## AustChamThailand Business | Connections | Community

# AUSTCHAM THAILAND



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# 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**



#### **Chris McLoughlin - President**

"It is a great pleasure to provide the President's Report for the 2021/22 AGM. What a great outcome at years' end for the Chamber after a year of full of challenges and uncertainty. The support of sponsors, members and the tireless efforts of the office team have helped deliver a year far better than anticipated despite the many hurdles that were put in front of us.

Firstly, we say thank you to His Excellency Allan McKinnon, Australian Ambassador to Thailand, for his support of the Australian Business community and close work with the Chamber. Our close Embassy and AustCham Collaboration is something we are proud of and grateful for. It resulted in the development of the 10-for-10 – Improving Thailand on the Ease of Doing Business in conjunction with our FCA Partners and this will certainly benefit all our members. Our sponsors really do keep the Chamber running and in turn are integral for our business community for them to maintain their support in such a challenging year can't be understated.

We truly appreciate the support in 2021 from:

- Platinum Sponsor => Linfox
- Education Partner => University of Newcastle, Australia
- Gold Sponsors => BevChain, Bangkok Hospital, NS Bluescope, Meinhart, Minor International
- Silver Sponsors => ANZ, DollarSmart, dwp, Silk Legal
- Bronze Sponsors => ANCA, BDO, Blackmores, Kings College International School, Lexicon, Mazars, St Marks Australian International School, Victorian Government, WHA Group

and for so many of you to have signed up for next year already is truly appreciated and we look forward to continuing to deliver benefits to you and your companies in 2022.

Again, not to be understated the support from our many venues and events sponsors throughout the course of the year, some of these opportunities still exists for next year so please get in quick by contacting the office as these opportunities always fill.

Despite the long-term shutdown of businesses, we are pleased that our Membership remained steady throughout the year, our current numbers are as good as we have seen in many years, and we expect this to grow as the new year gets underway. Thank you for supporting us, it's greatly appreciated.

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#### 2021 Wrap up

As mentioned, we are very proud of what has been delivered to our members in challenging times, we can all agree that this was certainly a different year, and the Chamber did its best to adapt. Initially taking everything online to make sure our members kept updated with all the changes COVID-19 brought then pivoting then to get everyone back together in physical events as we have done tonight. The initial pivot to online and the development of our online / digital assets and received overwhelming positive feedback from members: we will work to strike the right balance between physical events and online offerings as next vear progresses.

We launched Women in Leadership's Walk-the-Talk activities on International Women's Day at the Australian Embassy; more events have followed, and we see this going from strength to strength in the new year. Well done to the WIL committee for making this happen and also being the driving force behind the AustCham Inclusion & Diversity statement and pledge mid-year – have you and your company taken the pledge yet?

Our CARE packages initiative included 4 packing events at Sofitel Sukhumvit, Westin Grande Sukhumvit, and twice at Bangkok Marriott Marquis Queens Park. Congratulations to the CSR Committee for helping us help so many in need!

CARE packages containing essential items were delivered though 6 CARE Hubs –

- Duangprateep Foundation
- Thammasat University Field Hospital
- Queen Savang Vadhana Memorial Hospital (Sriracha)
- Rayong Hospital
- · Chiang Mai Field Hospital and
- One Phuket





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To families in need that were heavily impacted by COVID-19. Truly one of our greatest achievements for the year on the back of support from so many chamber members, specifically:

- 11 CARE Supporters thank you to – Blackmores, Makro, United Relocations, Allied Thailand, Sofitel Sukhumvit, Westin Grande Sukmumvit, Bangkok Marriott Marquis Queens Park, Callington, Sachachol Food Supplies, Bevchain and Linfox Logistics
- Over 100 CARE Supporters and 308 CARE Donators – Many donated on numerous occasions, from Thailand and as far afield as Australia, the Middle East, UK, Singapore. Thank you to companies with high donations – Krungthai AXA, Linfox Logistics, Bevchain, Off Road Accessories, Garth Adrian Whitehead, Soneva Fundraising, NS Bluescope Steel, BCCT, DWP, Blackmores, Jason Corbett, Dragon Capital Management, Chris Dodd. Thank you to our members children who gave up their pocket money.
- 2,709 boxes were packed = 2.7m THB of donations = 2,709 families better off due to the kind donations, support, CARE given by our Sponsors and Members

   From the AustCham CSR Committee and the AustCham Board of Directors a massive thank you for making this campaign such a success and helping us to give back to the Thai community at such a critical time.
- Look out in 2022 for new campaign Stationery for Success and Computer for Causes and other CSR and Sustainability Initiatives.

