

# Member engagement for co-ops & collaborations



Farming together.

## Course Outline

### Who is this course for?

Founding members and business managers of existing and newly formed co-operatives and collaborations (eg incorporated associations).

**Why?** The most significant factor in determining the success of a collaborative business enterprise is the ability of the group to engage its members or shareholders. Few organisations do this effectively. This course maps a path to success using case studies and real-world experiences.



### Content

#### Preliminary

1. Aligning purpose and business strategy
2. Member, Customer, Service and Social Value Propositions
3. Knowing your targets
4. Creating a communications plan
5. Encouraging members to take ownership

#### Core

1. How to recruit, retain and grow your base
2. Effective engagement activities - participation
3. Measuring progress
4. How to stay relevant
5. Revisit the Opportunities and Threats
6. Social media – is it real and is it worth it?

### Course delivery modes

**At a location that suits your group – or at a Southern Cross University venue in Sydney, Lismore, Coffs Harbour or the Gold Coast.**

- face time with collaborative marketing & engagement expert
- small group activities to share with and learn from each other
- micro-learning updates, quizzes and reporting templates
- discount on *Farming Together's* 1-on-1 mentoring service

### Timing and locations

This full-day (plus 4 week follow-up micro-learn) course is offered quarterly, when a group (or several smaller groups) can gather at a NSW community or Southern Cross University venue (Sydney, Lismore, Coffs Harbour, Gold Coast). **Minimum number to run course = 25.**

**Costs:** \$950/person [less 50% subsidy from NSW Rural Assistance Authority (NSWRAA)]. Cost covers expert presenter, catering, materials, 4 micro-learning updates and certification to enable reimbursement. Venues must have reliable large screen internet access and participants are encouraged to BYO mobile device (smart phone/ipad). No software is needed.

**Eligibility:** Any NSW primary producer with more than 50% of gross income from primary production. The NSWRRAA also allows participants to claim travel (fuel, accommodation, meals) and child/respite care, but not wages relief.

To make a booking, contact Farming Together, 02 6620 3489, [info@farmingtogether.com.au](mailto:info@farmingtogether.com.au)

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