

## **2015 Professional Development Seminar/Workshop “Co-operative Values ... hands on social trading”**

CFNSW – Workshop Outcomes

### **Final Session: Participant groups – Growing the CFNSW**

#### Issues from the floor:

Workshop participants were asked to talk the participant next to them and seek what they were seeking from the day that would benefit Cooperatives. The following dot points were compiled in a rough white-board affiliation.

#### **Governance & Compliance**

- Board:
  - Good/Best Practice
  - Compliance & governance
- Directors
  - Capacity & skill
  - More productive
  - Recruitment
- Membership – Trading relationship
  - Compliance with contracts
  - Honouring active membership & supply

#### **Education & Marketing**

- Communicating Cooperative values
- Education of community of the benefits of Cooperatives
- Role of the Federation – increasing
  - Promotion of cooperatives
  - Networking opportunities
  - Capitalizing on passion

#### **Building Cooperative Membership**

- Broaden membership
- Increase membership (Existing Coops – joining CFNSW)
- Increase membership (participation in Coops)
- New blood
- New memberships – associates

The workshop participants were then asked to break into the three rough affiliation groups (as indicate above), discuss those issues in terms of the “wicked question” – Growing the CFNSW and report back to the workshop.

The following issues were noted.

## **Group 1: Governance & Compliance**

- Federation Membership
  - WIFM (What's in it for Me)
  - What are the services the Federation provides that benefit "our" Cooperative
  - What are the perceived benefits?
- Need for Members to communicate to CFNSW
  - Needs/Issues
  - Mechanism for CFNSW to encourage – communication
- Focus for Services
  - One stop shop for key information (web site & other reference)
    - Government & compliance
      - Conduit to Registry
      - Interpreting CNL incl
      - New regulations
    - Advise & assistance
      - Pool of accredited knowledge & experts
      - Not necessarily (costly) lawyers
    - Start-up Assistance - Non Distributive
      - Business Planning
    - Scale up Assistance - Distributive
      - Strategic Planning
- Action orientation – Revision of CFNSW Service focus
  - Research & Development
    - Communication/Connection with all Coops (not just members)
    - Promotion push
  - Advocacy
    - Connection to Government & Registry
    - Clarity of Govt Rules
  - Resources
    - Potential Income Stream – beyond membership
    - Fee for service
      - Advisory Services
      - Focused themed Seminars & workshops
      - Added value beyond membership – subscription

## **Group 2: Building Cooperative Membership**

- Membership
  - WIFM (What's in it for Me)
  - What are the Rewards for Members
  - Identify and articulate benefits – promote

- Loyalty – from membership
  - Passion of members for Coops
  - Develop options for rewards
  - Disloyalty – market issues (eg Fisherman’s Coop)
- Issue of engagement
  - Market issues – competition & price
  - Different generations don’t have the history
- Comparison - successful models
  - Mondragon – cultural association (Basque)
  - Exploit local & cultural affinity
- Market Innovation/Development
  - Offer possible Incentives
    - Loans against shares
    - Exploit member loyalty
    - Unique offering – members only (opposition can’t match)
  - Alliance with other providers (coop or not)
    - Food Coop who doesn’t sell meat
  - Quality of produce
    - Local suppliers – niche products
  - Professional Cooperative
    - Participation low – potential for new coops
    - Health, Law, Management, IT et al
- Education and marketing
  - Representatives on the road
  - Fee for service – not just membership
  - Fees to participate – service to non-active members ceases if members don’t participate
  - Frustration – potential of being held back of what could succeed
  - Understanding Business Planning and implementation
  - Communication is essential

**Group 3: Education & Marketing**

Principle 5 (Education, Training & Information) Contemporary interpretation = Marketing

- Values are Abstract
  - Connect through stories
  - Focus on “Coop Values” Education
    - Members stories & local values
    - Survey of individual members (CFNSW members and all Coops)
  - Empathy – Loyalty & Growth
    - Communication – stories
    - Case Studies and champions
      - Yenda – redistributing \$7m in community
      - Employment in Regional/Rural

- Marketing **IS** Education
  - Establishing enduring relationships
  - One minute video(s) – suitable for social media
  - Relationship conversations
  - Unpacking the value
  - Information – open & transparent eg AGM dissemination
  - Competitive Landscape
    - Realistic awareness – choice

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End