

AUSTCHAM THAILAND

ANNUAL PREPORT





AustChamThailand

Business | Connections | Community

Vision AustCham is Business,

Connections, Community

Mission AustCham will continue to build and

strengthen relationships and effectively advocate and represent the mutual business interests of its members and

associated communities

Identity Inclusive

Responsive Collaborative Respected



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President's Report



Wayne Williams - President

It is my pleasure to provide the President's report for 2019/20 and advise that the chamber continues to grow and prosper under our pillars of Business, Connections and Community.

The foundation of our success during the year can be attributed to the hard working and dedicated efforts of the Board members driving the Chamber's sub-committees, each of whom has committed to ensuring that the subject, content and delivery of all activities is relevant and adds value to your membership.

M.L. Laksasubha Kridakon and Khun Apiradee Bunyalekha launched the Women in Leadership committee and this has proven to be highly popular, with three very well attended functions during the year. Together with their ongoing efforts in the Education and Australian Alumni, I congratulate them on their contribution.

The Digital Workshop series continues to grow in prominence and attendance, and the oversight by Stuart Kelly through the Digital IT & Innovation committee has delivered the type of practical support that our members seek. Furthermore, the committee has undertaken a detailed review of the current digital platform of the chamber, and we will soon see new Web and Mobile offerings to foster the increased engagement for Members.

AustChamThailand



AustCham remains the premier networking chamber in Thailand. Benjamin Krieg has led our networking and social activities, all of which have been elevated to new heights. Attendance at our monthly Sundowners has grown from last year and our traditional community events, The Great Australian Bash, ANZAC Day tour, the Annual Golf Tournament and the AFL Grand Final all remain popular.

Additionally, the Tourism and Hospitality committee led by M.L. Laksasubha and Benjamin secured business

presentations from industry giants such as Trip Advisor and Google that proved valuable to our hospitality members.

Chris Larkin continued to promote our Advocacy platform, with several presentations made to the Thailand Board of Trade and the Thai/Australia/NZ Business Council. In addition, we continued engagement with both Customs and Immigration sections within the Thai Government, where they have a healthy respect for the approach that AustCham is taking.

Brenton Mauriello, as President of ASEAN AustCham, undertook Board representations at various meetings in 2019 across theTourism, Digital and Manufacturing industries. This gave valuable insight into the role that Thailand can play in advancing the interests of trade between our two countries.

Frank Holzer's presence on the Eastern Seaboard has brought another busy year with a further series of briefings and presentations/events to this important market. In addition, Chris McLoughlin has been driving the interests of Construction members with a newly formed committee.

The CSR committee of Peter Emblin, James Evans and Stuart Kelly has been busy in assessing the deployment of the funds collected through each of our channels during the year and we were able to announce the distribution of these donations in December.



We also launched the Small Business & Entrepreneur committee led by Simon Wetherell and conducted an SB&E showcase.

AustCham's engagement with the Australian community in Phuket continues with a further five briefings and networking events that were well attended.

I also wish to thank Susan Kahwati who has provided important counsel to the Board, linking the Chamber to the Embassy and Austrade.

During the past year the Chamber has hosted more than 70 events that were attended by more than 5,000 members and guests. In addition, we joined a further 75 combined chamber events. Our membership has remained stable during the year, in excess of 400. This strong participation is a reflection that chamber activities are engaging members and attracting an increasing number of guests.

I can report that your Board is energetic, committed and focused It works to ensure that the interests of Members is our highest priority.

Thailand was the host of ASEAN in 2019 and as such the country was central to visitations of many delegations from Australia. We were privileged at the Chamber to have two Business Breakfast Briefings. Firstly, with the Hon.

Simon Birmingham, the Minister for Trade, Investment and Tourism in September. That was followed by the visit from the Prime Minister, the Hon. Scott Morrison, in November who made time in his busy schedule to address Thai Government officials and Chamber members. As the first visit of an incumbent Australian Prime Minister to Thailand in 21 years, we were pleased that he found time for us during that important set of meetings.



Also we hosted Khun Arin Jira Chairman of ASEAN-BAC Tha

Also, we hosted Khun Arin Jira, Chairman of ASEAN-BAC Thailand on the Thailand's Economic Goals as ASEAN Chair, followed by 2019 Australian Business in ASEAN Survey Official Launch with H.E. Ms Jane Duke,



Australian Ambassador to ASEAN. We revived the ASEAN Executive Directors' meeting in May, which is planned to continue in Vietnam in 2020.

