

ALBERTA COMMUNITY AND CO-OPERATIVE ASSOCIATION

Alberta Federation of Rural Water Co-operatives
Airdrie, AB
April 6th, 2017

OVERVIEW

- Updates
- Member Engagement
- ACCA in 2017
- Questions



STRENGTHENING ALBERTA COMMUNITIES
BY PROVIDING LEADERSHIP DEVELOPMENT
& FOSTERING CO-OPERATIVE VALUES

UPDATES:
MEMBER
ENGAGEMENT 2016

- **Promote the co-op business model and boost awareness about its significant advantages**
- **Offering networking, collaborating and skill building within the sector**
- **Facilitate and expand programs that shape youth leadership, engagement, and education**
- **Advocate to government about the economic and social impact co-operatives have in Alberta**
- **FOCUSSED APPROACH/ACCOUNTABLE**

UPDATES

- MLA Reception
- Youth Curriculum update and full programs
- Meetings with Ministers
- Co-op Primer
- Co-op education
 - 5 post-secondary institutions
 - Workshops with three of our members
- Involved ACCA members in our work and in our success
- Used ACCA budget effectively


Corporations **Co-operatives** Not-for-Profits



The co-operative and credit union sector is a large part of Alberta's economy.

Co-operative enterprises in Alberta are:

- ▷ Generating \$5.5 billion in annual revenue
- ▷ Paying approximately \$250 million in taxes
- ▷ Employing more than 13,000 people full-time
- ▷ Creating \$440 million in employment income



Double the impact when considering the indirect and induced impacts, using a multiplier effect.

2017

- Summit of Co-operative Leaders
 - May 3rd in Red Deer
- Implementation of updated Youth program
- Bill 30 and CEDCs
- Co-op education and training
 - Member engagement, co-ops 101, co-op development
- MLA Reception in November 2017

LIFE CYCLE OF A CO-OP

01

Formation (defensive)

02Member value offered
(growth)**03**Market Conditions
Change (external
forces)**04**Member dissatisfaction
(tensions over roles,
conflicts, e.g. investors
versus members)**05**

Exit or Transformation

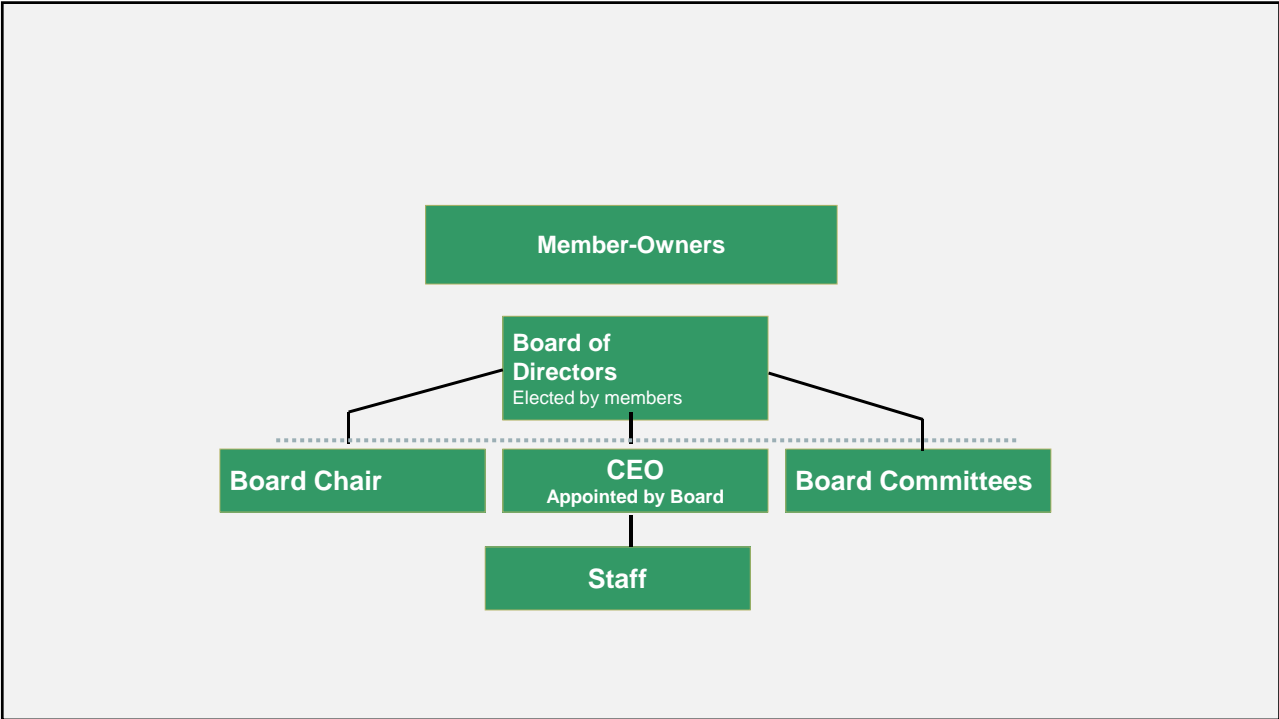
Adapted from Tim Mazzarol (2012)

