

## 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

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#### 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

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#### 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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