



AUSTCHAM THAILAND
**ANNUAL
REPORT** 2020

BUSINESS

CONNECTIONS

COMMUNITY

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

Contents

- President’s Report..... 2
- Treasurer’s Report..... 6
 - Audited Financials..... 9
- 2019 - 2020 Board of Directors.....11
- AustCham Business..... 12
 - 2020 Corporate Sponsors.....12
- AustCham Connections.....15
- AustCham Community.....17



PRESIDENT'S REPORT



Benjamin Krieg
President of AustCham Thailand

“It is with a great pleasure to provide the President's Report for the 2020/21 AGM and, despite a difficult year for everyone, the Chamber continued to support our Members, Sponsors and the overall business community.

The challenges faced by our members and community in 2020 cannot be understated, starting in Australia with the devastating bush fires, and then the onset of COVID-19 that developed to a global pandemic, its ongoing impact still felt within the business community today. The vaccination rollout is expected to commence here very soon and, with it we trust, a steady recovery, including the opening of borders and resumption of smooth international trade. AustCham remains committed to support our members, business and community in every way possible.

I was especially proud of the Chamber and its many 'pivots' in 2020 to ensure the continued delivery of services to our members, and I would like to take this opportunity to give you a wrap up of key areas of focus in 2020, and a taste of our focus moving forward in 2021.

Firstly, I would like to thank our Australian Ambassador, H.E. Allan McKinnon and his team at the Embassy for their unstinting support in 2020. Our partnership with the Embassy allows us to reach further into advocacy issues on behalf of our members as a means of improving business processes between Australia and Thailand. In 2020, our relationship with our Ambassador and his Embassy colleagues has been highly engaging and fruitful, with immediate outcomes seen in the revived Customs Alliance program (with the Thai Customs Department) amongst other accomplishments.



The Foreign Chamber Alliance (FCA) has been a key area of focus, and we were able to add to the strength of this alliance with the now regular participation of the Ambassadors and their respective Embassy representatives, complementing the work undertaken by the four founding Chambers.

A key achievement in 2020 was the release of the “10 for 10” initiative, led by the Australian Embassy in consultation with AustCham, and feedback from members of all FCA member Chambers. The “10 for 10” focuses on improving the ‘Ease of Doing Business’ in Thailand, with an ultimate goal of seeing Thailand break into the top 10 in the World Bank ranking. Furthermore, I am also pleased that the Japanese Chamber of Commerce and Japanese Ambassador has joined in collaborating on this specific initiative, with more joint activities planned by the FCA and participating Chambers and Embassies in 2021.

We have mentioned many times through the past year that without our Sponsors we simply could not function as a chamber, even more so in such a challenging year as 2020. To our Platinum sponsors, Linfox and Blackmores; our Gold sponsors NS BlueScope, Bevchain, Meinhardt and Minor; as well as all our Silver and Bronze sponsors and Education Partner, University of Newcastle, I wish to extend the sincerest thanks. Your support as sponsors cannot be overstated.

The support to the chamber does not stop with our Corporate Sponsors. I wish to also extend thanks and appreciation to our Event and Venue Sponsors; your support is very much appreciated by the Chamber. Events

such as Thailand’s premier networking event, Sundowners, wouldn’t be possible without your generosity, and I know the resumption of this, and our live events, was certainly appreciated by our members.

All our sponsors and the support they provide in various forms allows us to deliver our three pillars promise: Business, Connections, Community. Please remember to support them and, of course, all our member companies. This is paramount, especially in these turbulent times, as banding together we remain stronger as a community overall.

When the world went into lockdown in March, we were able to adapt quickly, with a focus on keeping members updated on the many changes businesses were facing at that time. Our COVID-19 updates page on the website is highly useful in navigating the crisis and has been appreciated by our members. In total, we delivered over 50 webinars and published almost 200 articles and presentations from members in 2020 – you can still access all videos, articles, and presentations on the resources page of our website.



