



“The Essentials of small-town Business Re-invention”

Barossa Co-op.

September 2024



WE ARE A RESPONSIBLE, SUSTAINABLE BUSINESS.



When it all began...



<https://we.tl/t-ISK0EsRBO9>

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Fast forward to 2024....

Celebrating our 80th year!



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Why we exist / Purpose

MAKING LIVING IN BAROSSA BETTER.

Our aspiration / Vision

To provide exceptional lifestyle experiences, proudly owned and supported by the Barossa community.

Our strategic objectives

CUSTOMER VALUE

We will provide exceptional customer value that drives Membership growth.

RETAIL RELEVANCE

We will provide relevant products and services to the community.

PEOPLE COMMITMENT

We will attract and retain people who are passionately committed to our purpose

BRAND CONNECTION

We will build a brand that our community is proud of and feels a strong connection.

FINANCIAL PERFORMANCE

We will build a business that is financially sustainable to maximise the return for our Members.

Achievement through

- Member Engagement
- Member Management
- Community Engagement
- Data & Insights

- Barossa Central Activations
- Retail Offer
- Retail Excellence
- Customer Service
- Data & Insights

- People Development
- Embedded Values
- Consistent & open Communication

- Clear Brand positioning
- Community Leadership
- Engaged Employees/advocates

- Asset Development
- Barossa Central Master plan
- Business Systems
- Cost of Business
- Funding Access

Our promise

COMMUNITY. WORKING TOGETHER. EXCELLENCE. FORWARD THINKING. ETHICAL.

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Our Purpose....



*“Making **Living** in Barossa **Better**”*



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Strategic Pillars – Customer Value



*“We will provide **exceptional customer value** that drives **membership growth**”*

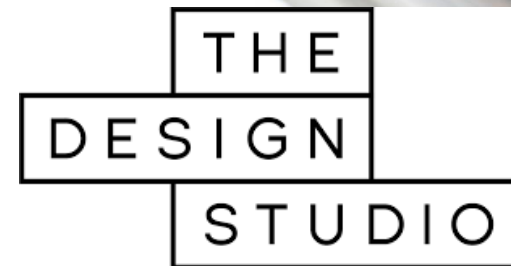
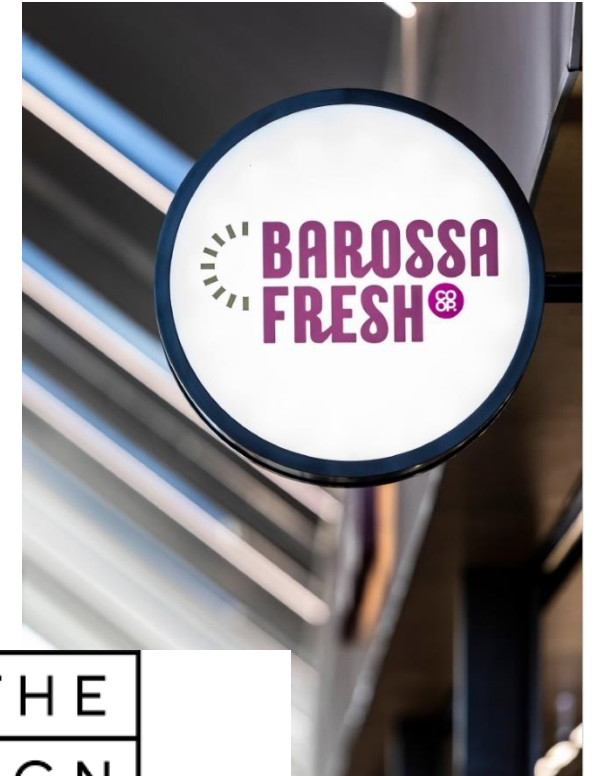


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Strategic Pillars – Retail Relevance

*“We will provide **relevant products and services** to the community”*



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Strategic Pillars – People Commitment

*“We will **attract and retain people** who are **passionately** committed to our purpose”*



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Strategic Pillars – Brand Connection

“We will build a brand that our community is proud of and feels a strong connection”



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Barossa Co-op Brand Aspirations.



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Barossa Co-op Brand Aspirations – in Action



“Barossa Co-op stores are a **DESTINATION** for amazing retail experiences.”

“Barossa Co-op is really **PROGRESSIVE** - commercially, socially and environmentally”

“Barossa Co-op is **EXPANSIVE** and ambitious. It’s exciting to see what they can achieve.”

“I love their **BAROSSA-FIRST** ethos, providing opportunities for our community.”

“Barossa Co-op is **COMMUNITY-OWNED** providing great benefits for members and the entire community.”



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Barossa Co-op Brand Aspirations – Endorsement BRAND



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Strategic Pillars – Brand Connection

“We will build a brand that our community is proud of and feels a strong connection”



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Strategic Pillars – Financial Performance

*“We will **maximise the return from assets, reduce debt, operate efficiently** and use **data** to support sound decision making.”*



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Strategic Pillars – underpinned by Our Promise

*“We will undertake responsible management of environmental issues and the surrounding ecosystems to **minimise the impact on the environment** from our business activities.”*



*“We will deliver a strategic plan that meets our **financial, social and ethical responsibilities** to the Community and the Members we serve.”*



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Final comments....



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Essentials of a small-town business reinvention...

- ✓ Make it the **best it can be!**
- ✓ **Small, deliberate** steps
- ✓ Start with the **end in mind**
- ✓ **Steps** to get there
- ✓ HOPE is not a **PLAN**
- ✓ **Resilience**
- ✓ Hard **work and energy** needed
- ✓ Focus on what you **can control**
- ✓ Enjoy the journey – **have fun!**



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Thank you!



Questions?



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