

Co-operatives on our minds: screenings of model co-operative campaigns



International Co-operative Alliance
**Global Conference
and General Assembly**

14-17 November 2017, Kuala Lumpur, Malaysia

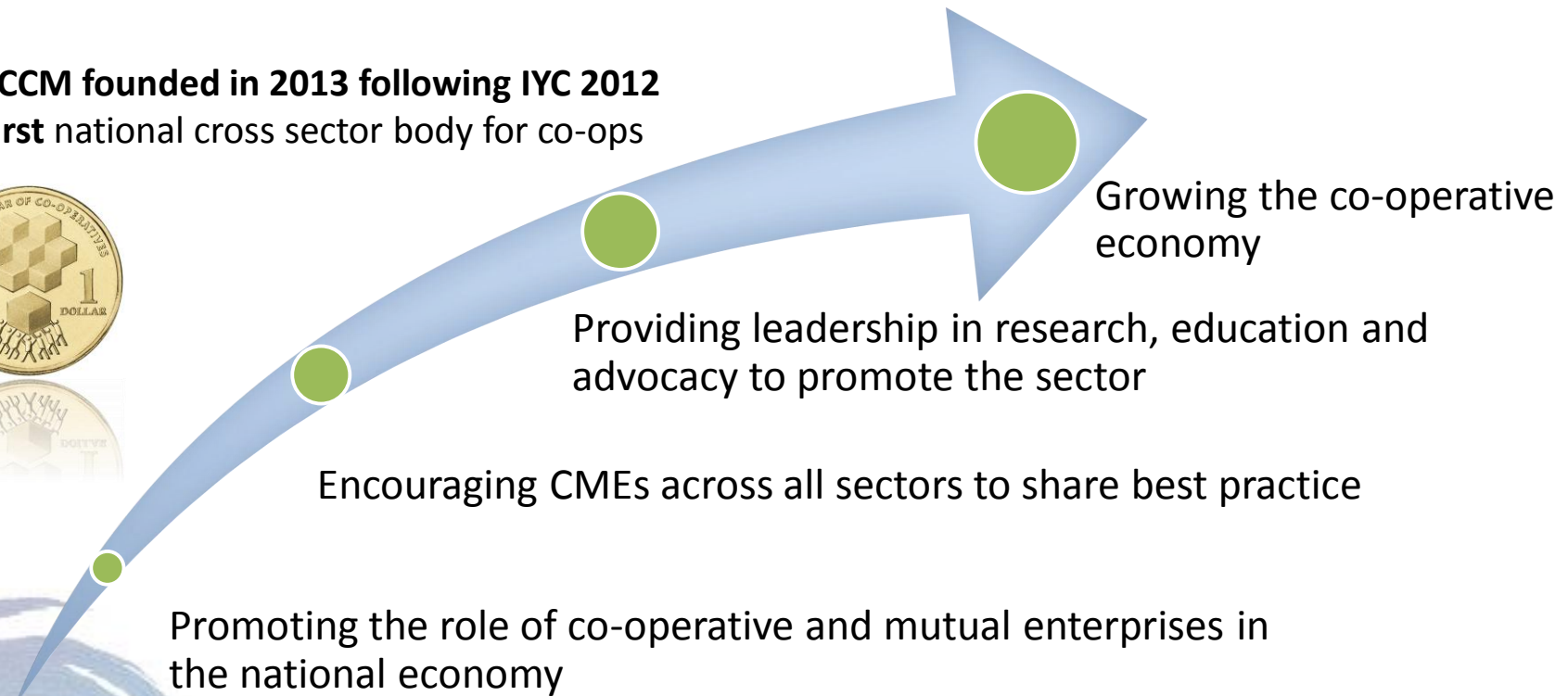
Co-operatives: Putting People at the Centre Of Development

Presented by Melina Morrison & Anthony Taylor
Business Council of Co-operatives and Mutuals (Australia)

BCCM is a collaborative **brand campaign** for Australian co-ops and mutuals



- **BCCM founded in 2013 following IYC 2012**
- **First** national cross sector body for co-ops



