

Newsletter

January 2006

Chairman's report

We thought it would be a good idea to publish a shareholders newsletter from time to time. The main purpose of course is communication, so that you the shareholder have up to date information on what is happening in the business that you helped to create. But, it is more than that because as you are no doubt aware, a **Community Bank®** company is no ordinary business and should be treated by us all in an extraordinary fashion.

Let me explain a little, as there is a lot that could be said. Also, please bear in mind that these are personal reflections within the bounds of policies adhered to by our company and Bendigo Bank's **Community Bank®** model.

- We exist to be different – a percentage of our profits are allocated to shareholders
- Our primary business is banking – we have a full range of products comparable to any major bank.
- Our key focus is “community” and there are new opportunities on the horizon. We are looking at a telco solution for our community where locals can purchase their telco requirements through our company and, as with the **Community Bank®** model, a percentage of the profits are returned to our community. More on this exciting concept soon. eg soon, we will be able to offer a very competitive range of telecommunications services where the profits come back to our company and hence you and the community,
- You can choose your level of involvement in helping to make your company successful.
- Shareholders can be very effective advocates for the business and the benefits to the community – lead by example by transferring more of your financial business,
- You can participate directly in accelerating the building of business volume by volunteering for a position on a Board sub-committee. We currently have vacancies on our Marketing and Public Relations committee. Shareholders

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Share offer closes 4 March

The purchase of shares in Sarina & District Community Financial Services closes on 4 March 2006.

If you wish to purchase more shares or you have friends or family thinking about it, we encourage you to take action now while shares are still available.

Copies of the prospectus, to purchase your shares, are available at the branch.

Share offer still open.

Invest in Sarina & District Community Financial Services Ltd, the Company which operates the locally owned Sarina Community Bank® Branch.

Over three hundred and thirty residents are today shareholders in this local community Company. You too can become a shareholder. Not only will you be making a commitment to your community but you will ensure the long-term future of your bank branch.

A bank branch established by the community, for the community. Returning a personalised banking service to Sarina.

A limited number of shares are still available. For more details on how you can buy shares in our local Company, please call into our branch at 37 Broad Street, Sarina or phone 4943 2634.

Sarina
Community Bank® Branch Bendigo Bank



www.bendigobank.com.au Bendigo Bank Limited, Fountain Court, Bendigo, VIC 3550. ABN 11 068 049 178 AFSL No. 237879 (S8604) (06/05)

**Board of Directors, Sarina and District Community Financial Services Limited,
37 Broad Street, Qld 4737**

Ralph Johnson (Chairman), Joe Bartolo, Bruce Fitzgerald, Gloria Johns,
Rodney Nunn, Robin Pitcher, Peter Smith, Lesley Ward, Ken Wedel.

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have an extraordinary opportunity to directly influence the success, direction and policies of this company.

These are significant and exciting differences. I became involved, as so many others have, because our **Community Bank®** branch can only add benefit to our community. In the long-term, it will allow us to give our children (and others) opportunities that they would otherwise not have had. We are working towards building a better community and we need our **Community Bank®** branch to be successful to achieve this.

There are no secrets to this success. Profitability depends on business volume. We currently have \$15 million on the books – a strong start in such a short time. We need to achieve in the vicinity of \$30 million in banking business (loans and deposits) to break even and begin showing a profit. We could easily achieve this if all shareholders transferred their banking business to their **Community Bank®** branch.

Take the time to read about the success of other **Community Bank®** companies within what is today a national banking network. There is no reason why our community cannot achieve similar success and enjoy the benefits that these communities are enjoying as a result.

Please let me know what you think and consider if you can assist our growth in any way. Contact me via the branch by phoning 4943 2634.

Yours faithfully,

Ralph Johnson
Chairman

Directors' file

Robin Pitcher

Robin is a long-time resident - having lived and worked in the Sarina community most of his life.

He is married to Jan and they have three children, 14 grandchildren and three great grandchildren.



He was asked to attend a steering committee in September 2004 with the intention of forming a **Community Bank®** company, in partnership with Bendigo Bank Ltd.

In November he was appointed a Director and, like all of our Directors, spent several weeks learning the basics of being an effective and responsible Director of Sarina and District Community Financial Services Ltd.

Robin now has the added duty of preparing our Shareholder Newsletter.

Special Offer

If you are a local business customer of our branch we offer advertising of your business on our **Community Bank®** website. Please contact the branch for more details.

**For more information please call into
37 Broad Street, Sarina
or phone (07) 4943 2634**

Meet the Staff



Bill Paton, Manager

Heather, Mary, Rowena and Kylie.

Our staff are all local community people. Together with partners and children, they all live and work in Sarina and their children attend schools in the Sarina Shire.

Bill is new to the area and is impressed by the friendliness of everyone in the district and the tremendous community spirit that has enabled the **Community Bank®** branch to achieve its current level of business.

He has extensive experience in the banking and finance industry. His experiences encompass both the business and consumer sectors, including Agribusiness.

Bill's previous lending and managerial experience is complemented by his more recent experience and studies in the financial planning industry and work as an Australian Equities Adviser.

Bill has a strong focus on customer relationships and is looking forward to continuing to develop partnerships between all sectors of our community and the **Community Bank®** branch.

All staff members have extensive banking knowledge having worked for other institutions and are very happy and proud to be part of the team promoting personal banking services for our community.

The banking staff welcome you to visit Sarina **Community Bank®** Branch to find out more about the service and products on offer to you.

We have enclosed two branch manager or staff business cards. We encourage you to keep one for yourself and pass the second one onto someone you know and encourage them to enquire about opening an account at our community bank.

**We are open:
Monday - Friday 9.00am - 5.00pm
Saturday 9.00am - 12.00noon**

Sarina & District **Community Bank®** Branch  **Bendigo Bank**