

Bendigo Bank and AFL Central Victoria sign three-year partnership

Wednesday 3 May 2017: Bendigo Bank are proud to announce a new three-year partnership with AFL Central Victoria. The announcement makes Bendigo Bank the major partner of the six associations incorporating junior and senior football and netball affiliated with AFL Central Victoria.

Bendigo Bank Regional Manager Jodie McLeod said the Bank was thrilled with this new partnership which adds to the more than \$1 million invested into local Central Victorian sporting groups this past year.

“Bendigo Bank is extremely proud to partner with the affiliated clubs aligned with AFL Central Victoria across Bendigo and surrounding districts. We understand the importance of grassroots football and the impact this type of financial support can have on sporting clubs in regional communities,” she said.

“As a big fan and supporter of local football and netball I wish all players the best for the 2017 season.”

AFL Central Victoria Regional General Manager Carol Cathcart reflected that Bendigo Bank has always been a strong supporter of grass roots sports, and this partnership will underpin the development of the local leagues.

“Bendigo Bank has a strong focus on connecting with its customers and the community. Their values are a great fit with AFL Central Victoria,” she said.

“I encourage all club members to get behind the official banking partner of AFL Central Victoria.”

The partnership between Bendigo Bank and AFL Central Victoria covers the following leagues:

- Bendigo Football Netball League
- Heathcote and District Football Netball League
- Bendigo Junior Football League
- Loddon Valley Football Netball League
- North Central Football League
- AFL Central Victoria Junior/Youth Football and Netball Academy