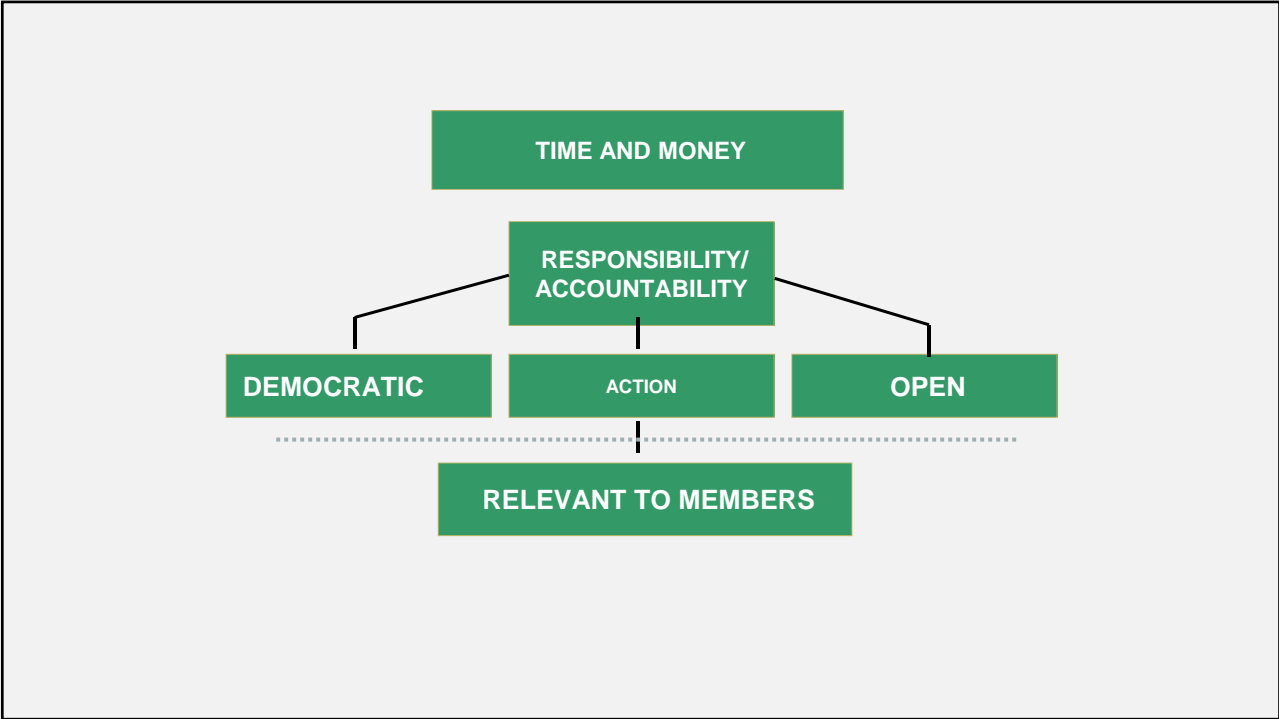
CHALLENGES

1. Free Rider Problem
2. Horizon Problem
3. Portfolio Problem
4. Control Problem/Follow-up Problem
5. Influence Cost Problem/Decision Maker Problem

Adapted from Tim Mazzarol (2012)

| | |
|------------------------------|--|
| <p>MEMBER ENGAGEMENT</p> | <ul style="list-style-type: none">• Creates opportunities for efficiency (cost reduction)• Foster long-term growth<ul style="list-style-type: none">• Member loyalty generates business AND a driver for external lenders to provide debt• Ownership is a unique value proposition• Members have different motivations• Opportunity to leverage member engagement |
|------------------------------|--|



