



Logan Community Bank Marketing and Community Project Committee

Community Impact Framework



Our Mission

Logan Community Financial Services Limited aims to deliver high-quality personalised financial services to the local community. Our unique profit share model enables us to empower the community through investments and proactive actions, fostering financial growth and empowerment for all.



Pillars Of Impact

CAPABILITY

Professional Development
Training and Education
Mentoring Programs

COMMUNITY

Community Multipurpose
Facilities
Social Inclusion Programs
Community Gatherings
Events and Festivals
Cultural Activities
Sport

ENVIRONMENT

Prevention of Degradation
Natural Disaster Relief
Animal Welfare



Success Criteria

RETURN ON INVESTMENT (ROI)

Brand Exposure
Financial Return
Community Well-Being and
Improvement

IMPACT OF INVESTMENT (IOI)

Does it help tell our story?
Does it better our
community?

CHAMPION

A Community Bank
Representative is required
to Champion the application



Quality Assurance Process



- The Community Impact Grants system is used as an initial suitability screening tool for all applications
- All applications submitted through the Community Impacts Grant system are then evaluated by the Marketing and Community Project Committee against our Success Criteria.
- It needs to align and have meaningful justification within at least one aspect of each of the Success Criteria to obtain approval.