



Patron: His Excellency Rear Admiral Kevin Scarce AC CSC RANR  
Governor of South Australia

## **ANNUAL REPORT 2010/2011**

It has been a busy and successful yet challenging year for the Council for International Trade and Commerce in South Australia.

I thank each and every one of our 40 ethnic business member organisations who have helped us collectively achieve the Key Performance Indicator goals for trade missions and events that have been part of our funding agreement for each of the past six years to deliver great outcomes for South Australia. This was recognised most recently by the Hon Tom Koutsantonis, the current Minister for Industry and Trade at the 2010 CITCSA Awards, and previously by Hon Kevin Foley MP, our Minister for Industry and Trade for each of the previous four years.

I am honored to have been appointed by the Board as Acting Chairman of CITCSA following the stepping down on June 30<sup>th</sup> of Mr Nick Begakis AM at the expiration of his term on June 30<sup>th</sup> 2011.

In recognition of his excellent work and most valuable contribution to CITCSA our long standing Chairman for the past 15 years, Nick has been honoured with life membership of CITCSA.

I am delighted to work with the CITCSA Board and CITCSA's member International Chambers of Commerce and Business Councils to enhance South Australia's economic development and international trade.

At last years' AGM, CITCSA member organisations unanimously voted in support of the continuation of CITCSA in response to the State Governments notice that its financial support for CITCSA would conclude on June 30<sup>th</sup> 2011 (after 17 years). CITCSA member organisations have continually lobbied and strongly advocated for the continuation of CITCSA as a valuable body for the State in many arenas over the past year. Thank you for your efforts and support.

The CITCSA Board has recently commissioned an experienced consultant to conduct an independent review of its activities within the current business, international trade, and multicultural climate. Members participated in a workshop in August, and a report and proposal is being finalised.

I remain hopeful and confident in the political will to maintain CITCSA as a viable independent organization. CITCSA remains firmly connected and intertwined with the multicultural community that South Australia is. CITCSA has an excellent track record, and proven ability to meet and embrace challenges with enthusiasm in the interests of South Australia's country of origin chambers and councils, and by extension, the State of South Australia.

CITCSA has enjoyed working with the Department of Trade and Economic Development over the past 6 years in complementing their international trade activity in countries where the government has local representation and fulfilling market access facilitation for bilateral trade in niche markets in other countries throughout the world where SA is not locally represented. SA government support for CITCSA was part of the plan to ensure that South Australian companies have access to as many export markets as possible.

CITCSA acknowledges the assistance of Business SA for the past 6 years in the provision of the very necessary Secretariat services vital that made CITCSA work smoothly and effectively. We have now become a truly independent body again and moved premises in September 2011.

We have a great working relationship with Austrade and DFAT who provide good support for our exporters throughout their network of international offices, and our overseas representatives are always welcome to present to our members when they visit Adelaide.

In a new initiative with the Adelaide City Council, in 2010, CITCSA successfully managed the business relationships with the sister cities of the City of Adelaide being Christchurch (NZ), Himeji (Japan), Georgetown (Malaysia), and Austin (USA). We did this by working closely with members of our respective member organisation for that country. Unfortunately the newly elected Adelaide City Council chose not to renew this agreement after a year, and have instead initiated a review of its international relationships including sister cities which will take over a year.

We work closely with the Department of Immigration and Citizenship in the sponsoring of short term business visitors under the 459 visa program.

## **OUR MEMBER ORGANISATIONS**

We have one new member this year in a South Australian chapter of the Australian Netherlands Chamber of Commerce called DUTCH SA.

Many members of our South Australia international member organisations have taken national leadership positions:

Mr Robert Berton is National President of the Italian Chambers of Commerce in Australia and a member of the international Board

Mr John McLachlan is National Vice President of the Hong Kong Australia Business Association.

Mr Ray Najjar continues as National President of the Australian Arab Chamber of Commerce and Industry.

CITCSA Board member and Adelaide City Councillor Ms Natasha Malani has been National General Manager of the Australia India Business Council for past year.

