# Chief Executive Officer's Report Report to the Board of Directors, Delegates and CEOs of Member Organizations

Road Map 2010-2015 as of August 15, 2012

I am very pleased to provide an update of ACCU development programs and business plan approved by the General Meeting and implemented with close monitoring and approval of the Board of Directors. The monthly Management Report provided to the Board of Directors, Delegates and CEOs of member organizations is our means of communicating and soliciting feedback on the activities carried out. We are ensuring that constant flow of information to stakeholders increases the sense of ownership and ensures members' needs are addressed through our services.

This is third year of the ACCU's Strategic Plan.

Strategic Direction:	: SUSTAINABLE	CREDIT UNION S	YSTEM IN ASIA	
				E - SOLUTION
				On line training
				Technical
				assistance and
				support service for
			<del>-</del>	CU Core business
			QUALITY ASSU	<b>υ</b> ,
			Benchmarking, Ris	
				ization Fund, Credit
			Union Law, CRM	
			ZATION Systems d	
			services, prudential	
			g, Strategic Planning	, Good Governance,
		HRM, market segme		
	· -	EVELOPMENT For		
	(service organization	ons for credit union de	evelopment) and train	ning of leaders
<b>MOTIVATION Cre</b>	dit Union Philosop	ohy, principles and v	alues (continuing in	economies in
transition)		_		
1971 to 1980	1981 to 1992	1992 to 2005	2005 to 2014	2015 to 2020

## **ACCU Ownership:**

- 12 Regular Members
- 1 Associate Member
- 21 Affiliate Members
- 35 Supporter Members
- Credit Unions with total Assets of USD 89.8 billion
- 41.6 million Individual Members

Leveraging Core Strength: In partnership with members, we have worked to leverage our core strengths to create sustainable growth for credit unions in Asia. The team members of ACCU and member organizations have executed our strategies and achieved major milestones. This year, I am proud to report that our concerted focus on solutions development has strengthened the foundation for credit union growth and competitiveness. The 18 credit union solutions are now available for members. This year 320 credit union professionals have been trained to use the credit union solutions that will serve as tools to respond to the challenges faced by credit unions.

It is my pleasure to update the Delegates and CEOs on the implementation of the Road Map 2009 to 2014. ACCU is in existence for the last 41 years with a strong commitment on members' partnership. In this report, we attempt to highlight the achievements of the Strategic Plan 2009-2014.

The ACCU management worked diligently to implement the Strategic Plan in an effective manner. More important, we improved the plan by creating forward-thinking goals to support our members and credit unions in responding to their challenges.

The activities of ACCU, inherent in the work to build sustainable credit union system in Asia are exhilarating opportunities: to generate new insights; to strengthen existing partnerships and build new ones; to inspire creative new approaches; to benefit from knowledge shared. We will work to leverage all of these opportunities as we move into 2013.

We have developed 18 credit union business solutions. All these resource materials are available for ACCU's members and credit unions. These sound business practices are compilation of our experience working in credit unions for the last 41 years, combined with modern management technologies deployed within the unique environment of credit unions across Asia. The business solutions are practical tools credit unions can adopt to build the institution, create lasting impact to members' well-being, and equip human resources without losing grip of our differentiation – our principles and values.

The strategic plan will continue to forge partnership with our members to ensure that these business solutions add value to credit unions. ACCU develop tools for the accreditation or the Federation. The ACCESS for National federations will be finalized at the CEOs workshop in September 2012.

ACCU is committed to exert more efforts in deploying the business solutions to address the current and perceived challenges of credit unions. We sincerely thank our members for adopting the solutions such as the Credit Union Directors and CEOs Competency Courses, ACCESS Branding, Credit Union Microfinance Innovations, Professionalization, Management Tools, Credit Union Governance Framework, Stabilization Fund and Risk Based Supervision.

Reaching out the 'have less':

As 2012 is the International Year of Co-operatives, we have been actively supporting our members to celebrate the year in meaningful way. We are proud that the Nepal Federation of Savings and Credit Cooperatives (NEFSCUN) was the first to celebrate IYC with its first SACCOS' Summit in February 2012.