To this end, special thanks are extended to the Australian Embassy, His Excellency Allan McKinnon PSM, with whom we have worked closely since his appointment. We value the engagement with his office and the other departments operating through the Embassy. The collaborative efforts in many areas have



grown and the Chamber looks forward to enhancing this further, in advancing our support to grow business opportunities between Australia and Thailand.

The Advance Australia Council was active during the year with the Inaugural Advance Australia Fair launched in 2020, with funds raised donated to CSR projects in Thailand. The Advance Australia Council is a working group between AustCham, the Australian Embassy, Australian Alumni, Australian-New Zealand Women's Group, Thailand Tigers, the Australian International School, and Thai Australian Technological Services Centre.

The Chamber was an active participant in the Foreign Chambers Alliance (FCA). This alliance between the Australian, American, British and German Chambers seeks to coordinate efforts where we have interests in common. This was most notably seen with the signing of an MOU with the Thailand Convention & Exhibition Bureau (TCEB) which, it is anticipated, will further the interests of our Members.

I would like to thank the excellent efforts of the staff of AustCham and, in particular, those of Brendan Cunningham, our Executive Director. The team continues to be highly committed and deliver the highest level of support and service to our members.

The Treasurer's report shows that we have delivered another surplus for the year. The Board has resolved to allocate those funds to increasing services in our communication tools to benefit members, and donations to CSR activities.



We have magnificent support from our sponsors, to whom we extend our thanks. Our Platinum sponsors, Blackmores and Linfox; our Gold sponsors, Minor, BlueScope, Bevchain and Meinhardt; as well as all our Silver and Bronze sponsors provide the financial security which allows our Chamber to deliver quality services to members. In addition, we have wonderful support from members for our events and activities. As members, I ask you to support the businesses that support AustCham in any way you can.

As we start a new year, we have seen the devastating impact that the bushfires had for Australian communities, wildlife, and conservation. The response from both Thai and Australian communities here is a testament to the excellent relationship that exists between our two countries. We at the Chamber are proud to play our part in that strong relationship.

I thank the Directors of the Board. Each of them contributed their time on a voluntary basis, determined to make a valuable contribution to the Australian-Thai business community. As President I have admired their commitment and focus and appreciated their unwavering support.

Special thanks go to Chris Larkin who will be stepping down after having served the chamber for six consecutive years. Also, thanks to Stuart Kelly and James Evans who do not seek re-election for other reasons.

Finally, I will also be stepping down from the Board, and as President, having also served the Chamber for the past six years. It has been my pleasure to have had the opportunity to serve and contribute to the Chamber as a Director, Vice President and President.



As the oldest and largest Australian Chamber in ASEAN it has been my privilege to have worked with such a dedicated Board of Directors, AustCham office team and of course you, our members. I wish you all prosperity and success for the coming year.

March 2020



Treasurer's Report



Peter Emblin - Treasurer

It is my honour to present to AustCham members our Chamber's financial report for the year 2019.

Before I discuss last year's financial performance of the chamber I would like to remind members that when presenting the 2018 performance at our AGM in 2019 we highlighted that the Board had discussed a number of ways that it would utilize up to Baht 800,000 from the 2018 surplus in special expenditures rather than just adding to cash reserves. This expenditure on CSR, upgrading the website and other associated back office items was realised during 2019. In total this special expenditure was in 2019 approx. Baht 577,000.

Following on from that there will be further expenditure related to special projects funded by the 2018 surplus in the year 2020. I would like to make members aware that the net proceeds from the Great Australian Bash and Phuket Australia Day events in January 2020 have been pledged to the Salvation Army Bushfire relief efforts. This means the chamber has made a commitment of approx. Baht 120,000 which was not in the 2020 budget.





The audited Financial Statements for the 2019 year show an operating deficit of Baht 279,454. Adjusted for the special expenditure on an operating level, the chamber recorded an operating surplus of approx. Baht 298,000 significantly above our forecast.

The key to the Chamber is membership and we again saw member numbers rise, to 397 from 381, a 4% increase compared to a 4% decline in total membership revenue to Baht 6,093,848 as the new member mix changes.



This result puts the chamber 4.8% above budget and was done again without raising membership fees, which have remained the same since 2013.



With a more substantial event program, the Chamber's events were able to bring positive net revenues to members, with events contributing net income of approx. Baht 451,000 or 32% higher than budget.

The largest contributions to the surplus being above budget were the outperformance of the AFL Grand Final, Sundowners and AustCham Golf Day.