For total 2021 events we organized 40 webinars / online meeting since lockdown came back in May and still managed 20+ physical events, including 15 in the last two months of the year, which reached over 3,000 of our member audience in 2021. Again, great support from our members as we adapted through the year.

Thank you to my fellow AustCham Directors and everyone who has assisted on sub-committees and a range of other activities and initiates this year. The same thanks to past presidents and Board Members who continue to contribute to the chamber beyond their term. It can be a challenging task at times in addition to normal work demands so your support and assistance is greatly appreciated.

I had the pleasure of honouring Leigh Scott-Kemmis with the President's award for 2021. Leigh has been a person who has provided tremendous support to the Chamber and its members over many years. As a former President he was instrumental in shaping the strength that the Chamber enjoys today and is an absolute asset for the Chamber and all of its members. Congratulations again Leigh on your well-deserved recognition!

Last, but certainly not least, a sincere thanks to the AustCham office team, who truly are the wheels that keep us in motion. Simply put we couldn't do what we do without your efforts, always so busy in the background the engine room of the Chamber.

Looking forward to 2022 – we plan to return to our usual high energy approach to engagement:

- Bangkok Sundowners & Business Briefings on 1st Wednesday of each month
- Plus, Phuket, Chiang Mai, and ESB Sundowners & Business Briefings during the year
- Major events, include the Great Australian Bash, ANZAC tour, AFL Grand Final and Golf Day
- Industry focused presentations and panels from our committees & working groups
- Maintain CSR engagement, with new initiatives planned
- Finally continue with our strong online assets to assist in promoting your business

Thank you all again for your support this year, I know next year will have many more memorable moments."

#### Chris McLoughlin President of AustCham Thailand

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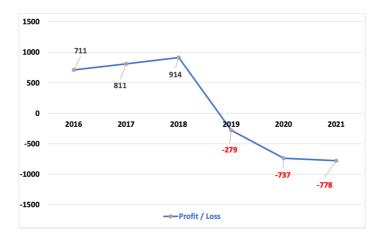
## **Treasurer's Report**



#### Frank Holzer - Treasurer

"It is a privilege as the new Treasurer to present the 2021 financial results to you the Members, it has been without a doubt a difficult year and may well be the most difficult in the Chambers History dealing with the COVID crisis in 2021. In 2020 we saw Bangkok Networking events reduced by 36% and in 2021 55%, along with restriction on attendance, Major events in 2020 we saw a reduction of 25% and in 2021 75%.

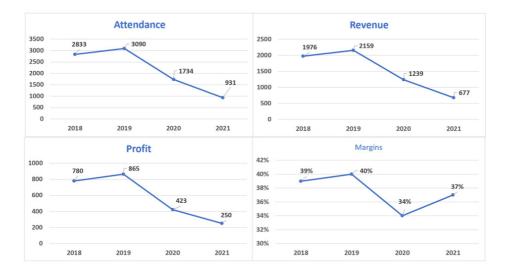
However there has been significant effort by the team to reduce overheads to control the impact with our limited ability to generate revenue



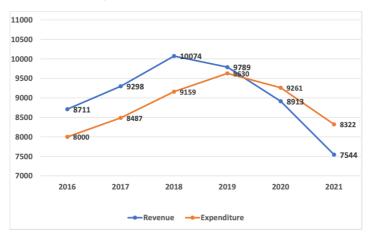
Finacial Auditors have identified the need to make both Balance Sheet and P&L adustments, the major adjustment is to the under provision for retirement with an impact 301,000 Thb and minor adjustments, primarily to Membership 24000 Thb. At Year End we had anticpated a loss postion of 453,000 Thb. There are 2 additional items that need to be also be considered in the 2021 results. In 2021 we received a sponsorship payment of 200k for an unpaided amount from 2019, additionaly in 2021 we felt it necessary for our Thai staff to obtain a Bonus with a total payment of 193,000 Thb

During the Budget development for 2022 we have found it clear that increased cost control will be needed to manage the year over year loss situation with a focus on key areas. During deeper analysis of events performance over the past several years, notability that no pricing increases applied to off-set increasing costs and attendance restrictions which impacted overall margins as we endeavor to maintain the quality of the events for the members, as demonstrated below for Bangkok Networking events

The result of this has required the need to slightly increase the Bangkok event fees for both Members & Non-Members, whilst maintain the need to control pricing in the growth areas of Phuket and Chiang Mai



The Chambers operational cost reductions have been managed to offset revenue reductions, whilst maintaining member and sponsorship commitments as best as possible. However, this will also prove to be a challenge to increase capabilities quickly to normal business activities in 2022.