In 2010, ACCU and its members pledged to reach additional 1 million 'have less' by 2012 through the Credit Union Microfinance Innovation bear results of reaching 1.6 million by December 31, 2011. In every event, we continuously communicate the need to revisit the credit union mission. F.W. Raiffeisen founded the first credit union in 1854 to fight against poverty and social exclusion.

We always remind our credit union leaders that competition, growth, profits and ease in management system might unintentionally lead credit unions to deviate from their original mission. Our platforms for learning always incorporate topic that strike a chord on credit union mission – the reason of our existence.

We are very thankful for the trust that you have placed in us. 10 National programs focusing on reaching out the poor were organized this year. It was participated by 30,802 credit union leaders and professionals – a reason to be inspired. Thus, we promise to exert efforts to offer our members need based learning experience in the years to come.

ACCU reinforces the target of one million 'have less' reached by the Credit Union Microfinance Innovation (CUMI). The CUMI national summit, appointed a point person at the national federation in 7 countries and introduction of Financial Literacy education to the Learn and Save Sessions were some of the initiatives undertaken during the year. The following are the significant milestones in credit union outreach of the poor:

- CUMI outreach is 1.6 million individuals from 823 credit unions
- Credit unions in Asia have reach 6.9 million members belonging to the 'have less' category
- The poor outreach of 6.9 million represents 17% of the total credit union membership in Asia of 40 million individuals in 20 countries

Project and Administration Project Development:

Project on Entrenching Credit Union Solutions in the Philippines and Asia is supported by CCA for the period of 2011 to 2015. The propose of the project is consolidate gains and build on results made over the past 10 years with ACCU in the Philippines, by promoting the mainstreaming of existing programs (ACCESS and CUMI), introducing new ones (Federation diagnostic tool) and enhancing the stabilization fund, in support of providing sustainable and affordable financial services equitably to poor men and women.

The Project on Credit Union as Sustainable Solution to Poverty Alleviation (CUSSPA), a three-year (2009-2012) project in partnership with CORDAID of the Netherlands, started implementation in September 2009 in the Philippines, Indonesia, Nepal Bangladesh, Sri Lanka and Vietnam. During the year project provided 12 in country CUMI training and policy development as well as 12 in country regulatory technical assistance program was carried out. The regulators workshop was also organized in conjunction with the forum in the Philippines.

The project is excepted provide technical support and encourage member organizations to reach the have less community through CUMI methodology. The project will also continue the advocacy for enabling policy environment for credit unions in Asia. During this year, ACCU took advantage of learning the practices of Paglaum Multi-purpose Cooperative (PMPC) in the Philippines to expand CUMI to AgriFinance. The study of PMPC marks the start of the partnership with the cooperative as a training laboratory on CUMI. The concept paper on AgriFinance was also submitted to Cordaid for potential partnership from 2013.

The Project on Credit Unions Development in Lao PDR in partnership with Rabobank Foundation is aimed to convert Village Development Funds (VDFs) in Luang Prabang as a full pledged Savings and Credit Unions (SCUs). At the end of the project, it is also targeted to organize a secondary federation to promote and strengthen SCUs. As of to date, three SCUs has been registered with the Bank of Lao PDR and four SCUs are being prepared for registration. The service of the volunteer staff supported by PSO<sup>1</sup>, Ms. Maribel Gulay of NATCCO has been completed on July 31, 2012.

ACCU and DID first partnership project on the Financial Decision Making was held on April 27 to May 1, 2012 in Bangkok. It was attended by 18 federations' CEOs and executives from Bangladesh, Cambodia, Indonesia, Korea, Malaysia, Mongolia, Philippines, Thailand, and Sri Lanka. At the end of the seminar, the attendees are able to interpret and analyze the financial information of an organization and make strategic and enlightened decisions aimed at improving financial performance and identify and apply relevant and adapted solutions. ACCU and Développement International Desjardins (DID) recently forge partnership on credit union development in Asia. DID shares with ACCU its training resources aimed to add value to the latter's current offerings. It is anticipated that the partnership will provide continuing professional development for credit union leaders and executives.