With the full support of our Directors and our dedicated AustCham team, I am pleased to report that we still managed to deliver 30+ physical events in Bangkok, the Eastern Seaboard and Phuket. Overall, we engaged with over 5,000 attendees at these events across our three pillars:

Business - Thai Customs Department Presentation, Small Business Showcase, Factory Tours and Member Briefings on Hospitality & Tourism, Health & Wellbeing, Leadership, Digital Marketing, Women in Leadership and Tax & Legal updates.

Connections - 12 Sundowners networking events in Bangkok, ESB and Phuket.

Community - The Great Aussie Bash, AFL Grand Final, Golf Tournament, Aussie BBQ at the Embassy, and an online ANZAC service as well as the Annual Alumni Awards.

To my fellow AustCham Directors and everyone who has assisted on sub-committees and a range of other activities and initiatives in 2020, your assistance and commitment to the Chamber, on top of your busy full-time roles, is very much appreciated. The same thanks to Past Presidents and Board Members who continue to contribute to the chamber well beyond their terms.

Looking back at our CSR programs, I'm proud to note that working with the Australian community in Thailand, we raised THB 1.2 million for the Australian Bushfires Appeal. A further THB 140,000 was raised to build a concrete sports court and donate sports equipment to Ban Had Ngiew School, a primary school near the Hellfire Pass Museum. Our CSR fundraising efforts in 2020 raised a further THB 250,000. We are

pleased to confirm our distribution of these funds are listed on page 17 of this report.

I am also excited to confirm that our CSR Committee has completed a full review of our CSR Strategy moving forward. Our aim is to not only continue our annual contributions, but to also work actively to increase engagement by our members with our supported charities, and importantly incorporate some more strategic and sustainable long-term collaborations. You will find within this report and our upcoming Advance communication, more detail on our CSR strategy for 2021 and beyond.

To our great AustCham office team, the dedication and work put into delivering our commitments to Sponsors and Members cannot be understated. From relocating offices, working from home, online and back to live events, they took it all in their stride. Again, they are such an important part of the success of our Chamber, for which we are all very thankful.

What's more, I would like to acknowledge this year's recipient of the AustCham President's Award. Bob Coombes from Choice Foods and 'Bangkok Bobs', has provided tremendous support to the Chamber and its members since the chamber was established in 1977. He was actually one of the inaugural members back in 1977. Ultimately Bob has always been a part of the Australian-Thai community supporting with his time, of course his great food products at Sundowners, Australian Balls and Bashes over the years, and most recently the AFL Grand Final and BBQ at the Embassy. Even as this year unfolded as we reached out to support the community back home during the devastating Bushfires, Bob made a



sizable contribution towards this, and when I rang him to thank him for the large contribution, his simple response was “Didn’t everyone, it’s just what you do in these times to help people”. We appreciate having Bob and his wife Lesley as the foundations

of our community, and it gave me immense pleasure to award Bob with this recognition at our December Sundowners on behalf of AustCham.

Finally, I want to thank each member for their support of the Chamber, its Board and our members, and the resilience shown by our community in 2020. Despite all the challenges, I am confident we were still able to provide benefits and support to our members, and I am excited by the future strategic direction we have planned for 2021 and beyond. I am humbled and privileged to be able to share that journey with each one of you in the year ahead.”

