

**AustCham**Thailand  
Business | Connections | Community

AUSTCHAM THAILAND

# ANNUAL REPORT 2023

Business | Connections | Community

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## Contents

Contents .....	1
President’s Report .....	3
Treasurer’s Report.....	7
2023-2024 Board of Directors.....	12
AUSTCHAM BUSINESS.....	13
AUSTCHAM CONNECTIONS .....	15
AUSTCHAM COMMUNITY.....	20

**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



## President's Report

### Mr Andrew Norton - President

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2023 has been an incredible year for your Chamber. I want to start by thanking our Sponsors, Members, Directors, and the office team who made 2023 the success it was.

It has been a privilege and honor to lead the Chamber over 2023 and 2024 and, with the teamwork of a talented, diverse, and passionate Board of Directors, I'm proud of what we have achieved and the foundation we have set for the future. The Directors and office team this year have delivered amazing value for members this year.

Our number of members has been higher every single month this year compared to the same month last year. Your Chamber continues to grow. We finished the year with 417 members – our highest number of members in 10 years. We also finished the year with a very strong cash position despite making a significant investment in a new office for the Chamber during the year. Finally, we have a professional and spacious facility in a world-class commercial tower operated by one of our members. As members of the Chamber, you are welcome to visit the office and can use the facilities of the office and the incredible tenant facilities in the building.

I want to thank both Frank Holzer and Matt Cutt for their financial stewardship of the Chamber over the last 12 months. Their countless hours and thoughtful leadership have put your Chamber in a very strong and sustainable position.

I also take great pleasure in thanking Her Excellency Dr. Angela Macdonald, the Australian Ambassador to Thailand, her team at the Embassy, and the Austrade team, for their support of the Australian business community. The relationship between AustCham and the embassy has a long history, and we are grateful for the numerous opportunities to collaborate for the benefit of our members and sponsors.

During the year our sponsors and members had a chance to meet in person with Mr. Nicholas Moore in his capacity as the Australian government Special Envoy for Southeast Asia. The Australian Government's strategy was released mid-2023. AustCham Thailand had



significant opportunities to input into this report and we were grateful to host Mr. Moore at our end of year Sundowners last year to discuss the findings and actions.

The sub-committees of the Chamber are established to encourage our members to engage in the organization of events with our directors for specific industries. At the start of this year, we said our strategy was to make the Chamber more relevant to more members with more events. I am proud to say we have made big progress on that strategy.

Firstly, 2023/24 has been a record year for events for the Chamber. Compared to the year prior we had over 25% more events for our members. We have also had more free events for members than ever before. More events and more free events create more value for you, our members, and our sponsors.

I want to draw to your attention two new areas of development and one area of continued growth and impact for AustCham this year.

First, our SME sub-committee, led by Matt Cutt, is booming. Our monthly, free, SME coffee mornings have become so well attended we have had to move the venue twice to bigger and better venues. SMEs are the core of our AustCham community and I'm so proud of the work Matt and his committee have done building a vibrant and engaged community and providing them with monthly free seminars to help them grow their business.



Secondly, I want to celebrate the establishment of our Next Gen community led by Joana Button. The launch event was spectacular with 130 people attending – for many it was their first AustCham event. The follow up event also had over 100 people. I can now see a community of leaders young and young at heart networking, supporting one another, and getting more involved in our Chamber. Thank you to Joana for her passion and relentless energy in leading this.

Finally, not a new area, but one that continues to grow and make a positive difference, is our CSR Program.

I had the honor of recognizing Saj Iqbal with the President's award for 2023. Saj has made an incredible contribution to Thailand over many years, and I've had the pleasure of serving on the Board with him for the last 4 years. In addition to being a brilliant thought leader as Vice President, Saj is perhaps best known for the CSR Programs he has spearheaded



on behalf of our members and sponsors. AustCham Thailand has a hugely impactful CSR Program that has made a meaningful difference to thousands of people's lives through numerous initiatives including the COVID Care package and this year our Boxing Kangaroo CARE Package, which exceeded all expectations and raised over 1 million THB and supported 15 orphanages around Thailand and over 2,000 orphaned children. In 2023 we raised in total 2.6 million THB. As well as orphanages we have supported 12 charities in Thailand. This is the highest number of charities supported in a given year. Saj's leadership of one of the largest Australian owned companies in Thailand plus his leadership in the Chamber and the CSR subcommittee made him a most worthy recipient of the President's award.