**Platforms for Learning:** Being good is not enough in today's market place. Even the best person in the world never stops learning. ACCU recognizes the need to build the competence of leaders and professionals. From September 2011, we have offered 6 regional learning platforms availed by 550 leaders, professionals and regulators.

5. D.04

<sup>&</sup>lt;sup>1</sup> Personnel Cooperation in Developing Countries or in Dutch Personele Samenwerking in Ontwikkelingslanden

### **E-SOLUTION 2014 TO 2020**

**What is ACCU-NET?** ACCU is conceptualizing moving to the next level on the development of E-solutions for ACCU business and its members to offer financial and payment network for credit union members. The study is on its initial stage at the moment.

ACCU will search for synergies and explore achievements that are possible at organizational level through partnerships with members and the development of entirely new growth opportunities for credit unions. ACCU places highest value in our partnership with members, global credit union/cooperative networks and development organizations. We sincerely thank them for supporting us in fulfilling our mission.

**ACCU Office:** We are extremely excited to inform ACCU new office located at the 8<sup>th</sup> floor of U Tower Building at No. 411, Srinakarin Road, Suanluang, Bangkok 10250 was formally opened on April 28, 2011.

**ACCU House:** ACCU house sale notice was published. There were more than 25 calls to inquire about the house but still we could not find appropriate buyer. We have published sale price of Bath 7.25 Million

Building ACCU financial capabilities to support our mission, providing total credit union solutions to members, developing effective execution systems, and maintaining competent people to deliver services to members are in the core of the Strategic Plan. ACCU will search for synergies and explore achievements that are possible at organizational level through partnerships with members and the development of entirely new growth opportunities for credit unions. ACCU places highest value in our partnership with members, global credit union/cooperative networks and development organizations. We sincerely thank them for supporting us in fulfilling our mission.

### REHABILITATION FUND TSUNAMI SUPPORT

The interest earning of Rehabilitation Fund and Asian Credit Union Development Fund has been credited to respective account.

### **BOARD/GOVERNANCE**

The Board of Directors approved the Budget for the fiscal year 2012/2013 in its 74rd meeting on March 13, 2012. The Board appointed The Thai Ltd. as the external Auditor of the ACCU for the fiscal year 2011/2012 who performed financial audit in July 2011.

The Accounts and Audit Supervisory activities are carried out by the president every month since last year September 2011. The CEO submitted the terms and reference of the Accounts and Audit Supervisory Committee to the Board.

### **Bylaws and Regulations:**

The information on the Board of Directors of 2010 to 2012 was presented to the Royal Thai police for approval. ACCU submitted an application to the Ministry of Labor to secure approval to receive project funds from the development agencies. Part of the approval process, the CEO and MM were interviewed by the police intelligence.

### **Human Resource:**

Currently, ACCU has 7 staff members plus 12 staff working in the project offices around the Asia. ACCU has 8 competent technical ALMI members who provide technical service on short term assignments. Ms. Maribel Rustia Gulay of NATCCO has completed one year services in SACUDIL office and returned to NATCCO on July 31, 2012. ACCU presented requested to CARD MRI for secondment for the project. Mr. Kamon Kiattisirikunpon completed his employee agreement and informed that he will not continue the services.

### **ACCU's investment**:

Furthermore the annex shows the investment in Bank, Klongchan CU, CULT and FSCT Promissory note the approval and renewal of the PN after maturity date.

I personally thank the Board of Directors of ACCU, delegates, CEOs of member organizations and development partners for supporting us in every endeavor we present to you. ACCU is your own organization. We are very grateful of the solidarity we profess and demonstrate over the last 41 years. We look forward to working with you in partnership in the years ahead.

The attached Scorecard of the Strategic Plan 2009-2014 provides measurement of what we achieved so far in the implementation of the plan from July 1, 2011to August 15, 2012.

Thank you very much.

