RESUME - MELINA MORRISON

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📍 Sydney, Australia

Skills

- Sector leadership
- Industry strategy
- Campaign management
- Stakeholder engagement
- Lobbying and advocacy
- Fundraising
- Strategic planning
- Membership programs
- Government relations
- Multistakeholder partnerships
- Communications plans
- Business/NGO development

Profile

Proven leadership of the cooperative sector. Dynamic campaign strategist successful in uniting the sector and galvanizing industry-wide support for peak representative bodies. Proven ability to raise significant financial and industry backing for the movement.

Highly regarded cooperative commentator with impressive record for sector advocacy. Communications professional with three decades experience.

Background

Melina has worked for the cooperative movement for more than two decades. She is chief executive of the Australian apex for cooperatives - the Business Council of Co-operatives and Mutuals and was a driving force behind the formation of the Council in 2013 after heading Australia's Secretariat for the International Year of Cooperatives.

She led the movement to many historic achievements including the first national research on the size and contribution of Australian cooperatives and Mutual Value Measurement the first framework developed by cooperatives and mutuals to measure their value creation. Melina's advocacy for cooperative education has resulted in AUD$24.5 million in government funding for the development of cooperatives in agricultural and social care.

Experience

Inaugural CEO, Business Council of Cooperatives and Mutuals, Australia, July 2013-present

Executed the formation plan in 2013 and advanced to become the inaugural CEO | Increased the influence and credibility of the body, attracted new members and secured the organisation's financial sustainability | Built an enviable track record for the organisation for delivering above and beyond the strategic plan, breathing fresh energy into the sector and alleviating sectoral tensions | Membership has increased 10-fold under Melina's management | Led a business diversification strategy to generate more than 50% of the organisation's budget from non-subscription income

Executive Director, International Year of Co-operatives Secretariat, Mar 2011-Jul 2013

The IYC's Secretariat (Australia) was formed by cooperative leaders in 2011 to develop and run Australia's IYC 2012 campaign. My role as Executive Director of the Secretariat involved developing and coordinating an effective national campaign in celebration of IYC 2012 including all political, media, sector and stakeholder engagement, overseeing running the national fundraising campaign, convening national events and managing the communications strategy.

Education

University of Tasmania, Australia, 1991

Studied Bachelor of Arts and Bachelor of Laws (Comb) majoring in Law, Political Science and Women's Studies.