TEASURER’S REPORT

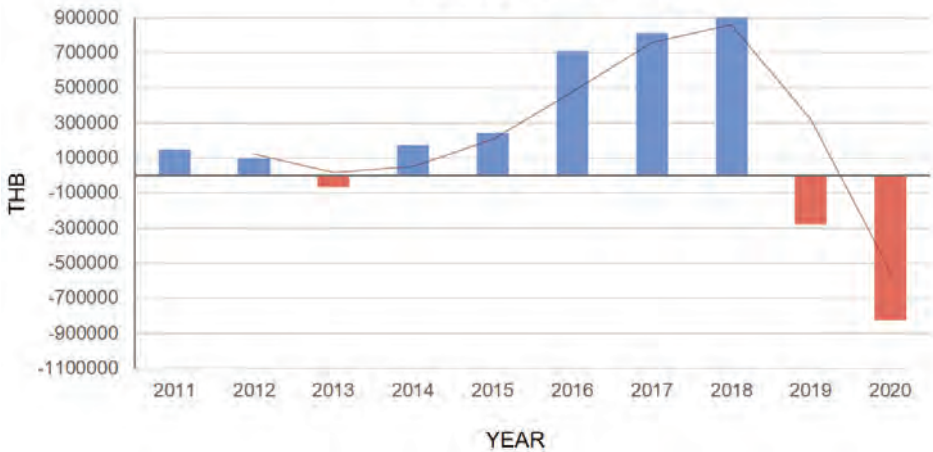


Peter Emblin
Treasurer, AustCham Thailand

“ To put it mildly, 2020 was not the best year for most enterprises and sadly this included AustCham Thailand’s financial performance. Whilst it is my honour to present to AustCham members their Chamber’s financial report for the year 2020, it is not warm fuzzy news.

The audited Financial Statements for the 2020 year show an operating deficit of THB 737,262.

SURPLUS and DEFICIT



When the world started turning on its head in first quarter 2020, the Chamber acted quickly in moving to online events etc. and revising its forecasts. However the Board and its management did not tackle quickly and deep enough the Chamber’s ongoing operating costs structure to avoid a significant deficit resulting from operating cost ex events only falling 2.4% when revenue fell 14%.

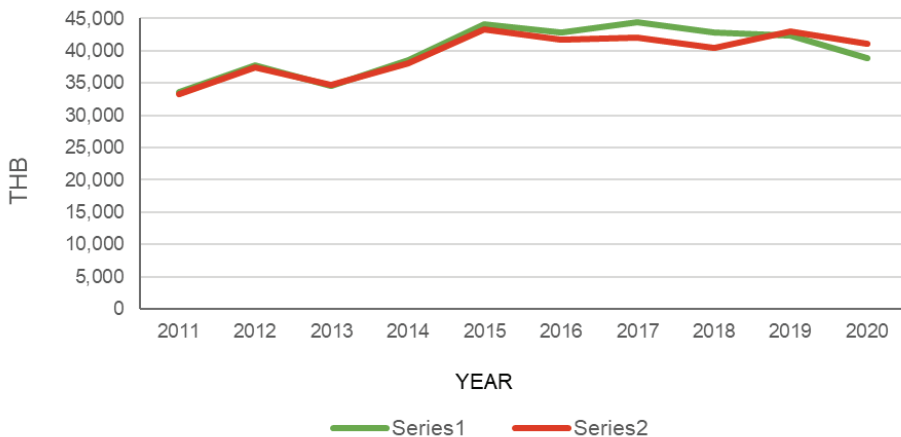
Due to the various lockdowns and other restrictions the Chamber was unable to fully deliver to its sponsors the full range of activities contracted, and this has created a potential ongoing liability for the Chamber. However, due to the strong levels of engagement with sponsors other alternatives were agreed with Sponsors without the need to record a liability in the financial statements.

The Chamber office was moved to a new, less expensive, location which will bring benefits in years to come. But in 2020 the associated costs of this move late in the year meant little gain was seen from cost cutting in 2020.

Fortuitously the Chamber was able to increase Sponsorship revenue by 25% to

THB 3,852,000 and this helped cushion the blow of lower revenues elsewhere. As always, Sponsors are pivotal to the Chamber, providing 27% of total revenue and I ask you to continue to support them. It is times like this that we must get behind those who have stepped up to support us.

Revenue & Expense per member



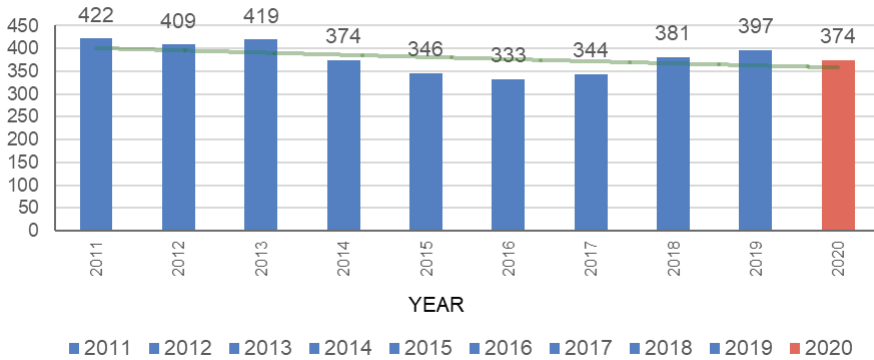
2020 revenue was split 37% from Membership and registration fees, 36% from Events and 27% Sponsorship. Expenditure was split 61% for the cost of supporting members via staff costs, rental etc. and 39% for the cost of hosting events. Revenue decline of 14% exceeded expense decline of 10%.

