



**CREDIT
UNION**

SYDNEY

Newsletter 2007 – Special Edition

Cooperative Social Responsibility

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Sydney Credit Union's commitment to Cooperative Social Responsibility defines its recognition of stakeholders, while in the pursuit of sustainable solutions, that involve and balance the interests of our organization, our members, our staff, our communities, our cooperative sector and our environment.

Sydney Credit Union's Cooperative Social Responsibility (CSR) Value Statement

In 2002, Sydney Credit Union created its Community Economic Development (CED) Committee for the purpose of conducting socially responsible business practices and fostering commercial relationships with local entrepreneurs.

It was not long after that the Committee recognized a genuine need to expand its role beyond supporting local businesses, and to formalize a new mandate which would recognize the people and organizations that form a vital part of our credit union and the cooperative movement. This was undertaken in 2006 and in the process it became evident that the role of the Committee went further than Community Economic Development and was better described as Social Responsibility.

It was at this point that Sydney Credit Union coined the phrase 'Cooperative Social Responsibility' as opposed to adopting the widely used term 'Corporate Social Responsibility'. The Committee then changed its name to the Cooperative Social Responsibility (CSR) Committee, and created new Terms of Reference and Sydney Credit Union's CSR Value Statement.

The mandate for the new Committee is to *"review activities of Sydney Credit Union which are related to Cooperative Social Responsibility/Community Economic Development and make recommendations for change"*.

This newsletter is dedicated to Sydney Credit Union's efforts in Cooperative Social Responsibility and is intended to provide members with an introduction to the process. We expect this to be an exciting and successful journey with sustainable results for the five stakeholders. This is why we named our CSR program **Five Star Success™**.

Five Star Success™

Sydney Credit Union's Five Star Success program is the name we created for our CSR model. **Why Five Star Success?** "Five Star" is synonymous with being "the best in the business" and each of the five stars represents each of our five key stakeholders. Therefore, Sydney Credit Union not only aspires to be "Five Star or the best in the business", but also, we are committed to sharing our success, our **Five Star Success**, with each of our five key stakeholders.



How will each of the stakeholders share in Sydney Credit Union's success through the Five Star Success program?

First and foremost, Our Organization will receive a share of our Five Star Success through the reinvestment of earnings back into our credit union, known as Retained Earnings. The Retained Earnings allows for the financial stability and security of our organization and is vital to our continued success. Our Members will receive a share of our Five Star Success through our Patronage Rebate program, which now totals \$2.25 million of earnings, distributed back into the hands of our members, over the last nine consecutive years. Our Staff will share in our Five Star Success through the distribution of a staff benefit program. Our Community and Our Cooperative Sector will share in our Five Star Success with programs aimed at improving the economic and social well being of those in our community and in fostering a successful, and solid cooperative future, both locally and abroad.

Will the traditional Patronage Rebate program change under the new Five Star Success CSR model? While the nature of our Patronage Rebate program will not change, the timing of the rebate will. Because Sydney Credit Union's Five Star Success program is facilitated based on year-end financial results, audited financial statements are required before earnings can be distributed. **Therefore, rebates will be issued to Our Members in late March of this year and each year thereafter.**

Why have Our Staff been included as a stakeholder? At Sydney Credit Union we recognize that times are changing and we need to change with the times. While still maintaining their traditional functions, staff have become more involved in the planning and implementation processes in order to improve client service to all our member owners. A significant investment continues to be made in staff training and professional development because we recognize our staff as a cornerstone of our credit union. We further recognize the need for continuous

nurturing of trust and respect, the value of retention and how important having a knowledgeable, professional staff is to the success of the organization.

What programs will be part of Our Community and Our Cooperative Sector? The programs are under development but we can confirm two areas given priority are healthcare and financial literacy. These two particular areas have been identified at Sydney Credit Union's Strategic Planning Session as the two areas that we will focus our efforts on for Our Community and Our Cooperative Sector portions of our Five Star Success program.

How does Our Environment, as stated in the Value Statement, fit within Sydney Credit Union's CSR model? Our Environment will benefit through our Five Star Success program from the implementation of environmentally conscious business practices, for the protection and preservation of our surroundings.

What necessitated this change for Sydney Credit Union? While Sydney Credit Union has always been involved with enhancing the social and economic well being of our members and the community, we wanted a dynamic CSR model that would facilitate an equitable distribution of our success with all stakeholders.

How can I learn more about Sydney Credit Union's Five Star Success program? We strongly encourage our members to visit our website to learn more about our dynamic and innovative journey into Cooperative Social Responsibility and our Five Star Success program.



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