I would like to thank my fellow AustCham Directors – you have truly been an exceptional Board with great teamwork and support. I also want to thank all our members who volunteer time on our sub-committees to bring great content and events to other members week after week.

In total we organized 69 AustCham led events and partnered with fellow Chambers in another 11.

Sponsorship is essential to the success of the Chamber. We truly appreciate the support during 2023 especially from the following businesses:

- Platinum => Linfox, Kingsgate
- Gold => ANCA Manufacturing Solutions, ANCA Manufacturing, BevChain, Bangkok Hospital, NSBluescope, Meinhardt, Minor International, TMX
- Silver => dwp, BDO, WHA
- Bronze => Blackmores, Kings College International School, Mazars

We truly appreciate that so many sponsors have already signed up for 2024 and look forward to delivering further benefits to you and your companies during the year to come.

Another important source of support that delivers value for our members is the venue and events sponsors throughout the year. There are a few opportunities in 2024, so please contact the AustCham office before these opportunities are filled.

Finally, I am so proud of our AustCham office team. Members often comment to me “how does such a small team achieve so much!”. Sam joined us part way during the year and has been leading the mighty team with Khun Mhoo, Khun Nong, Khun Zam, Khun Prim, and Khun Boi. What a year it has been. You are a remarkable team and I know our members and Board appreciate all you do.

Looking ahead we have incredible momentum as we start 2024 with many more events coming up. There are so many ways you can engage and be a part of the AustCham community.

A brief comment that I have decided to step down from the Board after 4 years' service to the Chamber. My work and travel commitments over 2024 are now such that I'm spending much more time outside of Thailand. It isn't possible to do justice to the time commitments required of a Board member. I've loved my time on the Board, and I want to thank our members for giving me that opportunity and thank the Board I've had the pleasure of working with over the last 12 months. You have been an exceptional group of people to work with.

Thank you all again for your ongoing support and my best wishes to the incoming President and Board Members to be installed at the March Annual General Meeting.

I am confident that 2024 will be another successful year of high achievements, connections, and memorable moments for us all. AustCham continues to be one of the most successful, strongest, and well-regarded Chambers. I have no doubt the Board will continue to strengthen your Chamber in 2024 and beyond.

*March 2024*



## Treasurer's Report

### Matthew Cutt - Treasurer

It is a privilege to present to the members my first report as Treasurer. I would like to start by thanking Frank Holzer for his support during this handover year. Some great contributors will rotate off the Board this year, including Frank and I would like to officially recognize the contribution that they have made to our Chamber.

2023 has been a year of change, records and positioning with a new President in Andrew and a new Executive Director with Sam taking on the role earlier in the year. We have provided a record number of events to our members, raised record amounts as part of the Chamber's CSR programs and invested in new offices (that members can use) which position the Chamber for growth. It has been a good feeling to be part of a chamber that is making an impact in our community.

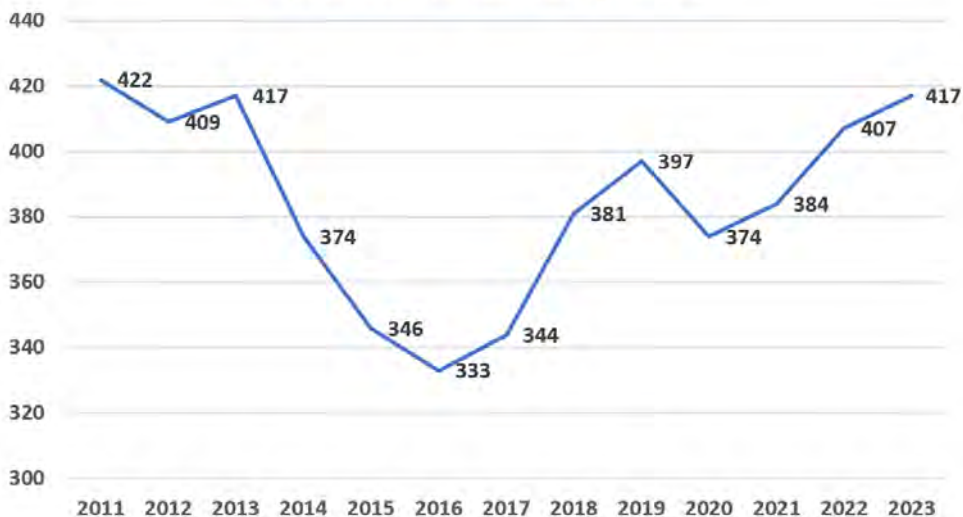
The Chamber made a small deficit of THB 41,311 which, when adjusted for non-cash related expenditure, means the chamber was operational cash flow positive over the twelve-month period. As a not-for-profit this means we steadied the overall position of the Chamber.