The key to the Chamber is membership and for the first year since 2017 there was a decline in the number of members, down to 374 from 397, a 6% decrease. Given the Chamber’s large number of hospitality members this is understandable, but disap-

pointing, as it skews revenues even more towards to variable income.

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 Board approved a 15% temporary reduction on renewal of membership fees for one year but, unfortunately, this did not prevent the decline in member numbers which added to the decline in revenue.

No of Members



Net proceeds from the Great Australian Bash and Phuket Australia Day events in January 2020 were donated to the Salvation Army Bushfire relief efforts and additional funds were donated to other identified charities. These CSR funds are being primarily raised as a THB 50 inclusion in Sundowners tickets.

The audited accounts show a net deficit of THB 724,000 for the year from the staging of events. This is an accounting deficit due to the auditor classification of expenses related to Sponsors. On a pure revenue raised and direct expense basis, events generated approximately a net positive THB 919,000.

With a curtailed event program, the Chamber's events were unable to bring in the

revenues forecast and some alternative events such as zoom meetings incurred costs but no revenue. The largest positive income generating events were the AFL Grand Final, Sundowners (despite the restricted program) and the AustCham Golf Day.

The net of all this has resulted in Members' Equity falling to THB 7.75 million in 2020, compared to THB 8.49 million in 2019 or -9.7%. Due to the reduced number of members, Equity per member fell 4.1% to THB 20,450. Members' equity is held as fixed deposits of approx. THB 3.5 million and to fund the Chamber's day-to-day operations approx. THB 3.9 million is held as working capital. The balance being other assets.

Members Equity - THB mil.



The cash position in the accounts of THB 6.5 million reflects THB 0.96 million the Chamber is holding in trust for fellow Australian Institutions Hellfire Pass and the Australian-New Zealand Women’s Group (ANZWG). The chamber’s reserves built up over the last six years provide members with the security the Chamber can continue to function in tough times.

Net Assets fell from THB 11.5 million to THB 11.2 million, while liabilities net of funds held on behalf of third parties rose to THB 2.2 million versus THB 1.2 million in 2019 as in 2020, the Chamber received prepayment of THB 1.46 million for 2021 sponsorship funds. Excluding this prepayment total

liabilities decreased by 27.7% to THB 1.08 million.

In concluding this, my final report as Treasurer, I would like to thank all members for electing me to the Board and for their faith in me as their Treasurer. It has been for me a fun and interesting six years, although it would have been nice to depart with better news on 2020.

I believe that this Treasurer’s Report and associated financial statements truly reflect the financial position of the Australian-Thai Chamber of Commerce as at 31 December 2020.”

February 2021

AUDITED FINANCIALS

Australian-Thai Chamber of Commerce Statement of Financial Position as at December 31, 2020 (all figures in Thai Baht)

ASSETS

CURRENT ASSETS	2020	2019
Cash and cash equivalents	6,530,687	6,227,880
Short-term investments at Financial Institutions	3,500,000	3,500,000
Accounts receivable	150,930	373,275
Other current assets	484,742	673,249
Total Current Assets	10,666,359	10,774,404
NON-CURRENT ASSETS	2020	2019
Leasehold improvements and equipment-net	175,801	436,867
Intangible assets –net	249,370	12,766
Other deposits	160,741	273,745
Total Non-Current Assets	585,192	723,378
TOTAL ASSETS	<u>11,251,551</u>	<u>11,497,782</u>