# STRATEGIC PLAN 2009-2014 SCORECARD as of August 2012

STRATEGY MAP	BALANCE	BALANCED SCORECARD		ACTIONS
FINANCIAL PERSPECTIVE  Build strong financial based to support the mission – perpetuation of service to members (both trade & development)	TIVE to support the missio	n – perpetuation of service	to members (both trade & o	levelopment)
Strategic Objective	Measurement	Target by 2014	Initiatives	Achievements as of August 15, 2012
Grow the institutional	ACCU reserve	3 million US dollars by	Capitalize the Reserve	Reserve Fund as of June 30, 2012 is
capital	fund	2014	Fund annually by	Baht 80.4 million or US\$ 2.5 million.
			transferring 100% of net	
			profit	At the end of fiscal year June 30, 2012,
				the fund will increase by transferring
				Net Income of US\$39,287.
Grow internally mobilized	Supporter	300 supporter members	Intensify promotion and	<ul> <li>Supporter members joined for the</li> </ul>
development funds	membership	by 2014	campaign for supporter	period July 2011 to February 2012
			membership	-5
				• Affiliate Member – 2
				ACCU Membership in
				Regular Members - 12
				Associate Member - 1
				Affiliate Members - 21
				Supporter Members - 35
				Total 69
				ACCU is currently supporting the
				establishment of the Federation of
				Credit Cooperatives in Laos
		-		a **

5. D.07

Strategic Objective   Measurement   Target by 2014   Initiatives   Achievements     Strategic Objective   Measurement   Target by 2014   Initiatives   Achievements     Cost coverage on internally generated fund functions from internally generated fund     Software of the mission of service to members (both trade & development)     Target by 2014   Initiatives   Achievements     Strategic Objective   Achievements   Achievements     Cost coverage on internally generated fund   Achievements     Software of trade   Achievements   Software of trade   Achievements     Software of trade   Achievements   Achievements			
Strategic Objective Measurement  Cost coverage on core and trade functions functions  INTERNAL BUSINESS PROCESSES P  Develop a business model and execution systems th  Rapid and effective response to memb  Operational efficiency  Response to memb  needs and issues	ssion – perpetuation of service to	o members (both trade & d	evelopment)
Cost coverage on Decrease external funding core and trade for development programs functions  INTERNAL BUSINESS PROCESSES P  Develop a business model and execution systems th Rapid and effectives populational efficiency response to membore of the program of the	<b>Target by 2014</b>	Initiatives	Achievements as of August 15, 2012
INTERNAL BUSINESS PROCESSES P  Develop a business model and execution systems th  Rapid and effective response to memb  Operational efficiency needs and issues	1009 func inter	Maintain lean and qualified management team & outsource	Staff Strength:  • 6 Technical & Support Staff in Bangkok
INTERNAL BUSINESS PROCESSES P Develop a business model and execution systems th Rapid and effective response to memb Operational efficiency needs and issues	Tund	additional expertise it required	Il project staff posted in member organizations or partners
INTERNAL BUSINESS PROCESSES P Develop a business model and execution systems th Rapid and effective response to memb Operational efficiency needs and issues	development function from internally		<ul> <li>20 members of the Asian Leaders and Managers Institute (ALMI) with diverse expertise and</li> </ul>
INTERNAL BUSINESS PROCESSES P  Develop a business model and execution systems th  Rapid and effective response to memb  Operational efficiency needs and issues	generated fund		experience in credit unions and financial industry
	PERSPECTIVE hat work SMART (Simple, Membe	r driven, Accurate, Rapid, an	d Time conscious)
		Execute and maintain	Policy has been set out:
	responses i.e. e-mails,	producing results	<ul> <li>Answering phone cans within 5 rings</li> </ul>
	phones, letters		<ul> <li>Answering letters and e-mails within 24 hours</li> </ul>
	Efficient organization	Maintain and Audit 5 S	The 5S concept is deployed in the
	of office environment	(Sort, Set in Order,	Human Resource Management
		Sweep, Standardize and Sustain –Discipline)	Solution of the Start. Audit of the Start of the office
		Maintain and update library of credit union	Catalogue of credit union resources prepared for the library (A new
	5. D.08	resources	system will be implemented in the new office.)