The net of these movements resulted in Members' Equity falling to Baht 8.49M in 2019, compared to Baht 8.77M in 2018. Members' equity is held as fixed deposits of approx. Baht 3.5M to fund the Chamber's day-to-day operations and approx. Baht 4.7M is held in deposits with financial institutions as working capital.

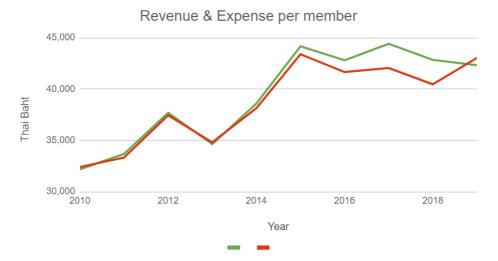


The cash position in the accounts of Baht 10.1M reflects Baht 1.5M the Chamber is holding in trust for fellow Australian Institutions, Hellfire Pass and the Australian-New Zealand Women's Group (ANZWG).

2019 revenue was split 36% from Membership and registration fees, 45% from Events and 18% Sponsorship. Expenditure was split 43% for the cost of supporting members via staff costs, rental etc and 38% for the cost of hosting events. Revenue growth of 2.9% exceeded expense growth (adjusted for special expenditure) of 1.2%.

The Chamber's biggest cost is salaries, and these rose by 7.8 % due to the higher number of activities.





Net Assets grew from Baht 10.8M to Baht 11.5M, while liabilities net of funds held on behalf of third parties rose to Baht 1.5 M versus Baht 0.87M in 2019 as the result of more members taking advantage of the "renew early incentive".

Sponsors are pivotal to the Chamber, providing 18% of total revenue. The total amount of sponsor revenue was 7% higher than the previous year and I ask you to continue to support them.

In concluding my report as Treasurer, I would like to thank the Chamber's staff for their support, and their diligence in protecting members' interests and delivering financial stability. Also, I would like to thank all members for their faith in me as their Treasurer.

I believe that our Chamber's financial condition remains healthy, its governance process is strong, members' interests are well managed, and that this Treasurer's Report and associated Financial statements truly reflect the financial position of the Australian-Thai Chamber of Commerce.

March 2020



Audited Financials

Australian-Thai Chamber of Commerce Statement of Financial Position as at December 31, 2019

(all figures in Thai Baht)

CURRENT ASSETS

ASSETS

Cash and cash equivalents	6,227,880	6,107,026
Short-term investments at Financial Institutions	3,500,000	3,500,000
Accounts receivable	373,275	87,500
Other current assets	673,249	480,091
Total Current Assets	10,774,404	10,174,617
NON-CURRENT ASSETS	2019	2018
Leasehold improvements and equipment-net	436,867	419,277
Intangible assets –net	12,766	30
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Other deposits	273,745	273,745
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LIABILITIES AND MEMBER EQUITY

CURRENT LIABILITIES	2019	2018
Deferred membership fees and other income	664,319	337,040
Accrued expenses	565,107	330,706
Hellfire Pass Fund	141,540	76,121
Community Project Fund	39,102	309,587
Convoy Project fund	0	129,880
The Australian-New Zealand Woman's Group Fund	1,335,168	675,735
Total Current Liabilities	2,745,236	1,859,069

2019

2018



-		
NON-CURRENT LIABILITY	2019	2018
Provision for employee retirement benefit	263,958	240,558
TOTAL LIABILITIES	3,009,194	2,099,627
MEMBER EQUITY	2019	2018
Balance at beginning of year	8,768,042	7,853,780
Operating surplus	(279,454)	914,262
Balance at end of year	8,488,588	8,768,042
TOTAL LIABILITIES AND MEMBER EQUITY	11,497,782	10,867,669

Statement of Revenue and Expenses for the year ended December 31, 2019

2013		
REVENUES	2019	2018
Membership and registration fees	6,093,848	6,321,114
Event income	7,608,496	7,053,069
Sponsorship income	3,030,000	2,820,000
Interest income	71,883	59,254
Other income	1,174	73,984
Total Revenues	16,805,401	16,327,421
EXPENSES	2019	2018
Cost of events	7,418,055	6,478,793
Staff salaries and benefits	6,468,814	6,003,147
Rental and service fees	1,096,335	1,028,278
Depreciation and amortization	272,209	241,822
Other expenses	1,829,442	1,661,119
Total Expenses	17,084,855	15,413,159
OPERATING SURPLUS	<u>(279,454)</u>	<u>914,262</u>

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2019-2020 Board of Directors



Wayne Williams President



M.L. Laksasubha Kridakon Vice President



Chris Larkin Vice President



Benjamin Krieg Vice President



Peter Emblin Treasurer



Brenton Mauriello Director



Stuart Kelly Director



Apiradee Bunyalekha Director



James Evans Director



Frank Holzer Director



Chris McLoughlin Director



Simon Wetherell Director







AUSTCHAM BUSINESS

AustCham Thailand thanks our 2019 Corporate Sponsors whose support was fundamental to the numerous events and activities conducted by the Chamber.





