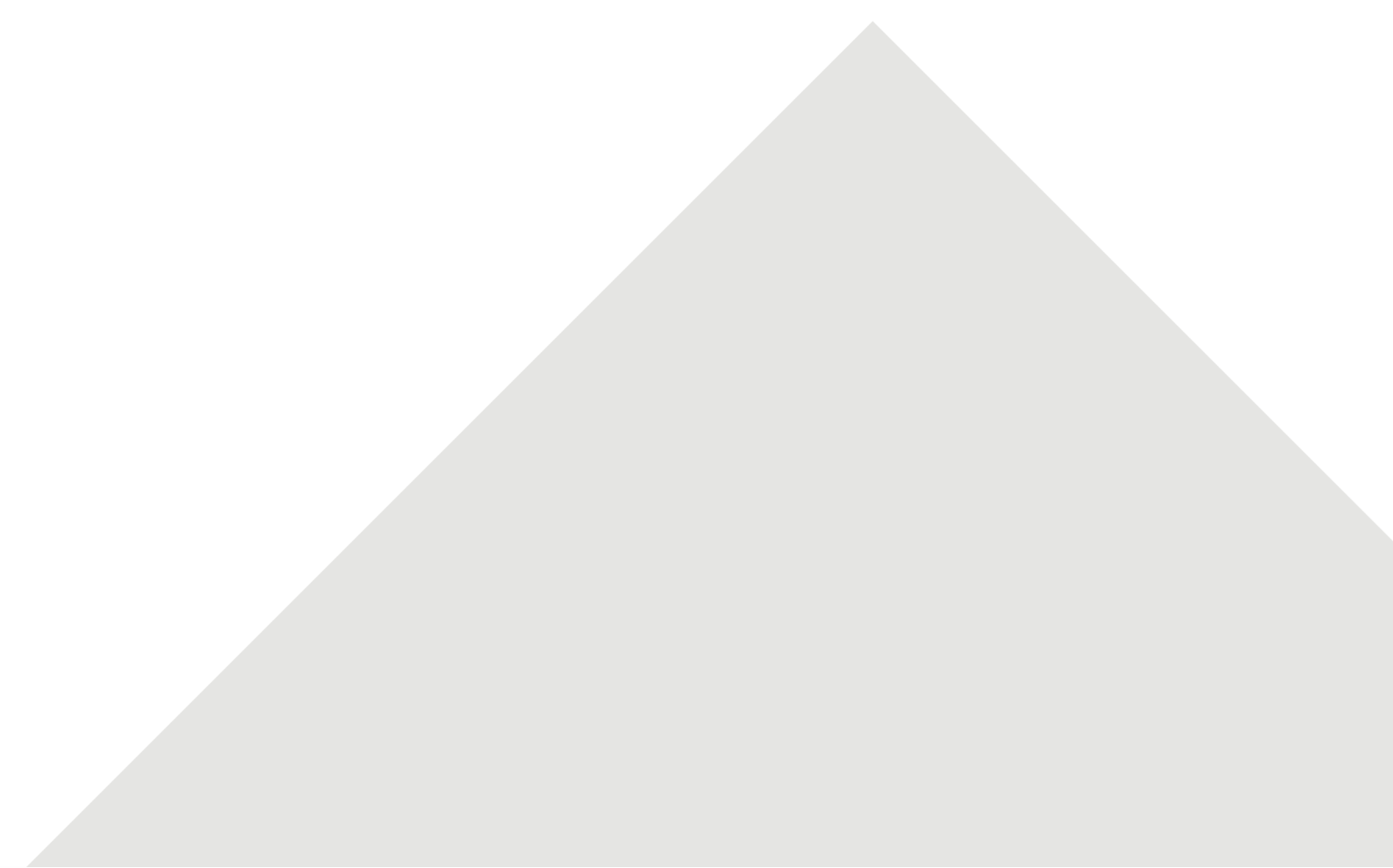


Commonwealth
Bank

A Beacon of canola — video transcript

18 November 2022

Public



Aerial footage of a bright yellow canola field. A tractor drives through the field, cutting lines through the canola. A wider shot reveals the tractor has cut the CommBank beacon into the canola.

Narrator: Not far from the NSW township of Young, golden canola fields are now in full bloom. And it's here the Costello family, 5th generation farmers, recently helped facilitate an exciting challenge: creating the CommBank beacon in a field of canola. CommBank's Brendan Knight spoke to Jodie Costello about the idea.

Brendan Knight and NSW farmer Jodie Costello chat to each other while leaning on a fence at Mr Costello's farm.

Jodie is interviewed while sitting in front of a farm shed and a canola field.

Jodie Costello (interview): It sounded interesting and innovative. I Had a paddock that had suit the job and I was happy to go ahead with it.

Aerial footage shows the tractor drawing the pattern into the canola field.

Narrator: The tractor, using satellite imagery, able to create the CommBank beacon in a few short hours.

Brendan Knight, CommBank agribusiness executive, is interviewed standing in front of a farm shed.

Brendan Knight (interview): We did do a test run last night and it certainly didn't turn out like today, so it was a bit of a sleepless night, but we got there. That's the beauty about the bush, we're thrown any hurdles, no time, and we deliver.

Narrator: While focused on the financial needs of local farmers, Brendan also shares a passion for the land and the region.

Brendan climbs into a tractor and steers it through a canola field.

Brendan (interview voiceover): There's nothing better than the bush. Everyone is so welcoming and it's such a nice place because it's got such a diverse range of industry. Who would think that a banker would be a farmer at heart? And that's what I absolutely love about the role, we get to see our clients grow. It's not all about numbers, it's seeing businesses succeed.

Brendan and Jodie chat while standing in the middle of a canola field.

Narrator: This popular crop has been very much a part of the Costello family for over 20 years, but the business is now diversifying, tapping into the growing demand for events tourism in rural Australia.

Close-up footage of canola flowers fades into an aerial shot of Jodie's country homestead, surrounded by canola fields. Jodie walks through his farm's function space, switching on lights.

Jodie (voiceover): With the influence of my wife, she's always wanted to have a business, maze and garden and things like that. So we've built a maze. She's been working on the garden for the last 10 or 15 years, slowly getting it better and better. And on weekends we also hold functions. And then last year we made the decision to turn it into a wedding venue.

Aerial footage of the canola fields.

Narrator: And with CommBank's continued support, this fertile land and beautiful property has a bright future.

Jodie (voiceover): It's peaceful, and it's just the ultimate contrast from what the city has.

