

Proposed Agenda Outline

Day 1

- Welcome to the 2014 State Conference – ‘from Actions to Outcomes’.
- Your State Manager will provide a State update, set the scene and outline our goals for the two day event.
- Throughout the day hear from your peers across the network with some great examples of ‘from Actions to Outcomes’ in community snapshot sessions.
- You’ll hear from our Executive for Community Engagement, Robert Musgrove.
- A presentation on Project Horizon along with the first of the Project Horizon forums will be held during Day One.
- We will also hear from our Marketing Department on the national launch of Bigger than a bank.
- Your first breakout session will start the afternoon program. This will give you the opportunity to share ideas and initiatives with your peers.
- The CBSAB will give an update and outline their key priorities.
- We welcome back to the State conference program David Robertson, Head of Financial Markets, who will give you an update on your state based economic outlook.
- We will hear from our community partners on their successes while they tell us the story of their own ‘from Actions to Outcomes’ journey.

Day 2

- We start the day welcoming a member of the Bank’s Executive with some question time opportunities following the presentation.
- Today we will again hear from your peers across the network with some great examples of ‘from Actions to Outcomes’ in community snapshot sessions.
- Our second forum on Project Horizon will be held this morning.
- This final session will begin with a keynote speaker and another opportunity to share ideas at your second breakout session.
- In closing there will be a summary of the key priorities for the Bank and the network moving forward.

Please note the above outline is subject to change prior to the conference.



Break out Session – 2 sessions

preferences to be selected on registration form

1. A bigger workshop

As we close in on the national launch of 'Bigger than a bank', our Marketing Department will demonstrate how you can make your local marketing efforts even ... er, bigger. Join us to see how your local marketing activities can leverage off our bigger brand identity to help grow your business and, in turn, enable bigger community outcomes.

2. Customer Engagement

Discuss the benefits from the introduction of our new staff training program **BEing Bigger and Better**, the continual evolution of our customer sales tool LINX and the introduction of our new online engagement activities (website and e-banking platform) and how these initiatives will have positive impacts on our staff's ability to effectively engage with our customers and grow your business.

3. Building the balance sheet of our customers – and in turn our communities

The more successful our customers, the more successful is your branch and ultimately your community. This session will explore ideas and initiatives to improve the "balance sheet" of our customers and by extension your business and community. This workshop will have a particular focus on understanding how important the right investment and protection solutions are in creating successful outcomes for our customers and in turn your business.

4. Making sure you get the best return from your community contributions

Continuing a growing theme to make sure that what we do in communities is also good for our business. These workshops will explore ideas of how you can market your point of difference and leverage your community investments to successfully grow your business.

5. Successful community building – what can we do to measure that we are having significant impacts and strengthening our communities?

This session will update on the Community Strengthening Index tool and other ideas to help assess and inform around this critical part of what Community Banks can achieve.

6. There's more than one way to expand your business reach and position your company for business expansion

This session looks at opportunities for your business through agencies, sub branches and multi sites. It explores how others have gone about expanding and looks at the risks that need to be considered before taking the first step.

7. Rural Bank and your community

This is a chance to discuss the opportunities for your **Community Bank®** with our specialist agricultural business, Rural Bank. Hear about the development of Rural Bank and success stories from across the Bendigo Bank network.

