

Kew East Financial Services Limited Newsletter June 2010

We're big in community

Kew Festival 2010

The Kew Community Festival was held in March. The event is the largest community festival in Boroondara and runs over a period of 10 days and includes events such as a community concert and fireworks, family fun day, street parade and community group open days.

The Kew East **Community Bank**[®] Branch has been sponsoring this event since 2003.

The Branch has continued to support the Festival for two key reasons. An important driver is the event status as the only major, open community event that brings together the Kew/ Kew East community. Schools, kindergartens, arts, sport, charitable, service groups and others participate in the

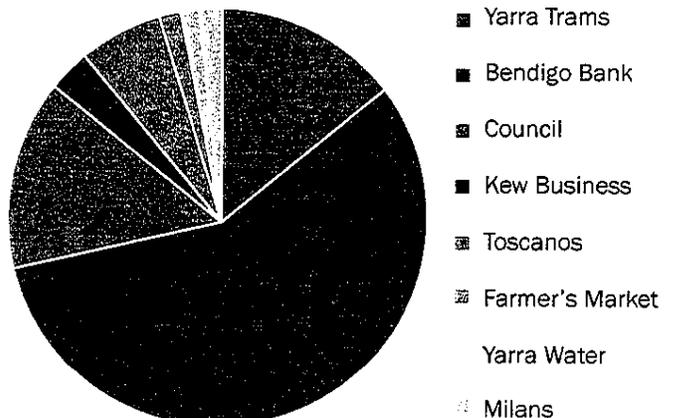
festival activities promoting, involving and entertaining our community in a joint activity. It is good for community.

The second reason for the continued sponsorship relationship is the value of the investment from a commercial perspective. Sponsorship of the event enables our branch to promote the brand and business to our target audiences. It also permits us to showcase our relationships with community groups through their participation in the event with us. The Branch has promotion rights on the main stage which is heavily branded for the duration of the Family Fun Day.

Quantitative data collected at the 2010 Kew Festival saw that unprompted awareness of Bendigo Bank as a supporter of the event was extremely high in relation to other supporters (see diagram 1 below) and over 50% of the sample surveyed were aware that Bendigo Bank is a supporter of the event. A result that is good for community and good for business.



Question - Can you recall any sponsors of the Kew Festival?



▲ Diagram 1. Survey results - 2010 Kew Festival, data courtesy Kew Festival Inc.

661a High Street, Kew VIC 3102 ABN 91 096 301 058

From the Chairman

Dear shareholders & friends,

This newsletter edition focuses on providing information about your Board of Directors and the community partnerships we have with local groups through our sponsorship and grant programmes.

You will note that our Board profiles include a new member. The Board is pleased to announce the appointment of Paula Davey as a Director. Paula is well known, connected and involved in the Kew community and we look forward to her contribution in growing your **Community Bank**[®] branch.

It is important that shareholders appreciate that your **Community Bank**[®] branch Company profits can be distributed to shareholders through dividends - to a maximum limit of 20% - the remaining funds are available to not for profit community organisations and to grow the business. Overleaf you will also be able to read through an extensive list of community groups with whom we partner, a listing of which we should all be proud. We do this because our business model is based on a hybrid investment approach delivering shareholder value and community/ social value. This investment is not simply a Kew East commitment; it is a structured element of the **Community Bank**[®] branch agreement with Bendigo and Adelaide Bank Ltd.

In order to extend the value we can generate for community and shareholders alike we are currently enacting a growth strategy by undertaking a feasibility campaign in the Kew Junction area to consider opening another branch. Significant developments will be communicated to shareholders through newsletters.

Over the last 12 months the Board has been exploring opportunities to engage in the community and grow the business. As a result of our involvement in the Kew Courthouse project, one outcome has been the creation of a Boroondara Partnership Forum driven by Bendigo Bank regional Directors. Representatives from organisations such as Rotary, Boroondara Enterprise, the local **Community Bank**[®] branches, State Government and City of Boroondara offices consider ways of funding projects that benefit our community. Your Board has identified a need for a men's shed in the Kew East precinct and is presently working in partnership with the City of Boroondara to realise such a project. Similarly, a year long programme engaging the local Harp Village Traders in street events and networking events has raised the profile of the bank and will continue into 2011. The Board has also explored an option for a growth campaign in Glenferrie Road. This has been put on hold as Kew Junction has been identified as a better prospect.

The Board thanks and values shareholders support in the endeavours of this unique Company. I trust you will enjoy our partners' stories.

