

Growth & opportunity for CMEs in the era of accountability

BUSINESS COUNCIL
OF CO-OPERATIVES
AND MUTUALS



2019 BCCM Leaders' Summit

Measuring What Matters

Global Launch of the Mutual Value Measurement Framework





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Mutual Value Framework

MVM Research Team

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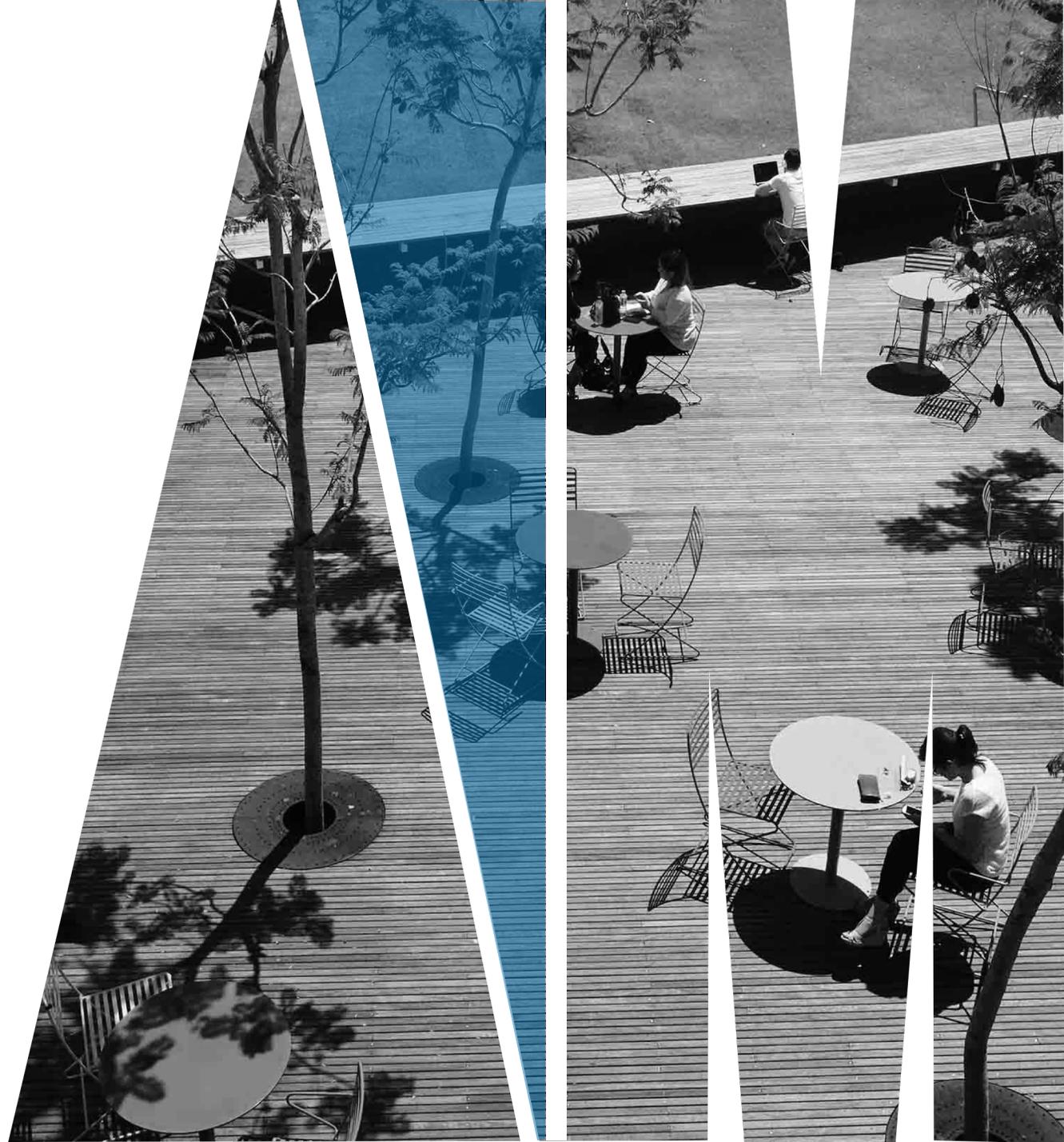
Professor Matthew Hall

