

Community Groups  
Community Funding Guide  
April 2022



**COMMUNITY BANK SOUTHERN PENINSULA**

# Introduction

Congratulations on your successful funding application with Community Bank Southern Peninsula! The "Southern Peninsula" groups of branches comprises of Rye, Rosebud, Rosebud Business Centre and Dromana.

We believe in the Win, Win, Win theory of Community Funding. Best practice funding is where all three involved parties benefit: the funding contributor or sponsor (that's us), funding recipients (you) and the participants (all your members, families and friends). We believe the role we all play in working together for the community is a great story, and with your help we can share this story more widely. The more people that know about us and how we contribute to the community, then the more people who may choose to bank with us, and the more money we are able to give back to community groups. This "virtuous circle" helps our community to thrive.

So, now we need YOUR help!

This guide is to help you maximise your effectiveness in promoting both our brands, and sharing our story.

## The Community Bank "Virtuous Circle"



# New Name “Community Bank Southern Peninsula”

We are excited to announce that after 20 years of serving the Southern Peninsula we have changed our name from “Community Bank Rye, Rosebud, Dromana” to “Community Bank Southern Peninsula.”

We have made this name change for a number of reasons, including (but not limited to):

1. The recent opening of our Rosebud Business Centre would have required us to list 4 branches in our name. This becomes long and difficult to execute. Aligning ourselves with other Community Banks with more than 3 branches, we have adopted a regional name.
2. We feel that “Southern Peninsula” best reflects the area we serve, as well as the many community groups we support. While we have branches in Rye, Dromana and Rosebud, our customers and community groups also come from places such as Portsea, Sorrento, Blairgowrie, McRae, Rosebud West, Capel Sound, Safety Beach, Red Hill, Arthur’s Seat and more.

The name change will apply to all logos from now on (see Style Guide from Page 14.) The name also applies to our Facebook and Instagram pages. The branches will all retain their own individual names, and the company name “Rye and District Community Financial Services Ltd” will remain unchanged.

Importantly, we continue to offer the same professional and friendly service and to help support our local communities to thrive.



Community Bank  
Southern Peninsula



# Our Story

Community Bank Southern Peninsula operates as a franchise under Bendigo and Adelaide Bank Limited. Bendigo Bank provides the coverage of its banking licence, a full range of banking products, training of staff and ongoing support. Bendigo is a very trusted brand and has won many awards both nationally and internationally.

Community Bank Rye opened as the first branch of Bendigo Bank on the Mornington Peninsula 20 years ago. At that time, many branches were being closed by the other major banks. The community recognised the threat that losing banking services would have to businesses and local people, so they came together and under the guidance of Bendigo Bank, formed a committee to open a Community Bank branch in Rye. This branch was followed by Dromana, and then Rosebud. Our most recent branch is the Rosebud Business Centre. All are managed by Senior Manager Fiona Somjee and by the Board of Directors for Rye and District Community Financial Services Ltd.

The model we function in is unique in that it has all the security and services of a standard bank, but that most of the profits are directed back into the community via community funding in the form of donations, grants and sponsorships. Community Bank branches are operated and managed by local people, who know and care for their customers, understand the local area and can give highly personal and professional service.

Our ethos is based on the belief that thriving communities share a sense of common purpose and self- belief. We understand that connected and engaged communities become greater than the sum of their parts, and that working together brings meaning and mutual benefits to all.

Our world reflects this virtuous circle, where benefits are shared and reinvested in our community. Because we disburse our profit reserves to community groups that are highly invested in driving social good for our community – we in-turn reflect a unique business model that keeps on giving, in a myriad of ways.

We have much to gain together!

# Sharing the brand

There are many ways you can spread the word about your involvement with Community Bank Southern Peninsula.

These include:

- Sharing on social media such as Facebook and Instagram and on your website
- Signage at venues
- Branding on uniforms, records, programs, newsletters etc
- Speaking on local radio 98.7 RPPFM
- Inviting one of our directors or managers to speak at your events and awards nights
- Talking to your own members, staff, volunteers and families to make sure they all know what a fantastic contribution to the community their banking choices can make

You can find some more detailed information on how to apply ideas in the pages below, but please always feel comfortable in contacting Hollie Wilkin (details at the end of this document) if you would like to discuss any ideas for promoting your event or club in association with the Community Bank Southern Peninsula.

# Social Media

Sharing our stories on social media is a great way to leverage the relationships we have with our customers and community groups, and that you have with your members, families and community.