Rod Albury
Chair KEFS
0438 118 148

From the Manager



40 million reasons
to support your
Community Bank[®]
branch

This month the **Community Bank**[®] network celebrated a momentous milestone with the announcement that jointly, **Community Bank**[®] branches have now returned more than \$40 million dollars to support local community groups and projects right across Australia.

Russell Jenkins the Executive Director of the Customer and Community Group reported that since its inception in 1998, more than 256 **Community Bank**[®] branches have been opened in partnership with 1,690 volunteer Directors and 63,332 local shareholders, dedicated to delivering better outcomes for their local communities.

Add to this the contributions of employment and daily spend in the local economy and you have a truly meaningful contribution to local prosperity.

These results support the notion that commercial entities can be successful while still observing values such as trust, loyalty, integrity, cooperation and community spirit.

Our business is one which operates as a form of collaborative commerce; it enables our business to genuinely strengthen our community in a manner which is both true to our values but consistent with commercial principles.

We have found that, by genuinely delivering on our commitment to community, we are given access to business that is not available to opportunistic providers. Our existing and potential customers can see we mean what we say and that we walk the talk. We develop unique relationships and an enviable level of trust.

Our shareholders, staff, Board and customers are the key stakeholders in delivering these outcomes and I wish to express my gratitude for having faith in our model, working together to ensure our success and enabling us to be part of a \$40m milestone.

George Prodromidis
Branch Manager

Board member profiles



Rod Albury

Chairman

TPTC, Dip Art, FRMIT, BEd

Director: elected October 2004

Committees: Community Grants, Harp Village Events, Men's Shed Project

Rod has been a resident of Kew since 1969 and is married with 2 adult children. Working in the education sector Rod has taught and managed schools for over 38 years, retiring after his 11th year as principal of Kew Primary School. In addition to his management skills Rod brings extensive community engagement experience derived from his professional background but also as a byproduct of his many community roles including his membership of Kew Community Festival for over 10 years with 2 years as chair, representative on the Boroondara Forum and Kew Courthouse Arts Association committees. Interests include travelling, reading, the visual and performing arts, manages family superfund and olive grove.



Allen Borella

Senior motor mechanic, 'A' Grade Automobile Engineer

Director: foundation member, 2001

Committees: Harp Village Events, Men's Shed Project

Allen is a long standing member of the Board and has been involved in the transition of the business from start up phase through to it's current strong position in the community. Allen is a Kew East business owner operating Harp Junction Motors since 1974. He has been involved in local retail activities for this period and is currently engaged in the Harp Village Events and Men's Shed project team. Raising five children locally Allen has many community connections in addition to his professional roles as a former member of the V.A.C.C. Board of Management, A.R.D. Executive Committee and a position on the 'A' Grade Board of Examiners.



Ken Franks

Licensed land surveyor

Director: foundation member, 2001

Committees: Harp Village Events, Men's Shed Project

Educated at Melbourne Boys High School and then qualified as a Licensed Land Surveyor in 1959, Ken entered private practice in 1963 in

Box Hill. In 1977 Ken transferred offices to Kew East commencing his long lasting involvement with the area.

In 2001 Ken joined the steering committee for the establishment of a Bendigo Bank branch in Kew East and was appointed to the Board of Kew East Financial Services Ltd in the following year. As a substantial property owner in Harp Village, Ken also undertook the role of Chair of Harp Village Business Association Inc, for 10 years working

Ken ceased practicing as a licensed land surveyor in 2007.



Paula Davey

Business Consultant and Facilitator (Swinburne University)

Director: April 2010

Committees: Men's Shed Project

Currently working as a business consultant and facilitator (Swinburne University) Paula

has been a Kew East resident since 1990. Married with 3 school aged children Paula has been an active member of the local community for over 20 years, receiving the Prime Minister's Centenary Medal in 2001 for Service to the Community.

Having undertaken a broad range of leadership roles including tenure as a City of Boroondara Councillor 1996-99, Boroondara Standing Committee 1994-96 (during transition from Cities of Kew, Hawthorn and Camberwell to City of Boroondara), Paula brings substantial experience to the Board.

In addition to this level of community leadership Paula has an extensive history with a broad range of groups including her roles as a Yarra Bend Park Trustee 1996-99, Former: President; Kew Toy Library, President; JJ McMahon Kindergarten, Board Member; The Carnegie School, Council Member; Kew East Primary School. Paula is currently a member of the Kew High School Council, North Kew Tennis Club, Docklands Yacht Club. Other interests include the Kew Cricket Club, Kew Comets Football Club, Sailing instructor with particular focus on 'Sailability' programs for people with disabilities.