The future of CITCSA is dependent on the involvement of young people in the international chamber movement. Many of our member organisations have established separate young business and/or student groups or forums within their structure and have encouraged young business people to join their committees.

Many of our member organisations have had to travel interstate to participate in important trade meetings and promote trade for South Australia to business people and delegations that do not have Adelaide on their itinerary.

## **REPRESENTATION and LOBBYING**

CITCSA has continued to be an effective lobbying organisation over the past year. CITCSA provided input into the federal review panel with DFAT and Austrade representatives preparing the Mortimer Report on trade. Austrade has since been restructured.

CITCSA had provided input into the Review of the Australian Citizenship Test and the process has now become more streamlined and the test more relevant and inclusive.

CITCSA successfully reapplied to maintain our status as an organisation that can sponsor business visitors under the sub class 459 visa program through the Department of Immigration and Citizenship.

The Executive Manager prepared a submission to the Federal Government and Austrade in support of its EMDG scheme for exporters following input from our member organisations and supporters. The Federal government made short term improvements to the scheme during the GFC to make them more accessible for exporters and mission participants.

The Executive Manager prepared a response to the Department of Immigration and Citizenship on behalf of our members regarding its changes to the eligibility criteria for the issuance of the Australian Business Travel (APEC) card. The Minister for Immigration Hon Chris Bowen has recently responded to advise of the amendments to the criteria that partly met many of our requested amendments. We worked closely with our industry partners at ACCI and Australia Business Asia in lobbying the Federal Government on this issue.

## **CITCSA Funding**

### **Operational**

CITCSA has met and exceeded its Key Performance Indicators (KPI's) over each of the past six years with the assistance of its member organisations. .

The funding level from DTED for the CITCSA Secretariat function had remained the same at \$200,000 per annum which necessitated the raising of funds through sponsorship, membership and supporters for CITCSA to continue to fund our activities, programs and the marketing of our members.

(For members' information, for the past six years under the tripartite agreement, Business SA had received operational funds for CITCSA direct from Government via DTED. Business SA had employed the staff that provide the Secretariat support and management expertise to CITCSA members and who organise CITCSA activities under the funding and resource partnership with Business SA, the SA Government via DTED and CITCSA.)

## **CITCSA 2008 - 2011**

The CITCSA Board and the Executive Manager updated the CITCSA Business Plan for 2008 – 2011 and this was circulated to our members in late June. It was implemented by management and the Board.

Nine outbound and four inbound missions were organised during the past financial year, and there were 14 networking events and four trade workshops

CITCSA continued our longstanding and successful "Meet the Faces behind the Places" marketing campaign.

We continue to be responsive to member requirements, and are proactive with new trends in the international arena.

## **ACHIEVEMENTS and ACTIVITIES 2009/2010**

### **1. STRATEGIC PARTNERSHIPS**

#### **Sponsorships for the year totalled \$23,000, from:**

- Export and Finance Insurance Corporation
- ABC International Pty Ltd – Translating and Interpreting
- Multicultural SA
- Port of Melbourne Corporation
- South Australian Tourism Commission
- Adelaide Convention Bureau

Supporters of CITCSA over the past year include: Education Adelaide, AusIndustry, Technology Industry Association of SA, Defence Teaming Centre, Water Industry Alliance and the University of Adelaide.

## 2. CITCSA MEMBER TRADE MISSIONS

CITCSA members organised the following trade missions during the past financial year:

### OUTBOUND

- Latvia Chamber of Commerce and Industry – Trade mission and seminar in Riga in July
- Italian Chamber of Commerce and Industry Adelaide – mission to “Fiera Del Levante” trade fair in Bari, Puglia region of Italy in September.
- Chinese Chamber of Commerce mission to Guangzhou for SME expo, Xiamen and Shanghai for World Expo in September
- Italian Chamber of Commerce and Industry Adelaide – mission to Salone De Gusto and Triestespresso in Trieste, Italy in October.
- Australia Israel Chamber of Commerce – defence industry mission to Tel Aviv and Jerusalem, Israel which included 4<sup>th</sup> Israel Defence exhibition in October.
- Hong Kong Australia Business Association SA – mission to Hong Kong Wine Expo in November.
- Hong Kong Australia Business Association- Mission to Hong Kong Forum and Pearl River Delta region of China in December
- Australia India Business Council – participated in mission to Mumbai for global summit and to Chennai and Delhi in January 2011
- Thailand SA Business Council – Trade mission to Bangkok in May.

