

## Project: Buninyong & District Community Bank (BDCB) community development - community case study exploration

Location: Federation University Mt Helen campus

Surname

Given name

Address

Telephone

Email

Are you a current Federation University HDR candidate?

Yes

Student ID:

No

Complete the HDR Candidature application in addition to the Scholarship application

**Shortlisted applicants will be expected to attend an interview. Successful applicants will be expected to commence in Semester 1 2020.**

For questions related to the research project, please contact Professor Jerry Courvisanos (03 5327 9417, [j.courvisanos@federation.edu.au](mailto:j.courvisanos@federation.edu.au)).

### Conditions

Scholarships are available for domestic students only. Scholarships are full-time, with no possibility of being undertaken part-time during candidature. Students will be required to commit to a minimum of four days per week "on site" and participate in an industry placement during the term of the candidature. Scholarships are for a period of three years. Extensions to scholarships will not be granted.

General conditions of HDR Scholarships at FedUni can be found at:

[http://policy.federation.edu.au/research/higher\\_degrees\\_by\\_research/hdr\\_candidate\\_selection/hdr\\_candidate\\_selection/ch06.php](http://policy.federation.edu.au/research/higher_degrees_by_research/hdr_candidate_selection/hdr_candidate_selection/ch06.php). Where these conditions differ to those on this form, the conditions outlined for this specific scholarship take precedence.

### Eligibility to undertake PhD

Scholarship applicants must also be eligible to undertake a PhD. Verify you can meet eligibility requirements outlined on the Graduate Research School website. If you are applying for 'Honours equivalence,' please ensure that you provide detailed information to support your case.

### Referees

Nominate one referee who can comment on your academic and research experience and capacity, and one referee who can comment on your industry and work experience, particularly in relation to the research project area. Referee reports must be returned to Graduate Research School by Friday 31<sup>st</sup> January 2020 for your application to be considered. Any applicant without referee report forms will not be forwarded for consideration.

All prospective candidates are required to provide a 1000 word statement covering the following areas:

- Discuss your motivations for applying for this PhD scholarship, and your intended outcomes (both for yourself (personally and professionally), and for the sector);
- Discuss the opportunities and constraints of the proposed methodology;
- Discuss potential challenges and how you might overcome them;

- As “the researcher”, discuss how you would propose to build relationships with industry partners and the communities that are the focus of the research.

Please note, you are not required to provide the 250 project summary requested on the HDR Application for Enrolment Form – however you must note that you are applying for Scholarship.

Please list all documents provided, including supporting information:

	Required Documents		Other Supporting Documents
	<u>HDR Application for Enrolment Form</u>		List of published works
	1000 word statement		Professional memberships
	Qualifications		
	Transcripts		
	Scholarship Application (this form)		

**For questions regarding the application process for scholarships and candidature, please contact the Graduate Research School at: [research.degrees@federation.edu.au](mailto:research.degrees@federation.edu.au) or via telephone on (03) 5327 9508.**

**Applications for the scholarship close on Friday 31<sup>st</sup> January 2020 and can be submitted via mail, email or in person**

For general scholarship and candidature information, please contact:

Graduate Research School,  
 Federation University Australia,  
 Gippsland Campus  
 Northways Rd  
 Churchill VIC 3842  
 Telephone: 03 5327 9508  
 Email: [research.degrees@federation.edu.au](mailto:research.degrees@federation.edu.au)

## Buninyong & District Community Bank (BDCB) community development - community case study exploration

### Research project outline

As a branch of Bendigo Bank, Buninyong & District Community Bank (BDCB) is committed to community engagement which will “contribute to growth and prosperity of its communities” consistent with expectations and perspectives of the firm’s various stakeholders. Bendigo Bank’s Community Banking model (the Model) was established in 1998 to build, nurture and empower communities around Australia through a new approach to banking – share the bank’s revenues with local communities, thereby nurturing those communities, helping to grow their notional “balance sheets”.

The Model draws on commercial principles (profit for community-based shareholder-owners), as well as community development values (trust, integrity, volunteerism, collaboration and community spirit). This Model is recognised globally for its successful shared value initiative that brings together profit, community development and reputation.

In discussions with the Business School, BDCB has indicated a desire to evaluate the success (and any shortcomings) of the Model as it applies to the Buninyong and District community, in order to understand how its shared value approach has contributed to the economic and social sustainability of this regional community.

Using a case study approach, the aim of this PhD project is to examine how the BDCB supports and invests in economic and social sustainability (impact). The study aims to identify the impact the Model has on the community, the associated benefits accruing to BDCB, and may suggest an approach to defining “community impact” in this context, helping to replicate the process in other communities. Learnings may inform shareholders and customers of the value of the Model.

The project will take a collaborative approach, using qualitative and quantitative financial, economic and social data to address the research aim. Inputs will be obtained from the community, and from BDCB and Bendigo Bank staff. This information will be brought together to develop recommendations about future improvement of BDCB’s application of the Model, and for learnings that could be applied to the Australia-wide Community Bank network. This case study will assist in understanding how the Model helps to form, shape and influence community values and beliefs, how its needs and expectations may be realised through the Model.