

2018 BCCM Leaders' Summit and Industry Dinner

14-15 November 2018, Adelaide



Program

Time	Session
Wednesday 14 November	
6:15pm – 6:25pm	Transport from The Mayfair Hotel to Adelaide Town Hall
6:30pm – 10:30pm	Taste of Australia Industry Dinner at The Auditorium, Adelaide Town Hall. MC: Hamish Macdonald Guest Speaker: Dr. Rebecca Huntley
Thursday 15 November	
7:30am – 8:45am	Breakfast on the Hill at Government House with the South Australian Government and Beyond Bank Official Welcome: His Excellency the Honourable Hieu Van Le AC Governor of South Australia Guest Speakers: Dr. Guy Turnbull (UK), Thinker in Residence, Don Dunstan Foundation, Robert Keogh , CEO, Beyond Bank
8:45am – 8:55am	Transport from Government House to Adelaide Convention Centre
8:55am – 9:30am	Leaders' Summit Registration Adelaide Convention Centre
9:30am – 9:45am	Summit Welcome: Terry Agnew, CEO, RAC WA & BCCM Chair and Melina Morrison , CEO, BCCM Launch of National Reports: Terry Agnew, CEO, RAC WA & BCCM Chair, Prof. Morris Altman , Dean of the Newcastle Business School at University of Newcastle
9:55am – 10:05am	Opening Remarks: Elizabeth Perry , Chairman, RAA
10:05am – 10:35am	Opening Keynote: Emer Coleman, UK Balancing progress and ethics in a digital world 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 The Federation , an open community of digital businesses and innovators, built on co-operative values .
10:35am – 11:05am	Main Plenary: Emer Coleman with Panel "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. Emer Coleman with Panel Moderator: Emma Alberici Panellists: Mark Coyne, CEO, EML
11:05am – 11:30am	Morning Tea

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	Delegates to select one of the following CEO Dialogues
11:30am – 12:45pm	CEO Dialogue 1: Connecting Members 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. Moderator: David Marshall, CEO, Defence Bank Discussants: Greg Wall, CEO, Capricorn Group, Tim Mazzarol, Winthrop Professor, UWA Business School, UWA, Peter Rutter, GM Community Development, Beyond Bank
11:30am – 12:45pm	CEO Dialogue 2: Reinventing Brand 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. Moderator: John Baker, ESM – Managing Director, KWP! Advertising Discussants: Andrew Hadley, CEO, P&N Bank, Peter Williams, GM Brand, RAC WA, Bernie Lloyd, Chair, Bank First, Julie Lander, CEO, CareSuper
11:30am – 12:45pm	CEO Dialogue 3: Mutual Value Measurement: Monash Research Project 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. Moderator: Kris Peach, Chair, Australian Accounting Standards Board Presenters: Dr Paul Thambar, Lecturer, Department of Accounting, Monash University, Matthew Hall, Professor of Accounting, Monash University, Prof. Yuval Milo, Professor of Accounting and the head of the Accounting Group in Warwick Business School, University of Warwick.
11:30am – 12:45pm	CEO Dialogue 4: Trade Talks – Selling into Asia 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? Moderator: Prof. Greg Patmore, University of Sydney Business School, Sydney University Presenters: Dolly Goh JP, CEO, Singapore National Co-operative Federation, Brenton Woolston, Managing Director, Almondco Australia, Ms. Ma Jihong, Deputy Director General, Department of Economic Reform and Development, ACFSMC, Ms. Liu Ting, Deputy Director General, Department of International Cooperation, ACFSMC
12:45pm – 2:15pm	Networking Lunch

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	Delegates to select one of the following Challenge Breakouts
2:15pm – 3:15pm	Challenge Breakout 1: Made in Australia: Why brand matters 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. Moderator: Nigel McBride, CEO, Business SA Panellists: Dolly Goh JP, CEO, Singapore National Co-operative Federation, Richard Sauerman, the Brand Guy, Paul Lewis, Chief Sales Officer, CUA
2:15pm – 3:15pm	Challenge Breakout 2: The Emperor's New Clothes: Bank PR and other identity theft 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? Moderator: Emma Alberici Panellists: Steven Münchenberg, Managing Partner, Blackhall & Pearl, Mike Lawrence, CEO, COBA, Nicky Bryson, Head of Strategy, TBWA, The Disruption Company
3:15pm – 3:25pm	Break
3:25pm – 4:30pm	Closing Plenary: The Power of Story: Insights from great storytellers in film, advertising and media "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. Opening Remarks: Greg Tonner, Former CEO, North Queensland Cowboys NRL Moderator: Emma Alberici Panellists: Richard Sauerman, the Brand Guy, Greg Tonner, Former CEO, North Queensland Cowboys, NRL, Bernie Dean, Chief Executive, Industry Super Australia
4:30pm – 4:45pm	Closing Remarks: Steve Laidlaw, CEO, People's Choice Credit Union
4:45pm – 5:45pm	Networking Drinks
Friday 16 November	
7:30am – 4:30pm	Tour of the Barossa Co-operative concluding with lunch