### INBOUND

- Spanish Chamber of Commerce- large inbound mission from Ferrol, Spain with 32 business people from Defence industry and Ferrol Chamber of Commerce in September
- Australia Malaysia Business Council – Hosted visit of Chief Secretary from Penang and delegation from Georgetown, Malaysia, Adelaide’s sister city in September
- Australia India Business Council – inbound mission from Chennai, India in October
- Australia Asia Chamber of Commerce and Industry – media and cultural group from Hebei Province, China in June

## 3. CITCSA NETWORKING EVENTS AND WORKSHOPS

Good attendance and quality presenters at meetings were features of 2009/10

Meetings, workshops and functions included:

- CITCSA Awards Workshop “Why and How to Enter” in July
- Finance & Strategic Planning for Offshore Financing workshop with EFIC and with case study in August
- CITCSA 2010 AWARDS PRESENTATION ANNUAL DINNER, September 2010
- CITCSA AGM in September
- Trade briefing on Slovak Republic by Mr Dusan Horniak, Economic Counsellor of Slovak republic, and AU EU Connect in November
- Trade briefing on France by Ms Christelle Damiens, FACCI in November.
- Patron’s cocktail reception at Government House hosted by His Excellency Rear Admiral Kevin Scarce AC CSC RANR Governor of South Australia for CITCSA Member Presidents in March.
- CITCSA Event Management and Marketing Workshop presented by CITCSA’s own Angie Lewis and Sarah Newman in February
- Export Grants Workshop on Gateway Business Program, and EMDG in March
- Hong Kong Trade Development Council briefing and interviews with exporters forum in April

- CITCSA stand at Business SA's Gateway to Asia Expo in April
- "Working in a Multicultural Trade and Business Environment" workshop with Robert Bean, Cultural Diversity, and Yvonna Zarawaska, ABC International Translating and Interpreting

#### **4. CITCSA CHAIRMAN'S LUNCHEON PROGRAM**

The Chairman's Luncheon Program continued as one of our most effective, year round, public relations strategies.

The Chairman's luncheons were held each month throughout the year, hosted by myself with the support of the Executive staff. Chairman's Luncheon guests included:

Kamahl Chaoui, General Manager, Intercontinental Adelaide  
 Chris Short, CEO, Cafetto  
 Mark Creed, Manager Creed wines  
 Christos Maniakis-Grivas, Consul General for Greece, South Australia  
 Scott Searles, Business Development Manager SA, Port of Melbourne Corporation  
 Michael Schmitt, General Manager, Hilton Adelaide  
 Jimmy Day, Sales and Marketing Manager, Domain Day wines  
 Tegan Webb, Marketing and Export Manager, Spring Gully Foods  
 Professor Graham Hugo, Department of Geographical and Environmental Studies, University of Adelaide  
 Andrew Jackman, Director of Maritime, Defence SA  
 Frank Condo, Director, Condo Wines  
 Christopher Callanan, State Director, Department of Immigration and Citizenship  
 Chris Burns AC, Chief Executive Officer, Defence Teaming Centre  
 Rick Burge, Burge Family Winemakers  
 Yvonna Zurawska, Managing Director, ABC International Translating and Interpreting Services  
 Stephen Goodall, Managing Director, All Fresh Exports Pty Ltd  
 Greg Boundy, Chief Executive Officer, Innovate SA  
 Bob Johnson, Chairman, Maptek  
 Phil Markey, Group Commercial Manager, Codan  
 Dr Jurgen Michaelis, Chief Executive, BioInnovation SA  
 Ron Tan, President, Multicultural Communities Council of SA  
 David Travers, CEO, University College of London  
 Daniel Wilson, Marketing Manager, Linfield Road Wines  
 Stephen Abbott, Area Manager, Malaysian Airlines  
 Matthew Sykes, Ministerial Adviser, Office of Hon Tom Koutsantonis, Minister for Trade  
 Andrew Soo, State Manager, Singapore Airlines  
 Marc Algrove, CEO, Chapel Hill Wines  
 Todd Miller, Director, Aussie Inc  
 Michael McDonough, Chairman M & M Tracking  
 Stephen Annells, Director, Population, Trade & Migration, DTED  
 Darren Ball, Partner, KPMG  
 Sean Heylen, Managing Director, Deadline  
 Phil De Courcey, CEO RESA  
 Wayne Ahrens, Proprietor, Small Fry wines  
 Hon Grace Portolesi MP, Minister for Multicultural Affairs; Minister for Aboriginal Affairs and Reconciliation; Minister for Youth; Minister for Volunteers; Minister Assisting the Premier in Social Inclusion  
 Ms Jacinta Thompson, Director Oz Asia Festival  
 Professor Ying Zhu, Director, Centre for Asian Business, UniSA  
 Mr Tom Fotheringham, Brand Ambassador, Barossa Valley Estate Wines  
 Mr Paul Venables, Founding Director, PowerHealth Solutions

