

Celebrating the official opening of The Bendigo Centre

Remember Tradition – Embrace the Future

Integrity and fairness have been synonymous with the Bendigo Bank for 150 years.

These are guiding principles for the Bank and how it serves its customers and the communities in which they live.

The principles steered Bank managers through times of adversity including depressions in the 1890s and the 1930s and as recently as the 1980s characterised by the collapse of regional building societies including the Pyramid Building Society.

They have resonated more strongly as the Bank has grown from a financial institution operating in a single district - Central Victoria - to a national provider of financial services.

The bank is confident of the future. In its recent past it has merged with Adelaide Bank. Customer numbers have increased by more than 70,000 per year and the network of **Community Bank**[®] branches has grown by more than 20 per year.

Community banking has been a modern success story for Bendigo and Adelaide Bank. In the beginning, it provided a means of restoring banking services to communities. Since then, the model has proven to be able to provide a community with the means of providing other communal infrastructure.

A decade later, there are 225 **Community Bank**[®] branches across Australia.

Bendigo and Adelaide Bank is embracing the future with the opening of its new head office complex in Charing Cross. A new centre will be built in Adelaide in the coming years.

This investment in local communities and support for local ideas explains why the Bendigo consistently rates as the best with customers across Australia.



John Brumby was Treasurer of Victoria in 2003 when he turned the sod that marked the start of construction in 2003.

