

AIM WA  
UWA  
BUSINESS SCHOOL

EXECUTIVE  
EDUCATION



Australian  
Institute of  
Management  
WESTERN AUSTRALIA



THE UNIVERSITY OF  
WESTERN  
AUSTRALIA

A photograph of two men walking through a golden wheat field. In the background, a red combine harvester is working in the field. The man on the left is wearing a light blue shirt and jeans, and the man on the right is wearing a pink shirt, blue jeans, and a grey hat. The text 'CO-OPERATIVES AND MUTUALS STRATEGIC DEVELOPMENT VIRTUAL PROGRAM' is overlaid on the bottom left of the image.

CO-OPERATIVES  
AND MUTUALS  
STRATEGIC  
DEVELOPMENT  
VIRTUAL PROGRAM

## 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.

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

Examines the theory and practice of the business model concept and how it applies to the co-operative and mutual enterprise.

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

Focuses on the specific challenges facing the board and executive management of a co-operative or mutual enterprise.

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

Provides an understanding of the co-operative or mutual as a service organisation with the purpose of delivering value to members.

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

Explores the financial management of co-operative and mutual enterprises and the differences between them and investor owned businesses.

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

Examines the legislation specific to the co-operative and mutual business sector in Australia.

### MODULE 6: Wrap Up Session

In this session we will; review the legislative action learning task, review the major aspects of the program, and answer questions participants have about the broad content or about specific aspects of the direction of the participant's individual organisations.

## 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 STRUCTURE

- Case study as pre-reading and preparation for each of the five modules
- Webinar to deliver the content/education sessions for each module (2hrs 30min including a break of 15min)
- Action learning task to be set at the end of each module
- Review of the action learning task work at the beginning of the subsequent module
- Final review session to pull together all of the content, respond to questions and challenges, and planning.

## PROGRAM DETAILS

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

**Module 1** – 13 Oct – 2pm-4:30pm (AWST); 5pm-7:30pm (AEDT); 8am-10:30am (SAST)

**Module 2** – 15 Oct – 2pm-4:30pm (AWST); 5pm-7:30pm (AEDT); 8am-10:30am (SAST)

**Module 3** – 20 Oct – 2pm-4:30pm (AWST); 5pm-7:30pm (AEDT); 8am-10:30am (SAST)

**Module 4** – 22 Oct – 2pm-4:30pm (AWST); 5pm-7:30pm (AEDT); 8am-10:30am (SAST)

**Module 5** – 27 Oct – 2pm-4:30pm (AWST); 5pm-7:30pm (AEDT); 8am-10:30am (SAST)

**Module 6** – 29 Oct – 2pm-4:30pm (AWST); 5pm-7:30pm (AEDT); 8am-10:30am (SAST).

**Fee:** \$880.00 GST inclusive

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

***“The program had a profound impact on my understanding of co-operative and mutual enterprise and has confirmed for me why we do the things we do.”***

*Paul Amos, The Co-op Heart of the Barossa, past participant*