The year finished with a small increase in membership numbers, which is a credit to the Austcham Team and the Members in their ongoing support. This increase in numbers directly contributed to an increase in membership revenue as presented further in this report.

### Number of Members per year



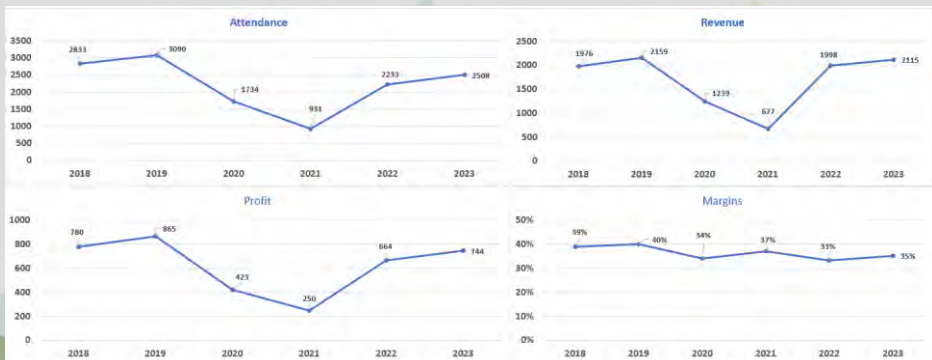
Membership fees have only had one small increase since 2013 reflecting the Board's commitment to giving members the best value possible. This year we will continue to hold membership fees flat with no increase. The outcome of this strategy is reflected in our ability to maintain a consistent Membership Base. The Board are currently reviewing member pricing specifically in relation to creating more membership categories which may promote a broader more diverse membership base.

## Statement of Revenue and Expenses

	2023	2022
<b>Revenue</b>		
Membership and Registration Expenses	6,632,568	6,426,422
Event Income	6,787,022	6,815,324
Sponsorship Income	1,808,450	2,346,100
Interest Income	68,834	16,433
Other Income	-	20,000
<b>Total Revenue</b>	<b>15,296,874</b>	<b>15,624,279</b>
<b>Expenses</b>		
Cost of Events	5,522,169	5,537,969
Staff Salaries and Benefits	6,876,918	6,810,099
Rental & Service Fees	897,636	780,840
Depreciation and Amortisation	253,702	233,226
Other expenses	1,787,760	1,721,949
<b>Total Expense</b>	<b>15,338,185</b>	<b>15,084,083</b>
<b>Total Liabilities and Members Equity</b>	<b>(41,311)</b>	<b>540,196</b>

Event income was broadly in line with the prior year (both at income and expense level) as Austcham continues to be known as the premier networking event in Bangkok held monthly. Event prices were not adjusted despite increased costs and as it becomes ever more competitive to secure venues as hotels bounced out of Covid. The Chamber continued to invest in a broader range of events as well as those outside of Bangkok. The results of these offset some of the profitability of the Bangkok sundowners. Some of these events will hopefully transpire in to increased membership engagement as they become a more regular part of the annual calendar. This is currently under Board review.

The graph below shows the performance of the monthly Bangkok sundowners highlighting the overall growth in numbers.



Sponsorship continues to be a challenge and an area of increased focus for the Chamber. We are currently revisiting the packages to provide a more tailored solution as each sponsor tends to value different aspects of the Chambers activities. We really do thank those who continue to support us in various levels of sponsorship.

On the cost side, salaries and benefits were slightly up on prior year with the transition of a new CEO and recognizing the efforts the AustCham office played during the transaction phase. Rental costs have increased given the investment in the new office space which is an investment for the future of the Chamber.

On the balance sheet the Chamber continues to be in a solid position with strong cash reserves as noted below. It should be highlighted, however, that THB 1.8m of the funds below relate to CSR funds raised. This will be paid to the CSR charities which are supported by the Chamber. This money was donated following the year-end further encouraging the chamber to continue with its CSR activities.