Mark Heffernan

B Buss (RMIT), CPA

Director: 2009

Committees: Audit and Risk

Mark is a partner in the Kew now Richmond based certified practicing accounting firm, Heffernan Crawford Partners and is nominally the Treasurer of KEFS Ltd. Mark's interest in

social and the **Community Bank**[®] concept was fostered in a previous role as a Director of Burwood Credit Union.

Mark has lived locally for many years and now lives in Burwood with his wife Donna and has five children.



Eric Thomas

Chartered Accountant

Director: 2001

Committees : Grants (Chairperson), Audit & Risk

From the early 1980's to 1999 Eric practiced as chartered accountant with the accountancy practice Cothwill & Co which was initially

based in Kew East. Witnessing the closure of other financial services providers in Kew East, Eric became involved with the Kew East branch development in late 2001 Eric still practices accountancy part time but has more time for his grandchildren, family and interests of beef cattle farming and railways.



Ross McDermott

B Com (Melb), CA

Director: Appointed February 2010

Committees: Audit and Risk Committee

Recently appointed to the Board, Ross has 16 years experience as an accountancy practitioner, and previously spent 8 years with a major international chartered accountancy firm. Ross now acts as a Chartered Accountant/sole practitioner managing his own firm based in Carlton. With particular expertise in administration, tax and insolvency Ross currently acts for small to medium size commercial clients and individuals. A Kew East resident, married with three active children, Ross regularly attends local school and sporting events, and other community activities.

Kew East Community Bank® Branch – Grant and sponsorship recipients

Year	Applicant	Project Title
2005	Friends of Glass St Creek Parklands	Tools for work
	Kew Band	Purchase suspended Bass Drum Set with stand
	Kew High Chaplaincy	Emergency Fund - assist student social needs
	Kew Historical Society	Digitizing historical documents/ photographs
	Kew Neighborhood Learning Centre	Bridging it! Literarcy tuition for youth at risk
	Victorian Brain Injury Recovery Assoc	Research scholarship
2006	Australian Breastfeeding Assoc Kew/ Hawthorn	Purchase of equipment for mothers to hire
	Kew East Primary School	Installation of bike racks
	Kew High Chaplaincy	Emergency funding for students experiencing difficulties
	Kew High School	Instruments for Chinese music program
	Kew Toy Library	Children's Party Packs ' for hire
	Uniting Church Community Options	Health programme for those with Mental Disability
	Kew Neighborhood Learning Centre	Art exhibition - from KNLC art programmes
	Kew Primary School	Mosaic Art work reflecting history of the school
	Kew High School (No 2)	Reinstatement of Japanese Garden
	Victorian Brain Injury Recovery Assoc	Reasearch scholarship - for rehabilitation professionals
1st Kew Scouts	Hosting East Timorese Scouts	
2007	Kew East Primary School	Marimbas for the Music Centre
	Australian Crohns & Colitis Association	Multi User Computer
	Kew High School	Chaplains Emergency Fund
	Friends Of Boroondara Cemetery Inc	History Of Boroondara
	Studley Park Kindergarten	Landscaping/ installation
	Kew Toy Library Inc.	Resources to assist new parents
	Kew Band Inc.	Purchase of trailer
	Possums Playgroup & Kindergarten	Possums Party Expo
	Boroondara Symphonic Band Inc.	Rejuvenate Our Music Library
	Kew Neighborhood Learning Centre	The Kitchen Garden
	4th Kew Scout Group	Repainting Hall
	Deepdene Playgroup	Outdoor Playground Equipment
	The Uniting Church In Australia Property Trust	Social Inclusion
	Victorian Brain Injury Recovery Accommodation Inc	Scholarship
	Australian Breastfeeding Association Kew/Hawthorn Group	Supporting Breastfeeding in the Community
2008	Chaplains Emergency Fund Kew High School ACCESS Ministries	Chaplain's Emergency Fund
	Kew Historical Society Inc	Kew - the next 50 years