LIABILITIES AND MEMBER EQUITY

CURRENT LIABILITIES	2020	2019
Deferred membership fees and other income	1,711,194	664,319
Accrued expenses	424,651	565,107
Hellfire Pass Fund	53,917	141,540
Community Project Fund	258,038	39,102
The Australian-New Zealand Woman's Group Fund	649,350	1,335,168
Total Current Liabilities	3,097,150	2,745,236
NON-CURRENT LIABILITY	2020	2019
Provision for employee retirement benefit	403,075	263,958
TOTAL LIABILITIES	3,500,225	3,009,194
MEMBER EQUITY	2020	2019
Balance at beginning of year	8,488,588	8,768,042
Operating surplus	<u>(737,262)</u>	<u>(279,454)</u>
Balance at end of year	7,751,326	8,488,588
TOTAL LIABILITIES AND MEMBER EQUITY	<u>11,251,551</u>	<u>11,497,782</u>

Statement of Revenue and Expenses for the year ended December 31, 2020

REVENUES	2020	2019
Membership and registration fees	5,336,500	6,093,848
Event income	5,258,635	7,608,496
Sponsorship income	3,852,000	3,030,000
Interest income	54,427	71,883
Other income	1,542	1,174
Total Revenues	14,503,104	16,805,401
EXPENSES	2020	2019
Cost of events	5,982,857	7,418,055
Staff salaries and benefits	6,052,612	6,468,814
Rental and service fees	910,523	1,096,335
Depreciation and amortization	221,529	272,209
Other expenses	2,072,845	1,829,442
Total Expenses	15,240,366	17,084,855
OPERATING SURPLUS	<u>(737,262)</u>	<u>(279,454)</u>

2020 - 2021 BOARD OF DIRECTORS



Benjamin Krieg
President



M.L. Laksasubha Kridakon
Vice President



Brenton Mauriello
Vice President



Chris McLoughlin
Vice President



Peter Emblin
Treasurer



Andrew Norton
Director



Apiradee Bunyalekha
Director



Chaiwat Keratisuthisathorn
Director



Frank Holzer
Director



Saj Iqbal
Director



Sally O'Hara
Director



Simon Wetherell
Director



Susan Kahwati
Ex-Officio Director

AUSTCHAM BUSINESS

AustCham Thailand thanks our 2020 Corporate Sponsors whose support was fundamental to the numerous events and activities conducted by the Chamber.

CORPORATE SPONSORS 2020

Platinum Sponsors



Education Partner



Gold Sponsors



Silver Sponsors



Bronze Sponsors



A snapshot of the business events held by AustCham in 2020:



AustCham Thailand held its inaugural 'Industry Engagement Dinner', with the first focus industry being "Building and Construction".



AustCham Thailand, together with the Australian Ambassador to the Kingdom of Thailand, H.E. Mr. Allan McKinnon, hosted a Business Cocktail Reception.



Joint Chambers Phuket Sundowners & Member Briefing: "TAT's Tourism Plan and Updates during the COVID-19 pandemic for Expats living in Thailand".



AustCham Thailand, in collaboration with, partner chambers held a Business Briefing and ESB Sundowners at Amari Pattaya.



AustCham's Women in Leadership Committee developed a Leadership event "Unleash your Leadership Potential".



AustCham's Information Session on An Update from Thai Customs.

A snapshot of the business events held by AustCham in 2020:



AustCham Thailand and members attended a site visit at NS BlueScope (Thailand) Ltd; Rayong Factory.



AustCham Thailand held the Small Business & Entrepreneur (SB&E) Showcase at Glowfish Sathorn.



Manufacturing members attended an EEC Roundtable Discussion with Ambassador, H.E. Allan McKinnon.