At least one CITCSA member President attended each luncheon.

Media representatives who attended at different times included Sarah Martin from Advertiser; Michael Owen, Adelaide correspondent for the Australian; Christopher Russell, Business Editor, The Advertiser; Kevin Naughton, Business Editor, Solstice Media.(Independent Weekly); John Kenneally, Radio fiveAA and Maria Moscaritolo from Advertiser.

## 5. MULTICULTURAL BUSINESS ACTIVITIES

CITCSA continued its work in promoting the successes and activities of our ethnic business community through the promotion of the events of our international member organisations in the celebration of their respective national days. CITCSA in particular supports those small and emerging chambers with limited resources. It encourages the formation of new international chambers of commerce or business councils by entrepreneurial people to undertake business with their country of origin as it provides structure and legitimacy under the CITCSA umbrella.

We nominated active business people from within our member organisations for the 2010 Governors' Multicultural Awards, and were delighted that Mr Brian Hayes QC from the Australia India Business Council was the winner of that years "Business" category.

## 6. CITCSA COMMUNICATIONS

**C-Flash** - Two issues of our newsletter were produced in most months throughout the year, with primary focus on the activities and achievements of CITCSA's chambers and councils, and important international information, with a good response.

Each issue carried an unsubscribe facility, which was however very rarely used.

Building of the **C-Flash** database continued with new entries on a weekly basis, and an overall increase of thirty percent for the year – including international circulation.

The **C-Flash** format will continue to be upgraded.

A reasonable estimate of the *Flash's* readership is upwards of 5,000. However, since many recipients forward the *Flash* to their own memberships and communities, this figure could be higher.

**CITCSA Prompt:** - CITCSA Prompt is the monthly calendar of the international events being held in South Australia with priority given to events run by CITCSA's chambers and councils, and our sponsors/supporters.

**CITCSA website:** CITCSA's upgraded self managed website was launched late 2006 at [www.citcsa.org.au](http://www.citcsa.org.au) It will continue to provide links to our member organisations. We include one main contact including a telephone number and email contact for each financial member on our CITCSA site as well as continuing to offer the link to member's sites on the member's page.

Our sponsor WebEz provide a special offer for CITCSA members to develop a suitable website for your organisation dependent on your budget which enables you to "manage" the information on your site through their WebEz product which is upgradeable.

CITCSA prepared and published a number trade stories about featuring its international countries in media such as In Business magazine, the Advertiser and the Australian and foreign language media.

## **7. DIAC – CITCSA sponsor status for 459 short-term business visas.**

CITCSA is approved as one of two sponsor organisations in SA for the issuance of 459 short-term business visas by the Department of Immigration and Citizenship. It has sponsored a number of business people for 459 Visas exclusively on behalf of its members.

The administration of this service has now moved to Melbourne. We urge continued use of this facility with CITCSA's sponsorship by our member chambers and councils.

