



Community Investment Program

Promoting our Partnership

for recipients of Community Investment funding

Congratulations and welcome

Congratulations on your funding approval.

Community Bank Inner East is operated by Inner East Community Finance, a local company, owned by local people. We are part of the Bendigo Bank Community Bank network. Twenty-two years ago, we opened our first two branches in Surrey Hills and Canterbury, followed by branch openings in Ashburton and Balwyn. More recently we expanded into Kew, Hawthorn and surrounding areas.

We are much bigger than just a bank, with up to 60% of our profits directed into the local community through our **Community Investment Program** (sponsorship and grants)- \$10 million so far. Our value proposition is simple, local people support us through banking, and we return profits directly back into our community.

When we provide funding to community organisations, we commit to working together to build a strong partnership, promote the Community Bank, and encourage your members and supporters to choose the Community Bank for their banking needs. It's essential that your members and supporters recognise that sponsorship is provided by our Community Bank, not 'Bendigo Bank.' To sustain our Community Investment funding into the future, banking must be conducted through our branch network. We look forward to collaborating with you and building a long-lasting, mutually beneficial partnership.

This guide outlines various ways we can work together to promote the Community Bank and your partnership with us.



Announcing our partnership

Announcement of the partnership.

When we confirm payment of Community Investment funds, we will provide you with some marketing assets for you to share with your members and supporters.

You will receive:

- A digital file to post to your social media (1080x1350px supplied as .png)
- A digital file to include in your electronic newsletter (600x 250px supplied as .png)
- We will also present in person, a printed announcement board for you to display.

We ask you share our support of your organisation with your members and supporters, so we can continue to grow our banking business.

Sample partnership announcement-
social media post



This is a sample social media post for a partnership announcement. It features the Bendigo Bank logo and 'Community Bank Inner East' in the top right. A purple header bar contains the text '\$10 MILLION POWERED BY YOU Partnership Announcement'. The main text reads 'Better Banking. Big impact.' followed by 'It's a win-win when you bank with us.' and 'We are building relationships and creating stronger communities by investing in organisations like yours.' Below this, it says 'Proudly Supporting' and lists 'Ashburton Bowls Club Inc.' with a value of '\$6,600'. At the bottom, it states '\$10 million provided to this community since 2003.' and lists the locations 'Ashburton | Balwyn | Canterbury | Surrey Hills'.

Sample partnership announcement-
eNewsletter advertisement



This is a sample eNewsletter advertisement for a partnership announcement. It features the Bendigo Bank logo and 'Community Bank Inner East' in the top right. The main text reads 'Better Banking. Big impact.' followed by 'It's a win-win when you bank with us.' and 'We are building relationships and creating stronger communities by investing in organisations like yours.' Below this, it says 'Proudly supporting' and lists 'Kew Football Club' with a value of '\$16,500'. At the bottom, it states '\$10 million in sponsorship and grants to this community since 2003.' and lists the locations 'Ashburton | Balwyn | Canterbury | Surrey Hills'. A purple circular graphic on the right contains the text 'Partnership Announcement'.

Promoting our services

Promotion of our services.

Our staff will provide you with marketing and promotional materials that can be shared with your members and supporters. We will supply these as digital files that can be shared to your social media and in your e-newsletters.

We can provide printed materials on request. Please contact your dedicated staff member for more information.

The ongoing success of our Community Investment Program is reliant on the growth of our banking business. We provide additional supporter sponsorship for organisations who support us through banking. Please contact our staff for more information.