AUSTCHAM CONNECTIONS

Bangkok Sundowners & Member Briefings

Date	Venue Sponsor	Corporate Sponsor	Member Briefing
5 February	Bangkok Marriott Marquis Queen's Park	RSM Thailand	Introduction to Transfer Pricing and how it will affect Companies and Investors wishing to do business in Thailand
4 March	Carlton Hotel Bangkok Sukhumvit	Meinhardt Thailand	AGM
5 August	Novotel Bangkok Sukhumvit 20	NS BlueScope (Thailand) Ltd.	Post-Covid Recovery for the Thailand Building & Construction Industry
2 September	Westin Grande Sukhumvit Bangkok	Lexicon	Online Marketing: Strategy, Storytelling and Tech - 2021 Essentials Expats living in Thailand
7 October	Kimpton Maa-Lai Bangkok	Bangkok Hospital and Blackmores Thailand	FIT TO GO
4 November	SO/Bangkok	Linfox	Linfox's Got Talent!
2 December	Sofitel Bangkok Sukhumvit	dwp	Business and trade updates relating to the Australian-Thai business community



Bangkok Sundowners & Member Briefings

Date	Venue Sponsor	Corporate Sponsor	Member Briefing
17 July	Amari Pattaya	WHA Industrial Development Public Company Limited.	Pitfalls to avoid in getting your VAT Refund



Phuket Sundowners & Member Briefings

Date	Venue Sponsor	Corporate Sponsor	Member Briefing
23 January	SALA Phuket Resort	Minor International	TCEB's Plans for MICE Business Development in 2020
18 September	Le Méridien Phuket Beach Resort	S.C. Bangkok Marketing Co.,Ltd. (Vinum)	TAT's Tourism Plan and Updates during the COVID-19 pandemic for Expats living in Thailand
13 November	Angsana Laguna Phuket	Callington	Straight Talk Phuket High Season: A Deep Dive into Phuket's Hotel Tourism & Sustainability in the challenging months ahead



AUSTCHAM COMMUNITY

Corporate Social Responsibility (CSR)

AustCham is proud to have aided charitable projects again in 2020.

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

The following six causes were supported from the monies raised:

- THB 111,000 to Ban Pu Toei School in Kanchanaburi during our ANZAC Day tour;
- THB 78,670 to Australia New Zealand Women's Group (ANZWG), for the Good Shepherds Sisters to buy much-needed equipment at the Fatima Centre in Din Daeng;

- THB 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;

- THB 163,000 to Childline Thailand for much-needed equipment for the HUB, near Hua Lamphong station;

- THB 100,000 to Phuket Has Been Good to Us to support the Primary 2 English class for one semester at Baan Kalim school, Kamala; and

- THB 58,530 to Born to Live foundation to continue their support for children born with HIV.



On Friday 27 November, AustCham Thailand team also went to visit Ban Had Ngiew School, a primary school near the Hellfire Pass Museum, to officially open a Concrete Sports Court attributed to the donations from AustCham members and our partners. In addition, we held English-teaching games and activities together with the children and distributed them essential stationaries and sport equip-

ment to improve their learning environment. As an added treat, we had KFC lunch boxes for their lunch.

We encourage our members to support these organisations, 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 2020



On Saturday 18 January 2020 the Australian-Thai community got together to celebrate Australia Day at The Great Australian Bash sponsored by Linfox. Guests were overwhelmed with a delicious buffet of Australian food prepared by Sofitel's Aussie Executive Chef, complemented with Woof Blass wines and The Coffee Club's Espresso Martinis, whilst enjoying great DJ music and Aussie singing legend Deni Hines and her band The Soul Crew who set the stage on fire.

Most importantly, we also raised funds through a Charity Auction to donate to our Australian Bushfires Appeal. Thank you to our naming rights sponsor: Linfox; our premier sponsors: Bevchain, Qantas, V Villas Hua Hin, and The Coffee Club Thailand; as well as event supporters: Bangkok Hospital, Wolf Blass Wines, Global Foods, The Barbecue Store and Sofitel Bangkok Sukhumvit who all helped to make the evening a success.



AustCham Member Focus Series

AustCham Member Focus Series is a new event series broadcasting through Zoom online. The purpose is to reach out to AustCham's members from various business industries and provide an opportunity to share knowledge and expertise on a variety of topics. Simultaneously, members are able to enhance brand awareness and exposure.