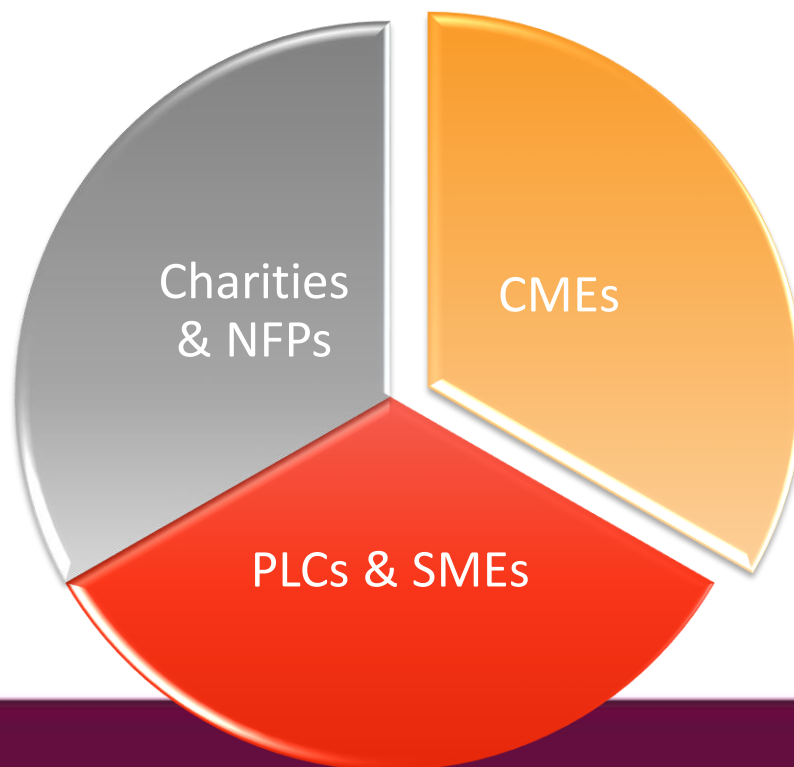
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Who are we talking to?

- 8 in 10 Australians are members of at least one Co-operative or Mutual
- But, only **2 in 10** Australians know it
- Coined new terminology – “**CME**” i.e. Co-operative and Mutual Enterprise