A snapshot of the business events held by AustCham in 2019:



AustCham Thailand welcomed the Australian Prime Minister, the Hon. Scott Morrison



AustCham Thailand welcomed the Australian Minister for Trade, Tourism & Investment, the Hon. Simon Birmingham



Khun Arin Jira, Chairman of ASEAN-BAC Thailand on "Thailand's Economic Goals as ASEAN Chair"



ASEAN Survey Presentation, H.E. Jane Duke, Australian Ambassador to ASEAN



Launch of Women in Leadership Committee



2019 Australian
Business in ASEAN
Survey presented to
Board of Trade



Digital Workshop Series Episodes 2 – 9, by Dot 360, Lexicon, Move Ahead Media, Smart Digital, Syndacast, Weber Shandwick



Hospitality & Tourism presentations from Google and Trip Advisor.



MOU signing between Thailand Convention & Exhibition Bureau (TCEB) and Foreign Chamber Alliance (FCA)



AUSTCHAM CONNECTIONS

Bangkok Sundowners & Member Briefings

Date	Venue Sponsor	Corporate Sponsor	Member Briefing
6 February	Mode Sathorn	Blackmores	Business, Connections, Community
6 March	Grand Hyatt Erawan	Meinhardt Thailand	AGM
3 April	SO Bangkok	RSM Thailand	Upskilling English Communication in the Workplace
2 May	Hyatt Regency	COVA	Meet AustCham ASEAN EDs
5 June	Westin Grande Sukhumvit Bangkok	Linfox International Group	Shifting Safety Culture in the Workplace
3 July	Sofitel Bangkok Sukhumvit	Foreign Chamber Alliance (FCA)	Launch of SB&E Committee
7 August	Novotel Bangkok Sukhumvit 20	NS Bluescope Thailand	Developing the Thai Workforce
4 September	Avani Sukhumvit Bangkok	Minor International	Dealing with Stress in the Workplace
2 October	Hilton Sukhumvit Bangkok	Bumrungrad International Hospital	Men's Health – Optimizing Energy for Workplace Performance
6 November	Bangkok Marriott The Surawongse	AP Thailand	Small Business & Entrepreneur Fair
4 December	Australian Ambassador's Residence	dwp	Update from the Australian Embassy







ESB Sundowners & Member Briefings

Date	Venue Sponsor	Corporate Sponsor	Member Briefing
15 March	MYTT Beach	Bangkok Hospital	Innovation
13 Maion	Hotel	Pattaya	Motorsport
19 July	Avani Pattaya	Meinhardt Thailand EEC	EEC
	Resort	Melilialut Ilialialiu	developments



Phuket Sundowners & Member Briefings

Date	Venue Sponsor	Corporate Sponsor	Member Briefing
8 March	Angsana Laguna Phuket	Minor Food Group International Franchise	Doing Business in ASEAN
24 May	Le Méridien Phuket Beach Resort	The Coffee Club	Leveraging Payment Methods in your Business
13 September	Phuket Boat Lagoon	The Coffee Club	Asian Regattas
29 November	The Boathouse Phuket	East Marine Asia, Octopus Electrical Service	Christmas Sundowners





AUSTCHAM COMMUNITY

Corporate Social Responsibility (CSR)

AustCham is proud to have aided charitable projects again in 2019.

In total, AustCham members helped the Chamber CSR program to raise **Baht 683,000.**

The following six causes were supported from the monies raised:

- Baht 111,000 to Ban Pu Toei School in Kanchanaburi during our ANZAC Day tour;
- Baht 78,670 to Australian-New Zealand Women's Group (ANZWG), for the Good Shepherds Sisters, to buy much-needed equipment at the Fatima Centre in Din Daeng;
- Baht 171,800 to Thailand Tigers Australian Football Club, for delivery of Aussie Rules and English language training for students in the Duang Prateep foundation, Klong Toey;
- Baht 163,000 to Childline Thailand, for much-needed equipment for the HUB, near Hua Lamphong station;
- Baht 100,000 to Phuket Has Been Good to Us, to support the Primary
 2 English class for one semester at Baan Kalim school, Kamala;
- Baht 58,530 to Born to Live foundation, to continue their support for children born with HIV.