Community Events

AFL Grand final Family Day 2020



The 2020 AFL Grand Final Family Day was a huge success! We would like to thank everyone who attended and our wonderful sponsors for making the event possible: BevChain Logistics and Linfox. And event supporters: Bangkok Hospital, Callington, Chiva-Som International Health Resort,

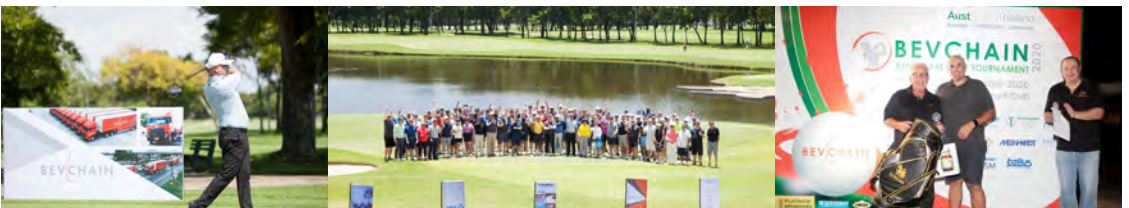
Choice Foods, KIS International School, Lady Pie Phuket and Singha Corporation. Not to mention, all the raffle donors for wonderful prizes. Finally to Bangkok Marriott Marquis Queen’s Park for putting on a great event. Above and below are some snapshots from the day.



AustCham Golf Tournament 2020

We would like to thank all the golfers who joined us at the beautiful Thana City Golf Course for the BevChain 2020 AustCham Golf Tournament. A wonderful day of golf and networking was enjoyed by all, followed by a delightful dinner and Awards Presentation. Congratulations to winners! Thank you to all the Hole Sponsors for your

support: BevChain Logistics, ANZ Bank Thailand, Blackmores Thailand, Bumrungrad International Hospital, Chiva-Som, FORE Management Group, Fenix X Cell, Linfox Thailand, Meinhardt Thailand, Minor International, Miskawaan, NS BlueScope Thailand, RSM and Tellus.



Community Events

Australian Alumni Awards 2020



A celebration of two countries who share close bonds is the best way to describe the recent Australian Alumni Awards, held at Carlton Hotel Bangkok Sukhumvit, on 23 September 2020.

The Australian Alumni Awards recognise the significant achievements of Alumni members from any Australian University or other Australian institute of higher learning, and whose endeavours reflect the best of Australian education. And this year was no exception, with an impressive list of finalists competing for the five Alumni Awards.

A Special Achievement Award was presented to Lieutenant General Werachon Sukondhapatipak, former Deputy Government spokesman, for his long-standing relationship with Australia, highlighted by his extraordinary contribution in raising money for the Australian Bushfire Relief Fund.



The 2020 Alumni Awards recognised the achievements of Alumni across five award categories.

The Award Recipients for 2020 were:

1. Australian Embassy Bangkok – Alumni of the Year

H.E.Thani Thongphakdi; Thailand’s Ambassador to the United States; Alumni from the Australian National University (ANU) in Canberra.



**2. Blackmores Thailand –
Alumni Leadership Award**

Associate Professor Dr. Suphat Supachalalai; Director of Australian Studies Centre (ASC), Thammasat University; Alumni from ANU.



3. dwp - Alumni Entrepreneurial Award

Gavin Vongkusolkit; Managing Director, Heritage Estates Co.,Ltd; Alumni from University of Sydney.



**4. AustCham Thailand –
Alumni Community Engagement Award**

Dr. Siriluk Chumchean; Managing Director, Panya Consultants; Alumni from the University of New South Wales.



**5. The University of Newcastle –
Young Alumni Award**

Jade Prasertprungreung; News Anchor / Nation Broadcasting Corporation (Nation TV); Alumni from University of Canberra.



Community Events

Aussie Christmas BBQ



On Saturday 12 December 2020, members of the Advance Australia Council, namely AustCham Thailand, Australian Alumni, TATSC, ANZWG, Thailand Tigers, and the Australian Embassy Bangkok, came together to bid farewell to 2020 at the Aussie Christmas BBQ. Enjoying the Christmas

atmosphere, guests enjoyed premium BBQ steak and snags, as well as a variety of activities and sports providing good times for all ages. Bringing more good vibes, a share in the proceeds from the event will be given to charitable causes.



WELCOME

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Bronze Sponsors





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