## **In conclusion as Treasurer**

The year of 2023 was a successful yes financially stable year with the launch of a number of new initiatives and the solid performance member numbers and the Bangkok sundowners which is a credit to the Board, the AustCham team and the members for the commitment and support in 2023.

I believe that this Treasurer's Report and associated audited financial statements that follow truly reflect the financial position of the Australian-Thai Chamber of Commerce as of 31 December 2023.

## 2023-2024 Board of Directors



**Andrew Norton**  
*President*



**Saj Iqbal**  
*Vice President*



**Dwight Willis**  
*Vice President*



**Frank Holzer**  
*Vice President*



**Matthew Cutt**  
*Director*



**Chaiwat  
Keratisuthisathorn**  
*Director*



**Chokdee Wisansing**  
*Director*



**Donnah Ciempka**  
*Director*



**Joana Button**  
*Director*



**Jon Canon**  
*Director*



**Michael Helleman**  
*Ex-Officio Director*



**Sam Hanna**  
*Executive Director*

# AUSTCHAM BUSINESS

AustCham Thailand expresses sincere gratitude to our 2023 Corporate Sponsors, whose support played a crucial role in the success of the various events and activities organized by the Chamber.

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## CORPORATE SPONSORS 2023

Platinum Sponsor



Gold Sponsors



Silver Sponsors



Bronze Sponsors



A snapshot of the business events held by AustCham in 2023:



Diversity & Inclusion Committee: “Reasons for Diversity and Inclusion for Your Business”



Hospitality & Tourism Committee: “2023 Hospitality and Tourism Outlook – The future is MICE are we ready!”



SME Committee: “SME Coffee Morning Series”



Digital Marketing Committee: Digital Workshop Series



The Launch of NextGen Committee



Legal & Advisory Committee: “Tax Update for Foreigners in Thailand Webinar”



AustCham Thailand Celebrating Leadership Gala Dinner



Breakfast Briefing: CEO Unplugged Series



Sponsors Cocktail Reception



ESB Business Briefings



Phuket Business Briefings



Hua Hin Business Briefings

## AUSTCHAM CONNECTIONS

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### Events Organised by AustCham Thailand in 2023

Date:	Event:	Venue:	Corporate Sponsor:
<b>January</b>			
Friday 27th January	Joint Chamber Phuket sundowners	Renaissance Phuket Resort & Spa	N/A
<b>February</b>			
Wednesday 1st February	February Sundowners	Sirimahannop	BDO in Thailand
Wednesday 1st February	Members Briefing on "Looking Forward - Business Outlook for 2023"	Sirimahannop	BDO in Thailand
Saturday 11th February	The Great Australian BBQ	King's College International School Bangkok	Linfox as Naming Rights Sponsor
Thursday 16th February	2023 Hospitality and Tourism Outlook – The future is MICE are we ready!	Bangkok Marriot Marquis Queen's Park	N/A
<b>March</b>			
Wednesday 1st March	AGM	Crowne Plaza BKK	N/A
Wednesday 1st March	March Sundowners	Crowne Plaza BKK	N/A
Tuesday 14th March	Digital Marketing Business Briefing "Do you know Thai consumers as well as you think?"	The Okura Prestige Bangkok	Bangkok Hospital
Friday 17th March	ESB Sundowners	Avani Pattaya Resort	Ultimate Solution & PRTR
Friday 17th March	Member Briefing "Talent Acquisition, Retention, Motivation, Incentives and Productivity"	Avani Pattaya Resort	Ultimate Solution & PRTR



