

Community Bank Mission Beach pledges \$11,000 to local organisations in 2021

\$251,000 donated to local organisations since Community Bank Mission Beach was established in 2008

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Community Bank Mission Beach has announced the final sponsorship recipients for 2021, pledging \$11,000 across six organisations throughout the calendar year.

Recipients include Mission Beach Community Support Inc., Mission Beach Outrigger Canoe Club, Cinema Paradiso, Mission Beach Cassowaries and Tropical Coast Tourism who will share \$8,500 in sponsorships as part of the 2021/22 round. They join Mission Beach Community Arts Centre who received a sponsorship of \$2,500 earlier in the year.

Since Community Bank Mission Beach was established in 2008, the organisation has donated \$251,000 to community organisations.

Branch Manager of Community Bank Mission Beach, Kerry Mamo, explained how the sponsorships demonstrate a deep connection with the Mission Beach community.

“Each organisation was assessed by their capacity to support the health and wellbeing of Mission Beach’s community, enhancing liveability through events and entertainment, or economic development to support the local economy,” Ms Mamo said.

“It is a great reminder of the good that banking locally can do when profits are returned to benefit local people and our communities.”

“This year’s sponsorships add to the investment we’ve made locally since 2008, with a total investment of \$251,000 returned to Mission Beach in that time.”

Mission Beach Community Support Inc. received funds toward a Mental Health First Aid Course, an event which President Sheila Lawler says would not have happened without help.

“Thanks to Community Bank Mission Beach more people in our community are able to recognise the warning signs of mental illness and have the skills to offer their support.

“It’s wonderful to know our bank is invested in supporting our community’s health and wellbeing.”

Bendigo Bank’s Community Bank model is based on a 'profit-with-purpose' philosophy, which means profits are returned directly to the local community that has generated them. Importantly, the community decides where those profits are reinvested. The fact that branches are locally owned and operated with funding returned to that particular community is a distinct point of difference to other banking institutions.

More than \$272 million has been returned to Australian communities for some amazing initiatives over the past 23 years, just from people choosing to do their everyday banking with their local Community Bank. It has been estimated the investment has unlocked further government funding realising [community projects](#) exceeding many multiple millions of dollars nationally.

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2021 Community Bank Mission Beach sponsorship recipients

Organisation	Project	Amount
Tropical Coast Tourism Inc.	Promotional bags	\$1,000
Mission Beach Outrigger Canoe Club	Sun smart marquee	\$2,000
Mission Beach Community Support Inc.	Mental Health First Aid course	\$1,000
Mission Beach Cassowaries	Mission Beach Community Cassowary Festival	\$2,500
Cinema Paradiso	Film screening equipment	\$2,000
Mission Beach Community Arts Centre	Focus Photographic Competition 2021	\$2,500

About Community Bank Mission Beach: Community Bank Mission Beach was established in 2008 by community members who crowd funded to establish a local banking branch. The parent company is called Mission Beach Community Enterprises Limited which is owned by shareholders, most (if not all) who have strong links to Mission Beach. This company operates the local branch under a franchise agreement with Bendigo Bank.

About the Bendigo Bank's Community Bank model: Since 1998, the Bendigo Community Bank network has now grown to include more than 300 branches Australia-wide. Our Community Banks are wholly owned by their local communities, employing almost 1,600 people and overseen by more than 1,950 directors. Our purpose is to feed into the prosperity of our customers and communities - not off them. To date, more than \$272 million has been returned to strengthen and underpin the local communities which they support.

Media Release

Community Bank • Mission Beach



Photo caption: Community Bank Mission Beach branch staff Kerry Mamo, Stefanie Raiti and Emily Kelly.