers because we recognise that this is the key to our success and yours.

If you are already a customer I am sure you know what I mean if you are not a customer we look forward to meeting with you soon.

### **Paul Thompson Manager**

This information is provided by Bendigo Bank Limited and Doncaster East Community Financial Services Ltd. If you want to contact us or have any concerns about our services you can phone Bendigo Bank Limited 7 days a week on 1300 366 666 or contact Doncaster East Community Financial Services Ltd, 6 Jackson Court, Doncaster East, VIC 3109 or phone (03) 9840 2028.



## Board gets new talent

Directors of the bank recently conducted a review of the composition and performance of the Board together with an assessment of the likely skill mix required for the future. The review concluded that the Board had significant strengths in the important areas of financial accounting, banking and small business management. However, it was also agreed that the Board would benefit from more skills in the areas of marketing, sales and public relations.

Having identified the additional skill sets required the Board established a short list of suitable candidates and unanimously agreed to extend an invitation to Linda Linmeiers, who will be known to many of you as a Principal and Director of Peter Parkes Real Estate. The Board was delighted when she accepted. Linda will bring a wealth of experience to the Board in the specific

areas identified above.

Linda will be profiled in a future issue of this Newsletter.

Another local identity who has agreed to become a Director is Jim Kilsby and he will join the Board later this year. Many will know Jim through his many years of involvement with local sporting clubs. Jim is a Senior Executive with IBM and he too will be profiled in a future edition of this Newsletter.



## Community Bank® Branch Supports Local Youth

Doncaster East Community Bank® Branch was the major sponsor of a recent Gala Auction Dinner to raise funds for a program, which supports local youth.

The dinner is an annual event held by Wesley Deep Creek Uniting Church specifically to raise funds in support of youth ministry in the Manningham area. This is the second year that the bank has sponsored the event.

Chairman of Church Council, Rev. Keith Elisdon, said the dinner was a huge success and raised a record \$17,000. "The sponsorship support provided by local business has been terrific and we are very grateful of the bank's support as major sponsor," he said. The bank covered the entire cost of providing a sumptuous three-course dinner for 140 people.

Bank Director and Marketing Committee Chairman, Ray Lord, said the bank was delighted to support the event which he described as a true win / win situation. The church and many of its members have supported the bank from the start both as customers and in some cases as shareholders. "When local not-for-profit organisations support the bank in this way we will support them. That's what the Community Bank® concept is all about, developing partnerships with mutually beneficial outcomes," he said.



Head chefs for the night Ray, John and Bob, show their culinary skills.

## Buying or Selling Community Bank® Shares

From time to time the Branch Manager and Directors receive enquiries from people about how to buy and in some cases how to sell, Community Bank® branch shares.

Doncaster East Community Bank® Branch is managed by Doncaster East Community Financial Services Limited, (the Company) under a franchise arrangement with Bendigo Bank Limited. The Company's shares are listed and traded on the Bendigo Stock Exchange (BSX). The BSX code for the Company's shares is DCE and details of trades, announcements etc. can be found on the BSX website [www.bsx.com.au](http://www.bsx.com.au).

Anyone wishing to buy or sell shares in the Company can do so through the BSX using one of its authorised brokers. Current brokers and contact details are as follows:

- AAA Shares – 1800 004 288  
Heath Moss / Garry Adams
- ABN AMRO Morgans – 1800 777 946
- Strategem Financial Group –  
03 5445 4777 Kevin Martin / Jim Biles

## Satisfied Customers

Bendigo Bank topped the Nielson "customer recommendation" ratings for the March 2005 quarter, with 92% of the bank's satisfied customers happy to recommend it to others.

The result is a testament to the quality of the bank's people, its service culture (which empowers staff to achieve the best possible financial outcomes for its customers), and Bendigo Bank's reputation for community engagement.

Bendigo Bank is very grateful to its customers for their endorsement and will continue to strive to add even more value to the customers and communities it serves.

## The people behind our bank

As mentioned in our last Newsletter we intend to progressively profile the people behind our Bank. In our last issue we profiled Director, Ray Barrington, in this issue we profile Director and Chairman, Jim Christie.

After a very satisfying career with the ANZ Group, Jim left the banking industry determined to seek a role in the not-for-profit sector. He did, but it wasn't long before he was also tempted to join a team intent on establishing a Community Bank® in Doncaster East. "I knew I had a lot of skills and experience that I wasn't using. So when it was suggested I join the Community Bank® Steering Committee I thought why not. I was keen to give something back to the community and this seemed like the perfect opportunity."

Jim's banking career began in Sydney with what he describes as a "shaky start". Some of his early jobs lacked challenge and he considered resigning but soon came to the notice of the State Executive in a positive way. He had recommended a process change that overcame significant and costly problems being experienced at the Bank's largest branches. His proposal was implemented and it wasn't long after this that he was given his first real career opportunity. He was transferred to the Bank's HQ in Melbourne.

After a variety of management roles he was appointed to his first Senior Management position in 1985 and became a Regional Manager in Sydney in 1989.

Then it was back to Melbourne again for a national role as head of the Retail Bank's Personnel and Training Department. However, he was keen to get back to what he describes as "the real world" and seized an opportunity to become a Zone Manager with accountability for 125 branches and lending centres. He views his time in this role as a highlight of his career. "It was challenging and rewarding and I had a wonderful team of really committed people."

One day in early 1995 he got a phone call from his boss, "How would you like to go to India?" he said. So began another challenge as General Manager Retail Banking of the largest foreign bank in India. He described this experience as another highlight, which was "Both personally and professionally rewarding." He and his family returned to Australia in 1999.

Superimposed on his banking career was 24 years of service as an Officer in the Australian Army Reserve. At the height of his military career he was promoted Lieutenant Colonel and appointed to command an Artillery Regiment in Sydney.

Other interests and hobbies have included sailing, cycling, photography and golf - which he says he plays poorly.

Jim is currently a self employed Management Consultant and Company Director. He lives in Doncaster East with his wife, Debbie, and two teenage children and has three adult children who all live in Queensland.

**For more information please call into  
900 Doncaster Road,  
Doncaster East  
or phone (03) 9840 2028**

**We are open:  
Monday - Friday 9.00am - 5.00pm  
Saturday 9.00am - 12.00noon**

Doncaster East **Community Bank®** Branch  **Bendigo Bank**