

Strategy FY21-FY23

maple street CO-OP

Oct 2021



OUR VISION: Our CO-OP is a leader for personal, community and planetary health for our region.

OUR MISSION: Maple Street Co-op is a trusted marketplace supporting the wellbeing of our members and the community by selling products that support a healthy lifestyle.

Encourage vibrant health in our community

- offer an extensive range of products for a healthy lifestyle
- cater for a range of health requirements
- share information on healthy lifestyle choices
- carefully research all of our products

Act with environmental and social responsibility

- support sustainable best practice farming methods
- sell local and organic or spray-free products
- purchase locally when possible to reduce food miles
- reduce, re-use and recycle all packaging
- continuously reduce our environmental impact
- provide quality products at fair prices that reflect the true cost of production
- provide fair-trade certified food when available
- source our energy from renewables and social enterprise providers

Support our members and community

- develop strong relationships with local suppliers
- offer fair working conditions and provide excellent jobs
- provide a unique, local shopping experience
- are friendly and welcoming to all
- support member requests and listen to member needs
- welcome volunteers as an integral part of our businesses
- provide a community garden in the heart of town
- support local organisations and events that promote wellbeing

Model co-operation and ethical business

- are member owned and member run
- practice the Cooperative Principles
- model consensus, respectful communication, transparency and professionalism
- support new social enterprises
- advocate to governments, organisations and suppliers
- seek new opportunities for growth and resilience



Our 3 Year Strategy- FY21-23

A. Where are we now?

From an External perspective

- Impact of economic downturn could create reduced local demand or create low cost price shopping
- Differentiation from major competitors is our unique member /community value proposition— our “vibe”
- Mainstream increasing focus on organic products- increased competition.
- Increasing wave of social enterprise sentiment
- Demographics of Maleny is changing

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From an Internal perspective:

- Passionate and committed staff
- No formal position on proportion of organic vs local items
- Range is large and confuses our business model
- Improving engagement with suppliers and consignors
- Member numbers growing
- Strong Financial Position

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C. What do we do to get there

Encourage vibrant health in our community

We encourage a healthy lifestyle through the products we sell and the education we provide.

Act with environmental and social responsibility

Our decisions are informed by our passion for reducing our environmental impact and supporting others doing the same

Support our members and community

We actively listen to the needs of our members, suppliers and the wider community.

Model co-operation and ethical business

The strength of our performance is founded our commitment to transparency, good governance and the Co-Operative Principles

D. How do we get there

Build our “Shop of the Future Strategy”

Design a member strategy that guides our decisions

Partner well with our suppliers, consignors and the wider community.

Enhance Board capability and discipline in governance processes

B. Where do we want to be

Membership in the CO-OP is thriving and reflects the diversity of the community we are within.

Solid sustainable partnerships.

Our shop is accessible to all people on premise and remotely.

Our CO-OP is the heart of the community.

What does success look like: Value to Members

Multiple channels that suit members' life style
The shop is a place members come to connect

Brand Trust and Strength

%member growth (local and out of town)

% of products sourced locally

Compelling Financial Metrics

% sales to members

%operating expenses to Sales

Our 3 year Road Map



A new way to Shop

Our shop is accessible to all people on premise and remotely.

1st Half FY21

2nd Half FY21

Finalise Expansion

Plan Grand Opening

Explore online, click & collect, delivery options

Finalise Marketing Strategy

1st Half FY22

2nd Half FY22

Capital Works Program

Supplier Strategy

Optimise back of shop

Member Engagement Strategy

Back Lot

Governance Policies

Purchasing Policy

1st Half FY23

2nd Half FY23

Phase 2 Shop Expansion

CO-OP Expansion

Community Engagement Strategy

Not for Profit Status

CO-OP National CO_OP Legislation

Board Induction Plan

CO-OP of the Future

Strong Connections

Solid sustainable partnerships.

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