



Networking, Connections and Leadership

Cooperative Business NZ - Roz Henry, CEO





Cooperative Business NZ

Vision

“To be the voice of New Zealand co-operatives and mutuals”



Guiding Principles:

- 1. Unite and Connect Co-operative's** – uniting New Zealand's co-operatives and their stakeholders
- 2. Champion Co-operative's** – champion these business and the business model through advocacy and lobbying, information and mentoring
- 3. Build Co-operative Capability** – develop capability of both members and the broader New Zealand populace to support these businesses ongoing success

Snapshot of our well know New Zealand's Co-operative Businesses



These business aren't about generating profit for their own operations, they exist to make profit for their members, while operating as successful businesses for perpetuity

Day 1...

- Single handed operation
- Excel spreadsheet for managing members
- Disengaged members
- No systems, policies and procedures
- No clear strategy
- No \$\$\$ / reserves
- Out of date collateral – website, marketing, education materials
- Offices located remotely from key contacts in central government
- Board members isolated from the business
- Constitution that wasn't disconnected from the businesses needs
- Cooperative Business NZ brand unknown



Internal dialogue...

- I'm not an economist
- I don't have experience with policy
- Engagement with Ministers, Ministries, Select Committee's
- Why would our members respect my knowledge and expertise
- I'm a woman in a very male dominated environment
- How was I going to build trust from these people?
- No experience at MCing events
- No experience with media

Step 1

- First 100 days (sense check members pulse)
- Create a member panel to sound items off, use devils advocates
- Revise strategy, KPI's
- Take the Board on the journey - exited ICA membership
- Complete a member survey to act as a baseline
- USP / elevator pitch



Key initiatives to move the business

- Staff
- Update constitution
- Technology – website / platforms / social
- Reduction of operating costs
- Corporate Associate Members
- Create a professional image.
- Culture - office environment, people, shared services, remote working
- Partnerships / collaborations
- Member Satisfaction Survey
- Revised Board
- Interviews and media releases



Key initiatives to move the business... cont

- Insourcing/ outsourcing
- Moving to virtual events. Absolute failure first attempt!
- Funding sources - memberships, webinars, sponsorship
- Senior Leaders Q&A's
- Joining AuSEA and BusinessNZ
- Updated our education and training offering
- Lobbied individual Board members to join CBNZ's Board
- Use of social media – LinkedIn, U-Tube
- Built up cash reserves
- Leverage network
- Up to date research



Strategy on a page

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Strategies

Inspire and support members to be the “must have” membership

Connect and Promote Co-operatives

Ensure Sustainability of Co-operatives

OUR F20 FOCUS

- Create repository of quality research
- Deliver a Marketing and Communications Plan
- Identify / attract new members (start-ups)
- Build relationships with govt officials / regulators, i.e. lobbying FMA for Small Co-op’s Exemption, CoFR – Financial Institutions Conduct Bill.

- Expand opportunities for members to network, i.e. establishment of industry groups, regional engagements

- Redesign / review our education and training delivery model
- Establish partnerships to support expanding skills and capability, i.e. Massey University
- Updated research - NZ co-op economy / PWC type research

OUR METRICS

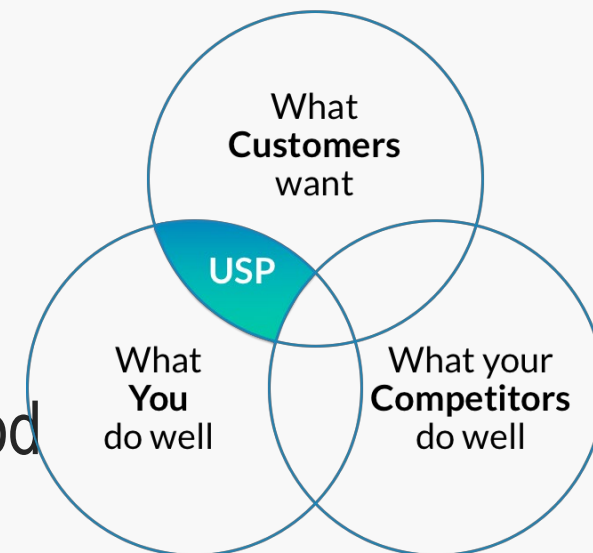
- Annual Customer Satisfaction Survey
- Analytics on website (baseline)
- Delivery of Marketing and Communications strategy

- Member attendance of events

- Member attendance at training / No. of hours of training delivered

USP

- Cooperative Business NZ is the peak body representing New Zealand's member owned businesses
- These businesses are critical to NZ, but so little understood
 - Some of our most successful businesses
 - Generate 18% of New Zealand's GDP
 - Locally owned, create employment and ensure profits remain in NZ
 - Provide market competition, consumer choice for a range of products and services and highly resilient
- The model has the ability to improve the lives and livelihoods for multiple generations of New Zealanders, including Māori and Pacifica
- Cooperative Business NZ is here to advocate, educate and collaborate on behalf of our members.



Things I've learnt throughout my career...

- Be passionate about the subject
- Take every opportunity to extend yourself
- Don't just parrot your predecessors
- Senior leaders - don't be scared of them
- Leadership style
- Ask for help
- F'Learning
- Build your network
- Mentorship
- Personal / professional development
- Take time for yourself
- Prioritise and learn to say no!

Cooperative Business New Zealand

Proud to be New Zealand's peak body representing
our member owned businesses