			Continue to develop technology innovation: web based information collection, analysis and sharing (statistical data)	The website is now currently being conceptualized by the IT consultant of ACCU.
INTERNAL BUSINESS PROCESSES PERSPECTIVE Develop a business model and execution systems that work	ROCESSES PERSPE	CTIVE nat work SMART (Simple,	Member driven, Accurate,	INTERNAL BUSINESS PROCESSES PERSPECTIVE Develop a business model and execution systems that work SMART (Simple, Member driven, Accurate, Rapid, and Time conscious)
Strategic Objective	Measurement	Target by 2014	Initiatives	Achievements as of August 15 2012
Excellent membership relations	Satisfaction rating on all services	Above905% rating received from members	Execute member satisfaction survey annually	The member survey has completed for the fiscal year July 2011/12
			Develop staff's competence, culture and attitude on member service	The staff meeting in October 2011 and January 2012 provided inputs on the customer service best practices.
Continuing innovations	New services offered	At least introduce 1 new service or credit union solution per year	carry out research, adoption and pilot deployment of modern management technology for credit unions	Introduced: Credit Union Business Solution No. 17- Loan Officer Competency Training and, 18 – Federations' Diagnostic Tool and 19 – Supervisory Committee Competency Training. The DE reunification program was organized on January 25-29, 2012
Ethical business compliance	Regulatory and social responsibility compliance	100% compliance on all regulations and social responsibility	Develop comprehensive manual on policies and procedures	• Full compliance of the regulatory requirements with the Department of Labor, Immigration Office, and District Office in Bangkok

STRATEGY MAP	BALANCED	D SCORECARD		ACTIONS
MEMBERS PERSPECTIVE Provide the best total credit un	TVE dit union solutions enal	loling members to transfo	orm sustainable credit unio	MEMBERS PERSPECTIVE Provide the best total credit union solutions enabling members to transform sustainable credit union system (vision) in their respective
movements. (in support of the vision of ACCU for the Asian credit union movement)	f ACCU for the Asian	credit union movement)		
Strategic Objective	Measurement	Target by 2014	Initiatives	Achievements as of August 15, 2012
Safety and soundness	Monitoring and Standardization of	At least 4 countries introduced	Develop model Stabilization Fund and	The Stabilization Fund supervision standard has been completed: Risk Based Supervision
	credit unions	Stabilization Fund &	supervision standards	as Credit Union Solution no. 11. The standard
		supervision		Stabilization Fund, now at initial stage. ACCU provided TA to Sri Lanka and Bangladesh.
	Enabling regulatory	Prudential standards used	Establish a regular platform for Asian CU	ACCRA (Alliance of Credit Union/Cooperative Regulators in Asia) is
	environment for credit unions		regulators – conference	formed in April 2011 regulators conference. The charter was approved to the regulators during April 25 to 27, 2011 meeting in
				Thailand.
				Training for Sri Lankan regulators on COOP-RUPEES was conducted in April 2012.
				Prudential standards have been developed in Philippines, Nepal, Sri Lanka, Bangladesh, Hong Kong and Thailand. There is a need to lobby with the regulators to make it compulsory.

Initiatives  Initiatives  Develop competence of members to implement ACCESS branding  Develop competence of members to implement ACCESS Bronze ACCI Br	Lao PDR	Lao PDR		Mongolia MOCCU	Mongolia MOCCU		Myanmar CCUM	Nepal NEFSCUN 135
Initiatives  Develop competence of members to implement ACCESS branding  branding  Launch CUMI to reach out to low income poor and Asia level reward system for CUs with significant outreach (includes publishing CUMI methodology Manual in different languages)	Lao PDR	Lao PDR						
Jor are	out to							
RD 2014 ecceive nd n poor Us	Reach	1000	Reach out to	Reach out to	Reach out to developing	developing	movements –	promotion and
BALANCED SCORECARD  asurement Target by 2014  ding Min. 5 CUs receive  ACCESS brand  ACCESS brand  ACCESS brand  ACCESS brand  tet Min. 8 million poor get & disadvantaged are reached by CUs hing out)								5 D 11
BALANCEI  Measurement Branding Convenience & Connectivity Market penetration of credit unions (reaching out)								
Strategic Objective Operational efficiency Competitive position								