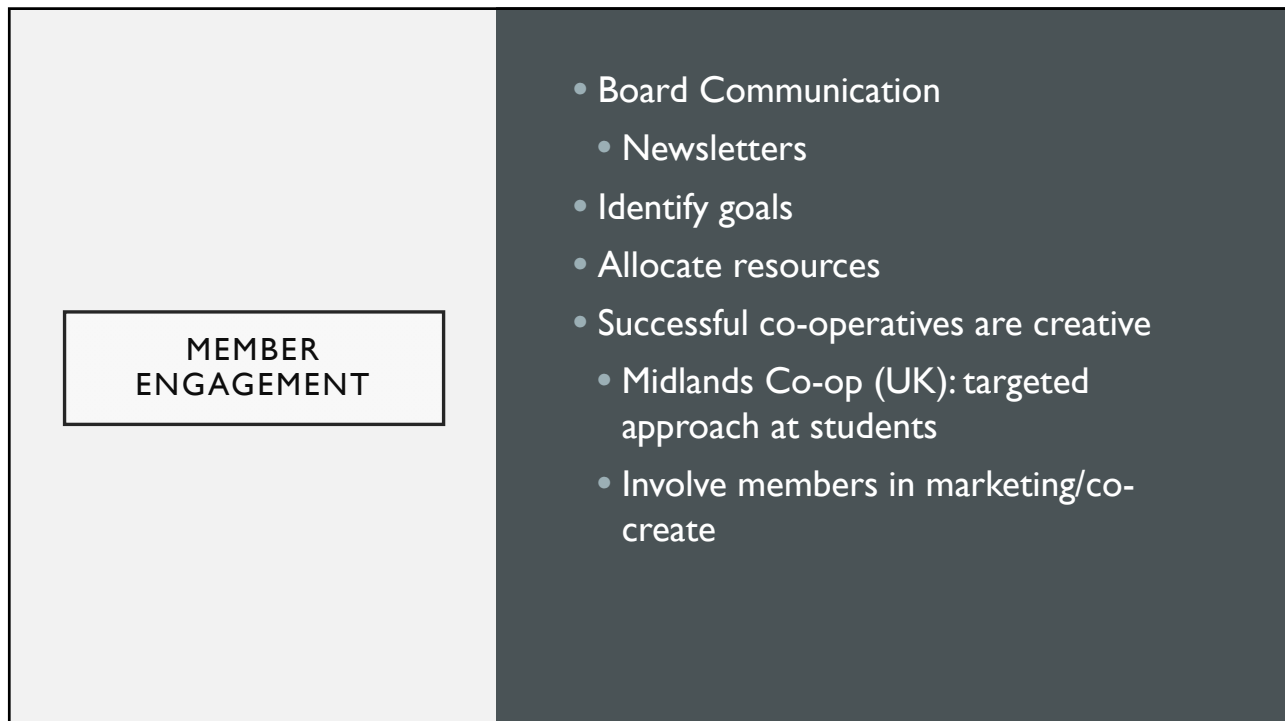
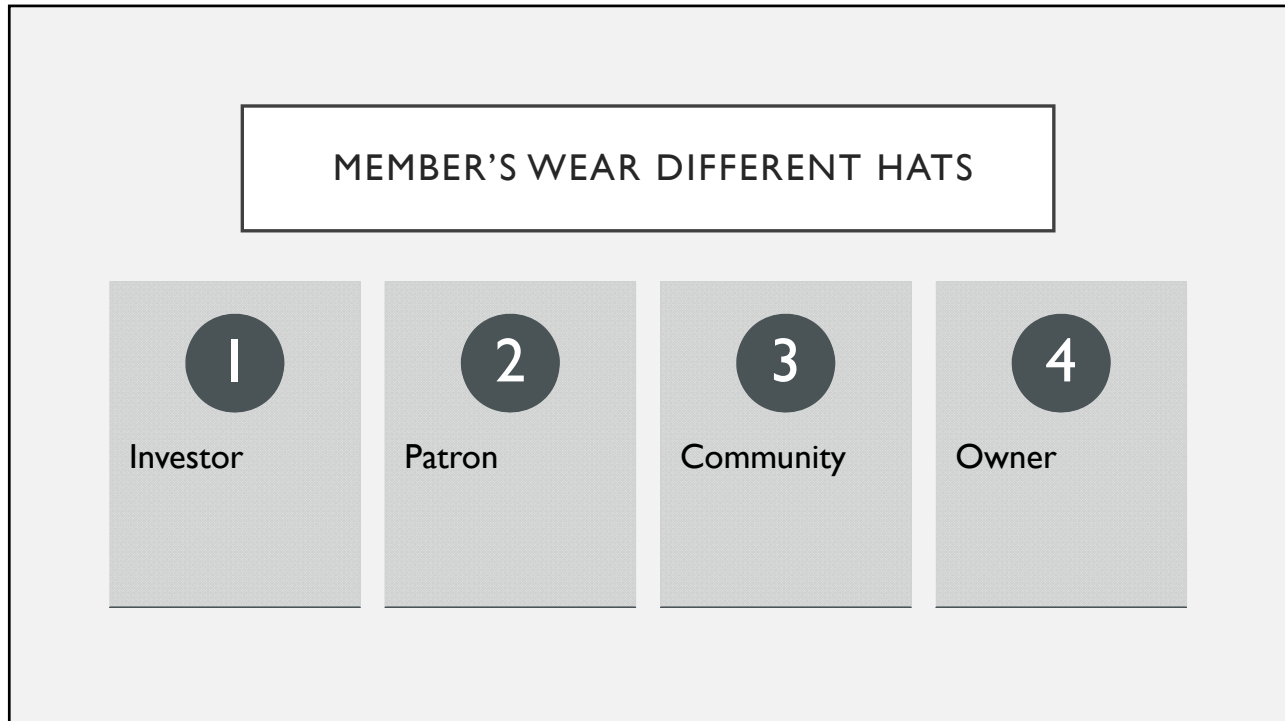


“Adds 8m US customers for third year in a row and beats market expectations”
marketwatch.com (14/02/2017)

“Not only are customers flocking to T-Mobile, but we’re also producing rock-solid financial results,”

CEO John Legere





MEMBER ENGAGEMENT

1

Emphasise how members can make a difference

2

Give members a good reason to participate

3

Be clear and approachable

4

Share successes and inform members of results



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Seth Leon
587-216-2144
sleon@acca.coop
www.acca.coop

@coopalberta
Facebook.com/coopalberta



Co-operative enterprises build a better world

#202 5013-48 Street
Stony Plain, Alberta T7Z 1L8
T: 780-963-3766 F: 780-698-6733
info@acca.coop www.acca.coop