

COOPERATIVE BUSINESS NEW ZEALAND STRATEGIC PLAN 2020 - 2023

Cooperative Business NZ is the membership body for New Zealand's member owned businesses operating under the Rochdale principles.

VISION "To be the voice for New Zealand's co-operatives."

GUIDING PRINCIPLES

- UNITE AND CONNECT** Uniting New Zealand's co-operatives and their external stakeholders
- CHAMPION INDUSTRY** Champion these businesses through advocacy and lobbying, information, mentorship and ethics
- BUILD CAPABILITY** Develop capability of both members and the broader New Zealand populace to support these businesses ongoing success

KEY STRATEGIES

To position Cooperative Business NZ to achieve our vision, we are looking to implement the following strategies.

STRATEGY 1:

Inspire and support Members, so as to become a "Must-Have" membership
Cooperative Business NZ's role is to support the industry for benefit of members

Actions

- 1.1 Formalise Cooperative Business NZ's Value Proposition
- 1.2 Focus on clear set of prioritised membership benefits (broken down under each type of membership)
- 1.3 Detailed Marketing and Communications Plan
- 1.4 Retain current members and attract new members

STRATEGY 2:

Provide core membership benefits
Focus of five core membership benefits

Actions

- 2.1 Cooperative Business NZ community; networking, sharing, comradeship
- 2.2 Advocacy and industry voice
- 2.3 Specialist education and training on the model
- 2.4 Knowledge capital to enable education in the sector
- 2.5 Relevant events and awards

STRATEGY 3:

Ensure organisational sustainability of Cooperative Business NZ

Ensure organisation sustainability of Cooperative Business NZ so that it may continue to achieve on strategies 1 and 2

Actions

- 3.1 Ensure good governance
 - 3.2 Ensure good management practices; organisational oversight; administrative and financial practices
 - 3.3 Enhance and diversify revenue through membership growth and other sources
 - 3.4 Stronger alliances, partnerships and collaboration opportunities
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