

Bendigo Community Telco Phone (03) 5454 5000  
23 McLaren Street Fax (03) 5454 5001  
PO Box 1062 Web www.bendigotelco.com.au  
Bendigo VIC 3552



22 August 2008

## **FOR IMMEDIATE RELEASE**

### **Bendigo Community Telco sets standard for national brand**

Bendigo Community Telco unveiled its new logo this week, coinciding with the nation-wide branding of the Community Telco network. The success of our local telco has encouraged a growing number of communities around Australia to join the Community Telco model. During the seven years in the local marketplace Bendigo Community Telco has grown to service many of the region's business and residential clients. Bendigo Community Telco also contributes an ongoing revenue stream to community groups to help them fund local projects.

The Community Telco model was an initiative of Bendigo Bank. Following the success of Community Banks around Australia, Bendigo Bank saw that the same concept could be extended to other services such as telephone and internet. The Community Telco brand has grown from Bendigo to also take root in Ballarat, Geelong, Tasmania, Newcastle, Dubbo, South East Queensland and the Sunshine Coast. The national headquarters of Community Telco Australia is also based here in Bendigo.

With the establishment of a national brand it was time for a new logo to support the transition into a new-generation telco solutions provider dedicated to supporting and promoting regional development.

Phil Lazenby, CEO of Bendigo Community Telco said "We're excited to have a fresh look that reflects the strength that comes from a national group. In an industry as competitive as telecommunications it's important that people know what you stand for. And we stand for the future prosperity of our local community."

David Joss, Business Development Director of Community Telco Australia is pleased with how the new brand is being implemented across the nine member group, particularly at Bendigo Community Telco's two retail spaces in McLaren Street Bendigo and High Street Kangaroo Flat.

"It's a dynamic evolution of the Community Telco brand which will enable greater recognition and understanding of our contribution to the local community," said Mr Joss. "The Community Link symbol in our logo depicts our ongoing link and commitment to regional communities as we continue to forge forward and expand our innovative telecommunications solutions on a national level."

Phil Lazenby confirmed "We have a unique message to deliver to our local community; we keep profits local and we give back to our local community in a way that sets us apart from all other telecommunications providers.

#### **For further information and photo opportunities contact:**

Phil Lazenby  
Chief Executive Officer  
Bendigo Community Telco  
Phone: (03) 5454 5000  
Mobile: 0400 545 000  
Email: philip.lazenby@bendigotelco.com.au

M  
E  
D  
I  
A  
  
R  
E  
L  
E  
A  
S  
E