

Heidelberg **Community Bank**[®] Project Pledge Campaign Launched

Newsletter – November 2008

The people of Heidelberg are invited to pledge their support for the establishment of a Heidelberg **Community Bank**[®] Branch of the Bendigo Bank.

The local steering committee, made up of local volunteers, held their official launch party on Saturday 18 October in Burgundy Street to kick off the pledge campaign – the first stage in the process to gauge community interest in the concept.



Heidelberg **Community Bank**[®] Steering Committee Chairman Brett Purchase urged people interested in the **Community Bank**[®] concept to get behind the pledge program

"Now that a decision has been made to undertake a **Community Bank**[®] campaign, the local committee will seek indicative pledges of support from local residents, traders and business people," Mr. Purchase said.

"A pledge of support is an indication of the number of people who would be prepared to become a shareholder in a **Community Bank**[®] branch..." Mr. Purchase said.

A pledge target of \$850,000 from more than 300 people has been set for the Heidelberg campaign. Since the official launch date, the committee has already received over \$350,000 in pledges from over 75 members of the community.

Bendigo Bank currently supports over 220 **Community Bank**[®] branches throughout Australia, with some returning over \$30,000 per month to their community. The most successful **Community Bank**[®] branches throughout Australia have collected pledges of support from between 400 and 600 locals, with these people going on to become shareholders in the local company.

Under Bendigo Bank's **Community Bank**[®] model, once the pledge and feasibility processes have been complete, the community raises share capital via a public share offer.

What is a **Community Bank**[®] branch?

The **Community Bank**[®] concept was developed by Bendigo Bank to provide communities with the certainty that banking services and access to funding will be available locally.

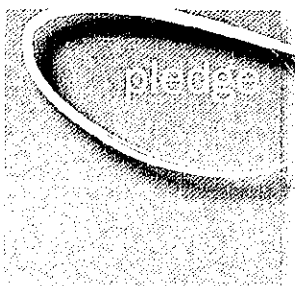
The revenue generated by the branches will be split 50/50 between Bendigo Bank and the community Company.

From the community Company's share of revenue, we pay for all local expenses such as electricity, rent and paying staff. Whatever is left is profit. The community Company decides how they spend those profits. A percentage of the profits will be directed to community projects and in dividends to local shareholders. No more than 20% of the profit can be distributed to shareholders.

Show your support for the Heidelberg **Community Bank**[®] Project.

Collect a pledge form from our steering committee on Saturday mornings, or one of the many Burgundy street stores. Then simply return the form at one of the four Newsagents around Heidelberg. Or contact one of our members below

Brett Purchase - 9458 5404
Jason Dwyer - 8414 7605
Jen Christiansen - 0416 269 010
Nan Caple - 9499 2745



feasibility

prospectus

launch

 **Bendigo
Bank**

Heidelberg **Community Bank**[®] Project

East Ivanhoe **Community Bank**[®] Branch – giving back to the community

Since opening its branch in May 2001, the East Ivanhoe **Community Bank**[®] Branch has become an integral part of the community. Not only is this bank branch providing an essential banking service, it is making significant financial contributions back to its local community. In its first seven years, the branch has committed over \$525,000 in sponsorships and grants.

It's all about working together

In 2008 alone, the branch has contributed \$122,000 in grants and \$43,300 in sponsorship, supporting a broad range of recipients including:

- The Children's Protection Society received over \$9,000 for play equipment for the Banyule Early Years Parenting Centre in West Heidelberg;
- The Banyule Housing Support group received \$9,000 for whitegoods and essential items;
- Deaf children in the Rosanna Golf Links Primary School received \$10,000 for their unique speech pathology program, "Let's Be Heard"
- The Olympic Village Exodus Centre received over \$8,000 for their Men's Shed project;
- The Heidelberg Historical Society received over \$4,000 to support their digitisation project;
- The Banyule Community Health Service received \$6,800 for their early years project – providing computer, library and play equipment.

The branch also supports a broad range of sporting, social and community groups, schools and kindergartens across East Ivanhoe, Viewbank, Rosanna and Heidelberg through its sponsorships.

And the success continues....

The success story of the East Ivanhoe **Community Bank**[®] Branch is not limited to the support of the local community.

The branch is also providing the 230 shareholders with healthy dividends, further demonstrating that there is a strong business case for the **Community Bank**[®] model. In five of the seven years it has been operating, the branch has returned dividends to its shareholders.

Let's make this happen in Heidelberg

A group of committed Heidelberg traders and residents are working with the Bendigo Bank to establish a Heidelberg **Community Bank**[®] Branch. A new branch will provide further support to the local community – keeping local money and local jobs in Heidelberg, and provide a continuous income stream for community projects and initiatives. It will also provide a great banking service for the area. Turn over to see how you can play a role in making this Heidelberg **Community Bank**[®] Branch a reality.

At a **Community Bank**[®] branch, a little banking can go a long way.



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