



Join the campaign

The Shout About Your Co-op Campaign celebrates the incredible diversity and impact of co-operatives across Australia. Launched during the International Year of Co-operatives at our Assembly in March 2025, this campaign aims to spread the word about what co-operatives are, what they stand for, and why they're worth shouting about! #SAYCoop

1. Set the scene

Choose a location that represents your co-op's activity (e.g., shop, farm, factory or workspace).

Tip! Try to find good lighting and minimal background noise.

2. Record your video

If recording on a phone, flip your phone to landscape.

Introduce yourself or your co-operative clearly and confidently.

Mention your co-op name, location and what you do.

Always remember to end with "and we are a co-operative!"

(If it's in a group, in unison if possible!)

For example:

"Hi, we're from Morisett Childcare Co-op in Sydney. We provide affordable childcare to local families and we are a co-operative!"

"Hi, we're from the Victorian Fishermen's Co-op in Lakes Entrance. We catch and sell fresh seafood, supporting local fishing families. We are a co-operative!"

"Hi, I'm Jessie from Nundah Co-op in Brisbane. We provide meaningful employment opportunities for people with disabilities while running cafés and garden maintenance, and we are a co-operative!"

Tip! Keep short and punchy (10-20 seconds) and smile or wave at the end of your message.



3. Go the extra mile (optional)

- After your 1-20 second intro, show us around your co-op a little bit! Provide some footage of your co-op in action.
- Tell us what being a part of a co-operative means to you!

4. Publish your video

Edit and publish your video on your social media channels and use the hashtag #SAYCoop. Shoot your video to info@fed.coop and we'll share it too!

Let's get the word out about the Co-op movement!