Strategic Objective         Measurement Target by 2014         Target by 2014         Initiatives         Achievements as of Aug           Credit unions repositioned as repositioned as repositioned as repositioned as repositioned as repositioned as for members of creation Advisor for members for members         Trusted Wealth creation for members of CUS         Creation Advisory Role of Custom trainers on Wealth creation for members of Custom and above rating from an above rating from unions to their federation         Members receive 85% of CUS in another organizations.         Advocate member organizations.           Quality products and competitively products and services         Need based and developing countries products and services priced products & adopt ranges of wealth services         Min. 50% of CUS in products and services of imple the Strategic Plan 2009-20.           Services         Services         Services           5. D.12         Services					
Gredit unionsTarget by 2014InitiativesCredit unionsACCU members adopt training on Wealth creation AdvisorTrain trainers on Wealth Creation Advisory RoleCreation Advisor for membersGreation Advisor for membersAdvocate member Satisfaction level membersAdvocate member Service satisfaction membersIn Need based and competitively priced products & adopt ranges of wealth servicesMin. 50% of CUs in products and servicesDevelop models for products and services5. D.12	STRATEGY MAP	BALANCE	D SCORECARD		ACTIONS
Credit unions ACCU members adopt repositioned as training on Wealth creation Advisor for members  Creation Advisor for members  Creation Advisor for members  Creation Advisor for members  Satisfaction level Members receive 85% Advocate member of primary credit and above rating from survey to members federation  Need based and Min. 50% of CUs in competitively developing countries priced products & adopt ranges of wealth services  Satisfaction and above rating from survey to members and survey to members adopt ranges of wealth services adopt ranges of wealth services  Satisfaction Advisory Role  Advocate member  CUs  CUs  CUs  CUs  Services  Advocate member  Survey to members & cus  CUs  CUs  Advocate member  Survey to members & cus  CUs  Services  Advocate member  Survey to members & cus  CUs  CUs  Aveloping countries products and services adopt ranges of wealth services  Services  Services	Strategic Objective	Measurement	Target by 2014	Initiatives	Achievements as of August 15, 2012
repositioned as training on Wealth Creation Advisory Role Trusted Wealth creation for members Creation Advisor for members for members Satisfaction level and above rating from service satisfaction unions to their members Federation I Need based and Min. 50% of CUs in Develop models for competitively developing countries products and services services  Services  Trusted Wealth of CUs  Advocate member Survey to members CUs  CUs  CUs  Services  Advocate member Survey to members CUs  CUs  Advocate member Survey to members CUs  CUs  Survey to members CUs  CUs  Advocate member Survey to member Survey to members CUs  CUs  Advocate member Survey to member Survey to members CUs  CUs  Advocate member Survey to members CUs  Advocate member Survey to members CUs  Advocate member Survey to members Survey to members CUs  Advocate members CUs  Advocate members Advo		Credit unions	ACCU members adopt	Train trainers on Wealth	The credit union business solution no.
Trusted Wealth Creation Advisor for members Satisfaction level of primary credit and above rating from survey to members federation  Need based and Min. 50% of CUs in competitively developing countries priced products & adopt ranges of wealth services  Satisfaction level and above rating from survey to members CUs CUs CUs Advocate member Survey to members CUs Cus Cus Advocate member Survey to members Cus Cus Cus Advocate member Survey to members Cus Cus Cus Cus Cus Cus Cus Cus Cus Cu		repositioned as	training on Wealth	Creation Advisory Role	16 on the 360 Degrees Financial
Creation Advisor for members Satisfaction level Members receive 85% Advocate member of primary credit and above rating from survey to members federation  Need based and Min. 50% of CUs in competitively developing countries priced products & adopt ranges of wealth services  Satisfaction and above rating from survey to members & CUs  CUs  Develop models for developing countries products and services building products and services  Services  5. D.12		Trusted Wealth	creation for members	ofCUs	Literacy for Credit Union Members is
for members  Satisfaction level Members receive 85% Advocate member of primary credit and above rating from survey to members federation  Need based and Competitively developing countries priced products & adopt ranges of wealth services  Satisfaction level Members are services atisfaction survey to members & CUs  CUs  Develop models for developing countries products and services adopt ranges of wealth services  Services  S. D.12		Creation Advisor			developed and now deployed with
Satisfaction level Members receive 85% Advocate member of primary credit and above rating from survey to members federation  Need based and Min. 50% of CUs in Competitively developing countries priced products & adopt ranges of wealth services  Services  S. D.12  Advocate member service satisfaction survey to members & CUs  CUs  Develop models for developing countries products and services services  \$ 5. D.12		for members			member organizations.
of primary credit and above rating from service satisfaction unions to their members federation  Need based and Min. 50% of CUs in Develop models for competitively developing countries priced products & adopt ranges of wealth services  Services  5. D.12	Member Satisfaction	Satisfaction level	Members receive 85%	Advocate member	Not yet completed
unions to their members survey to members & CUs  Red based and Min. 50% of CUs in Develop models for competitively developing countries priced products & adopt ranges of wealth services building products and services  S. D.12  Survey to members & CUs  CUs  Develop models for developing countries products and services adopt ranges of wealth building products and services  S. D.12		of primary credit	and above rating from	service satisfaction	
federation       CUs         Need based and competitively competitively priced products & adopt ranges of wealth services       Min. 50% of CUs in products and services products and services adopt ranges of wealth building products and services         5. D.12		unions to their	members	survey to members &	
Need based and Min. 50% of CUs in Develop models for competitively developing countries priced products & adopt ranges of wealth services building products and services  5. D.12		federation		CUs	
Need based and Min. 50% of CUs in Develop models for competitively developing countries priced products & adopt ranges of wealth services building products and services  5. D.12					
competitively developing countries products and services adopt ranges of wealth services building products and services  5. D.12	Quality products and	Need based and	Min. 50% of CUs in	Develop models for	Developed Credit Union Solution No.
& adopt ranges of wealth building products and services 5. D.12	services	competitively	developing countries	products and services	9. The training manual introducing the
building products and services  5. D.12			adopt ranges of wealth		product catalogue will be developed
5. D.12		services	building products and		during the course of implementation of
			services		the Strategic Plan 2009-2014.
			5. D.12		