Translation of Net Revenue & Operating Expense into per member

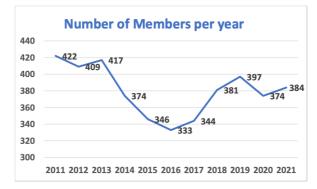
## Net Revenue per Member & Operational Expense per Member



2021 Net Revenue was of split 66% from Membership, 26% from Sponsorship, Events 4%, and Other Income 4%

Membership fees have not increased since 2013 reflecting the Board's commitment to giving members the best value possible and with understanding of the tough times all members are facing. The outcome of this strategy is reflected in our ability to maintain some consistence to the Membership Base

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Cash has fallen in line with EBITDA expectations, this year's Balance Sheet adjustments do not have a Cash impact until they materialize in the future, reserve required approx. 738,000 Thb, what is also notable is that approx. 200,000 of CSR spending has not been able to be recovered from Networking events during 2021



In conclusion as Treasurer,

The year of 2022 will be a re-building year focused on improving P&L to a breakeven or better position. I do remain confident that the Board and AustCham team has the commitment to achieve the recovery need in 2022

I believe that this Treasurer's Report and associated financial statements truly reflect the financial position of the Australian-Thai Chamber of Commerce as of 31 December 2021."

Frank Holzer Treasurer, AustCham Thailand

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## 2021-2022 Board of Directors



**Chris McLoughlin** President



#### M.L. Laksasubha Kridakon Vice President



Andrew Norto Vice President



Vice President



Saj Igbal Vice President



Frank Holzer Treasurer



Apiradee Bunyalekha Director



Chaiwat Keratisuthisathorn Director



**Dwight Willis** Director



Michael Helleman Ex Officio Director



Juthamas Carranco Director



Simon Wetherell Director



Tanva Mahitivanichcha Director



## **AustCham's Business**

AustCham Thailand thanks our 2021 Corporate Sponsors whose support was fundamental to the numerous events and activities conducted by the Chamber.



## **AustCham's Connection**

#### **Bangkok Sundowners & Member Briefings**

Date	Venue Sponsor	Corporate Sponsor	Member Briefing
17 February	Bangkok Marriott Marqios Queen's Park	BDO Thailand	React - Resilience - Realise
3 March	The Westin Grande Sukhumvit Bangkok	Meinhardt	2021 Annual General Meeting (AGM)
17 November	Anantara Riverside Bangkok	MINOR International	-
1 December	Marriott Marquis Queen's Park	Linfox	-
15 December	Australian Embassy Courtyard	dwp	-

#### Eastern Seaboard Sundowners & Member Briefings

Date	Venue Sponsor	Corporate Sponsor	Member Briefing
19 March	Beach Quater Event Space, Amari Pattaya	Meinhardt	COVID-19 impact on Manufacturing and Logistics

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#### Phuket Sundowners & Member Briefings

Date	Venue Sponsor	Corporate Sponsor	Member Briefing
20 October	Phuket Boat Lagoon	Silk Legal	What's Ahead: Phuket's Plan for Kickstarting the Economy
10 November	Four Points by Sheraton	BDO Thailand	Open for Business
26 November	Saii Laguna Phuket	Bangkok Hospital	How to Build Back Better After Pandemic
9 December	Hilton Phuket Arcadia Resort & Spa	Krungthai AXA	WALK THE TALK

#### **Online Briefings and Webinars**

Date	Title
28 April	[Webinar] Update on COVID-19 Vaccines
6 May	[Webinar] A Practical Guide to Bankruptcy and Rehabilitation
13 May	[Webinar] Handy Tips for Online Learning & Home Schooling
20 May	[Webinar] WALK THE TALK – Virtual Edition
25 May	[Webinar] Rethinking Your Global Supply Chain
2 June	[Sundowners] Virtual Sundowners
8 June	[Meeting] What's Change? Using Technology to Improve Business Evolution
9 June	[Webinar] Crypto: Seperating Myths From Reality
11 June	[Roundtable] Phuket Sandbox: What It Means for AustCham Members

