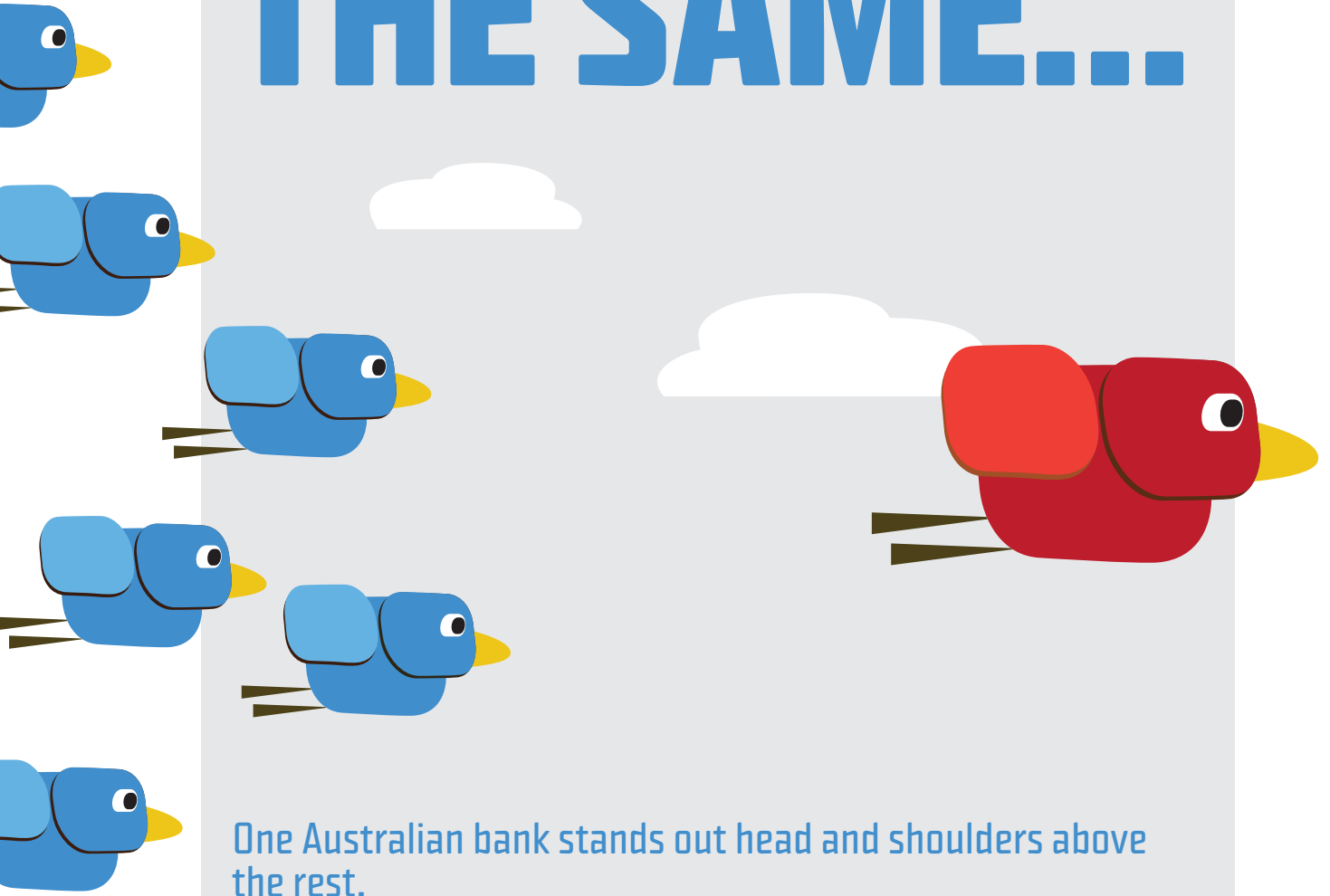


NOT ALL BANKS ARE THE SAME...



One Australian bank stands out head and shoulders above the rest.

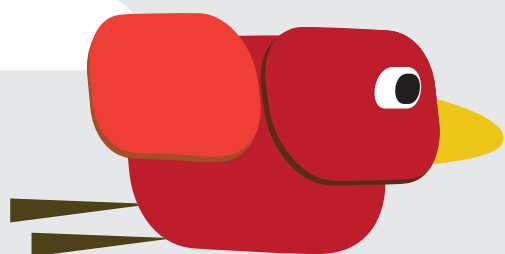
Only one bank is working to benefit every single Australian community group – all 600,000 of them; big, small and everything in between...

