



## **Community Support Guideline**



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## **What makes us who we are**

Regional Australia Bank is a customer owned bank that has been helping regional Australians achieve their lifestyle goals for more than 45 years. It has a reputation for being flexible, personable and being able to make the complex simple. With its roots in regional NSW, Regional Australia Bank has grown to be one of the premier banking alternatives to the Big 4 banks.

Unlike the 'retail' approach taken by many competing institutions, Regional Australia Bank continues to add value to its members by recognising everyone's circumstances are different. This means they can provide personalised financial solutions, working with their members to save them time, money and effort.

Being owned by regional Australians means that we understand the connectivity we have between each other, our communities and the environment. We recognise the role a responsible financial institution can play in achieving and maintaining our regional way of life. So, our banking comes packaged with a conscience. We maximise our contribution to deliver social and environmental returns to our regional communities at every possible opportunity.

Our vision is that Regional Australia Bank will define what it means to be at the heart of our community. We celebrate being regional and continually demonstrate what the added value of being more connected to each other can bring. The success of our business will be determined by how well we extend compassion and share our passion to be the champions for regional prosperity. We aim to be a beacon - a regionally owned and operated 'community chest,' that will be a conduit for connecting people and a model for creating better and more sustainable places to live. Being connected with regional Australia will, without doubt, be the most compelling and inspiring part of our brand. For all of the above reasons, Regional Australia Bank will represent value for all connected to it.

## Community Support Guideline

### Guideline Purpose

Regional Australia Bank is committed to providing support to the local communities in which we operate. These guidelines outline the objectives and structure of the Community Support Program. The program covers the sponsorship of events and projects within our communities.

### Community Support Objectives

At Regional Australia Bank we pride ourselves on operating at the heart of our community, providing essential support to community groups each year as part of our Community Support Program. Any community group is able to apply for support in the form of sponsorship, with applications opening on 1 July and closing 31 July each year ("Application Period").

The primary objective of community support is to benefit our communities whilst keeping Regional Australia Bank engaged with them, facilitating a closer relationship that allows Regional Australia Bank to play a key role as champions for regional prosperity.

### Sponsorship

Sponsorships are assessed in accordance with our Community Support Policy and should fall into one of the following categories:

- Arts;
- Community activities (e.g. festivals & fairs);
- Education or employment related activities;
- Environmental;
- Health;
- Indigenous/cultural; or
- Sporting.

### Community Support Principles

Regional Australia Bank has developed a set of principles in order to assess the community support applications that we receive. Applicants should consider the following guidelines when submitting their request.

To be considered for Regional Australia Bank's Community Support Program, your event or project should:

- Provide benefits for the local community;
- Be of interest to Regional Australia Bank members;
- Be local to the Regional Australia Bank's areas of business;
- Be for groups which share the values of **Integrity, Respect, and Fairness** or exhibit similar behaviours of being flexible, supportive, approachable and friendly;
- Provide a means to reach Regional Australia Bank's target audience;
- Provide the Regional Australia Bank with media, promotional and signage opportunities;
- Guarantee that no Regional Australia Bank competitor will be principal supporters of the activity (this includes all financial service providers);
- Be hosted by a committee or organisation willing to consider bringing their banking to Regional Australia Bank. Priority will be given to those organisations that have done so;

- For larger sponsorships, allow Regional Australia Bank to develop and implement an effective marketing communications program tailored specifically to the event or project; and
- For larger sponsorships, allow Regional Australia Bank to share the successes at the conclusion of the event or project.

Regional Australia Bank will not consider requests for community support for any of the following:

- Events or projects which have major support from competitors of Regional Australia Bank;
- Events or projects that involve any type of unlawful activity or that create environmental or safety hazards;
- Events or projects that promote animal cruelty;
- Events or projects which create, or could be seen to create, a conflict of interest; or
- Events or projects with excessive risk, both to Regional Australia Bank, the organisation applying for sponsorship and the event or project participants.

## How to apply for Community Support

A Community Support Application Form can be found on the Regional Australia Bank website or you can pick one up from your local branch. The form is used to obtain the information required to assess the application. Although applications are accepted throughout the year, community groups are encouraged to submit applications in Application Period.

### Information Required

In completing your application, please include the following information:

- Your organisation's contact details, including phone, postal address, website and email;
- A description of your organisation, its activities and the geographic area covered by your organisation;
- Whether your organisation currently conducts business with Regional Australia Bank or if there is an opportunity for us to acquire your business;
- A description of the event or project including date and location;
- Objectives and primary focus of the event or project;
- Benefits to the community that the event or project will provide;
- Details of the expected age groups and participation numbers likely to attend the event or project;
- Benefits to Regional Australia Bank including media coverage, promotional opportunities, signage opportunities, etc; and
- A list of all other sponsors involved

Regional Australia Bank will evaluate all applications for community support against these Community Support Guidelines ensuring they are consistent with our values. We will contact applicants within 2 weeks of the closure of the sponsorship Application Period, or if the application is submitted outside the Application Period, within 2 weeks from the date of submission.

**If you require further information, contact our Sponsorship & Events Coordinator, 132 067 or [sponsorship@regionalaustraliabank.com.au](mailto:sponsorship@regionalaustraliabank.com.au)**