

# Our Community Investment and Impact Strategy

Community Bank Bright's Community Investment and Impact Strategy is driven by our overarching commitment to invest in the growth of a resilient, thriving and sustainable community in Bright and surrounds.

To guide investment towards this outcome, the following priority areas of focus have been identified:



## Health and Wellbeing

Nurturing the physical and mental health of individuals and groups in our community and improving access to health services.



## Liveability

Enhance local community groups capacity, capabilities and infrastructure. Support the ongoing protection and sustainability of environmental assets.



## Economic Impact

Grow the economic strength of our region and drive innovative solutions to challenges facing businesses and our community.



## Culture

Supporting cultural and arts activities that celebrate our region's identity and heritage and empower people through creativity and connection.



## Inclusion

Fostering a culture of belonging, improving connectedness for all members of our community and strengthening activity and participation.



The branch gives up to 80% of our profit back to the community through our sponsorship and grants program, investing in community organisations, projects and events. Investment decisions are made by our local board of directors. Since opening in 2006, over \$1.1m has been reinvested into the community of Bright and surrounds.