



BHCCU COMMUNITY ENGAGEMENT PROGRAM

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1. THE BHCCU COMMUNITY ENGAGEMENT PROGRAM

Community support and engagement have always been central to The Broken Hill Community Credit Union Ltd (BHCCU) and we remain committed to making a practical difference to the Broken Hill and surrounding areas.

1.1 Overview

BHCCU was established in Broken Hill in 1973. Membership has grown to 6,000 and our team of 16 staff are located in the Broken Hill office, at 2 Chloride Street, Broken Hill NSW 2880. Our history is based on a deep commitment to the Broken Hill and surrounding communities and the financial well-being of all of our customers, no matter where they may now reside.

At BHCCU, we offer a range of personal, community and business banking products and services, however our point of difference, in comparison to the big banks, is that we exist solely to support the people who are a part of our community, by investing in community initiatives that support growth and well-being, while also providing sponsorship and partnering opportunities.

1.2 Objectives

The objective of the BHCCU Community Engagement Program is to:

- Contribute to community capacity to enhance our local communities, making them desirable and worthy places to live in;
- Develop and evolve continually mutually beneficial relationships between BHCCU and the Broken Hill and surrounding communities; and
- Enhance the visibility of BHCCU and build BHCCU's customer base.

2. SPONSORSHIP

Sponsorship is intended to build a mutual benefit between a business and another party. If BHCCU sponsors an organisation, this activity should provide a benefit to the community, and, in turn, this should provide opportunities for BHCCU to expand its customer base. BHCCU values community support and engagement and this is why we continue to invest a percentage of profits back into the community.

2.1 Objectives

The objectives of sponsorship are to:

- Ensure a highly visible community profile for BHCCU
- Develop and maintain relationships with the local community
- Deliver a return on investment to BHCCU by increasing membership of BHCCU.

Minimum obligations and opportunities for BHCCU's community partners exist. Sponsored organisations will be required to enter into a Sponsorship Relationship Agreement, which establishes this formal relationship. We do require exclusivity as the only financial services institution of a Partner level sponsorship.

The Sponsorship Relationship Agreement outlines how we can work together to create mutual benefit.

Below are our sponsorship categories

PARTNER	<ul style="list-style-type: none"> • Continuing relationship period • High visibility & strong value proposition • Exclusivity • Tailored Partnership Agreement with specific performance requirements
MAJOR	<ul style="list-style-type: none"> • Major sponsor • High exposure & visibility in the Community and Sponsored Organisation • Specific Partnership Agreement
ASSOCIATE	<ul style="list-style-type: none"> • Smaller events/programs • Category sponsor • High exposure & visibility within the sponsored organisation/event • Partnership Agreement
SUPPORTER	<ul style="list-style-type: none"> • Prizes and Awards • High exposure within the sponsored organisation

2.2 Sponsorship Partnership Guide

This Sponsorship Relationship Guide sets out the requirements:

Up to \$500	Up to \$1,000	Up to \$5,000	Greater than \$5,000
	Conditions as per up to \$500, plus	Conditions as per up to \$1,000, plus	Conditions as per up to \$5,000, plus
	Open an active banking account with BHCCU		
BHCCU acknowledgement in relevant marketing collateral with reference to the sponsorship.	Inclusion in any external media opportunities demonstrating BHCCU's support	Minimum one speaking and/or engagement opportunity for a BHCCU staff member/Board representative to address the organisation's members	Minimum two speaking and/or engagement opportunities for a BHCCU staff member/Board representative to address the organisation's members
Internal promotion – logo, web links and sponsorship acknowledgement to be included on partner's website, print and newsletters, posters, flyers, banners and relevant signage	Invitation to participate in BHCCU's Partnership Program, which gives the opportunity for the Club/organisation to earn further funds through a referral based system	Permanent signage at venue or organisation Promote BHCCU's Partnership Program on all platforms eg: website, Facebook, etc.	
Access to Community Boardroom hire (refer to 4.1)	100 word testimonial outlining BHCCU's support		
Photograph of a BHCCU staff member/Board representative at event with key organisers/participants	Minimum 2 photographs of persons within the organisation participating in the activities which have been sponsored eg: team sport in action. BHCCU's marketing to be showcased in the photographs where possible eg: BHCCU logo	Minimum 5 photographs of persons within the organisation participating in the activities which have been sponsored eg: team sport in action. BHCCU's marketing to be showcased in the photographs where possible eg: BHCCU logo	Minimum 8 photographs of persons within the organisation participating in the activities which have been sponsored eg: team sport in action. BHCCU's marketing to be showcased in the photographs where possible eg: BHCCU logo
At least 1 social media post (ie: Facebook)	At least 2 social media posts (ie: Facebook)	At least 3 social media posts (ie: Facebook)	At least 4 social media posts (ie: Facebook)
Use of the BHCCU logo must first be approved by BHCCU			