## **8. CITCSA HEADQUARTERS**

CITCSA was based at Business SA at 136 Greenhill Road for 6 years as part of a partnership agreement with Business SA and the SA Government via DTED in August 2005.

CITCSA moved its office into the city to Peel Street in September 2011 where one of our long term members the Australian Israel Chamber of Commerce have generously provided CITCSA with office space for up to the next 9 months until we find a more permanent home.

We have always continued to have our own direct telephone lines and have maintained our website at [www.citcsa.org.au](http://www.citcsa.org.au) and email database.

## **9. CITCSA BOARD**

At last year's AGM, Mr Leon Coppins, President, Thailand SA Business Council, Mr Teo Spiniello, Secretary - General, Italian Chamber of Commerce and Industry – Adelaide, and Ms Natasha Malani, then President of State Chapter of Australia India Business Council, were elected as member organisation representatives at the AGM for two year terms. Mr Francis Wong, President of Australia Brunei Darussalam Business Council, was co- opted onto the Board in December for the remainder of the year to replace Stephen Marafiotte from the Australia Arab Chamber of Commerce who resigned in November due to work pressures.

This year we welcomed Nigel Turner, Chief Financial Officer at Business SA onto the CITCSA Board in place of David Frith who retired from Business SA in November 2010.

Long term appointed CITCSA Board member Mr Wayne Parham resigned from the Board upon his retirement from DTED in December, and he was replaced by Mr Stephen Annells, new Director of Trade, Migration and Population at DTED.

The Board met in accordance with our Constitution with its schedule of bi-monthly meetings throughout the year, and for additional meetings as required.

With my appreciation, I acknowledge the individual and collective commitment of my fellow Board members:

### **Elected members as at June 30<sup>th</sup> 2011**

- Mr Leon Coppins, President, Thailand SA Business Council
- Mrs Kerry Lewis, President, Korean Chamber of Commerce SA
- Ms Natasha Malani, General Manager, Australia India Business Council
- Mr Teo Spiniello, Secretary-General, Italian Chamber of Commerce and Industry – Adelaide.
- Mr Francis Wong, President of Australia Brunei Darussalam Business Council
  
- **Appointed members**
- Mr Nick Begakis AM, Chairman. (Appointed by Minister for Trade)
- Mr Stephen Annells, Director Migration, Trade and Population, Department of Trade and Economic Development (appointed January 2011)
- Ms Patricia Moessinger, State Manager, Austrade
- Mr Nigel Turner, Chief Financial Officer, Business SA (appointed December 2010)

The Board ensured CITCSA's activities were aligned with its Strategic Action Plan.

Thank you one and all for your earnest and robust contributions.

## **10. CITCSA FINANCES**

The Board accepted an annual budget and received detailed monthly and accumulative cash flow reports throughout the year.

CITCSA showed a surplus of **\$10,413** for the year ending 30<sup>th</sup> June 2011. This followed a surplus of **\$14,981** in 2010.

As reported by the Executive Manager throughout the year, our cash status was stable and always positive. I am pleased to report your association remains solvent.

## **11. GOVERNMENT**

As Chairman, Nick Begakis AM, met regularly throughout the year with Hon Tom Koutsantonis, Minister for Industry and Trade, and other senior Government Ministers and officials in advocating and promoting a role for CITCSA.

Substantial lobbying was undertaken at the highest levels of Government and industry by our Chairman, Board members, individuals from our member organisations, and friends and supporters.

## **12. CITCSA MANAGEMENT AND STAFF**

The CITCSA staff remained dedicated to CITCSA's performance and the progress of its chambers and councils.

Mr Barry Salter was appointed as Executive Manager in September 2005, and has performed very effectively above and beyond, and it is true to say without his efforts CITCSA would not be where it is today.

Ms Angie Lewis, Events and Administration Officer, was an enthusiastic and dedicated member of the CITCSA team for four year since April 2007. Angie resigned in June 2011 to work part time and to develop her own business. We thank Angie for her enthusiasm and commitment over her 4 year term.

