

Community Investment Program

Congratulations on receiving Community Investment support. We look forward to seeing the impact this has for you and our wider community. As you begin the process, we're here to help.



KYABRAM
Community



www.kyabramcommunity.au

Welcome



What Happens Now

This guide is designed to help you navigate the steps of accepting Community Investment funding. We know there's a lot of information, so please don't feel rushed, take your time!

Use the checklist on the inside back cover to keep track of what needs to be done and remember, our Community Engagement Lead is here to assist you every step of the way.

If you have any questions, feel free to reach out.

Contact Information

Your primary contact is:
Community Engagement Lead
engagement@kyabramcommunity.au

Your contact for any story or marketing content is:
Sam Elshaug, Marketing Lead
marketing@kyabramcommunity.au

Should you wish to contact the branch:
Email kyabrammailbox@bendigoadelaide.com.au
Phone 5852 3099
Visit 1/171 Allan St, Kyabram VIC 3620



The Model and its Impact

Community Bank Kyabram has operated locally since 2016. To date, we've officially invested over \$400,000 of profit into meaningful community projects.

The community banking model was an innovative Bendigo Bank concept developed over 25 years ago and came to the forefront at a time when larger banks were closing branches in regional areas and leaving communities without banking services. The new model allowed local communities to take charge and as such our community raised \$750,000 to establish our local branch in Kyabram.

Our company, Kyabram & District Community Ltd has a franchise agreement with Bendigo Bank to operate the branch. It's owned by local shareholders and run by a team of community Directors. Our primary point of difference is our profit-for-purpose nature.



How Community Banking Works

Community banking is a profit-for-purpose model, meaning profits go straight back into the community that generates them. That means real impact and infrastructure, community assets and local programs are all funded by Community Bank Kyabram.

Like any business, we aim to make a profit, but the difference is where it goes. Our profits fuel community growth.

You'll see infrastructure development, community assets, programs and more funded by Community Bank Kyabram.

In fact, it's our Community Investment Program that's supporting your current project.

How You Can Help

For the community banking model to work, we need you, your family, friends, neighbours and colleagues to support us. It's as simple as that. We want to be your choice for a number of reasons.

Customers who support community banking feel good knowing they are supporting a model where everyone benefits, not just shareholders. It's a win-win.

So essentially, when you support us, you are investing in your community.

Consider if your choices support our local community?

If not, and it's time for change, call the branch on 5852 3099.



Tick when completed

Funding Agreement

03

You will be sent a separate email through SmartyGrants with access to your funding Agreement for review and completion. Please ensure that the relevant and responsible office bearers within your organisation are involved in the process.

IMPORTANT: Agreement Meeting

Before finalising the Agreement, contact our Community Engagement Lead to sit down (in person or online) and step through the requirements of the Agreement (unless you're doing this already).

This helps everyone understand the responsibilities of accepting Community Investment funding and what steps need to be taken as your project progresses through to acquittal.

You can contact by emailing **engagement@kyabramcommunity.au** to make an appointment.

Funding cannot be paid until the completed Agreement is submitted. Once your Agreement is returned, we will process your payment. This may take up to 6 weeks.

If at any stage you need to refer to the CI Hub, you can login at **communitybankkyabram.smartygrants.com.au/** or scan the QR code below.



Tick when completed



To keep supporting local organisations like yours, we need your support too.

One thing your community can do is follow us
@communitybankkyabram so we can help spread the word that we're here for good.

Community banking is built on a reciprocity model: when the community supports us, we can support the community even more. It's a true win-win.

What we'd really love in return for your community investment funding is for your organisation and its members to follow us on social media (Facebook and Instagram)
@communitybankkyabram.

Please invite all the members of your community to jump on board



facebook.com/communitybankkyabram



instagram.com/communitybankkyabram



www.kyabramcommunity.au



Tick when completed

Follow Us



04

Approved Logos & References



Our current logo suite can be downloaded from our website kyabramcommunity.au

Please ensure that any promotional material uses the supplied Community Bank Kyabram logos (approved for use by Bendigo Bank). We recommend downloading and saving these logos for easy reference.