2.3 Reporting and Acquittal

Sponsored organisations are required to provide evidence of how the sponsorship has been expended and how other aspects of the Partnership Agreement have been met. Providing this information ensures your community group or organisation remains eligible to apply for future community engagement opportunities. A number of check-in points are identified to comply with the Sponsorship Partnership Guide (refer 2.2).

2.4 Sponsorship Applications

Sponsorship applications can be submitted in writing and delivered to the Branch at 2 Chloride Street, Broken Hill. Please ensure that you submit a comprehensive and complete application, providing all required information in support of your proposal.

Applications will be considered on the following basis:

- Must be a properly constituted not-for-profit organisation or an incorporated organisation;
- Acquitted any previous BHCCU sponsorship;
- Provide concise information about the proposed activity and how it directly benefits the community;
- Distinctly outline how the sponsorship can be mutually beneficial for both parties;
- Justify the dollar amount with reason and need for sponsorship outlined; and
- The organisation has an existing relationship with BHCCU.

2.5 Individual Sponsorships

BHCCU does not sponsor individuals. Not-for-profit organisations that meet the criteria in 2.4 may submit a sponsorship application on behalf of an individual who is a member of their organisation. The organisation will need to outline how this sponsorship benefits the individual and the wider community.

2.6 Prizes and Awards

We welcome requests to offer support to organisations with their activities and events. If you are seeking a prize or award for your event, please request this at least 2 weeks in advance. This will allow us time to liaise regarding the requirements and event to ensure the sponsorship arrangement is determined suitable. Please forward your request to reception@bhccu.com.au or in writing to PO Box 294, Broken Hill NSW 2880.

2.7 Partnership Program (NEW!)

Our new Partnership Program is another way BHCCU supports the local community. BHCCU would like to give your Club or community group, and its members, the ability to earn additional sponsorship funds for your Club or group, in return for your support. Additional sponsorship funds earned through the program will be paid directly to your Club or group for every customer referred to us (subject to meeting the conditions below).

Home Loan Referral = \$250 paid to your Club and \$125 Far West Proud Gift Card paid to the new borrower on approval and funding of the loan.

Personal Loan (greater than \$5,000) = \$100 paid to your Club and \$75 Far West Proud Gift Card paid to the new borrower on approval and funding of the loan.

2.8 Additional Information

Sponsorship or partner proposals that fall under the following categories will not be considered in accordance with BHCCU's sponsorship guidelines based on brand image and values.

- Support of political or religious organisations;
- Activities or events that denigrate, exclude or offend minority groups;
- Activities or events that encourage violence;
- Activities or events that create environmental hazards;
- Activities or events that present a danger to public health and safety; and
- Activities or events that take place outside of Broken Hill and the surrounding region*. (*BHCCU member organisations may still apply, BHCCU Board will have discretion).

3. BHCCU SCHOOL VISIT PROGRAM

BHCCU's school visit program provides children with a hands-on practical learning experience on the reality of banking and managing money.

During visits, children experience transactional-based activities such as using the coin counting machine and depositing money at the counter. Students are engaged in a guided tour where they are shown through the branch and they participate in fun money-based activities assisted by our staff. Each child will be able to meet our mascot, and is presented with a BHCCU gift bag and a certificate at the end of the excursion.

As our branch remains operational during the excursion, class sizes are limited to a maximum of 18-20 children per excursion.

The excursion duration is approximately 1 hour, depending on the size of the group.

Teachers and/or teachers' aides are required to assist with the facilitation of the excursion.

