



BUSINESS COUNCIL
OF CO-OPERATIVES AND MUTUALS



Melina Morrison, Chief Executive Officer, BCCM

Melina Morrison was appointed the inaugural CEO of the Business Council of Co-operatives and Mutuals (BCCM) in July 2013. The BCCM formed in 2013 following a national campaign Melina led in 2012, to raise awareness of the contribution of co-operative businesses in the Australian economy.

From 2010-2013 Melina headed the national Steering Committee and Secretariat that oversaw Australia's International Year of Co-operatives (IYC) campaign. She is a founding director of the cooperative businesses advocacy organisation, Social Business Australia, established in 2009 to increase recognition of the added value of member based business in the national economy.

For the last ten years, Melina has headed media campaigns for peak co-op bodies including the International Co-operative Alliance (ICA). Melina wrote and produced the flagship ICA Digest (2006- 2012) and was on the international media team for the ICA in 2012 as the world celebrated the International Year of Co-operatives. Furthermore, she developed the message platform for the ICA's 10 year plan, Blueprint for a Co-operative Decade. She is also an associate of media firm, Sommerson Communications, which developed the strategy for the global digital case study site www.stories.coop. Melina is a graduate from the University of Tasmania.