

A Guide to making a donation to the IYC 2012 National Industry Appeal

What will my contribution fund?

- A national public awareness campaign to drive the co-operative message from the grassroots to the general public.
- Funding for events and activities at the local and regional level.
- Downloadable media templates and marketing resources for co-ops' own use.
- Industry data and sector mapping (setting the benchmark in 2012 for yearly updates).
- Premier events on both sides of the Continent so that everyone can attend a national conference in 2012 (Co-operative Federation of WA Co-operatives Research Conference, Perth, and National IYC 2012 Conference in Port Macquarie, NSW).
- The first National Co-ops Awards; a Youth Summit; National Co-ops Open Day; and Co-operatives Fortnight.
- Launch of the Commemorative Coin, the co-op stamp series and the ABS 2011/12 Year Book.
- Coffee Table Commemorative Year Book with 50 case studies.
- National website for IYC 2012 – www.australia2012.coop.

How will this benefit my organisation?

Australia has some 2000 registered co-operatives, mutuals and credit unions. The Top 100 Australian co-ops, mutuals and credit unions turned over more than \$14.7b in 2011.

Around 7.5 million Australians are the member-shareholders of co-operatives, credit unions and health mutuals – about the same as the number of Australians trading private shares on the ASX.

Improving the level of public awareness of co-operatives in 2012 will:

- Encourage more people to trade with or join co-operative businesses.
- Help our businesses make their case to government on issues of importance to our various sectors (legislation, funding, markets and competition).
- Invite the mainstream media to be more interested in what we have to say.
- Help us to connect with our sector, educate our staff, our members and other stakeholders.
- Publicise our achievements and celebrate our history.

2012 Budget

\$600,000 in industry contributions is required to run the full program of events and activities planned for 2012. Through the commitment and contributions of visionary co-operatives, social businesses and sector partners, we are almost a third of the way to our target.

Our Visionary Partners include (cash and/or in-kind supporters)

Capricorn Society Ltd - Cornerstone Partner of IYC 2012

Abacus – Australian Mutuals	Macleay Regional Co-operative
Australian Employee Ownership Association	NSW Office of Fair Trading
Avoca District Co-operative	Poinciana Co-operative
Co-operatives Australia	Regional Development Australia – Mid North Coast
Countrywide Co-operative	Social Business Australia
Foresters Community Finance	Sunshine Co-operative
Hepburn Wind Co-operative	Co-operative Research Group, University of Sydney
Holiday Coast Credit Union	West Belconnen Health Co-operative
Jacaranda Co-operative	

Making a contribution

To make a contribution to the Industry Appeal, please fill in the Pledge Form with the amount pledged and your co-op's details and we will send you an invoice.

The industry 'levy table' on the back of the Pledge Form is a guide to the recommended value of your contribution. Your contribution at the suggested level, or another amount shows that our movement can pull together to achieve a mutual outcome on behalf of all co-operatives. Planning and coordination is already underway – please make your donation as soon as you can so that we can continue the effort.

Our Pledge

To recognise the contributions of our industry partners, your logo and a link to your website (if you have one) will appear on the IYC 2012 Hall of Honour page on the national website www.australia2012.coop. The IYC 2012 Secretariat is a registered Not For Profit entity established to coordinate the National Appeal with all proceeds going to fund the National Program in 2012. On behalf of the Secretariat, we thank you in advance for the consideration of your Board and look forward to working collaboratively on a fantastic program in 2012.