Knowledgeable and	Competencies	Competency programs	Develop continuing	The Credit Union Directors (Solution
involved board of	built for leaders	for Directors,	professional	No.4) and CEOs Competency Course
directors	and professionals	committees, CEOs, key	development modules	(Solution No. 6) adopted by member
<ul> <li>Competent and</li> </ul>		management staff	for credit union	organizations.
satisfied staff		offered by members	volunteers and key staff	The Good Governance Framework for
				Credit Unions Module is considered as
				continuing professional education for
			Provide platforms of	Platforms for Learning available for
			l lovide pianolins of learning for volunteers	Asian CHs.
			and professional staff of	• 13 Development Education
			credit unions i.e. Asian	Program
			CU Forum, Exchange	• Exposures – Korea, Taiwan,
			programs, internships,	Thailand, Nepal & Bangladesh
			professional trainings	Regional workshop on
			and development	Deployment of credit union
			education programs	solutions
				Asian Credit Union Forum
				<ul> <li>CEOs, HRD and Youth regional</li> </ul>
				workshops on annual basis
	Credit unions	ACCU members adopt	Train trainers on Wealth	Conducted trainer's training
	repositioned as	training on Wealth	Creation Advisory Role	workshop in 2012
	Trusted Wealth	creation for members	ofCUs	
	Creation Advisor			
Member Satisfaction	Satisfaction level	Members receive 85%	Advocate member	Not vet completed
	of primary credit	and above rating from	service satisfaction	
	federation	memoers	Survey to members &	
Quality products and	Need based and	Min. 50% of CUs in	Develop models for	Developed Credit Union Solution No.
services	competitively	developing countries	products and services	9. The training manual introducing the
	priced products &	adopt ranges of wealth		product catalogue will be developed
	services	building products and services		during the course of implementation of the Strategic Plan 2009-2014.
	_		5. D.13	
			11.1	