Year	Applicant
2008	Mental Illness Fellowship Victoria
	Kew Toy Library Inc
	Kew East Primary School
	East Kew Uniting Church
	Australian Breastfeeding Association Kew/Hawthorn Group
	Studley Park Kindergarten
	Possums Playgroup & Kindergarten
	Boroondara Pre School
	North Balwyn Baseball Club
	Villa Alba Museum Incorporated
	Bellevue Kindergarten Inc Assoc
	Davis Street Kindergarten
	North Balwyn Playcentre Inc
	Kew Neighborhood Learning Centre
	Villa Maria
	J J McMahon Memorial kindergarter
	Boroondara Brass Incorporated
	Kew Comets
	Kew Little Athletics
	Kew Tennis Club
	Victoria Park Tennis Club
	Kew Junior Cricket Club
	Kew East Basketball Club
	Kew Bears Football Club
	North Balwyn Baseball Club
	Kew Cricket Club
St. Anne's Basketball Club	
K.E.W. Hockey Club	
Kew East Primary School	
Deepdene Primary School	
Kew Primary School	
Kew Band	
2009	Inner East Community Health Servic Inc.
	J J McMahon Memorial Kindergarte
	Andale School
	St Bridget's Primary School
Davis Street Kindergarten	

Project Title
Kew Opportunity Shop re-fit
Bringing Dress Ups into the 21st Century
Concert Band Instrument Hire Scholarships
The Church Connecting with the Community
Creative books and a welcoming space for all to promote breastfeeding as normal
Coop-up Kinder Kids - No Way
Possums Discovery Garden
Dinosaur Digs, Fairy Forest or Tonka Territory
Razing the Bar - responsible serving of alcohol program
Completion of the restoration of the vestibule in preparation for public use
Once in 50 Years
Open space and recreation upgrade
Give Mums a Break
Cultures Together@ KNLC
Music therapy equipment for Gateway Kew
An Outdoor Learning Space
STAR Class Brass
sponsorship
Belford Road Rooming House Needs Analysis
Outdoor learning space
Outdoor playground setting
Project Green Thumb
Development of bike track area

Year	Applicant	Project Title
2009	Kew Historical Society Inc	Kew Court House Restoration
	Deepdene Playgroup	Deepdene Playgroup relocation
	St Anne's Catholic Primary School	Senior Upper Body Agility Playground
	Anxiety Disorders Association of Victoria Inc	Parental support & information
	Uniting Care Community Options	Social Saturday
	Bellevue Kindergarten Inc Assoc	get outside & get active
	Friends Of Boroondara Cemetery Inc	resources for self guided tours of cemetery
	The Leo Baeck Centre	Tour of Jewish places of interest in Boroondara
	Glass Street Kindergarten Association Incorporated	Sharing Stories
	Kew Neighborhood Learning Centre	Unheard Voices
	Studley Park Kindergarten	Comfy Kids
	Villa Alba Museum Incorporated	Reinstatement of Room 16 - restoration project
	Boroondara Pre School	Active Kids, Happy Staff and Backyard Buddy
	Kew East Primary School	Habitat Haven - rejuvenation of green space
	Kew Comets	sponsorship
	Kew Little Athletics	sponsorship
	Kew Tennis Club	sponsorship
	Victoria Park Tennis Club	sponsorship
	Kew Junior Cricket Club	sponsorship
	Kew East Basketball Club	sponsorship
	North Balwyn Baseball Club	sponsorship
	Kew Cricket Club Charity Event	sponsorship
	Kew Cricket Club	sponsorship
	St. Anne's Basketball Club	sponsorship
	K.E.W. Hockey Club	sponsorship
	K.E.W. Junior Hockey Club	sponsorship
	Kew East Primary School	sponsorship
	Kew High School	sponsorship
	Kew Primary School	sponsorship
	Kew Rovers	sponsorship
East Kew United Football Club	sponsorship	
Kew Heights Ladies Bowling Club	sponsorship	
2010 to date	e.motion21	sponsorship
	Kew Band	sponsorship
	Kew East Basketball Club	sponsorship
	Kew Comets Junior Football Club	sponsorship

Over seventy guests from key community groups attended the Kew East **Community Bank**® Branch 2009 grants presentation night. In total almost \$122,000 of grants were presented on this night with a broad range of projects receiving funding. The following snapshots provide insight into how these projects are progressing.



▲ Group photo of all grant recipients at 2009 grants presentation night.