Bendigo Bank

a message from our sponsor
Community Bank Inner East

**Not all banks offer
100% offset on
their home loans.**

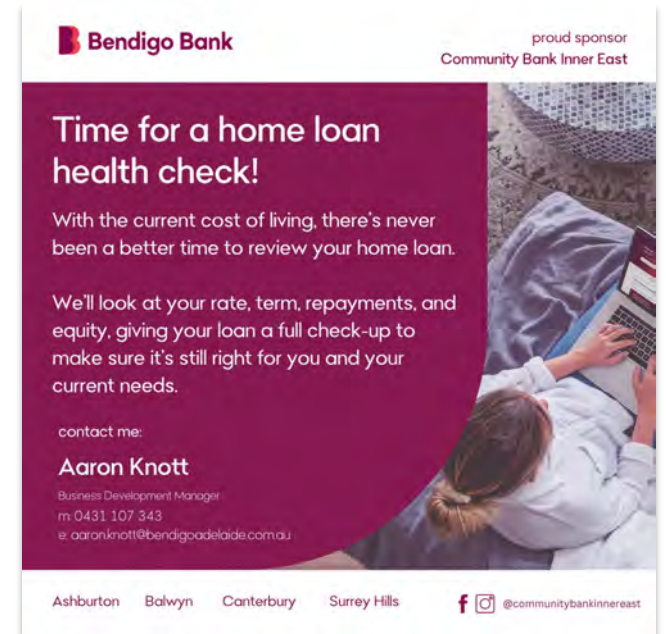
We're not all banks.
Chat to a home loan specialist today.

Anjali Marcou
p: 0422 106 505

T&C's apply

Ashburton Balwyn Canterbury Surrey Hills

This flyer features the Bendigo Bank logo and the Community Bank Inner East logo. The main headline is 'Not all banks offer 100% offset on their home loans.' Below this, it says 'We're not all banks. Chat to a home loan specialist today.' and provides contact information for Anjali Marcou. The bottom of the flyer lists the locations: Ashburton, Balwyn, Canterbury, and Surrey Hills.



Bendigo Bank

proud sponsor
Community Bank Inner East

**Time for a home loan
health check!**

With the current cost of living, there's never been a better time to review your home loan.

We'll look at your rate, term, repayments, and equity, giving your loan a full check-up to make sure it's still right for you and your current needs.

contact me:
Aaron Knott
Business Development Manager
m: 0431 107 343
e: aaron.knott@bendigoadelaide.com.au

Ashburton Balwyn Canterbury Surrey Hills

@communitybankinnereast

This flyer features the Bendigo Bank logo and the Community Bank Inner East logo. The main headline is 'Time for a home loan health check!' Below this, it says 'With the current cost of living, there's never been a better time to review your home loan.' and 'We'll look at your rate, term, repayments, and equity, giving your loan a full check-up to make sure it's still right for you and your current needs.' It then provides contact information for Aaron Knott. The bottom of the flyer lists the locations: Ashburton, Balwyn, Canterbury, and Surrey Hills, along with the social media handle @communitybankinnereast.



Bendigo Bank

proud sponsor
Community Bank Inner East

See the difference your banking can make

**We have provided more than \$9.5 million in
sponsorship and grants to our community.**

Contact me to assist you with your home and investment property purchase or refinance needs.

Aaron Knott
Business Development Manager
m: 0431 107 343
e: aaron.knott@bendigoadelaide.com.au

Ashburton Balwyn Canterbury Surrey Hills

@communitybankinnereast

This flyer features the Bendigo Bank logo and the Community Bank Inner East logo. The main headline is 'See the difference your banking can make' and 'We have provided more than \$9.5 million in sponsorship and grants to our community.' Below this, it says 'Contact me to assist you with your home and investment property purchase or refinance needs.' and provides contact information for Aaron Knott. The bottom of the flyer lists the locations: Ashburton, Balwyn, Canterbury, and Surrey Hills, along with the social media handle @communitybankinnereast.

Sample promotional items-
Social media posts
eNewsletter advertisement

Other promotion ideas

Story Telling.

Adding logos is just one way of showcasing our partnership. We also have a terrific story to tell about the role our Community Bank branches play in our community and the reason why it is so important to support your organisation or event and to bank locally. We can supply, on request, pre-prepared text that you can add to your materials that tells this story.