<b>April</b>			
Wednesday 5th April	April Sundowners	Carlton Hotel Bangkok Sukhumvit	Lexicon
Wednesday 5th April	Member Briefing "2023 Marketing Trends: Social Media, Web Apps & Sustainability"	Carlton Hotel Bangkok Sukhumvit	Lexicon
24th – 25th April	ANZAC Tour	Hellfire Pass, Kanchanaburi	N/A
<b>May</b>			
Wednesday 10th May	May Sundowners	Le Meridien Bangkok	N/A
Wednesday 10th May	Member Briefing "Our Chamber, Our Future"	Le Meridien Bangkok	N/A
Friday 26th May	PH Sundowners	Blue Tree Phuket	Bangkok Hospital
Friday 26th May	Member Briefing "Empower Your Brain"	Blue Tree Phuket	Bangkok Hospital
<b>June</b>			
Wednesday 7th June	June Sundowners	Sofitel Bangkok Sukhumvit	Bangkok Hospital
Wednesday 7th June	Member Briefing "Expatriate Guide to Managing Health and Well- Being"	Sofitel Bangkok Sukhumvit	Bangkok Hospital
<b>July</b>			
Wednesday 5th July	July Sundowners	The Okura Prestige Bangkok	Meinhardt
Wednesday 5th July	Member Briefing "Smart Buildings of Tomorrow"	The Okura Prestige Bangkok	Meinhardt
Friday 14th July	Hua Hin Sundowners	Laksasubha Resort	Bangkok Hospital
Friday 14th July	Member Briefing "Reboot Your Balance, Strengthen Your Bone Health"	Laksasubha Resort	Bangkok Hospital
Friday 21st July	ESB Sundowners	Pullman Pattaya Hotel G	WHA & TMX
Friday 21st July	Member Briefing "The Ultimate Solution for Sustainable Growth"	Pullman Pattaya Hotel G	WHA & TMX

<b>August</b>			
Wednesday 9th August	BKK Sundowners	SO/ Bangkok	NSBlue Scope
Wednesday 9th August	Member Briefing "Overcoming Gender Bias: Advancing Gender Equality and Inclusion in Male-Dominated Industries"	SO/ Bangkok	NSBlue Scope
Thursday, 10th August	SME Coffee Morning on All Things Tax and Accounting	The Coffee Club, Hyatt Regency Bangkok Sukhumvit	N/A
Thursday, 17th August	Breakfast Briefing on "CEO Unplugged: A Breakfast Dialogue on Business Strategies"	Sofitel Bangkok Sukhumvit	N/A
Thursday, 17th August	Golf Convoy for Kids	Thana City Golf & Country Club	Linfox & Bevchain
Friday 25th August	PH Sundowners	nH Hotels Boat Lagoon	BDO in Thailand
Friday 25th August	Member Briefing "Phuket Marine Industry – Charting New Waters"	nH Hotels Boat Lagoon	BDO in Thailand
Thursday, 29th August	Diversity & Inclusion Panel Discussion on "Reasons for Diversity and Inclusion for Your Business"	Appsynth Asia	TBC
<b>September</b>			
Wednesday 6th September	FCA September Sundowners	Anantara Riverside	Minor Int'l Hotel
Wednesday 6th September	Member Briefing "Unlocking New Trade Horizons: Strengthening Thailand-Australia Economic & Trade Partnerships"	Anantara Riverside	Minor Int'l Hotel
Thursday, 7th September	SME Coffee Morning on Navigating SME Growth: Essential Insights into Labor Law	The Coffee Club, Hyatt Regency Bangkok Sukhumvit	N/A
<b>October</b>			

Wednesday 4th October	October Sundowners	Mövenpick BDMS Wellness Resort Bangkok	Montivory Co Ltd.
Wednesday 4th October	Member Briefing Breaking the "Wisdom Gap": How marketing technology is overwhelming all of us	Mövenpick BDMS Wellness Resort Bangkok	Montivory Co Ltd.
Thursday, 5th October	SME Coffee Morning on UNLOCKING GROWTH: The Latest BOI Privileges for SMEs and Entrepreneurs	The Coffee Club, Hyatt Regency Bangkok Sukhumvit	N/A
Wednesday, 18th October	Business Cocktails Reception	Australian Embassy	N/A
Thursday, 19th October	NextGen TEDx Talk Series on Finding Meaning in Your Career and Community	Aesops Rooftop	N/A
Wednesday 25th October	Walk The Talk RELAX, SHARE & LEARN – An early walk in the forest in the middle of the City by The Aspen Tree The Forestias	The Forestiat by MQDC	N/A
Friday, 27th October	Phuket Sundowners	Saii Laguna Phuket	Meinhardt
Friday, 27th October	Member Briefing "How Engineering Excellence can SIGNIFICANTLY IMPROVE your hotel facility"	Saii Laguna Phuket	Meinhardt
<b>November</b>			
Wednesday 1st November	November Sundowners	Avani Sukhumvit	ATFX
Wednesday 1st November	Member Briefing "The Art of Balancing Risk and Reward: A Guide to Mastering Diversified Investments"	Avani Sukhumvit	ATFX
Wednesday 1st November	SME Showcases	Avani Sukhumvit	ATFX & SME
Thursday 2nd November	SME Coffee Morning on 2024 Go-To-SME-Strategies for Digital Marketing and Video Production in Thailand	The Coffee Club, Hyatt Regency Bangkok Sukhumvit	N/A

