



**nz  
coop** **ICONS**

# Co-operatives and mutuals build a better world: Celebrating IYC 2025

## Communications kit



The **Icons** campaign is a year-long celebration of the inspiring stories, achievements and impact of New Zealand co-operatives and mutuals. Through social media and our website, we'll spotlight icons that exemplify the co-operative spirit, proving that **together, we build a better world.**

This is a **global campaign that will feature across social media** ([LinkedIn](#)) as well as the [nz.coop](#) and [stories.coop](#) websites. Our focus will be on enhancing social media engagement while leveraging your networks, channels, members and stakeholders. We encourage you to take an active role in driving the distribution of content. **This is a collective effort.**

## The purpose of the Icons campaign:



### The impact

2025 is a chance to shine a light on New Zealand's co-operatives and mutuals, your history and the profound and meaningful impact you have had on your members and the communities you operate in.



### Increase awareness

Emotionally resonant stories are the best way to increase awareness and interest in co-ops and mutuals, highlighting their societal and economic contributions.



### Your inspiring stories

We are collecting stories about the past, present and future of our co-operatives and mutuals and we encourage the telling of your origin stories too.



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# Submission guidelines

To help you participate, this communications kit provides clear guidelines for submitting your story and joining the campaign. Let's work together to celebrate the impact of co-operatives and mutuals across New Zealand!

We are collecting stories about the past, present and future of New Zealand's co-operatives and mutuals and we encourage the telling of your origin stories too. Visual elements are crucial in driving the storytelling to convey the depth and impact of our narratives. Please read and follow the steps to submit your Icons story. **We'd appreciate receiving your stories soon, as we're aiming to gather as many as possible. Feel free to submit as many entries as you want, many of you have decades of stories to tell!**

## Social campaign content requirements

### Heading:

- Each campaign submission must include a clear and engaging heading that captures the essence of your story.

### Text

- Provide a written description of your story, focusing on the key achievements, impact and significance.
- Keep the text concise and impactful, up to 100 words for social media posts and up to 400 words for blog posts.

### Images:

- Include up to four high-quality images that visually represent your campaign. These should be relevant visuals that highlight your story. You can include 1-4 images.
- Ensure images are in JPEG or PNG format, at least 1,200 pixels wide and labeled with details for caption and any photo credits.

### Submit your ICON campaign story:

- Fill out the **Typeform** making sure to have your images ready to go [up to 4 images]

### Confirmation:

- You will receive a confirmation email upon successful submission of your campaign.

## Events

### Submit your IYC 2025 event

- Fill out the **Typeform** to submit your event. Your event will feature on the Cooperative Business NZ website.

[SUBMIT YOUR ICON STORY](#)

[SUBMIT YOUR EVENT](#)

## Support

If you have any questions or need further assistance with your submission, please contact [marketing@nz.coop](mailto:marketing@nz.coop). By submitting your campaign materials, you agree that Cooperative Business NZ may edit or modify the wording for clarity and alignment with our campaign goals.

Thank you for participating in the NZ Coop Icons campaign. We look forward to celebrating and sharing your contributions during the International Year of Cooperatives 2025!

# NZ Coop Icons social media examples

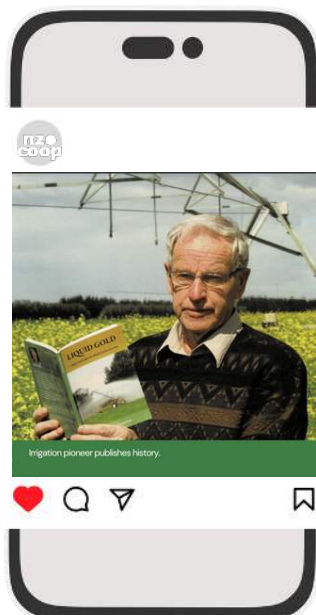
Below are examples of stories and images for our NZ Coop Icons campaign. The Cooperative Business NZ team will incorporate the images into a social media template and develop a blog post to showcase these inspiring narratives.

## Social media text shortened version: (100 words or less)

Provide a written description of your story, focusing on the key achievements, impact and significance of your co-operative or mutual, key stakeholder or programme. Keep the text concise and impactful. **We will add you as a collaborator if you wish to accept.**

## Social media

A shortened version of your story (which our team will create using your words) will be uploaded to CBNZ's [LinkedIn](#). It will be visually presented. We will add it to a template to make the stories cohesive through the year.