Professor Yuval Millo

Dr Sarah Adams

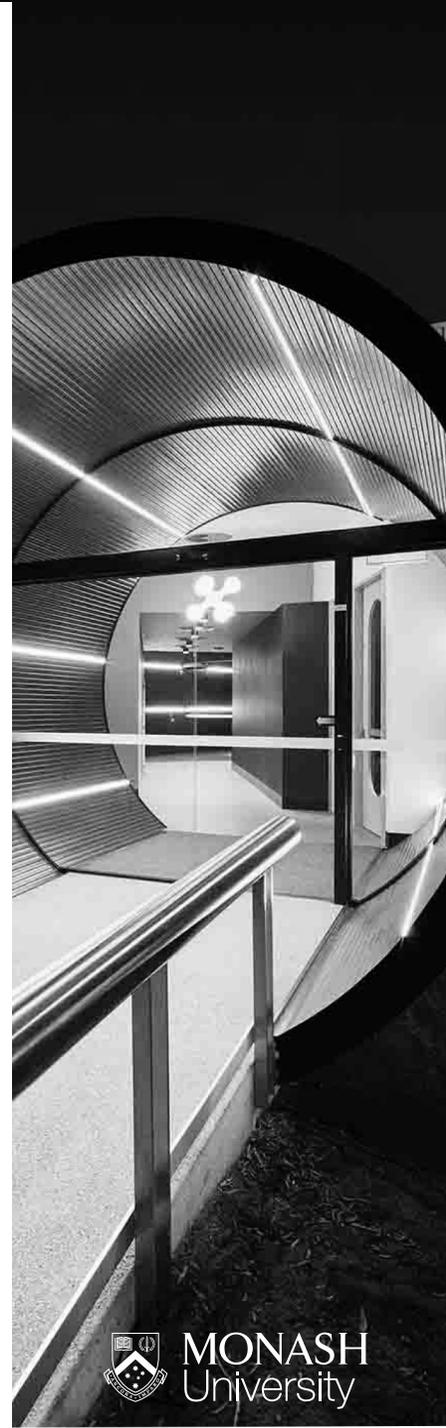
Dr Yolande McNicoll

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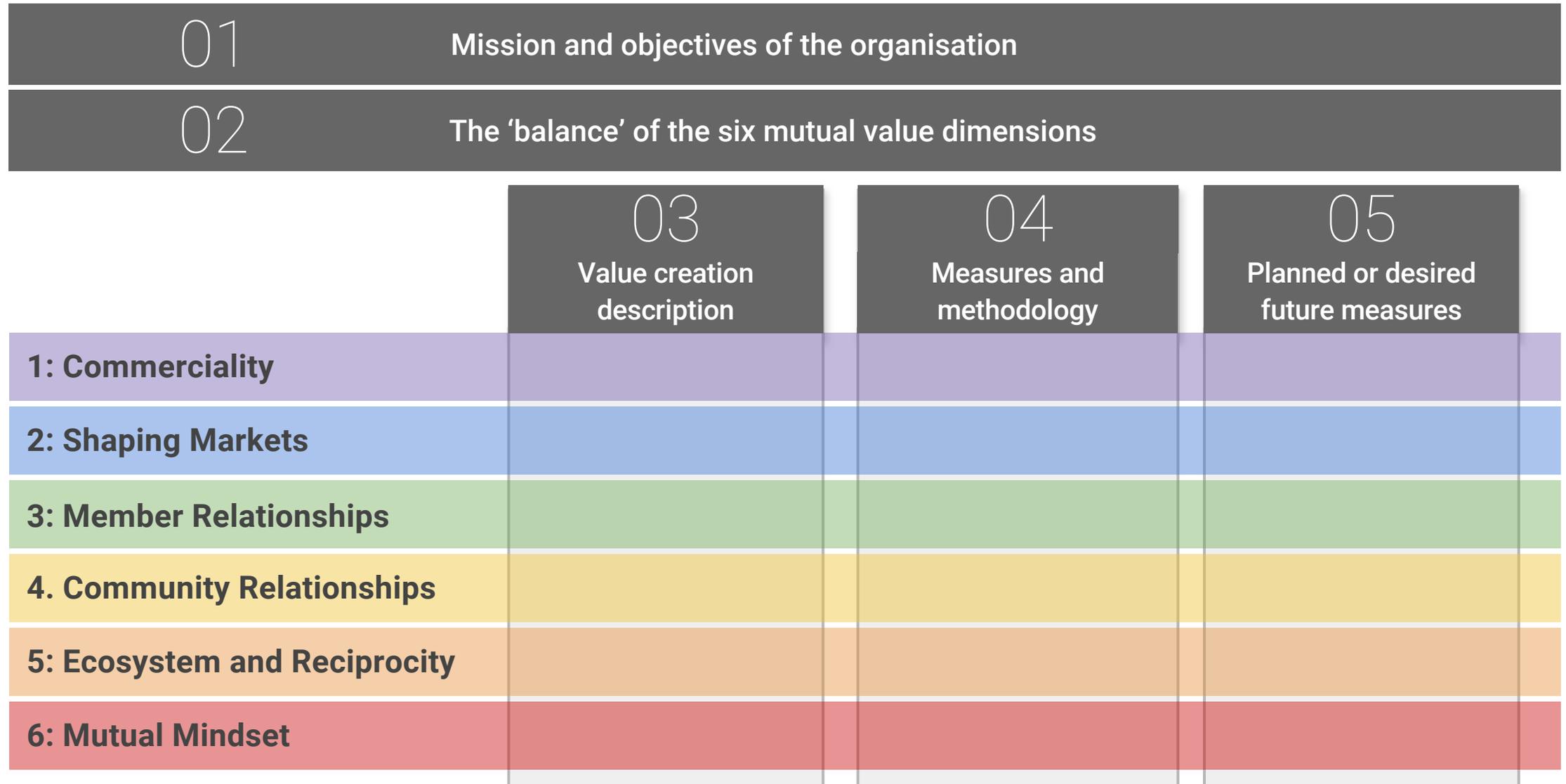


A measurement framework for CMEs

1. Sector specific framework
2. Collaboratively designed
3. Generic and adaptable
4. Simple process for adoption
5. Tested framework



Mutual Value Measurement Framework



2. Shaping Markets

Shaping Markets refers to the value of a CME's existence in creating, maintaining or shaping sustainable and competitive markets for goods and services.

This may include:

- 'Value of existence' in markets (such as offering products/services that would not exist without your CME)
- Disrupting or changing the products and services that fail to meet consumer demands
- Offering alternative business models (such as providing proof of concept for innovative new products or services)
- Shaping the rules and behaviour in markets (such as being an 'honest broker' to prevent price gouging)

To understand this dimension, try asking yourself: ***What is the value of your CME's existence?***

03 Value creation description	<p>Provide a description of the aims and activities undertaken by your organisation in the 'Shaping Markets' dimension.</p> <p><i>Optional: A description of the activities you would like to be doing in the future.</i></p>
04 Measures and methodology	<p>Provide a series of measures, selected by your organisation to reflect your performance in creating value in the 'Shaping Markets' dimension.</p> <p><i>Optional: Disclosure of targets or goals for each measure.</i></p>
05 Planned or desired future measures	<p>Provide an indication of the things that your organisation would like to measure in the future, or is planning or in process of developing measures for.</p>

Adopting the Framework is a journey

1. Process for adoption-whole framework or relevant dimensions and measures
2. Assessing and developing improved measures (quantitative and qualitative)
3. Developing resources (skills, data, systems)

Help shape and communicate the CME story

1. Shape strategy and business model
2. Reporting value through common dimensions and measures
3. Communicate mutual value to financial and securities markets



Moderator

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Mutual