

Community Strengthening Policy

Community Strengthening Investments will enhance the Deakin community for its staff, students and alumni. It may support scholarships so more students can follow their dreams, funding for researchers to become world leaders in their field, support for clubs and societies or projects that will make Deakin an even better place to study and work.

Customers of Community Bank at Deakin University (CBDU) can build the build the strength of and leverage their engagement in the Deakin University Community.

CBDU is conscious of the need to spread our funds across many constituencies within the University community across all campuses. While we will tackle some projects with larger expenditure, they must be exceptional. Generally, in the shorter term, we will encourage more modest applications.

Shared Value

Shared value is defined as policies and practices that enhance the competitiveness of companies while improving social and environmental conditions in the regions where they operate. It is a business strategy focused on companies creating measurable economic benefit by identifying and addressing social problems that intersect with their business.

Definitions

- Sponsorship:** Sponsorship is the purchase of tangible, potential rights and benefits associated with an event or organisation, which results in increased brand awareness, communication of key messages and increased customer base.
- Donations:** Donations is money given with no perceived benefits to the donor required, this may include donations to a student assistance fund.
- Grants:** Grants are a sum of money provided for a specific purpose, with conditions imposed on the use of that money which will be negotiated on a case by case basis, this could be for research, scholarships and other projects at Deakin.

Defining the Deakin Community

Our community represents the following:

- Deakin students (including those studying online)
- Deakin staff
- Deakin alumni (on a select basis that supports Deakin University initiatives)

Criteria

Donations, grants and sponsorships will be managed by the Community Bank at Deakin University Advisory Board (CBDUAB) and the Community Bank at Deakin University Customer Hub staff. Deakin University's Manager Community Relations and Sponsorship will provide support and advice to Customer Support Hub Staff and CBDUAB as required.

In the instance of evaluating Research Grants applications the CBDUAB will co-opt an independent Deakin University based research specialist to provide analysis of the application.

Community Strengthening Investments will:

- Add value to the Deakin Community
- Support projects undertaken within the Deakin Community
- Will reflect the value of the recipient to CBDU
- Represent a tangible, positive benefit
- Protect the integrity of Community Bank at Deakin University, the Community Bank network, Bendigo Bank, Deakin University and Deakin University Student Association.
- Be relevant to the Deakin community
- Be non-politically motivated
- Be consistent with the statements made to the community during the initial community banking campaign

Awareness and Funding Event

Recipients may be invited to a community funding event, where funds are presented to the recipient by a staff or CBDUAB member. We will encourage recipients to attend the event to celebrate the support received and the impact of the contribution.

Contributions will not be made to:

- Support any politically or religiously motivated events, that is, events that are held solely to enhance the standing of a political or religious group. However, intercultural activities and celebrations of diversity will be considered on their merits.
- Events or programs that denigrate, exclude or offend
- Events that create environmental hazards
- Programs that may present a hazard to the community
- Programs sponsored by competitors
- Events or organisations that promote weapons

We only support fundraising and charitable activities specifically focused on the Deakin Community. Approval of an application should not be regarded as a precedent for any other application of a similar nature.

Where does the money come from?

Community Bank at Deakin University (CBDU) has been established to provide customer focused banking services and to generate funds which can be used to support Deakin University Community projects.

Banking profits are shared between Bendigo Bank and CBDU. At least 80% of profits are returned to the community through grants and sponsorships. If your accounts are held with CBDU your banking activity contribute to our community support funds.

What is important to us?

Strong, vibrant groups and organisations engaged with a wide cross-section of groups and individuals are essential building blocks of a healthy university community.

The more customers CBDU has, the more support we can provide to strengthening the Deakin community. We want to see Community Bank at Deakin University be a leader in provision of financial support to students in need and an acknowledged leader in funding of innovative and critical research projects. We are a community based organisation which is willing to help but need you as an advocate to promote our business.

We are conscious of the need to spread our funds across many Deakin Community cohorts and all campuses of Deakin University. While we will tackle some big dollar projects in the future, however, at present we will only be able to support applications of up to \$10,000.

Note: If an application is approved by the Community Bank at Deakin University Advisory Board, the applicant must invoice Deakin Community Financial Services Pty Ltd for the amount approved. Where the applicant is registered for GST, a tax invoice is to be submitted for the amount approved plus GST.

Please also note that:

- we will not contribute amounts for projects that have been completed prior to the submission of the application; and
- invoices for approved funding should be presented to CBDU within 6 months from the date of the letter of approval.

A condition of our approval is that Community Bank at Deakin University (CBDU) are to be the sole source of sponsorship funding as a financial institution. The organisation will not enter into sponsorship arrangements involving direct competitors of CBDU (for example other Banks, Financiers or Finance Brokers) during the term of this agreement, without prior agreement with CBDU.

If the organisation experiences a change in its Committee of Management, CBDU expects a formal, minuted handover to the new committee explaining the terms of our sponsorship agreement and our mutual commitment to adhere to the terms. We are willing to assist with this process if required.

Guidelines

The CBDU Community Strengthening Fund is open to members of the Deakin Community, staff, students and alumni who's projects will benefit the Deakin Community.

What can be funded?

Applications that address the following areas will receive priority:

- Critical and innovative research projects
- Public health, safety programs and services
- Community capacity building projects
- Innovative community services
- Cultural and arts initiatives
- Environmental projects
- Support for students
- Innovative staff projects
- Support for an Alumni project where there is a direct benefit to the Deakin community

Who is eligible for support?

Organisations, clubs or community groups, any research group with endorsed links to Deakin University and is also led by Deakin University Staff. To be eligible for support as an individual, funds will need to be facilitated through an organisation, this could be DUSA or Deakin on provision of invoices and/or receipts for agreed costs.

We are unable to support:

- any politically or religiously motivated events, that is, events that are held solely to enhance the standing of a political or religious group
- events or programs that denigrate, exclude or offend minority groups
- events that create environmental hazards
- programs that may present a hazard to the community
- programs sponsored by competitors
- events or organisations that promote weapons
- funding of individuals or families
- the payment of salaries
- we only support fundraising and charitable activities specifically focused on our community