

EAST IVANHOE COMMUNITY CORPORATION LTD. (EIC)

Heidelberg has an ideal opportunity to secure its own **Community Bank**[®] – and an experienced group ready to help it do so.

In the wake of bank closures in the suburb, the **East Ivanhoe Community Corporation Ltd** is eager to expand into Heidelberg. The **East Ivanhoe Community Corporation Ltd** holds the franchise for the East Ivanhoe **Community Bank**[®] branch of Bendigo Bank.

“The recent announcement that nab is closing its branch is a blow to Heidelberg, but also a tremendous opportunity for the community to regain control of its financial future” said Nan Caple, Chairman of the East Ivanhoe Community Corporation.

“Ours is a tremendously successful **Community Bank**[®] and we would be delighted to be able to share our knowledge and experience with a like-minded group of Heidelberg community leaders.

“We are looking for community members interested in participating in a steering committee to make a **Community Bank**[®] a reality.

Mrs Caple said that while the East Ivanhoe board understood there was anger in Heidelberg about the bank closures, Community Banking was about much more than just replacing a lost service.

“That’s important, yes, but the real attraction is the opportunity to secure a meaningful income stream to reinvest into the community.

“In six years since opening our branch, we’ve committed more than \$600,000 to the community through grants and sponsorships.

“And as more local people support us, the grants grow each year. Our bank is an incredibly valuable community asset.”

Mrs Caple invited Heidelberg residents to sample Community Banking at East Ivanhoe and said the Board would look to mirror its services in any new Heidelberg community branch.

“We are a full service bank that can provide all your personal, community or business banking needs – in branch over the counter, telephone or internet.

“We provide traders and local community members with a local bank to do their daily banking, as well as providing a full-time bank manager, so you are not expected to do all of your banking over the phone or online.

“Face-to-face banking is a right and we certainly enjoy the opportunity to deal directly with that in East Ivanhoe.”

Mrs Caple invited Heidelberg residents and businesses to consider transferring banking to East Ivanhoe **Community Bank**[®] in the short-term.

“Then, if a Heidelberg branch goes ahead, that business will be transferred back to the customer’s home branch – if they agree – and will immediately benefit their own community.

“Our branch is convenient to Heidelberg – we are just down the road in East Ivanhoe Village – and we are open until 5pm every day and on Saturday mornings.”