



Police Credit Union kicks goal with new grassroots community football partnership

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The major partnership bolsters the financial security of one of the largest Australian Rules Football leagues in South Australia, which supports more than 3,000 players belonging to 19 clubs that span an area from Kangarilla to Kersbrook and Blackwood to Callington.

Police Credit Union CEO, Costa Anastasiou, welcomed the opportunity to support the popular community-based sporting organisation.

“Football is one of our greatest recreational past-times, and it’s fantastic to be able to get behind the League to ensure that everyone has an opportunity to be involved in a sport that reinforces the value of teamwork, teaches new skills and helps players to grow their confidence and ability,” Mr Anastasiou said.

“It makes perfect sense for us to get behind the Hills Football League because we share a common goal of supporting the local community,” he said.

League President Don Cranwell, said the partnership with Police Credit Union was cause for celebration.

“There’s no doubt that plenty of sporting bodies have been doing it tough because of the pandemic and economic uncertainty. Add into the mix the impact of devastating fires across the Hills, it has been a really challenging time for the local community. Our football league is an opportunity for people to spend time together and enjoy the experience of playing in a competitive local league or supporting a loved one that does,” Mr Cranwell said.

“Our league has a long-standing history of being a proving ground for many talented footballers, with a number progressing through to the SANFL and the AFL and enjoying a very successful career thanks to the skills learnt in their early career.”

The newly-named Police Credit Union Hills Football League will continue to see clubs divided into Division One (larger towns in the hills) and the Country Division (consisting of the smaller towns). Both divisions have their own minor round and finals programs. Most clubs within the league field teams across: Junior Primary (under 8s, 9s, 10s & 11s), Mini Colts, Junior colts, Senior colts as well as Senior A and B grades, with some clubs also fielding C Grade players. Female football is also growing in popularity, with an Under 16 competition and an open age (over 16) competition already being proudly established as a part of the league.

In addition to being naming right sponsor, the Police Credit Union logo will appear on uniforms, signage, as well as the league’s website and Facebook page.

With the League’s head office based at 27 Alexandrina Road, Mt Barker, participating clubs will be well serviced by the Police Credit Union branch at Mt Barker.

The new partnership complements Police Credit Union’s existing Adelaide Footy League sponsorship and support of the CFS Foundation and Crime Stoppers SA.

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About Police Credit Union

Formed in 1970, Police Credit Union is proudly South Australian based and headquartered, boasting a 93.8% Member Satisfaction score, an employee engagement score of 92.6%, total assets exceeding \$1.174billion, and delivering Better Banking services to over 40,000 customers. As the most recognised credit union brand in South Australia, Police Credit Union is firmly committed to building enhanced capability in the delivery of both traditional face to face branch banking and local call centres, and innovative, convenient and secure digital architecture. Supporting better communities and reducing our environmental impact represents an intrinsic pillar of PCU's corporate strategy. A strong sense of corporate social responsibility spans initiatives both large and small, including a long-standing partnership with the Police Association of South Australia, Major Sponsorship of Crime Stoppers SA, the CFS Foundation, Adelaide Football League, Hills Football League and a 23-year commitment in bringing the Credit Union Christmas Pageant to the streets of Adelaide, representing but a few examples of the organisation's community investment over its 50-year history. Police Credit Union has helped thousands of South Australians and Territorians achieve their financial goals and aspirations, with competitive and high value Better Banking products and services. The multi award-winning, values-driven, Member-owned organisation offers a full suite of market leading loan and investment products, 24/7 Online, Mobile and App banking, Fast Payments, Apple Pay, Google Pay, and Samsung Pay, and branches across SA and NT. 1300 131 844 | policecu.com.au

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