

## Community Support Strategy

### Objectives

- Cultivate Credibility (build trust, establish rapport with both existing and potential clients)  
Build Brand Awareness
- Increase Reach (maximize return with a mix of email, direct, digital, content, public relations to appeal to different markets to enable the brand to benefit from extended exposure and visibility in untapped markets)
- Engage with our Communities (creates an opportunity to humanize the brand, develop relationships and network with potential clients)
- Generate leads (adding to our database, accessing mailing lists and distribution channels)  
Maximise return by promoting our involvement (blog, social, email invitation, website etc. increases reach and attendance and increases contact before, during and after the event)
- Partnerships should align with our corporate social values and align with the Auswide Bank objectives and messages we want our brand to embody
- Partnerships should align with events/projects that spark human interest (audience can identify with the Auswide Bank brand for its generosity, dependability and supportive nature)

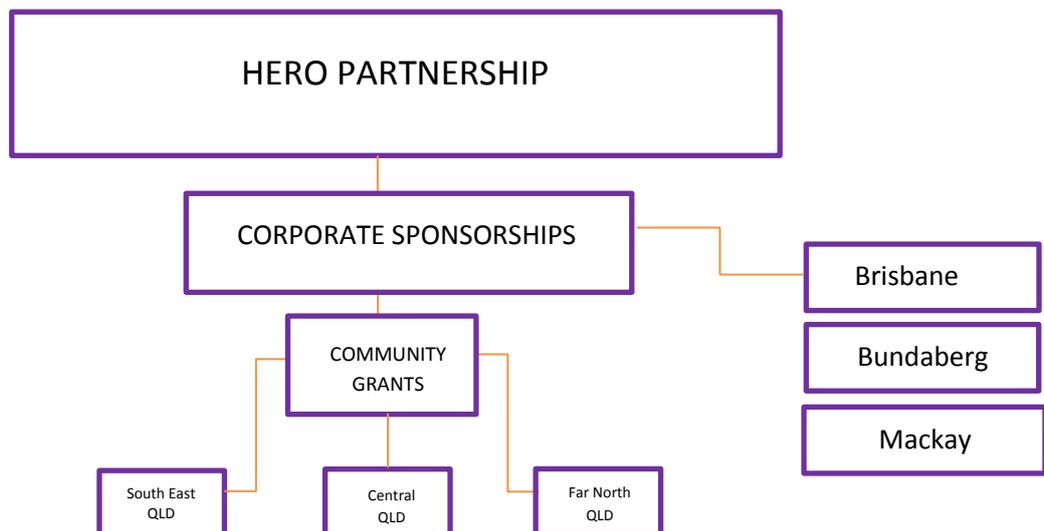
### Structure

There will be four categories that will support this strategy, which include:

**Hero Partnership (State or Nationwide):** Large scale, state or national level partnership to elevate our brand awareness.

**Corporate Sponsorships (Core Regions):** Support major, key events in the core heartland regions of Bundaberg and Mackay (at naming rights level)

**Community Grants (Core Regions):** Our Community Grants Scheme to support grass roots level projects and events in our communities.





### Alignment

The Community Support Strategy will ensure that all activities and partnerships entered into, promote both brand and customer alignment as per our '*Small Things, Big Difference*' brand positioning. This strategic approach will also correlate 'fit for purpose' congruence between the strategic objectives and choice of partner.

### Channels

Community Support activities will be promoted across a mix of marketing channels including but not limited to: eDM's, social media, website, public relations, merchandising and event activations. Marketing channels should take an integrated approach to further solidify the sponsorship whilst engaging in a meaningful manner which creates an impact.

### Measure

In taking this strategic approach to Auswide Bank's Community Support activities, evaluation will focus on a mix of measures. The first will be from general feedback from the organising body via standard reporting process around audience numbers, logistics, volunteers etc. The second will be from determining if the pre-existing objectives have been achieved – measured by return on objectives (ROO). The traditional method of return on investment (ROI) which will also be utilised to measure items such as lead generation and total investment of the Community Support Activity.