There will be situations where you will have the opportunity to acknowledge the sponsorship in a speech or presentation. Suggested wording is:

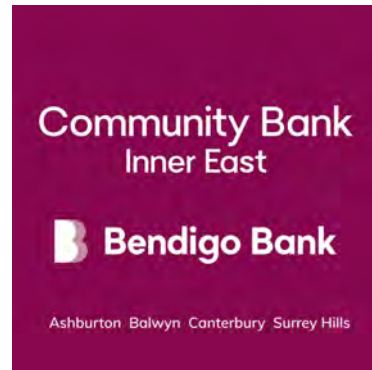
We would like to thank Community Bank Inner East for their support. Over \$10 million dollars has been invested in the local community since 2003. This, and many other projects in our local community may not have happened without this support. We encourage you to consider the Community Bank for your banking needs.



Using the Community Bank Logos

Style Guide and access to Logos.

It is important when using the Community Bank logos that the following logos are used. The Bendigo Bank logo without the Community Bank name is not the correct logo. We have several different versions of our logo in three colour formats. Our style Guide can be downloaded via the link below along with our logos. Select the most appropriate size and colour for the application. If you are unsure of which logo to use, please contact our Marketing team via email: marketing@iecf.com.au.



Download our logos and style guide here:



<https://bit.ly/IECFlogos>



Where can you use our logo?

Using our logo.

Flyers, postcards, business cards, brochures, posters and other printed materials specific to purpose all provide an ideal opportunity to feature the Community Bank logo.

You may be preparing programs, event schedules, taking advertising space in local community newsletters, school newsletters, or the local paper – these all provide excellent opportunities to promote your sponsorship by including our logo.

Clothing, sports and other uniforms, banners, protective gear, equipment and so on can also provide visible opportunities for promoting the sponsorship.

Any use of our logo in printed material requires our approval.



Advertising, Banners & Signage

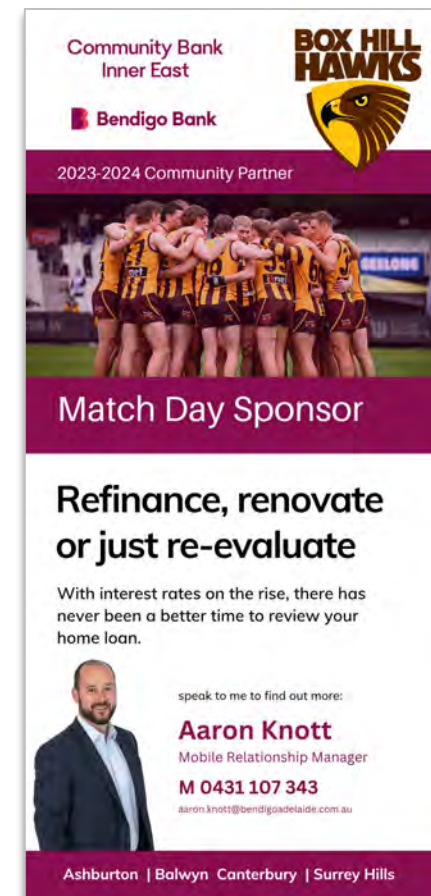
Advertising

We can prepare and supply advertising materials for your newsletters to promote our services. Contact our marketing team regarding your advertising requirements.

Signage

Permanent signage should ideally be located at the entrance of the venue/site or in the most prominent location. We can supply signage for sports grounds, schools and community areas to promote our sponsorship.

We have several pull-up and tear drop banners that can be borrowed and used at your events. We can also, certificates and plaques personalised with your organisation details.



Sample promotional materials
Flag Banners | social media assets | postcards & promotional flyers

Other Merchandise

Piggy

Piggy is the official mascot of the Bendigo Bank and is popular at community events and festivals. We can arrange for Piggy to attend your event. Piggy's availability can be limited so we suggest you book well in advance.

Marquees, Banners and Signage

Each Branch has a 3m x 3m marquee, tear drop banners and vinyl signs that can be borrowed and used at your events. Contact the Branch Manager to book these items for your event.