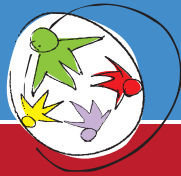
Westpac is transforming banking for community groups, their boards and their staff, as well as providing financial help and capacity building support.

We're proud to be partnering with them on this journey and Our Community are a strong advocate for Westpac Social Sector Banking.

Our Community says, Here's why...

**WHY WE
NEEDED
BANKING
REFORM
FOR ALL
COMMUNITY
GROUPS**





Our Community is a world-leading social enterprise that provides advice and tools for Australia's 600,000 community groups and schools, and practical linkages between the community sector and the general public, business and government.

A decade ago, Our Community began to engage banks at the highest level in an attempt to kickstart a reform agenda on banking for community groups.

We wanted better banking products for community groups, and we wanted the banks' help in building the capacity of the sector through the provision of quality financial management resources. We knew that if all 600,000 of Australia's community groups were given the tools they needed to manage their money more efficiently and effectively, all the grants and donations and other income provided to the sector could be made to go so much further – with better money management, community groups can deliver more services and reach more people.

We walked the banks through the theory, painstakingly explaining how important the community sector was to the health of Australian society, and how desperate community organisations were for better banking. We also laid out the business case – how big and powerful the sector could be when taken as a whole. We had limited success.

Two years ago, we had a breakthrough – some intrapreneurs within Westpac recognised that it made great business sense to work with the entire sector as well as fulfilling the dual aim of assisting in nation building.

They realised that if the bank could help every one of the 600,000 community groups in Australia – whether big, small, rural, metro, sports, arts, disability, homelessness, environmental; whatever – the entire country would benefit. The answer was to ensure that every community group could get the very best banking offer possible, along with support to manage their finances better.

Westpac started the transformation process by establishing a Social Sector Banking team to focus on the journey to transform banking. The team has worked on re-engineering the bank's products to suit the needs of the community sector, as well as coordinating the provision of communications, knowledge and capacity building for community groups across the country.

Our Community has worked closely with the Westpac Social Sector Banking team, both at head office and in the field, to ensure that they know exactly how important the little community groups are as well as the big. They didn't need much convincing. The team lives and breathes community. They are passionate about their local communities and the groups within it, as are the Westpac bankers in their local communities.

We see their faces light up when they can prove that the organisation they work for is really helping every single one of those groups.

We are proud to have played a part in igniting this transformation, and proud to support Westpac on our continuing journey. The reform process has already increased competition in the field, resulting in improved products and more responsive services. Westpac continues to lead the field, as you will see in the proof-points outlined in the following pages.

Denis Moriarty
Group Managing Director,
Our Community

www.ourcommunity.com.au

01 Find Money

02 Manage Money

03 Jobs

04 Marketing

05 Boards

06 Training

07 Insurance

08 Suppliers

09 Join the Directory

10 Communities in Control

11 Leadership

12 Advocacy

13 Technology

14 What Works

15 Community Calendar

16 Our Consumer Place

*** Best Banking and Accounts**



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➔ Proofpoint

What was needed:

Development of a range of banking solutions just for community groups. Monthly fee-free accounts; interest paid; faster payments; smarter credit.

What Westpac Social Sector Banking has delivered:

- Community Solutions Accounts Developed – best in market.
- Over 50,000 community groups using monthly service fee free accounts.
- Community groups switched to new accounts, saving over \$5 million dollars in fees and charges.

*** Reform and recognition of banking for community groups as a specialist service**



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➔ Proofpoint

What was needed:

Creation of a division within the bank's operating structure to focus on community sector banking and to innovate and deliver new services, products and capacity building resources for community organisations.

What Westpac Social Sector Banking has delivered:

- Developed a stand-alone new Social Sector Banking Division within Westpac.
- Trained and accredited over 150 local bankers to date, with a national roll-out throughout Australia of a specialist course on "Valuing and Working with the Australian Community Sector – Level 3". Over \$150,000 in training.
- Provided local bankers with community resource kits to assist community groups.
- Developed and supported a new yearly Social Sector Financial Literacy Week and associated online tools and training to build the value and capacity of the community sector.

*** Support for treasurers of Community**



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➔ Proofpoint

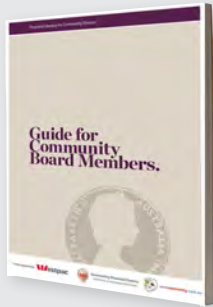
What was needed:

Development of free guides and other resources and awards to assist in the capacity building and recognition of community sector Treasurers.

