

# Newsletter

Issue 3, Summer 2005

## Our Community Bank® branch continues to lead

Doncaster East Community Bank® Branch continues to be one of the fastest growing Community Bank® branches in Australia.

In the six months to December 2004 it again led the way in Victoria and was in the top five of the Community Bank® branch network in Australia, which now boasts 143 branches.

This repeats the performance the branch achieved in its first year of operations. The branch opened in March 2003 and, in the six months to December 2003, had recorded the highest growth of all 32 Melbourne metropolitan Community Bank® branches.

The Chairman of Doncaster East Community Financial Services Limited, the Company that operates the branch, Jim Christie, said this was a remarkable achievement.

"It is to be expected that a branch will grow quickly soon after opening but we were extremely proud that during our initial months we grew the fastest in Melbourne," he said.

"But to repeat that performance during the second year of operations while other new branches were opening and enjoying the initial burst of growth is truly remarkable."

The branch now has well in excess of \$50 million in sound profitable business and is well ahead of this years budgeted growth projections. The Company confidently expects to report its first trading profit this financial year.

During the past 12 months the business has also made significant advances in non-financial areas including:

- Development of a range of policies and procedures to provide a proper basis for future governance and decision making
- Conducting a review of the Board's performance and the performance of each Director
- Successfully implementing the requirements of the Financial Services Reform Act (FSRA)
- Maintaining high standards of branch operational efficiency
- Reviewing the Company's marketing strategy in the light of the first 12 months of operations
- Further training and development of our dedicated staff

Despite obvious success to date the Company's Directors and management are anything but complacent about the future.

"We are operating in a highly competitive market and since we opened the doors of the Doncaster East Community Bank® Branch a further three bank branches have followed our lead and opened up within the Manningham City Council district," Mr Christie said.

"We must never underestimate the competition."

## Message from the Manager, Paul Thompson



In our Newsletter Number 1, I commented to all potential customers on the easy and smooth procedures in transferring your banking to Doncaster East Community Bank® Branch.

As we are nearing our second birthday, I thought it timely to reiterate my initial comments.

I can understand why many people believe that transferring their banking can be "all too hard". However I can assure you that this is not the case. All our staff are well versed in the procedures involved in opening any of

Bendigo Bank's wide range of accounts, one which I'm sure will suit your requirements.

The main area of concern to new customers is notifying third parties, such as gas and electricity companies and their payroll department, to have any periodical payments - either a debit or credit - transferred to your new account.

We can arrange this for you or alternatively, organisations such as Centrelink will readily take the details of the new account and have the payment directed to your Bendigo Bank account within days.

If you have been putting off transferring your account to another time because you think it's all too hard why not call into the branch when you are next at Jackson Court and either speak to me or one of my staff.

We will ensure your transition to Bendigo Bank is "painless" and look forward to meeting you and hopefully welcoming you as a new customer.

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

Jim Christie, Chairman; Bill Larkin, Deputy Chairman; Ray Lord, Company Secretary; Ray Barrington,  
Daryl Brown, Irene Kornienko, Kevin Madden, Erica Mounter, Trevor Waring

## Message from the Chairman

As this edition of our newsletter goes to press we are approaching the second anniversary of our branch opening and most importantly, the second anniversary of the return of full banking services to Jackson Court. Those of you who contributed to the establishment of the branch whether as shareholders, customers, members of the original Steering Committee or simply as advocates for the venture can feel rightly proud of what you have helped to develop for your community.



This financial year Doncaster East Community Bank® Branch expects to make its first operating profit. This will not signal an immediate ability to put significant funds back into the local community but as the branch continues to grow so too will its ability to support the community.

There would not be a school, club, service organisation or other not-for-profit body in Manningham that could not use

a bit of extra financial support from time to time. Yet a large proportion of these organisations still haven't yet got the Community Banking message.

One of the key objectives of Community Bank® branches is to return surplus profits to not-for-profit organisations and other worthy causes within the local community. Across Australia, Community Bank® branches are now pouring hundreds of thousands of dollars in surplus profitability back into their communities and the Doncaster East Community Bank® Branch is looking to do the same.

When we reach that point depends on you.

**If you would like to know more about how the branch can help your organisation please contact either Jim Christie on 9842 6910 or Manager, Paul Thompson, on 9840 2028**

**Jim Christie RFD**  
**Chairman**

## More honours for Community Bank® Directors

Two Directors who played key roles in the establishment of Doncaster East Community Bank® Branch have received Menzies Community Australia Day Awards.

Kevin Andrews MP, Member for Menzies, presented the awards to Irene Kornienko and Ray Lord at a well-attended function at the Manningham Centre on Australia Day.

Two other founding Directors, Ray Barrington and Jim Christie, received similar awards last year.

Another Director, Cr. Bill Larkin OAM has also been honoured recently by his election as Mayor of the City of Manningham.

## Profile - Ray Barrington

Some of the Directors of DECFSL may be known to you, others may not. So in this and future issues of our newsletter we profile a Director so that the community has a better understanding of the people behind our Community Bank® branch.

In this issue we profile Ray Barrington.



*For Ray, now it's strictly tea for one*

Ray's involvement with banking has turned full circle since he started work as a 17 year old recruit at the ES and A branch in Doncaster on 14 February 1966 to today when he shares the responsibilities of being a director of Doncaster East Community Bank® Branch.

"Starting your first job is a traumatic experience in itself but for me it was made even more nerve-wracking because this was the first day Australia changed over to decimal currency," Ray recalled.

"But I soon calmed down after the manager outlined my initial duties. It seemed my most important task as the new boy was to make sure the boss got his cup of tea at 9.45am sharp.

"Actually the changeover went extremely smoothly as a result of all the planning and public education by the government in advance."

From then on Ray progressed from junior to teller to loans officer, ending up as Manager of the Esanda Office at Croydon after the merger with ANZ Bank. He then left the bank to work at Caravan City, Croydon as Finance Manager for two years when he left to run his own landscape business. After 20 years in that role, he joined the family floristry business in Jackson Court which he operates with wife, Christine, and other family members.

Apart from formal employment, Ray has been involved with various theatre groups with lighting, set design and construction, pursues fishing with passion, is "a bit of a petrol head" and at the moment is having a 1972 Holden Monaro GTS Sedan fully restored and enjoys travelling and sports, particularly when it involves Melbourne Football Club.

Ray's wide-ranging community interests include active involvement with the Jackson Court Traders Association, which was instrumental in the creation of our Community Bank® branch, and he is traders representative at Manningham Council meetings. He also works on the Manningham Centre Fundraising Committee and was a member the Community Bank® Steering Committee.

"Things have certainly changed since 1966."

"But I guess the big difference for me is that I don't have to make the Manager's morning tea any more."

**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 - 12:00pm**

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

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