



WINNER

TRAFALGAR & DISTRICT COMMUNITY BANK[®] BRANCH

BACKGROUND INFORMATION

Background

The **Community Bank[®]** concept began in 1998 when Bendigo Bank and the residents of Rupanyup and Minyip in Western Victoria unveiled the first **Community Bank[®]** branch in Australia.

Today, there are over 300 communities with **Community Banks[®]** which provide secure face-to-face banking and a full array of banking services for our residents and businesses.

A **Community Bank[®]** is operated by a community-based Company that owns a Bendigo Bank Franchise. It is owned by shareholders with a close connection to the local community and in partnership with the Bendigo Bank provides banking services to the local community.

Bendigo Bank provides the banking infrastructure and licence, while the **Community Bank[®]** runs the branch operation and generates customer support in the local area. The profit from the branch operation is shared between Bendigo Bank and the **Community Bank[®]**. The branch is responsible for all operating costs such as wages, rent and information technology.

One unique feature of the **Community Bank[®]** concept is that, unlike other public companies, profit does not belong solely to its shareholders.

Trafalgar

In Trafalgar, in the late 1990's, a group of community members with a vision decided to improve the choice in banking services to the local community. The group approached Bendigo Bank in early 2001 to establish a **Community Bank[®]** Branch. A committee was subsequently formed to evaluate the proposal, and after a great deal of work, much of it unseen by the local community, the Trafalgar & District Community Bank Branch opened its doors on 24 November 2003. The first branch was in the old National Australia Bank building until the current premises were built. We moved into the current site on 30 July 2004 and purchased the premises in 2012.

The 'catchment area' of the **Community Bank[®]** for grants and sponsorship is the eastern side of the Baw Baw shire. This includes the townships of Narracan, Thorpdale, Trafalgar, Yarragon, Darnum, Willow Grove, Walhalla, Rawson, Erica and Tanjil South (see attached map).

The company concentrated on repaying the cost of establishing the business for the first two years and in the 2006 financial year reported its first profit. Dividends were first paid to shareholders in 2009 and have continued ever since.

Today, Trafalgar & District **Community Bank[®]** has:

- a book balance of approximately \$110 million in loans and deposits;
- more than 2,500 accounts;
- approximately 330 shareholders; and
- paid approximately \$386,260 in sponsorship and \$520,000 in grants to more than 100 local community groups.

Catchment Area Map

