



# We are Australia's Defence Bank.

As Australia's Defence Bank, we understand the positive impact a strong community has on the health and wellbeing of our ADF members. With most of our branches located on-base, often in regional areas, part of our role is to extend our support to these local communities to do what we can to help welcome and connect people.

Each and every year we are proud to help many community initiatives with funding, volunteering and participation. We count on our members, and they can count on us.



**Defence**  
Bank

# Community support guidelines.



**Defence  
Bank**

[defencebank.com.au](http://defencebank.com.au)  
1800 033 139

## Who can apply for community support?

Defence Bank only supports events, functions, organisations or activities that have a direct connection or benefit to the Australian Defence Forces, the Defence Community and related charities.

Defence Bank does not support individuals or any events, activities, functions or organisations that raise funds for charities not related to the Defence Community.

## What should my application include?

The following considerations and inclusions will help in a successful community support application.

- Outline value and benefits for the local Defence community.
- Be of interest to Defence Bank members.
- Be local to the Defence Bank areas of business.
- Groups should exhibit behaviours similar to Defence Bank and be transparent, friendly, approachable and accountable for the way they act.
- Provision of exclusive and meaningful content for social media and other communications – particularly access to stories we can share, and people we can profile.
- Distribution to your markets of genuinely helpful content from Defence Bank – such as financial literacy articles, how-to videos, product offers etc. Distribution via EDM, social, or other.
- Networking or presentation opportunities for our key staff.
- Be hosted by a committee or organisation willing to consider bringing their banking to Defence Bank.

## When can an application be made?

Applications can be made at any time throughout the year.

## Completing an application form.

Applicants must provide a completed Defence Bank application form and provide any supporting materials such as sponsorship packs, to be considered for support.

## Submitting a community support application.

Applications can be submitted to your local branch or to [community@defencebank.com.au](mailto:community@defencebank.com.au).

Applicants must allow up to a minimum **four weeks** for the application to be assessed, and an additional **four weeks** should it be approved to allow for artwork to be designed and collateral sent if required.

Should your application be approved, the Defence Bank community team will confirm with you via email and provide you with next steps.

## Other support.

Defence Bank can also provide support in the form of:

### Giveaways.

Subject to availability, support may be provided via a range of giveaway prizes and promotional items.

### Community assets.

Additional support items such as marquees, signage, or large novelty cheques.