Excursion bookings can be made by contacting Kristy Ryan (see contact information, page 10).

3.1 School Excursion Sponsorship

BHCCU are proud supporters of everything education and learning, especially within our very own community!

BHCCU's school excursion sponsorship program allows school fundraising committee groups to apply for financial sponsorship to support approved NSW education school excursions.

This support extends to the use of BHCCU indoor and outdoor branch space for approved fundraising activities.

All enquiries can be directed to Kristy Ryan (see contact details, page 10).

4. BHCCU COMMUNITY BOARDROOM

4.1 BHCCU Community Boardroom Hire

The BHCCU Community Boardroom is the perfect space for Clubs and community organisations to hold their Annual General Meetings, conferences, strategy sessions or even their member registration days.

This meeting space includes tables, chairs, audio, visual and technology systems, as well as complimentary Wi-Fi. Kitchen and bathroom facilities are also available.

The Community Boardroom is just as much for “not-yet-community group members” as current members. Current members can access this facility without cost*, while “not-yet-community group members” can access this facility without cost for their first booking.

Booking is essential and will only be considered two weeks in advance of your scheduled meeting or event. Bookings can be made by phoning 08 8088 2199 or emailing reception@bhccu.com.au

4.2 Terms and conditions of BHCCU Community Boardroom hire

- Bookings can only be made two weeks in advance of scheduled meetings or events. Advance bookings for recurring meetings will not be accepted to ensure fair and equitable access to the facility for all BHCCU community groups.
- Access to the BHCCU Community Boardroom within branch hours (Mon – Fri, 9am-5:30pm) is at no cost. *Bookings outside of these hours are subject to negotiation and will incur a fee of \$50 per hour. This is to cover any security or other out of hours business expenses. Use of the Community Boardroom must conclude no later than 8pm.
- “Not-yet-community group & other organisation members” are entitled to one booking, during office hours, at no cost. Further bookings where there is no active BHCCU membership will incur a \$50 fee per booking.
- Room capacity is subject to table and chair configuration and can be negotiated with BHCCU.
- Organisations using the facility, including the kitchen and bathroom, are responsible for ensuring that the premises are clean and tidy on completion of meetings/events. Future bookings will be contingent on community groups and organisations meeting this requirement.

5. LOVE A LOCAL – BHCCU COMMUNITY CORNER

BHCCU recognises our wonderful local artisans, producers and designers and would like to provide them with an opportunity to showcase their products in our branch.

5.1 Overview

BHCCU has created a space in our branch at 2 Chloride Street, Broken Hill, which can be used to help promote local businesses that do not currently have their own retail space. There is no cost to the business and they don't have to be a BHCCU member, although our goal is to be able to assist the business with their banking needs in the future.

The Community Corner can be booked for a two week period. The business is responsible for working with our team to set up a visually appealing display. We welcome enquiries from any locals who believe their product would be suitable for our Community Corner. We reserve the right to assess each request and determine if it meets BHCCU's vision and values for the Love A Local initiative.

5.2 Eligibility

The Community Corner is available for "not-yet-members" as well as current members. The business must not already hold a retail shop front.

The business may wish to sell products or prefer to simply set up a display, which would be a way of having interested parties directed to their online presence.

If your business sell things like homewares, stationery, artwork, jewellery, clothing, ceramics, beauty and wellness products, and non-perishable food items, then you are a prime candidate for the Community Corner and we'd love to hear from you.

5.3 Contract Requirements

Businesses will be required to complete a Personal Photo release form and a Community Corner Agreement form to allow us to use imagery of the product to advertise not only our Community Corner program, but the business itself.

Requests to book the Community Corner space can be sent to reception@bhccu.com.au and should include a brief background of the business and photos of the products to be showcased.

CONTACTS

For further information and assistance in relation to the BHCCU Community Engagement Program, please email reception@bhccu.com.au or contact one of the following persons:

Kristy Ryan

People, Culture & Community Engagement Supervisor

Kristy.Ryan@bhccu.com.au

0438 886 463

Chris Day

Business Development Manager

Chris.Day@bhccu.com.au

0428 697 703

Mary Muscat

Customer Experience Officer – Team Leader

Mary.Muscat@bhccu.com.au

08 8088 2199