Other Promotional Materials

Other promotional materials that we may be able to source for you include:

- CAPS
- BALLS
- MONEY BOXES
- PENS



Digital & Social Media

Social Media

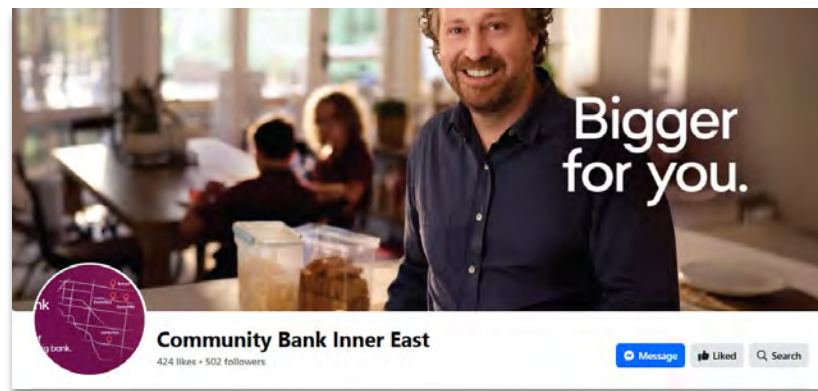
Facebook

<https://www.facebook.com/communitybankinnereast>

Instagram

@communitybankinnereast

We will 'like' your Facebook and Instagram accounts and tag you in any post we make to promote our relationship with you. We ask that you 'like' our social media assets and tag us when acknowledging our sponsorship. We can provide Facebook posts specific to an event or activity.



Website

When you include our logo on your website in your sponsors area, please ensure the link goes to our company website <https://iecf.com.au> not the Bendigo Bank website.

You can find information on our Community Investment Program and contact details for all our team on our website.



Our Team

Our team of banking experts is here to assist your organisation, members and supporters with all your banking needs. Please contact your dedicated staff member for support.



Nick Coker
Chief Executive Officer
m| 0438 541 337
nick.coker@bendigoadelaide.com.au



Maggie Stamoulis
Senior Manager
m| 0434 769 980
maggie.stamoulis@bendigoadelaide.com.au



Kathy Koulouris
Branch Operations Manager
m| 0434 769 993
kathy.koulouris@bendigoadelaide.com.au



Anjali Marcou
Branch Operations Manager
m| 0422 106 505
anjali.marcou@bendigoadelaide.com.au



Keith Rawdin
Senior Customer Relationship Manager
m| 0434 769 992
keith.rawdin@bendigoadelaide.com.au



Kate Bellamy
Community Engagement Advisor
m| 0478 435 736
kate.bellamy@bendigoadelaide.com.au



Dario Chiodo
Business Development Manager
m| 0411 135 414
dario.chiodo@bendigoadelaide.com.au



Claude DiDonato
Business Development Manager
m| 0411 402 289
claudio.didonato@bendigoadelaide.com.au



Aaron Knott
Business Development Manager
m| 0431 107 343
aaron.knott@bendigoadelaide.com.au



Phil Tan
Business Development Manager
m| 0402 111 783
phil.tan@bendigoadelaide.com.au

Further information

We are very happy to assist you to promote our relationship. For any banking related enquiries, please contact your dedicated staff member. For any marketing or promotion enquiries, please contact our Marketing Manager:

Anna Gration
Marketing Manager
m | 0411 326 908
anna.gration@iecf.com.au

BRANCH CONTACT DETAILS:

Canterbury
145 Maling Road, Canterbury

T: 03 9836 9466
E: canterbury@bendigoadelaide.com.au

Surrey Hills
107 Union Rd, Surrey Hills

T: 03 9890 7188
E: surreyhills@bendigoadelaide.com.au

Ashburton
241 High St, Ashburton

T: 03 9885 2666
E: ashburton@bendigoadelaide.com.au

Balwyn
278 Whitehorse Rd, Balwyn

T: 03 9836 8029
E: balwyn@bendigoadelaide.com.au

<https://iecf.com.au>