



AFL Central Victoria

Address: Level 1, 45-49 Mundy Street, Bendigo • Postal Address: PO Box 871 Bendigo, 3552

Bendigo Bank & Community Banks extend for a further two years.

AFL Central Victoria and Bendigo Bank in conjunction with Community Banks in Elmore, Lockington, Rochester, Inglewood. Heathcote and Rushworth have penned a two-year extension to their ongoing partnership bringing the partnership to its 8th year.

The extension ensures that vital funds for AFL Central Victoria that flow down to football and netball Clubs as well as umpires and junior academy are secured.

The inclusion of the Elmore, Lockington, Rochester, Inglewood. Heathcote and Rushworth Community Banks is an exciting development and further cements the local community connection that District Leagues hold to their area.

Community Banks purpose is to invest profits into local community groups and partner with local communities and this partnership with AFL Central Victoria and the HDFNL and LVFNL in collaboration with the Community Bank network makes sure profits go back to where they are needed most – in our communities.

Kendall Beattie, Regional Manager, Bendigo Bank North Central Victoria, said supporting and strengthening communities was central to the Bank's purpose.

“Our vision is to be Australia's bank of choice. We believe that successful customers and successful communities create a successful bank, but only in that order. It's a unique point of difference that sets us apart,” Mr Beattie said.

Tom King, Commercial Manager at AFL Central Victoria is excited to see where the partnership can get to, reiterating the importance of community-focused businesses to help support player and umpire development.

“Having an organisation such as Bendigo Bank and four Community Banks as our major partner again this season means we can continue to provide our community with what brings them together most – sport,” Mr King said.

The newly penned extension sees Bendigo Bank and Community Banks remain a Major Partner of the AFL Central Victoria Academy, Bendigo Football Netball League, Bendigo Junior Football League, Central Victoria Football League, Heathcote District Football Netball League and Loddon Valley Football Netball League.

ENDS