What Westpac Social Sector Banking has delivered:

- Development of a free, comprehensive guidebook for community sector treasurers and associated online help sheets and template financial control policies – over 60,000 free guides, help sheets and policies distributed, to a total value of \$1.2 million.
- Launched a new Treasurers Awards program (launched by Federal Treasurer The Hon Wayne Swan), providing annual prizes of \$30,000 for community treasurers and their organisations. A total of 700 honorary treasurers recognised in the first two years of the awards.

*** Support for Board Members of Community Groups**



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➔
Proofpoint

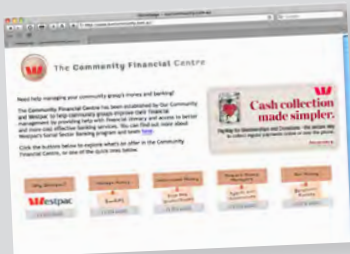
What was needed:

Development of practical resources to build financial knowledge and support for volunteer community sector board members.

What Westpac Social Sector Banking has delivered:

- A free, comprehensive advice “Guide for Community Board Members” – over 14,000 free guidebooks distributed so far, valued at \$280,000.
- Support for the annual capacity building “Board Builder” national conference.

*** Support for Staff of Community Groups**



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➔
Proofpoint

What was needed:

Free advice and resources to assist staff and volunteers of community organisations to manage the organisation’s finances more efficiently and effectively.

What Westpac Social Sector Banking has delivered:

- Development of a one-stop-hub “Community Financial Centre” on the www.ourcommunity.com.au website, providing free resources, template policies and help sheets to assist staff and volunteers in managing community finances – over half a million visits annually.
- Monthly specialist financial management article in Our Community’s membership newsletter – distribution of over half a million in 2010.
- Development and delivery of new training courses in specialist social sector financial management – \$90,000 in free training for community groups.

*** Innovating and transforming technology solutions for red-tape reduction and process improvements and community engagement**



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➔
Proofpoint

What was needed:

Community sector organisations also needed help in the processes for bringing money in, as well as its management.

What Westpac Social Sector Banking has delivered:

- Development and delivery of a new PayWay memberships online solution for collecting and receipting membership fees.
- Support for GiveNow.com.au – the commission-free online donations service, free regular monthly newsletter and resource centre for people who want to help out and volunteer support to community groups - provided by the Our Community Foundation – 2000 community groups using this free service with over \$16 million dollars in donations to date.
- A free service for all Australians using the GiveNow website to record all their donations in one place and receive a consolidated annual giving record for supply to Tax Office at 1 July each year.

*** Two-way Communication & learning opportunities**



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What was needed:

For too long the banking sector has dictated terms to the community sector, enforcing their language and systems and their styles of working; what was needed was an opportunity for two-way communication, change and mutual learning.



Proofpoint

What Westpac Social Sector Banking has delivered:

The Westpac Social Sector Banking team are committed to ongoing, two-way communication and learning opportunities.

Members of the team are actively engaged in local communities, sit on community boards and have a commitment to continuous learning. They attend community sector conferences and events.

In addition, staff engage in planned listening and feedback sessions with community groups.

The team also produces and distributes the free, quarterly "Cause & Effect" newsletter, dedicated to community sector finances.

Accreditation of bankers in "Valuing and Working with the Australian Community Sector – Level 3" is ongoing.

*** Authentic, Ongoing Community Support**



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What was needed:

A practical demonstration of the value and worth placed on the community from which the bank draws its income and people.



Proofpoint

Other areas in which Westpac have delivered:

- Provision of over \$20 million since 1999 to community groups through the Westpac Foundation.
- Staff mentoring program to support community groups.
- Rescue Services support of over \$2 million annually.
- Annual Sustainability Report highlighting major reforms and contributions.
- Matching Gifts Program has given over \$22.5 million to over 1250 community groups since 1998.
- Westpac Community Confidence Index giving state-of-the-sector analysis.

RESOURCES FOR COMMUNITY TREASURERS

The Community Financial Centre, an initiative of Our Community and Westpac.
Visit www.ourcommunity.com.au/financial



Get Money

GiveNow.com.au
Receive commission-free online donations and giving advice.

PayWay
Collect memberships and donations online.

Community Funding Centre
Fundraising tools and tips.

GiveNow Week
Helping to create a culture of giving.



Manage Money

Everyday Banking Solutions.

Monthly fee-free.

Higher interest.

Faster and secure payments.

Smarter credit.



Understand Money

Free Guide for Community Treasurers.

Free Guide for Community Group Board Members.

Help Sheets and Policies.

Online Financial Tutorial.

Financial Literacy Checklist.

Specialised Financial Education Courses.



Recognise & Reward Money Managers

Community Treasurers' Awards.

Kookaburra Awards.

Social Sector Financial Literacy Week.



ourcommunity.com.au

Proud to advocate for and when real change occurs