Tuesday, 14th November	AustCham Thailand Celebrating Leadership Gala Dinner	Bangkok Marriot Marquis Queen's Park	N/A
Thursday, 16th November	Breakfast Briefing on "CEO Unplugged: Thailand and beyond – Strategies for doing business in Asia"	Sofitel Bangkok Sukhumvit	N/A
Friday 24th November	AustCham 2023 BevChain Golf Tournament	Thana City Golf & Country Club	BevChain as Naming Right Sponsor
<b>December</b>			
Wednesday 13th December	Christmas Reception Sundowners	Australian Embassy, catering by Amari Bangkok	dwp / Kingsgate & Akara Resources
Thursday 14th December	SME Coffee Morning on Mastering Social Media in the Digital Age	Sarnies Cafe Sukhumvit	N/A

# AUSTCHAM COMMUNITY

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## Corporate Social Responsibility (CSR)

AustCham is proud to have aided charitable projects again in 2023.

In total, AustCham members helped the Chamber CSR program to raise **Baht 2.6million**.

The Boxing Kangaroo CARE Package, which exceeded all expectations and raised over 1 million THB and supported **15 orphanages around Thailand** and over **2,000 orphaned children**. As mentioned, in 2023 we raised in total 2.6 million THB. As well as orphanages we have supported **12 charities in Thailand**.



## Community Events

### AustCham The Great Aussie BBQ 2023



### ANZAC DAY TOUR 2023

On Tuesday, 25th April 2023, AustCham Thailand together with the Australian community joined the ANZAC Day Dawn Service at Hellfire Pass. The AustCham team assisted in serving pies and drinks after the service.



## AFL GRAND FINAL FAMILY DAY 2023

The Family Day at the 2023 AFL Grand Final was a tremendous success! We extend our heartfelt gratitude to everyone who attended and our fantastic sponsors for contributing to the event's success. Special thanks to our naming rights sponsor, **Kingsgate Consolidated Limited**, and our premium sponsors, Bevchain, Linfox, Meinhardt, and The Coffee Club. We also appreciate the support from event supporters: Bluestar AMG, King's College International School, Lady Pie Phuket, Singha Corporation, Pernod Ricard Thailand and Samitivej. Additionally, a big thank you to all the generous raffle donors for providing wonderful prizes. Finally, our appreciation to the AVANI+ Riverside Bangkok Hotel for hosting an exceptional event.



## AUSTCHAM GOLF TOURNAMENT 2023

AustCham Thailand expresses its gratitude to all the golf enthusiasts who participated in the BevChain 2023 AustCham Golf Tournament at Thana City Country Club. It was a day filled with enjoyable golfing and networking, followed by a delightful dinner and Awards Presentation. Congratulations to all the deserving winners!

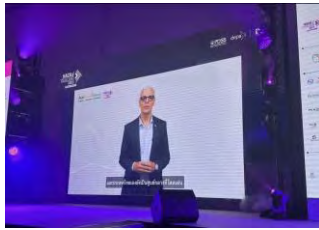


Special thanks go out to our Hole Sponsors for their valuable support: BevChain Logistics, Anantara Riverside, ANCA Group, Bangkok Hospital Thailand, BDO in Thailand, BlueScope, Fenix XCell, FORE Management Group, Kingsgate Consolidated Limited, Linfox Thailand, Meinhardt, Minor International, and TMX. Your contributions were instrumental in making the event a success.



## DEPA COLLABORATION & MOU SIGNING CEREMONY

AustCham & DEPA (Digital Economy Promotion Agency) signed a Memorandum of Understanding August 27<sup>th</sup> at the HACKaThailand Expo to enhance the bilateral collaboration between Australia and Thailand in the realms of digital economy, society and innovation to foster cooperation & progress in the digital landscape for both nations. The event coincided with a two-day Expo supported by our SME digital community who were also answering relevant questions from the many who attended the event.





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