AIM WA
UWA
BUSINESS SCHOOL
EXECUTIVE EDUCATION

Australian Institute of Management
WESTERN AUSTRALIA

THE UNIVERSITY OF WESTERN AUSTRALIA

# CO-OPERATIVES AND MUTUALS STRATEGIC DEVELOPMENT 2021

## PROGRAM OFFERED FACE-TO-FACE AND VIRTUALLY

## THE CRUCIAL NEED FOR THE CMSDP

While there are many general management and development programs on the market, most do not meet the specific requirements of this sector, which has acknowledged the need for a dedicated course which captures the unique nature of the co-operative enterprise business model.

Many aspects of the way co-operative and mutual enterprises are managed are similar to more conventional businesses. However, there are also many important differences. These relate to areas such as their governance, distribution of share capital and voting rights, human resources, communications, marketing and strategic purpose.

## PROGRAM OBJECTIVES

At the conclusion of the program participants will be able to:

- Compare and contrast the co-operative and mutual business model with that of investor-owned businesses
- Exhibit knowledge of the co-operative and mutual business model as it exists locally, nationally and internationally
- Demonstrate an ability to apply their understanding of co-operative and mutual enterprise business model dynamics to the solving of managerial problems
- Evaluate the impact and make strategic decisions in relation to:
  - government policies and legal environments
  - competitive market dynamics
  - social cooperation within their member community, and
  - the impact of the natural environment
- Understand the nature of member loyalty and engagement within a co-operative and mutual enterprise and how to strengthen and retain member commitment.

## PROGRAM FORMAT

The CMSDP is run in either a **three day face-to-face, or a virtual six module format.** The face-to-face format allows for a more in depth exploration and discussion of the key concepts with the opportunity to share numerous best practice examples of the various principles. The virtual program offers the same content and is accessible to those who are unable to travel and devote dedicated time in a face to face setting.

### MODULE 1:
### Understanding Co-operative and Mutual Business Models

### MODULE 2:
### Governance and Leadership in Member Owned Businesses

### MODULE 3:
### Marketing Our Co-operative Advantage (MOCA)

### MODULE 4:
### Financing Co-operative and Mutual Businesses

### MODULE 5:
### Legislative Structures and their Impact on Co-operative and Mutual Enterprises

### MODULE 6:
### Wrap Up Session (Virtual course only).

## PROGRAM CREATOR AND FACILITATOR

This program is facilitated by **Professor Tim Mazzarol** who is a world expert in the co-operative and mutual sector. Tim has conducted extensive research and has authored many publications outlining the key issues, advantages and challenges that face co-operative and mutual organisations. Tim is a highly skilled and engaging facilitator, who takes an experiential approach to adult education, which challenges and inspires participants.

## PROGRAM DETAILS

### Face-to-Face Delivery

Program No: 015

**Duration:** 3 days

**Venue:** AIM WA

**Dates:** 10 – 12 March 2021
28 – 30 July 2021

Fees: $2860 GST inclusive
$2200 GST inclusive
AIM WA Corporate Members

### Virtual Delivery

Duration: Six virtual sessions. 2hr 30mins per session

**Module 1** 4 May – 2pm-4:30pm (AWST); 4pm-6:30pm (AEDT); 8am-10:30am (SAST)

**Module 2** 6 May – 2pm-4:30pm (AWST); 4pm-6:30pm (AEDT); 8am-10:30am (SAST)

**Module 3** 11 May – 2pm-4:30pm (AWST); 4pm-6:30pm (AEDT); 8am-10:30am (SAST)

**Module 4** 13 May – 2pm-4:30pm (AWST); 4pm-6:30pm (AEDT); 8am-10:30am (SAST)

**Module 5** 18 May – 2pm-4:30pm (AWST); 4pm-6:30pm (AEDT); 8am-10:30am (SAST)

**Module 6** 20 May – 2pm-4:30pm (AWST); 4pm-6:30pm (AEDT); 8am-10:30am (SAST).

Fee: $990.00 GST inclusive

**Further consultation is available post program. We can customise this program to suit your needs. For further information contact Dr Steve Brown, Head of Executive Education, AIM WA+UWA Business School Executive Education on 0413 802 702 or email execed@execed.com.au**

***"I thoroughly enjoyed the Co-Operatives and Mutuals course, which was a great mix of presentation, independent learning and group discussion with other CME leaders. The course covered all of the essentials of successful CME management, and Tim provided several case studies and useful tools to help us apply the concepts to our own organisations. I would gladly recommend this course to any executive or senior manager, new or experienced, who are looking to refresh their thinking and expand their knowledge of CME's."*** November 2020.

*Michael May, General Manager, Shared Services; Geraldton Fishermen's Co-operative.*