Some easy steps you can take to help grow our stories include:

- “Like” us on Facebook and Instagram to see what we are doing in the community as well as the wider Bendigo Bank story:
  - “like” and share our stories to your own pages for your members/followers to see <https://www.facebook.com/communitybanksouthernpeninsula>
  - <https://www.instagram.com/communitybanksouthernpeninsula/>
  - share your Facebook page with us so we can “like” and help grow your own page: post stories of your events, awards nights etc. with thanks to your local branch mentioned in the wording
- If you have a special event or fundraising coming up, contact us and we can share the information to our page
- Send us photos of your special events and big days that we can share to the Community Bank page
- Like us on Instagram and comment on our posts when they are relevant to you
- If you use other social media such as LinkedIn or Pinterest, share a story or photo about us there (we don’t use those much as a Community Bank – but your members, volunteers, staff and followers might!)



# Other digital

## Websites

The Community Bank logo should be shown on the home page of your website so it is seen by visitors when they first arrive on your site. It can be featured in a side bar or as part of the footer of your website, or in another suitable location.

You can also mention us and present our logo on any thank you, acknowledgment or sponsorship pages that form part of your website.

## Digital Communications

Other online ways to share the message include:

- link from your website to our Facebook page
- include our brand on downloadable event information
- include our logo or story in mail-outs to your own database
- refer to us in blogs, behind-the-scenes information, forums etc



Living Culture Website: Sponsors Carousel  
[www.livingculture.org.au](http://www.livingculture.org.au)



# Signage

We would like to see our brand on signs at your venue or event. Permanent signage would ideally be located at a prominent area near the entrance to the venue.

Other areas to consider signage for include: -

- Vehicle signs
- Welcome boards, history boards etc
- Lecterns, conference backdrops
- Scoreboards
- Ticket sales
- Catering
- Light posts

Where permanent signage is not available, great impact can be created with temporary signs that can be easily printed with our logo such as:

- A-frames, corflutes, street banners

We have the following branded items available to borrow free of charge for events:

- Marquees
- Teardrop flags
- A-frames
- Pull-up Banners
- Canvas tie-up banner



Pull-up Banner at Dreamhouse Theatre production



# Branded Material

This is one of the most traditional ways to share your relationship with Community Bank Southern Peninsula, and we do love to see our logo out there!

Places to include our brand include: -

- flyers
- football records
- catalogues/brochures
- programs
- newsletters
- posters
- banners
- advertising in newspapers, magazines etc.

As well as other items such as:

- uniforms
- staff and volunteer clothing
- nametags
- protective gear
- equipment such as balls etc.



Branded Basketballs by  
Southern Peninsula  
Basketball Association

# Radio

We have a great long-term relationship with our local radio station, 98.7 RPPFM. If you have an event to promote, or you would like to share a great achievement or inspiring story, we would love to share this with the wider community.

Please rest assured these radio appearances are very relaxed and informal and you don't need any professional training - anyone can do it!

To keep things safe and convenient, we usually conduct the chat over the phone, at around 8:15am on a Thursday morning. It takes approximately 5-10 minutes and is a great chance to get your story out there!

If you would rather not actually speak on radio but have one of the hosts speak on your behalf, this can also be arranged.

We can also share details and images on the RPPFM website and Facebook page.

Contact Hollie Wilkin to coordinate a time:

Email: [hollie.wilkin@bendigoadelaide.com.au](mailto:hollie.wilkin@bendigoadelaide.com.au)





# Word of Mouth

## **Presentations**

Nothing is as effective in sharing the story of how we work together as hearing someone tell you first-hand!

We appreciate the opportunity to present awards or prizes, to speak at special events or attend functions, social events etc. where a director or manager can explain in person the Community Bank model, and how we can all work together to create thriving communities.

Please send invitations directly to our Senior Manger or Company Secretary if you would like a Director to attend. (Details at the end of this document.)

## **Staff and Members**

Share our story at your meetings and informally with friends and family. If you would like to know more about the Community Bank story, please contact your Branch Manager who will be more than happy to provide a little more detail and colour!

You can also include us in internal staff/volunteer communication you produce.

One of the best ways for us to continue to invest in the community, is to share your own experience with the bank with friends and family, so they switch their banking to us and the community of involved people continues to grow.

## Other Ideas

You may have other ideas of how we can get together to create the “win win win” situation of excellent sponsorship or impactful community funding, helping to create strong relationships between us all. That includes our staff, shareholders and customers, your staff, volunteers and members, and of course all the fans and other supporters, families and friends that are essential to any community group.

Please contact Hollie Wilkin to discuss any ideas you may have.



# Let us know what you are doing!

We know so many of you out there are doing great things to share the story of how your community funding and sponsorship money is making a difference in your local community.

We want to know what you are up to!