Habitat Haven \$3,000

The Australian drought affects many environments from rural to urban. Many school grounds have now replaced natural surfaces and areas with artificial turf. Kew East Primary School have sought to protect and invigorate the limited natural areas remaining in the school. Funds from the **Community Bank**® branch will be invested in the purchase of indigenous plants, materials and the hire of equipment required to revitalize some of the natural areas. To date the school has undertaken a working bee involving the school community and has coordinated the involvement of a local Rotary Club to further support the labour requirements. The project seeks to deliver an environment attractive for both students and the natural wildlife that exists in this urban environment.

Val Hempenstall
Kew East Primary School Teacher in Charge
Green Team



Belford Road Rooming House Needs Analysis Project \$9,900

Inner East Community Health Service's health promotion team has been working with some of the most disadvantaged community members in Boroondara living in rooming houses in Hawthorn and Kew for a number of years. However we are aware that there are a vast number of rooming houses in the City of Boroondara that may also benefit from outreach programs such as our HealthTime model. The successful attainment of a Kew East 2009 Community Grant has facilitated the appointment of a project officer to develop and pilot a needs assessment survey. To date, we are in the final stages of data

collection and consultation. It is hoped that the results and recommendations generated from this needs analysis will provide opportunities for program and partnership development and improved living conditions/quality of life for the Belford Road Rooming House residents.

By Sarah Meiklejohn
Belford Road Rooming House Project Officer
Inner East Community Health Service

ADAVIC Project

Community investment profiled in local press

Progress Leader, March 16, 2010

Coping with anxiety

Health | Cassie Maher

PARENTS of children with anxiety disorders can find help at a new support group in Kew.

Abbey Robb, project officer from Anxiety Disorders Association of Victoria (ADAVIC), said calls from parents whose children had been diagnosed with an anxiety disorder had jumped in the past 12 months.

As a result, ADAVIC has established a parent support group, with funding from Kew East Community Bank.

"I think mental health in general is becoming a bigger issue in the community," Ms Robb said.

"There's more stresses on people and children are being exposed to the real world at a much younger age and they don't have those coping skills in place."

Symptoms of anxiety disorders included complaining of constant stomach-aches and headaches, not eating properly, being fearful and not sleeping properly.

Ms Robb, who suffered from anxiety as a child herself, said it was vital that parents sought help or their child could face "severe consequences, including long-term social, emotional and financial ramifications".

"I was never diagnosed as a child,



Abbey Robb says mental health is becoming a bigger issue in the community.

it was only when I hit adulthood," Ms Robb said.

"That's why I'm so passionate about this program because I know if my parents had had that knowledge, I could have been dealing

with this a lot more effectively a lot earlier.

"Children's brains are more flexible than adults so if you get in early you can rewire it and the child can be fine."

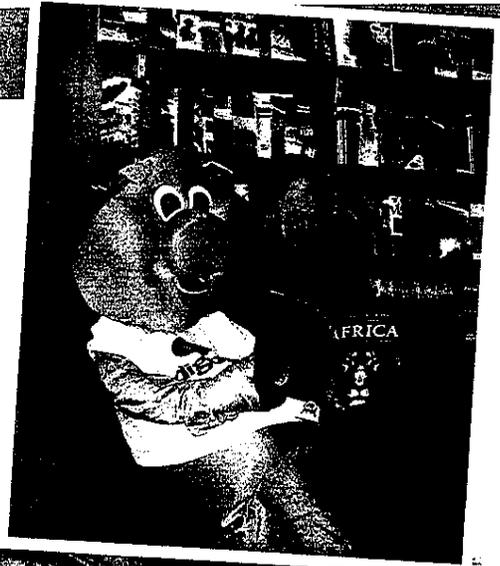
The group meets fortnightly on Wednesdays at 7.30pm at the Kew Neighbourhood Learning Centre. The next meeting is March 17.

Cost: \$5 (non-ADAVIC members), \$3 (members). Details: 9853 8089.

Picture: JOSIEHAYDEN N38PP109

Community investment

The following snapshots provide insight into the broad range of sponsorship areas where our business partners with community. From the Kew Cricket Club charity match, providing free events in Harp Village to the Betty Collins Perpetual District Challenge. We mean it when we say it starts with U!



BMPNLO144 (23/06/10)

Kew East **Community Bank**® Branch,
661a High Street, Kew VIC 3102
Phone: 9859 7699

Website: www.bendigobank.com.au

Opening hours: Monday to Friday 9.00am – 5.00pm
and Saturday mornings 9.00am – 12noon.

Chairman: Rod Albury

Directors: Mark Heffernan, Allan Borella, Eric Thomas,
Ken Franks, Paula Davey.