•	Knowledgeable and	Competencies	Competency programs	Develop continuing	The Credit Union Directors (Solution
	involved board of	built for leaders	for Directors,	professional	No.4) and CEOs Competency Course
	directors	and professionals	committees, CEOs, key	development modules	(Solution No. 6) adopted by member
•	Competent and		management staff	for credit union	organizations.
	satisfied staff		offered by members	volunteers and key staff	The Good Governance Framework for
					Credit Unions Module is considered as
					continuing professional education for
					the Board.
				Provide platforms of	Platforms for Learning available for
				learning for volunteers	Asian CUs:
				and professional staff of	Development Education Program
				credit unions i.e. Asian	• Exposures – Korea, Taiwan,
				CU Forum, Exchange	Thailand, Nepal & Bangladesh
				programs, internships,	Regional workshop on
				professional trainings	Deployment of credit union
				and development	solutions
				education programs	Asian Credit Union Forum
					CEOs, HRD and Youth regional
					workshops on annual basis

STRATEGY MAP	BALANCE	BALANCED SCORECARD		ACTIONS
LEARNING & GROWTH PERSPECTIVE Develop and maintain cadre of competent, trus information for effective job performance.	I PERSPECTIVE e of competent, trustw performance.	orthy, motivated and comr	nitted workforce and leader	LEARNING & GROWTH PERSPECTIVE Develop and maintain cadre of competent, trustworthy, motivated and committed workforce and leaders and support them with resources and nformation for effective job performance.
Strategic Objective	Measurement	Target by 2014	Initiatives	Achievements as of August 15, 2012
Intensify team members	Performance	>85% performance	Support individual staff	The management is changing the
strategic skills	management rating		personal development	performance evaluation rating based on organizational objectives and goals.
	Diversity of staff	Presence of knowledge	<ul> <li>Execute employee</li> </ul>	Not yet started
	competence	& skills on: industry,	satisfaction study	
		CRM, negotiation,	annually	
		project management,	<ul> <li>Attendance of staff</li> </ul>	
		consulting, technology,	at best practice	
		training	conference	
	Values	Team Player, result	Inculcate values to staff	The staff meeting last January 9-11
		orientation	meetings and emphasize	introduced activities to build staff team
			on ACCU mirror at all	spirit and rapport.
			times	
Ensure effective	% of Annual	Minimum 85% of goals	Devise a monitoring	
management throughout	Goals met	are met	tracking performance	
the organization			against plan	
			Maintain library of	Compiled in hard and soft copies
			technical papers (credit	
			union solutions) and	
			PowerPoint	
			presentations	
Enhance technology capabilities	Usability of technology used	100% functioning	Develop web based statistical collection,	<ul> <li>On line Benchmarking has been developed – ACCESS and</li> </ul>
	for office and		benchmarking and	PEARLS
	program		training	<ul> <li>Web-based credit union statistical</li> </ul>
	operations			collection is being implemented.
		3 t U 3		

5. D.15

Strategic Objective	Measurement	Target by 2014	Initiatives	Achievements as of August 15, 2012
Ensure active and involved	Policies and	Comprehensive –	Develop comprehensive	<ul> <li>Board toolkit made available to all</li> </ul>
board of directors	updated strategic	covering all areas of	policies, procedures,	directors
	plan	operation	governance framework	Management is compiling all
			and ethics management	policies in standard format
Deepen the sense of	Attendance and	Minimum 85%	Institutionalize service	The survey will be made on the 2 <sup>nd</sup> half
ownership of member	feedbacks in	members' response	satisfaction survey for	of 2011.
organizations to ACCU	AGMs,		members	
	consultation,			
	workshops		Implement policy on	Observe at all times.
			service delivery to	
			members strictly	
			following the	
			networking relationship	