## POST CONTENT EXAMPLE

### Honouring Brian Cameron: A pillar of New Zealand's cooperative movement

We honour Brian Cameron, inaugural chair of Cooperative Business NZ, whose visionary leadership shaped New Zealand's cooperative sector.

From pioneering irrigation innovations to driving the Cooperative Companies Act, Brian's legacy endures in the rich tapestry of cooperatives found in New Zealand today. His integrity and foresight will continue to inspire.

Read more about Brian's contributions to our shared cooperative economy [here](#).

**#IYC2025 #NZCoopIcons #coops #mutuals  
#CooperativesBuildaBetterWorld**



# NZ Coop Icons blog examples

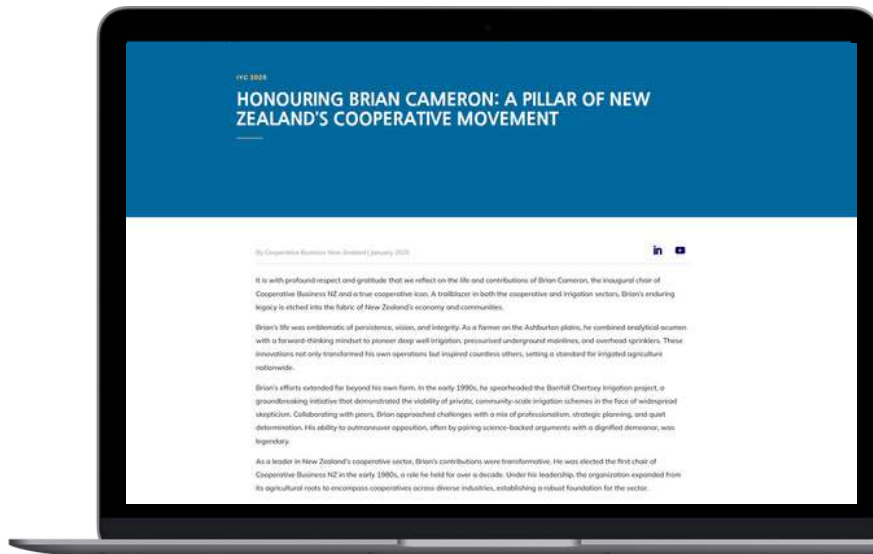
Here you see examples of stories and images for our NZ Coop Icons campaign. The Cooperative Business NZ team will incorporate your words and images into a blog post to showcase your inspiring narratives.

## Blog post text longer version: (up to 450 words)

Provide a written description of your story, focusing on the key achievements, impact and significance of your co-operative or mutual, key stakeholder or program. Keep the text concise and impactful.

## Blog post

Your story will be showcased on [nz.coop](https://nz.coop) and may be submitted to [stories.coop](https://stories.coop) using your submission words and images.



### HONOURING BRIAN CAMERON: A PILLAR OF NEW ZEALAND'S COOPERATIVE MOVEMENT

By Cooperative Business New Zealand | January 2024

It is with profound respect and gratitude that we reflect on the life and contributions of Brian Cameron, the inaugural chair of Cooperative Business NZ and a true cooperative icon. A trailblazer in both the cooperative and irrigation sectors, Brian's enduring legacy is etched into the fabric of New Zealand's economy and communities.

Brian's life was emblematic of persistence, vision, and integrity. As a farmer on the Ashburton plains, he combined analytical acumen with a forward-thinking mindset to pioneer deep well irrigation, pressurised underground pipelines, and overhead sprinklers. These innovations not only transformed his own operations but inspired countless others, setting a standard for irrigated agriculture nationwide.

Brian's efforts extended far beyond his own farm. In the early 1990s, he spearheaded the Barnhill Chertsey Irrigation project, a groundbreaking initiative that demonstrated the viability of private, community-scale irrigation schemes in the face of widespread scepticism. Collaborating with peers, Brian approached challenges with a mix of professionalism, strategic planning, and quiet determination. His ability to overcome adversity, often by gaining science-backed arguments with a dignified demeanor, was legendary.