- Please drop us a line and share the stories of how your group is making an impact, and what you have used your sponsorship money for
- Please, send us photos of any events you hold (even Zoom ones!), signage you put up, or where you have applied our logo or any other way you have promoted Bendigo Community Banks on our behalf.
- Tag and share us on Facebook and Instagram! The more people who understand the model of working together, the more effective we can be

Email: [hollie.wilkin@bendigoadelaide.com.au](mailto:hollie.wilkin@bendigoadelaide.com.au)

Facebook: <https://www.facebook.com/communitybanksouthernpeninsula>



# STYLE GUIDE

Please ensure the correct branding for signage, printed materials, uniforms, social media etc. is used as follows:

Please take care that the logo isn't stretched or cropped in any way. The height by width dimensions of the logo must not be altered.

The logo as supplied cannot be re-coloured. The correct colours are Bendigo Plum (PMS 228C) and Bendigo Coral (PMS 178)

The logo should be straight and no part is to be obscured by other artwork. Make sure the logo is clear, a fuzzy outline may indicate you are using the wrong size of file.

The words 'Proudly sponsored by' may be added.

\*\*\*Please contact Hollie Wilkin for all logo requirements, including logos that include the "Southern Peninsula", Rye, Rosebud or Dromana Community Bank name

# Primary logo

The primary logo should be used at all times unless space does not permit. This ensures the visual identity of the brand is consistent across all assets and communications.

This logo can not be altered in any way.

## PRIMARY LOGO



 **Bendigo Bank**

**MIN. WIDTH**  
25mm / 70px

### LOGO MINIMUM SIZE

Print 25mm wide

Digital 70px wide



# Primary logo - one colour

Legibility is the main consideration when deciding on a logo colour. In some circumstances a one colour logo is a better option.

The one colour logo works where the full colour version is in some way illegible. The logo variation you use should be chosen based on what has the highest contrast against the background.

White is the preferred one colour logo as it is legible on the widest range of brand colours. Where the white one colour logo is not legible on the background, the preferred secondary colours are Bendigo Plum, Coral, Sunshine, Grape and Eggplant.

PRIMARY ONE COLOUR LOGO





# Logo

## - clear space

Clear space is the minimum amount of space required between the logo and any other object. Maintaining a clear space allows the logo maximum impact and ensures legibility.

The clear space is equal to the width and height of the 'o' in Bendigo, and no other object should enter into it.

Clear space applies to all printed and digital applications.

PRIMARY LOGO



SECONDARY LOGO



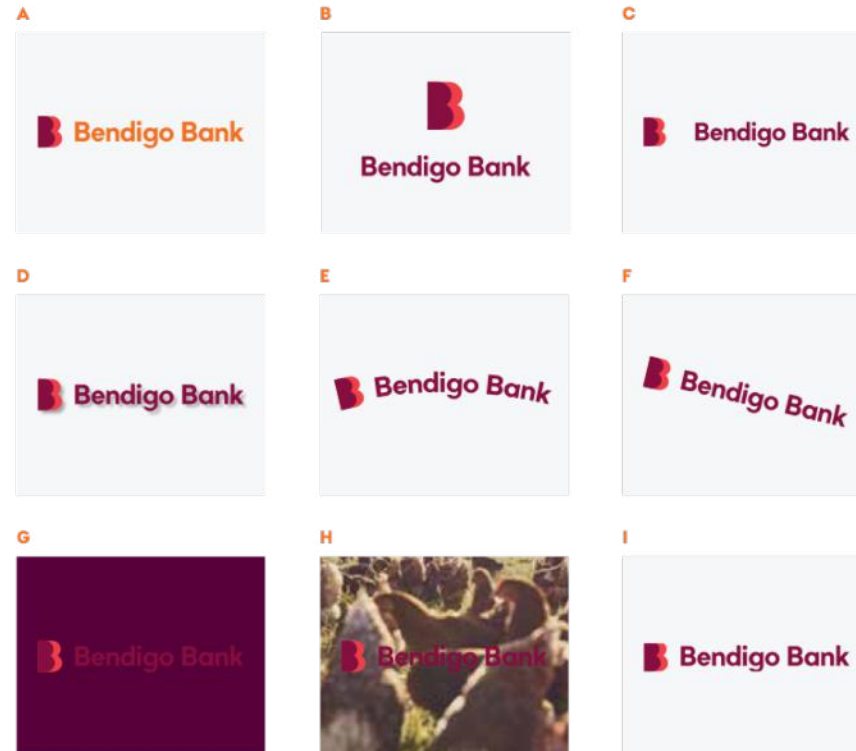
# Logo

## - usage

To maintain brand consistency the Bendigo Bank logo is not to be changed or altered in any form.