#### **Online Briefings and Webinars**

Date	Title
14 June	[Meeting] Forging and 3D Printing
16 June	[Webinar] Lockdowns and Disruption: Thailand's Retail Environment and its Recovery
22 June	[Webinar] Tax Considerations for Australians Expats
23 June	[Forum] Cybersecurity: Access and Address
1 July	[Webinar] How to Manage Your Organisation and Employee During COVID-19
7 July	[Sundowners] AustCham's Virtual Sundowners
15 July	[Webinar] Enhancing Mental Wellbeing in a Changing World
11 June	[Roundtable] Phuket Sandbox: How is it Going?
14 September	[Webinar] THE BOTTOM LINE – Cost Savings Tips for Businesses
17 August	[Webinar] "Post COVID-19 Strategies for a Smart Exit"
19 August	[Meeting] "Importance of Data Analysis and Usage"
23 August	[Focus] Jetts Thailand J-Series online workout
26 August	[Webinar] The Australian University Admissions Exams Have Ar- rived in Thailand. What It Means For Expat & Thai Students
2 September	[Webinar] Clean Power Solutions for factories – Solar rooftop and Energy trading systems
7 September	[Meeting] Food Delivery Services: Alternatives for F&B outlets during COVID-19 lockdown
9 September	[Focus] Building a Balanced and Stable Immune System to Fight COVID-19

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Date	Title
21 September	[Meeting] AustCham Members' Orientation Virtual Meeting
28 September	[Webinar] "Termination of employment due to COVID-19"
29 September	[Webinar] Australian Business in ASEAN Survey 2021
5 October	[Webinar] Smart Warehouses: New Normal of Industry
7 October	[Meeting] "Developing your team – why now is better than later"
20 October	[Webinar] "FinTech markets and laws in Thailand"

## **AustCham's Community**

## **Corporate Social Responsibility (CSR)**



AustCham Thailand, through our members, has continued to make a positive difference in the community through its CSR programs in 2021. Our focus areas are education, health and wellness and diversity and inclusion.

2021 was a year like no other with immense challenges for the Thai community as a result of the COVID-19 pandemic. We are grateful for the opportunity to assist the Thai Community throughout this period.

Traditionally, AustCham Thailand raises funds for CSR programs through member contributions at Sundowners and other events. Due to the COVID pandemic this was not possible, and the team had to find a new way to connect members with those organizations in our community that assist others. We were able to connect our member and sponsor NS BlueScope to the Friends of Thai Daughters organization in the North of Thailand who are building a facility dedicated to the education, development and training of young Thai woman in the North. BlueScope were generously able to provide world class construction materials for some of the facilities on site.

The largest CSR program of the year was the COVID Care package program. Initially our aim was to support 1,000 Thai families in the hardest hit communities in Thailand by supplying them with much needed provisions after they left hospital during wave 3 (and the worst to date) which hit Thailand between July to December 2021.

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Each CARE Package was filled with COVID-19 protective masks, sanitizers, essential foods, vitamins and minerals, cleaning and hygiene supplies and also utensils to support social distancing and reduce the risk of cross contamination at home.

We priced the CARE Packages at 1,000 Thai Baht although the actual value of the contents was significantly above this amount. We achieved this by great support from our members and sponsors with products at reduced price and even free contributions. There was also no additional costs of packaging and logistics as this was also provided free of charge by our members hence allowing to maximise the provisions in the CARE Package.

We focused on AustCham's four core areas of Bangkok, Pattaya, Chiang Mai and Phuket and with our members recommendations identified six institutions to support who were fighting against COVID-19 and supporting their local Thai communities.

By way of reducing costs further our members and sponsors helped to pack the CARE Packages in 4 events from early August to early December supported with free space at our member hotels in Bangkok. These events were a great visual input of our member's amazing support to come and help contribute directly with their time for such a worthy cause. Our Ambassador H.E. Allan McKinnon also actively attended these events and even visited one of the institutions in Bangkok to deliver the CARE Packages directly.

Midway through the program AustCham linked up with the British Chamber of Commerce Thailand (BCCT) to harness donations and support from both memberships.

Due to the ongoing and in many cases repeat donations from our members, sponsors and organisations and individuals outside of AustCham who had heard of this great initiative, we surpassed our initial target of 1,000 CARE Package Donations. Our membership achieved a staggering 2,809 donations which is the equivalent of just over 2.8 million Thai Baht raised. With your generous donations, the CARE Packages supported over 2800 Thai families who had a family member recovering from COVID-19 with much needed supplies and provisions.

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Thank you all for making this the most successful program of 2021 which had a direct and positive impact on the communities in which we live in.

In addition to the above, we endeavored to keep our members aware of the organizations we came into contract with and supported through regular appearances in AustCham TV. We are aware that many members were inspired by the stories shared and have reached out to provide support in any way they can.

We continue to encourage our members to support these organisations as well, whether by financial or time/skills donations.







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