Ensure that you refer to us as '**Community Bank Kyabram**' on any communication materials, signage, correspondence or digital platforms.

Please tag us in your social media posts
@**communitybankkyabram** and the hashtags we commonly use are:

#communitybankkyabram #communitybanking #bendigobank #thebetterbigbank
#communityinvestment #community #lovekyabram #kyabram #goulburnvalley
#shepparton #echuca #tatura #moama #kialla #lancaster #undera #merrigum
#wyuna #kyvalley #cooma

If you are using our logo on any materials, **please seek approval** from our Marketing Lead at marketing@kyabramcommunity.au before finalising artwork.



Tick when completed

Scan to
download



PR Opportunities



We strongly encourage you to seek broader PR opportunities for your project.

This helps let the community know what you've achieved and creates exposure for both our organisations.

Want to nail a media release?

A media release is a communication sent to the media for the purpose of announcing something newsworthy. A well-crafted media release can be a powerful and free tool for getting your message to the public.

So, how do you write a media release that has impact?

Download our template so you can tell everyone what you've achieved.



Scan to
download

Community Bank Quote or Representation

We can provide you with a quote from a Community Bank representative to include in your media release. We expect the media release will be written on behalf of both our organisations. Similarly, it will reference the support you've been given by Community Bank Kyabram.

We can also arrange a Community Bank representative to be involved in photo or filming opportunities to support the story.

If you need assistance, a quote or are after further guidance, contact our Marketing Lead at marketing@kyabramcommunity.au



Tick when completed



Story Submission

We love learning about your project. It's also a requirement of your Agreement to share the story of your project within 2 weeks of its completion.

We'll write the story; we just need you to tell us:

- What our community investment funding **helped you with**?
- **Three key impacts** or results delivered by the project?
- How your organisation **feels** about the impact or results?
- A **quote** we can use from an organisational representative
- A minimum of one (1) high-resolution **image** with people in it. Portrait orientation is best. We also love **portrait video** content for reels!
- Your **social media handles** for tagging.

If your project is only partway through, we'd love to feature your story as it develops and on completion.



Tick when completed

Scan to
submit



Images

We require permission from individuals in supplied images or footage. Please ensure the people in the images/ video consent to having their photo taken and supplied to us for use, including on social media. This includes minors.

Refer to the Bendigo Bank Image Authority Form.

Please email your story information to our Marketing Lead at marketing@kyabramcommunity.au

SEE NEXT PAGE FOR TIPS ON CAPTURING GREAT SHOTS.

Sharing Stories

Once we've told your story (and tagged you in it), we ask that you share this post on your own social media platforms for greater reach. If you can please include the following in your post:

"We are incredibly grateful for the funding and support we received from **@communitybankkyabram** to make this happen.

As a thank you, we encourage everyone in our community to show them some love back and follow Community Bank Kyabram on Facebook and Instagram for more impact stories just like ours".

Getting Great Shots Matters



07

To help us create strong reels, web stories and social content, it's extremely helpful to capture a good mix of video and images. The more variety we have, the easier it is to turn one moment into a fuller impact story.

Video

- Capture multiple clips
- Aim for 6 to 8 short clips in total (15+ seconds each)
- Film in portrait/vertical orientation
- Get a mix of:
 - wide shots and close-ups
 - people walking, talking, waving or interacting
 - activities in action
 - general b-roll that helps show the story
- Capture someone speaking directly to camera about plans, impact or what the support means (and sound check!)

Images

- Take high-resolution photos
- Capture in both portrait and landscape orientations
- Get a mix of people, action shots and setting/detail images.

Why quality matters

- More variety gives us what we need to build strong stories
- High quality files are best for editing
- Photos can be used in reels, social plus web content.

Please email our Marketing Lead at marketing@kyabramcommunity.au when it's time to send your content through and we'll advise the best way to do this depending on file size.