We encourage our members to support these organisations as well, whether by financial or time/skills donations. Our donations cover only a small portion of what's needed to provide better lives for those supported by these groups.



Community Events



THE GREAT AUSTRALIAN BASH 2019

On Saturday, 26th January 2019, the Australian-Thai community came together to celebrate all things Australian at The Great Australian Bash sponsored by Linfox. The guests were delighted with a delicious buffet of Australian food prepared by Sofitel's Aussie Executive Chef and accompanied by Australian wine, whilst enjoying great DJ music and Aussie singing legend Deni Hines & her band The Soul Crew who set the stage on fire. Thank you to our naming rights sponsor: Linfox; our premier sponsors: Bevchain, Qantas and The Coffee Club Thailand; as well as event supporters: The Barbecue Store Thailand, Beston Global Foods, Wolf Blass Wines, Global Foods and also Sofitel Bangkok Sukhumvit, who all helped to make the evening a success.

ANZAC DAY TOUR 2019

On Thursday, 25th April 2019, AustCham Thailand together with the Australian community joined the ANZAC Day Dawn Service at Hellfire Pass, followed by the Mamarial Wreeth Leving Service at Kanaharah

by the Memorial Wreath Laying Service at Kanchanaburi War Cemetery.



AFL GRAND FINAL FAMILY DAY 2019



The Coffee Club 2019 AFL Grand Final Family Day was a huge success. We would like to thank everyone who attended and our generous sponsors for making the event happen: The Coffee Club, as well as Linfox, BevChain Logistics, Malaysia Airlines and COVA, nd event supporters KIS International School, Lady Pie Phuket, Heineken, Singha Corporation and Raja's Fashions, and all the raffle donors for wonderful prizes. Finally, to Amari Watergate Bangkok for again putting on a great event.

AUSTCHAM GOLF TOURNAMENT 2019

We would like to thank all the golfers who joined us at the beautiful Thana City Golf Course for The Duchess 2019 AustCham Golf Tournament. Congratulations to all winners! Thank you to all the Hole Sponsors for your support too: The Duchess Hotel and Residences, ANZ Bank Thailand, Blackmores Thailand, Bevchain,



Connexus, Holbrook Group, Linfox Thailand, Meinhardt Thailand, Minor International, Rose Marie Academy, Smart Digital Group, and WEM Solutions.



AUSTRALIAN ALUMNI AWARDS 2019



Held annually in June, the Awards continue to provide an opportunity to recognise and celebrate the significant achievements of alumni whose endeavours reflect the best of Australian education and Australian Alumni.

H.E. Mr Allan McKinnon, Australian Ambassador to the Kingdom of Thailand, addressed guests, highlighting the Australian Government's commitment to fostering strong educational connections between Australia and Thailand through both the Global Alumni program and the New Colombo Plan.

A special Life-Time Achievement Award was presented this year to **General (Ret.) Saiyud Kerdphol**; former Supreme Commander of Thailand's Armed Forces, the first Thai officer to undertake military training in Australia, having attended the Australian Army Staff House at Queensliffe in 1958.



The 2019 Alumni Awards recognised the achievements of Alumni across five award categories.



The Award Recipients for 2019 were:

Australian Embassy Bangkok – Alumni of the Year

Dr. Mechai Viravaidya; Chairman, Mechai Viravaidya Foundation; Alumni from University of Melbourne.



2. Blackmores Thailand - Alumni Leadership Award

Associate Professor Dr. Streerut Thadakant; Associate Director for Education (Baccalaureate program), Ramathibodi School of Nursing, Faculty of Medicine Ramathibodi Hospital, Mahidol University; Alumnus of University of Sydney and University of Wollongong.



3. dwp - Alumni Entrepreneurial Award

Thakorn Juntarnupattanar; Managing Director of Millideas Co. Ltd; Alumnus of Monash University and University of Melbourne.



4. The Coffee Club Thailand – Alumni Community Engagement Award

Dr. Chantinee Boonchai; Program Director for Master and PhD in Environmental Management Technology (International Program) at Prince of Songkhla University, Phuket Campus; Alumnus of University of Queensland.



5. AustCham Thailand - Young Alumni Award

Kobchart Jaraswimol; Director of ASEAN Youth Organization Social Enterprise; Alumnus of Australian National University.









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Education Partner



Gold Sponsors









Silver Sponsors





Bronze Sponsors

















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