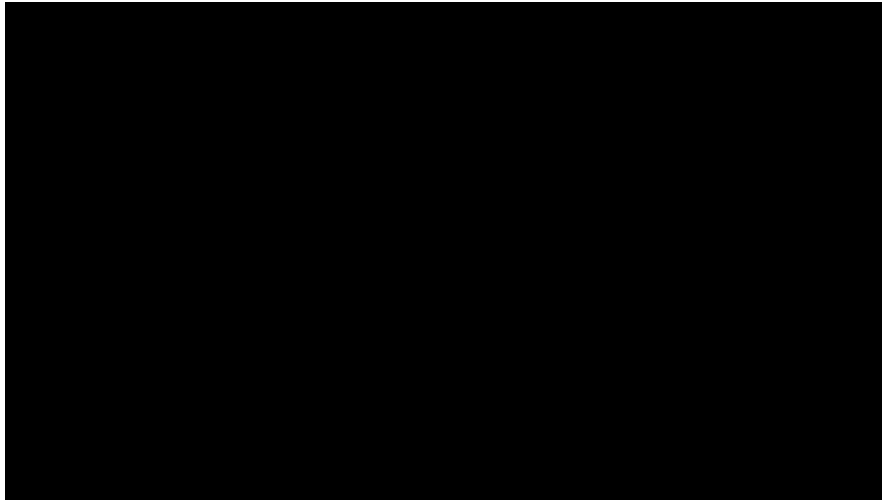
Talking about co-ops to Australians



- BCCM infographic video for National Mutual Economy Report 2017



Talking to customers

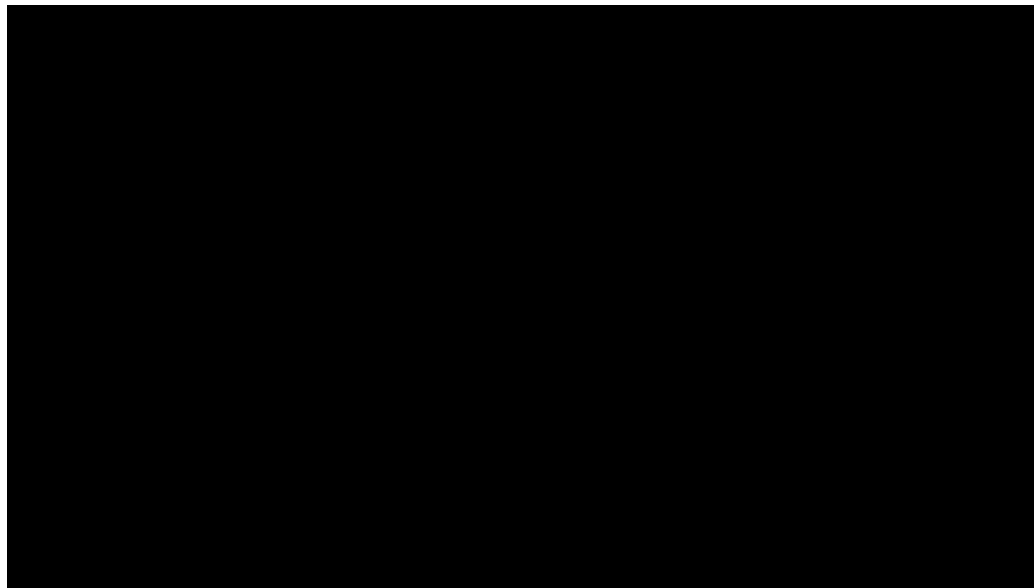


- Customer Owned Banking Association (COBA), “Check out the Competition” television commercial
- Bank Australia, “the bank Australia needs” campaign (right)



Talking about our difference

“People before profits”

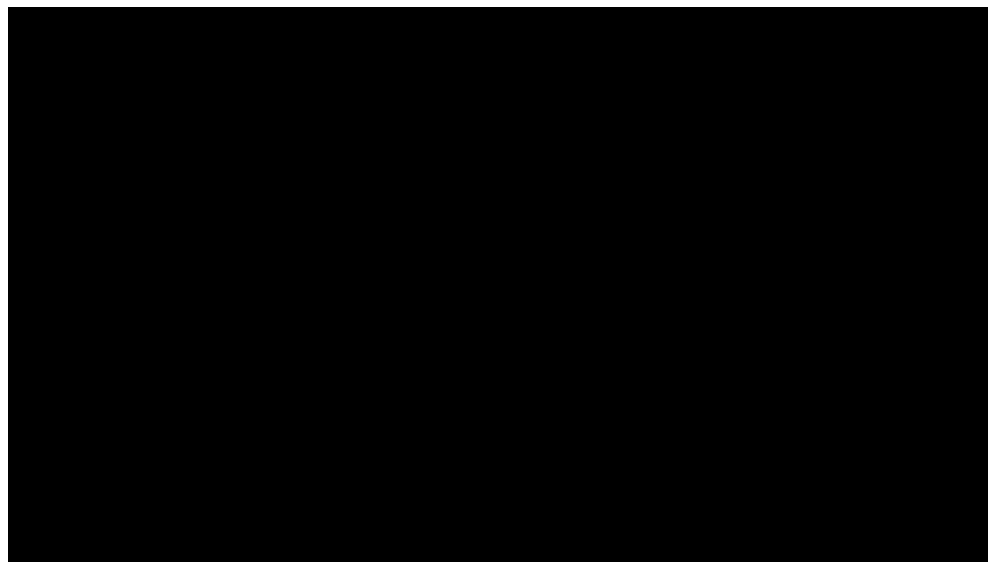


- HCF, “A World Where Health Comes First” television commercial



Talking to members

The “value proposition”



- CBH Group, Grower Patronage Rebate Program video



But, could communications collaboration be more powerful?

Reduce the complexity of our messaging

- Hundreds of organisations each with different messages
- This complexity weakens our message story

Leverage our own audiences to create a powerful platform

- Together, we have millions of members – imagine the power of combining them to create our own platform

Unify our message through amazing stories

- The one thing that unifies us across every sector is our stories of building people centred economies
- That is something people will value



Have we been so focused around selling our business benefits that we have missed the power in combining our stories?

We know that great things happen when people not profits are at the core of business, but does the audience?



Documentary Trailer, A New Economy

We believe telling our stories through film makers (not advertising people) in an authentic way will create audience advocates



A DOCUMENTARY SERIES THAT TELLS INSPIRING STORIES FROM ALL SECTORS WITH ONE COMMON THEME:
GREAT THINGS HAPPEN WHEN PEOPLE ARE AT THE CORE OF BUSINESS



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