☐

Tick when completed

Project Acquittal & Reporting

It is a formal requirement of accepting Community Investment funding that you complete the acquittal process within 60 days of project completion (as outlined in the Agreement). This ensures that funds are allocated and used as proposed.

Please ensure that you complete the acquittal report as required. You will receive the link via email. The onus is on you to ensure all steps are completed in a professional and timely manner.

Failure to complete the process may result in our support being reassessed or future applications being deemed ineligible.

If at any stage you need to refer to the CI Hub, you can login at **communitybankkyabram.smartygrants.com.au/** or scan the QR code below.



Tick when completed

08



General Support Guide

01 Support up to \$1,000

In sponsorship-style support, community groups will generally be expected to provide signage and social media promotion. The focus at this level is mainly on branding and media exposure, through both their channels and ours.

02 Support between \$1,000 and \$5,000

The focus at this level expands to branding, media and engagement. This may include discussing opportunities for attendance at events or programs, with branch input into what engagement opportunities resonate.

03 Support over \$5,000

At this level, the focus includes branding, media, engagement and business opportunity, with a stronger emphasis on meaningful partnership outcomes.

Specific Reciprocal Benefits

We may build a selection of reciprocal benefits into Community Investment Agreements (sponsorships) so everyone benefits. Any agreed reciprocal benefits will be part of the compliance and acquittal processes.

The process will be tailored to each group (if applicable).

This template is a guide only and will be completed with you by our Community Engagement Lead if required.

☐

Tick when completed



Event Branding

	Bendigo Bank Merchandise
	Branded Digital Resources
	Branded Marquee/s
	Branded Photo Props/ Signage/ Novelty Cards
	Event Attendee/ Stand
	Event Banner/s
	Piggy Mascot
	Pull Up Banners
	Tablecloths

Event Program & Advertising

	Hard Copy Advertising
	Logo Placement (print, web, digital etc)
	Mail Box Drops
	Naming Rights
	Newsletter Feature/s
	Post-Event Survey
	Presentation Opportunities
	Speaking Opportunities

Event Attendance

	Company (Board/Staff) Invitations
	Interactive Initiatives/ promotions (possibly co-branded)
	Volunteer Opportunities

Community Legacy

	Partnership Announcements
	Permanent Plaques or Signage
	Submit Story Content & Images



09

Media & PR

	Event Announcements
	Photo/Speaking Opportunities
	Post-Event Acknowledgement
	Pre/Post Project Media Releases
	Video Interviews

Social, Digital & Online

	Boosted Content (paid)
	EDM Distribution
	Engagement Initiatives
	Event Co-Hosting
	Event Recap (various channels)
	Organic Posts (countdown, including tagging)
	Story Features
	Video (live, on-site, testimonial, reel content)

Reciprocal Benefits

	Collaborative Advertising/Promotions
	Web Branding and Links
	Promoting KDCL Database
	Shared CB Kyabram Content
	Shared CB Kyabram Hard Copy Materials
	Shared Database (with KDCL)
	Shared Survey Data/IP
	Story Content & Images

Business & Other

	Customised Outcomes Specific to Applicant
	Infrastructure Requirements
	KPI Business Opportunities
	Quantified Referrals & Leads

Progress Checklist

10

Here's a simple checklist to help ensure you complete each of the required tasks for project and agreement compliance:

Tick when completed

Arrange Funding Compliance **Meeting**

Follow @communitybankkyabram on social media

Invite all members of your community to **follow us** too

Complete the **Agreement**

Send us a **Tax Invoice**

Use **approved logos and refer** to us as 'Community Bank Kyabram'

Write and distribute a **media release** for PR opportunities

Book pull-up banners and/or props for your events and photos

Submit your **story content, video and images** to marketing@kyabramcommunity.au

Share our post on your own social media platforms

Deliver reciprocal benefits

Complete the project **acquittal**

Start **planning** your next impact project!

Consider who you support.
If it's time for change, call 5852 3099.

☐☐☐☐☐☐☐☐☐☐☐☐☐☐