

# 2018 BCCM Leaders' Summit and Industry Dinner

14-15 November 2018, Adelaide



## Program at a Glance

Time	Session
<b>Thursday 15 November</b>	
7:30am – 8:45am	<b>Breakfast on the Hill</b> at Parliament House with the South Australian Government and Beyond Bank
8:45am – 8:55am	Transport from Parliament House to Adelaide Convention Centre
8:55am – 9:30am	<b>Leaders' Summit Registration</b> Adelaide Convention Centre
9:30am – 9:45am	<b>Summit Welcome:</b> BCCM Chair and CEO followed by Launch of National Reports
9:45am – 10:00am	<b>Opening Remarks: Elizabeth Perry, Chair, RAA</b>
10:00am – 10:35am	<b>Opening Keynote: Emer Coleman, UK Balancing progress and ethics in a digital world</b> Join digital leader, Emer Coleman, for a discussion about how to do 'big digital things' with the right principles attached. Emer will share how she has worked with the UK government and the private sector on the governance arrangements for digital disruption projects such as open data initiatives, as well as her current work helping to build <a href="#">The Federation</a> , an open community of digital businesses and innovators, built on <a href="#">co-operative values</a> .
10:35am – 11:05am	<b>Main Plenary: Emer Coleman with Panel</b> "The Future is here, it's just not evenly distributed yet." (Emer Coleman) Australian mutual and co-operative leaders in discussion with Emer Coleman on the role of CMEs in balancing digital progress and ethics, moderated by Emma Alberici.
11:05am – 11:30am	<b>Morning Tea</b>
<b>Delegates to select one of the following CEO Dialogues</b>	
11:30am – 12:45pm	<b>CEO Dialogue 1: Connecting Members</b> When we connect to members authentically and when members connect to other members we can leverage our brand and our narrative for powerful effect. Best practice case studies of member engagement including innovative use of digital platforms will be shared at this round table.
11:30am – 12:45pm	<b>CEO Dialogue 2: Reinventing Brand</b> Co-ops and mutuals are rebranding their name and marque, their member value proposition and their USP. Join sector leaders to share the what, why and how of some of the best examples of re-branding in the past few years.
11:30am – 12:45pm	<b>CEO Dialogue 3: Mutual Value Measurement: Monash Research Project</b> Co-operatives and mutuals are collaborating to develop an accounting framework for our business model that is fit for purpose for increasingly informed and engaged members. Join the research team heading this ground breaking project for the interim results of the investigation into a methodology for measuring the total value creation of co-ops and mutual firms.

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11:30am – 12:45pm	<b>Trade Talks: Selling into Asia</b> Join global heavyweight China Coop and Australian co-op exporters for a round table discussion on how to leverage the collective impact of 2.5 million co-operative businesses. How can Australian producers get their products and services onto the Silk Road to the rising Asian middle class?
12:45pm – 2:15pm	<b>Networking Lunch</b> <i>Delegates to select one of the following Challenge Breakouts</i>
2:15pm – 3:15pm	<b>Challenge Breakout 1: Made in Australia: Why brand matters</b> In 2012, the International Year of Co-operatives, the global co-operative sector launched identity.coop, comprising a global marque and a domain, to be the symbols the sector and of its collective identity; together they demonstrate its unity of purpose. Join marketing, media and policy leaders to discuss why brand matters and how to leverage a collective brand for competitive advantage. We examine some of the best examples of branding such as Tourism New Zealand's award winning "100% Pure New Zealand" campaign.
2:15pm – 3:15pm	<b>Challenge Breakout 2: The Emperor's New Clothes: Bank PR and other identity theft</b> Prompted by the unflattering coverage of the Royal Commission into banking, Australian banks have launched a mainstream marketing blitz to win back the trust of Australian consumers. Their focus on customer ownership, reinvestment of profits and community mindedness takes its lead from our leading business model. Join PR and media gurus for an analysis of some leading 'hearts and minds' campaigns in recent history. Are co-operatives and mutuals experiencing a wholesale incursion into our brand territory and what should we do about it?
3:15pm – 3:25pm	<b>Break</b>
3:25pm – 4:30pm	<b>Closing Plenary: The Power of Story: Insights from great storytellers in film, advertising and media</b> "Every story you tell is your own story." (Joseph Campbell) From film to literature, from advertising to education, storytelling is the heart and soul of the medium, and the medium of communication. In business, one of the best ways to ignite innovation internally in our organisations, and to engage with consumers externally, is to tell our own, first-person stories. Moments of truth have, embedded within them, the DNA of what it takes to go beyond the status quo and engage with existing and new members around our unique selling points.
4:30pm – 4:45pm	<b>Closing Remarks: Steve Laidlaw, CEO, People's Choice Credit Union</b>
4:45pm – 5:45pm	<b>Networking Drinks</b>
<b>Friday 16 November</b>	
7:30am – 4:30pm	<b>Tour in the Barossa Valley, including lunch</b> <b>Bookings are limited to 50. Confirm your interest ASAP.</b>