



RURAL BANK
Farmer focused. Future driven.

Authentic intent

Two problem statements:

Rural Bank: We want to help farmers better manage their risks

NCFH: We have the knowledge and expertise, we want to share and demonstrate them with a wider farming audience



The screenshot shows a news article on the 9NEWS website. The page has a dark header with the 9NEWS logo and navigation links: Home, Just In, Politics, World, Business, Sport, Science, Health, Arts, Analysis, Fact Check, and More. A 'SET LOCATION' button for local news and weather is in the top right. Below the header, the article is titled 'Rural' and has sub-navigation links: Horticulture, Livestock, Fibre, Grains, Mining, Markets, Weather, and Programs. The main image shows three people in business attire standing in front of a backdrop that includes the Rural Bank logo and a poster for 'FARMER HEALTH'. Below the image, the text reads: 'Rural Bank agribusiness general manager Will Rayner, National Centre for Farmer Health director Professor Sue Brumby and Western District Health Services chief executive Rohan Fitzgerald announce the new partnership.' To the right of the text is a 'RURAL NEWS' subscription box with the text 'delivered to your inbox', a text input field for 'Your email address', a blue 'Subscribe' button, and a link for 'More information'.

Key risks to farmers



Authentic Partners

- A bank helping Australian farmers to stay on top of challenges, grab opportunities and grow.
- Health professionals aimed at addressing one of the key challenges of farming communities. Health, wellbeing and safety.



NCFH @FarmerHealth · Aug 15

Another successful event with an awesome team @ruralbank @bendigobank. Thanks SA farmers.



1



TRUST.

AGRIBUSINESS, FINANCE

Royal commission shows bank lenders don't 'get' farming, and rural economies pay the price

THE CONVERSATION / Monday, July 2, 2018



THE ~~Age~~ AGE

By Sally Weller, Australian C
England

The Financial Services Royal
between farmers and financi
without notice or consultati

Age editorial: Banks scrambling to buy back our trust

27 June 2018 - 6:06pm

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The core business of banks is to buy, sell and safeguard money; the price is the interest rate plus service fees. But banks' most valuable currency is trust; it underpins not only their long-term profits, but their very survival.

Australia's big four banks are scrambling to return to their core business to retrieve some of the trust they have devalued, even trashed, by manifold malfeasance, some of which has been revealed and amplified via the banking royal commission, including pushing complex and often unneeded investment products on their customers.



Rural Bank
Published by Spredfast Conversations [7] · Yesterday at 7:00 AM ·

As the weather gets warmer, snakes get more active, and are often attracted to farmhouses by food or water. If you are bitten, remember that a tight bandage and keeping the limb as still as possible are essential.

Brush up on your snake knowledge by reading the National Centre for Farmer Health article here: <http://www.farmerhealth.org.au/page/health-centre/snake-bite>

Snake bite: what to do

2,570
People Reached

29
Engagements

189
Clicks

Bendigo Bank
Bigger than a bank.

RURAL BANK
Farmer focused. Future driven.

You're invited.

WIN

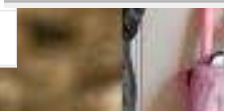
Newdegate May 5 & 6 September 2011

Field Days are an exciting time to development in machinery, best p exhibits and keeping in touch with

Visit us at W5/W6 in the Railway refreshments. At the same time y health and well being with a free 2 from the National Centre for Farm

We look forward to se

Bendigo and Adelaide Bank Limited ABN 31 008 049 37 - 1227812 (08/18)



RURAL BANK
Farmer focused. Future driven.

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For farmers For everyone Community Ways to bank About

Partnerships

At Rural Bank we believe in a bright future for Agriculture. We are proud to partner with industry groups as a demonstration of our commitment to Australian Agriculture

The National Centre for Farmer Health
"Making a difference to farmers' lives"

The National Centre for Farmer Health (NCFH) is a partnership between Western District Health Service and Deakin University and is based in Hamilton, Western Victoria. The Centre encompasses university research, service delivery and education that provides national leadership in improving the health, wellbeing and safety of farm men and women, their families and rural communities across Australia.

Supporting community

Partnerships

Investing in Australia

Investor information

Our team

Our network

Rural Bank
Published by Spredfast Conversations [7] · August 20 at 7:00 AM ·

your family safe around water and dams by reading this information the National Centre for Farmer Health www.farmerhealth.org.au/pa.../safety-centre/water-tanks

NATIONAL CENTRE FOR FARMER HEALTH
Making a difference to farmers' lives

In partnership with

HOME HEALTH SAFETY EDUCATION RESEARCH SUSTAINABLE FARM FAMILIES MEDIA/NEWS CONTACT US SUPPORT

News

2015-10-01 – Rural Bank staff to offer blood tests and after partnering with National Centre – ABC Rural

to search type and hit enter

NEWS ARCHIVE

Director's Blog 2016 February & ...

Specialist rural lender who understands the cycles in agriculture and can help you obtain the right finance to grow your business.

Providing relevant industry insights to assist you in making informed business decisions.

Supporting the development of regional communities through partnerships and initiatives.

5 tips to improve farmer health

Healthy eating

Having a healthy breakfast and aiming for healthy snacks will provide better fuel for a hard working body and reduce your risk of developing Type 2 diabetes.

Drinking water

Your brain is mostly water, so keeping hydrated helps you concentrate better, relieves fatigue, boosts immunity and prevents headaches. It's also better for your waistline.

Exercise

Exercise can have a positive impact on anxiety, relieve stress and boost your mood. Try including it into your daily routine – any physical activity is better than none.

Sleep

A regular sleep pattern can reduce your chances of a stroke or heart condition, as well as improving concentration and decision-making and boosting physical performance.

Relaxation

Relaxation can lower blood pressure and reduce chronic pain. Taking time out to do something you enjoy will lead to greater productivity in the long run.

Farmer health is critical to the continued growth and prosperity of agricultural industries and regional communities, and Rural Bank supports the National Centre for Farmer Health (NCFH) to generate positive change in farmers' lives.

Thank you

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Questions