### YOU MUST NOT

- A. Change the colour
- B. Create other versions
- C. Manipulate the clear space
- D. Add effects i.e. shadowing
- E. Distort
- F. Rotate
- G. Add a background colour
- H. Place on complex background images
- I. Crop



# Colour palette - Print

<p><b>Bendigo Plum</b></p> <hr/> <p><b>OFFSET COATED STOCK</b> CMYK 25 100 30 35</p> <hr/> <p><b>DIGITAL</b> CMYK 25 100 30 35</p> <hr/> <p><b>SPOT COLOUR</b> PMS 228C</p> <hr/> <p><b>OFFSET UNCOATED STOCK</b> Stationary only CMYK 25 100 30 25</p>	<p><b>Bendigo Coral</b></p> <hr/> <p><b>OFFSET COATED STOCK</b> CMYK 0 90 68 0</p> <hr/> <p><b>DIGITAL</b> CMYK 0 85 60 0</p> <hr/> <p><b>SPOT COLOUR</b> PMS 178</p> <hr/> <p><b>OFFSET UNCOATED STOCK</b> Stationary only CMYK 0 85 60 0</p>	<p><b>Sunshine</b></p> <hr/> <p>CMYK 0 70 100 0</p> <hr/> <p>PMS 1375C</p>	<p><b>Grape</b></p> <hr/> <p>CMYK 20 100 0 70</p> <hr/> <p>PMS 261C</p>	<p><b>Charcoal</b></p> <hr/> <p>CMYK 75 60 55 50</p> <hr/> <p>PMS 432C</p>
	<p><b>Peach</b></p> <hr/> <p>CMYK 0 75 60 0</p> <hr/> <p>PMS 170C</p>	<p><b>Apricot</b></p> <hr/> <p>CMYK 0 50 60 0</p> <hr/> <p>PMS 1365C</p>	<p><b>Eggplant</b></p> <hr/> <p>CMYK 20 100 0 90</p> <hr/> <p>PMS 5185C</p>	<p><b>Slate</b></p> <hr/> <p>CMYK 20 15 15 0</p> <hr/> <p>PMS 428C</p>
				<p><b>Soft Grey</b></p> <hr/> <p>CMYK 10 5 5 0</p> <hr/> <p>PMS 7541C</p>

All print materials where possible need to be reproduced in CMYK. The CMYK values differ depending on printing process. Please note there are PMS colour alternatives for single colour jobs ie promotional items.

# Logos



Community Bank  
Southern Peninsula

The white logo should always be used as 1<sup>st</sup> preference.

The plum logo can be used if the white will not work.

For other sizes and orientations, please contact Hollie Wilkin.

Email: [hollie.wilkin@bendigoadelaide.com.au](mailto:hollie.wilkin@bendigoadelaide.com.au)



Community Bank  
Southern Peninsula



# Contacts:

## Social Media and Community Relations:

Hollie Wilkin

1/1089 Point Nepean Road, Rosebud Vic 3939

E: [Hollie.Wilkin@bendigoadelaide.com.au](mailto:Hollie.Wilkin@bendigoadelaide.com.au)

## Company Secretary:

Sarah Marshall

1/1089 Point Nepean Road Rosebud Vic 3939

M: 0411 406 238

E: [sarah.marshall@ryedistrict.com.au](mailto:sarah.marshall@ryedistrict.com.au)

## Senior Manager:

Fiona Somjee

Rye, Dromana & Rosebud Branches

1/1089 Point Nepean Road, Rosebud Vic 3939

M: 0434 730 701

E: [fiona.Somjee@bendigoadelaide.com.au](mailto:fiona.Somjee@bendigoadelaide.com.au)

## Rye Branch:

Address: 2271 Point Nepean Rd, Rye VIC 3941

P: (03) 5985 9755

M: 0439 859 753

E: [ryemailbox@bendigoadelaide.com.au](mailto:ryemailbox@bendigoadelaide.com.au)

W:

<https://www.bendigobank.com.au/branch/vic/community-bank-rye-district/>

## Rosebud Branch:

Address: 1087 Point Nepean Road, Rosebud VIC 3939

Ph: (03) 5982 0499

E: [rosebudmailbox@bendigoadelaide.com.au](mailto:rosebudmailbox@bendigoadelaide.com.au)

W:

<https://www.bendigobank.com.au/branch/vic/community-bank-rosebud/>

## Dromana Branch:

Address: 239 Point Nepean Rd, Dromana VIC 3936

Ph: (03) 5981 0106

E: [dromanamailbox@bendigoadelaide.com.au](mailto:dromanamailbox@bendigoadelaide.com.au)

W:

<https://www.bendigobank.com.au/branch/vic/community-bank-dromana/>

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



<https://www.instagram.com/communitybanksouthernpeninsula/>

