



## **MEDIA RELEASE**

### **BANKING IN TUNE WITH MUSIC**

**Sydney, 22 February 2013** - The Freshwater Community Bank Branch of Bendigo Bank, on Sydney's Northern Beaches, has built an impressive portfolio of community partners ranging from small local sports teams to organisations such as the Northern Sydney Symphonic Wind Ensemble (NSSWE).

NSSWE is a not-for-profit organisation established in early 2010 by Artistic Director Patrick Brennan. Musically, NSSWE is an extension program for student musicians who play woodwind, brass or percussion in their school band programs across the northern Sydney region. Students gain the opportunity to extend their musical ability by performing a musical repertoire of a very high standard, to develop their musical skills and talent under the direction of highly qualified directors and conductors, and to share their love of music with the broader community.

The relationship with the Freshwater Community Bank goes back just over a year to November 2011 when the bank donated \$73,000 to NSSWE to purchase an array of professional percussion instruments, a component of NSSWE's instrument range that had been missing.

NSSWE is now gearing up for its largest year to date, including a number of concerts at some of Sydney's best music venues that include Lizotte's at Dee Why, the Manly Jazz Festival, the Darling Harbour Jazz and Blues Festival, and The Concourse at Chatswood.

You might say that both organisations are in tune with each other, but what exactly does that mean, and what does each get from such a partnership?

“The whole reason for Bendigo’s Community Bank network, some 250 branches, is to work with and give back to the communities in which we operate,” says Sandra Kleiner, Branch Manager of the Freshwater Community Bank Branch.

“Local primary schools, surf life saving clubs and grass roots organisations, such as junior sports teams, are always going to be a central component of our relationship portfolio, and we have supported many of these organisations during the first 10 years of our operations.

“But we were intrigued when NSSWE first approached us. What was interesting about NSSWE was its geographic reach, the sense of development that is an important part of its ethos, and the focus it has on taking young musicians to the public to perform. This is different to playing in your own school hall, or at a local fete.

“So for the Freshwater Community Bank, we had an opportunity to support an organisation for the long term, one that had a broad reach and appeal.

“NSSWE also shared with our volunteer Board of Directors the objective of giving back to the community in which it operated.”

The 250 Community Bank Branches Australia wide are each governed by a volunteer Board of Directors, generally local business owners and citizens of each respective community. These individuals are working towards the greater good of the community directing surplus profits, generated from the business, back into their respective communities via donations, sponsorships and grants.

NSSWE has appointed the Freshwater Community Bank as its banker, and offers advertising support in its concert programs to the bank. Because of NSSWE’s broad geographical reach, it can help take Bendigo Bank’s Community Bank concept further afield than Freshwater branch’s own territory.

On the back of its own brand development, NSSWE is also starting to develop its sponsor support services and programs. NSSWE and the Freshwater Community

Bank have started to discuss and plan joint marketing programs that will help the bank in its retail and business banking operations.

Initiatives include segmented seating at concerts that the bank uses for its own corporate entertainment purposes, and performances at selected bank functions.

“It’s a fine balance between being authentic to our corporate objective of distributing our retained profits to our local community, and marketing ourselves to that same community. After our first 10 years, we think we’ve got that balance right!” says Sandra Kleiner.

ENDS

Note to editors: photography of student musicians and bank staff can be organised.

### **About NSSWE**

The Northern Sydney Symphonic Wind Ensemble (NSSWE) is a not-for-profit organisation established in early 2010 by Artistic Director Patrick Brennan. NSSWE is an extension programme for student musicians who play woodwind, brass or percussion in their school band programmes across the northern Sydney region. NSSWE provides students with opportunities to extend their musical ability by performing a musical repertoire of a very high standard, to develop their musical skills and talent under the direction of highly qualified directors and conductors, and to share their love of music with the broader community. Find out more about NSSWE at [www.nsswe.org.au](http://www.nsswe.org.au).

### **For more information, contact:**

Alan Smith, NSSWE Inc.

Phone: +61 432 700

Email: [marketing@nsswe.org.au](mailto:marketing@nsswe.org.au)