As a leader in New Zealand's cooperative sector, Brian's contributions were transformative. He was elected the first chair of Cooperative Business NZ in the early 1980s, a role he held for over a decade. Under his leadership, the organization expanded from its agricultural roots to encompass cooperatives across diverse industries, establishing a robust foundation for the sector.

One of Brian's most significant achievements was his role in the development of the Cooperative Companies Act. When the government sought to reform cooperatives under general company law during reforms in the early 1990s, Brian's strategic guidance was instrumental in securing a dedicated legislative framework. Working alongside legal counsel David Stock and Parliamentary Counsel George Brown, amongst others, Brian ensured the Act was meticulously crafted and publicly visible. This legislation remains the cornerstone for cooperatives, enabling them to contribute nearly 20% of New Zealand's GDP today.

Brian's commitment to building a prosperous cooperative economy was matched only by his humility and generosity. He viewed leadership as a means to serve others, often mentoring emerging leaders and fostering collaboration among stakeholders. His dignified approach to challenges, coupled with a steadfast drive to create a better future, inspired all who worked with him. Brian's legacy will forever be cherished as a guiding light for cooperatives in New Zealand – a testament to the power of vision, integrity, and collective effort.



Only with the best. Brian Cameron and other irrigation heroes.



Cooperative Business NZ. In: NZ Coop Icons, Frank Page, Photo: Brian



International Year of Cooperatives

# 2025 calendar of events

We have an evolving 2025 calendar for Cooperative Business NZ members, including IYC 2025 events.

The International Year of Cooperatives 2025 is a perfect opportunity to collaborate with us and highlight the impact of your co-operative or mutual.

There are many ways to participate in the IYC 2025. You can attend or organise events, spread awareness about co-operatives and mutuals in your community or apply to use the official IYC 2025 logo.

## Hosting your own IYC 2025 event or celebration?

Hosting your own event? **We'd love to feature it.** Let's come together to share our celebrations across the movement.

[Submit your event](#) to be part of the celebrations

**29 Jan**



**Webinar: Windows 10 End of Support - What it means for your business and how to prepare**

January 29, 2025  
10:00 am - 11:00 am

**13 Feb**



**Webinar: Introducing the Mutual Value Measurement Framework: measuring what matters to cooperatives and mutuals**

February 13, 2025  
12:00 pm - 1:00 pm

**24 Mar**



**Mayfield Advanced Governance 2-Day Executive Workshop**

March 24, 2025  
8:00 am - 5:00 pm

**20 May**



**Mayfield 6 month Co-op Governance Development Programme: May intake**

May 20, 2025  
8:00 am - 5:00 pm  
Auckland (workshops) & Online (throughout the year)

**05 Jul**



**International Day of Cooperatives 2025**

July 05, 2025  
All Day Event

**20 Oct**



**Mayfield 6 month Co-op Governance Development Programme: October intake**

October 20, 2025  
8:00 am - 5:00 pm  
Auckland (workshops) & Online (throughout the year)

[VIEW EVENTS CALENDAR](#)



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## Use the IYC 2025 logo

The IYC 2025 logo is available for use with permission from COPAC and the United Nations. [Learn more](#) and [apply to use it](#).

### Cooperatives build a better world

The logo for the United Nations International Year of Cooperatives (IYC) is based on the theme for the year, *Cooperatives build a better world*. The logo evokes the definition of co-operative and mutual enterprises as autonomous associations of persons united voluntarily to meet their common economic, social and cultural needs and aspirations, through a jointly owned and democratically controlled enterprise.

Any non-UN entity wishing to use the IYC logo for information and/or fundraising purposes **must review the logo guidelines and submit an application for approval to the COPAC Secretariat via an online form**, which includes attaching a signed waiver of liability. Please note that there is a **two week waiting period** for approval. Applications are processed in the order in which they are received.

[APPLY TO USE THE LOGO](#)



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# Co-operatives and mutuals build a better world.

Celebrate with us.

The Icons campaign is an original initiative of the Business Council of Co-operative and Mutuals (BCCM). The BCCM and Cooperative Business NZ have partnered to highlight the contribution of co-operatives and mutuals across Australasia during the International Year of Cooperatives 2025 (IYC 2025).

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