Ms Jennifer Blake, previously with us in 2007, rejoined the CITCSA team in February 2010 as Marketing Officer for 8 hours per week. She resigned in March 2011 to take up a Marketing Communications role with the RAA. We thank Jennifer for her marketing expertise and support of CITCSA

Their commitment is recognised and appreciated by the CITCSA membership, as it is by the CITCSA Board and myself.

### 13. CITCSA 2010 AWARDS

Congratulations to all our winners and finalists for the 2010 CITCSA Awards, announced on Friday September 3<sup>rd</sup> 2010 at the CITCSA Dinner at the Grand Chancellor Hotel Adelaide on Hindley Street as follows:

#### INTERNATIONAL CHAMBER OF THE YEAR

**Winner - Australia India Business Council - SA Chapter**

Award sponsor – *Export Finance and Insurance Corporation*

#### INTERNATIONAL BUSINESS AMBASSADOR OF THE YEAR

**Joint Winners – Mrs Kerry Lewis and Mr Leon Coppins**

Award Sponsor – *ABC International Pty Ltd – Translating and Interpreting Services*

#### SMALL AND EMERGING CHAMBER OF THE YEAR

**Winner – African Chamber of Commerce**

Award sponsor – *Multicultural SA*

#### Judges Commendations

In addition, the judging panel awarded Judges Commendations for Recognition to:

**Australian Asian Chamber of Commerce and Industry** for their entry in International Business Chamber of the Year

**Conan Fahey** for his entry in Outstanding Contribution by an Individual

The Annual CITCSA Awards Presentation Dinner event held at the Grand Chancellor Hotel Adelaide on Hindley was attended by over 150 people and acknowledged the outstanding achievements of CITCSA member organisations.

Ms Heidi Van Gerwen won the best ethnic dress individual prize in her glorious traditional Belgian outfit. Congratulations to the Australia New Zealand Business Council and the Australian Asian Chamber of Commerce and Industry table who jointly won the best themed table competition.

Guest speaker Mr Aaron Potts from Opportunity International Australia spoke of their charter to give people living in poverty opportunities to transform their lives. They do this with small loans (microfinance) that help them start a business, earn an income and provide for their families. Opportunity International Australia focuses its work on three main countries – India, Indonesia and the Philippines.

The Charity Raffle offering 20 great prizes raised \$3500 for Opportunity International Australia thanks to the generosity of our prize donors and ticket purchasing guests. Entertainment of the night was provided by “Zhaohong Liang” on the Chinese Harp, “Mysteriaque” magical act and “Chispa Flamenco”, Spanish guitar and dance.

Our thanks to Nick Duffield, Chair of our Judging panel and our judges for their support.

## **CITCSA Hall of Fame**

The CITCSA Hall of Fame inductees are recognised for their exemplary contribution to South Australia's international reputation.

- **Mr Francis Wong**, *Hatrick winner of International Ambassador of the Year 2002/2003/2004*
- **The Hong Kong Australia Business Association SA Chapter**  
*Hatrick winner of International Chamber of the Year, 2001, 2002 and 2003.*
- **Professor Alfred Huang AM**, *former Lord Mayor of Adelaide and former president of the Chinese Chamber of Commerce SA, now Adjunct Professor, International Graduate School of Management, University of South Australia*
- **Italian Chamber of Commerce and Industry – Adelaide**, *hatrick winner of the International Chamber of the Year in 2004, 2005, 2006.*

## **Benefits**

The CITCSA AWARDS is a major project for CITCSA, with benefits that cannot be overstated, such as the connections between awards winners and their respective sponsors. CITCSA has proven that these connections lead to business development for both parties.

I take this opportunity to applaud and congratulate:

- The Award winners
- All nominees

## **15. CONCLUSION**

I thank the CITCSA's chambers and councils for their support and enthusiasm.

I thank our staff, past and present for their efforts throughout the year. I thank our past Chairman Nick Begakis AM, my fellow Board members, appointed and elected, for their support this past year. Thank you one and all for an exceptional year of loyalty, cooperation, camaraderie and economic outcomes.

I look forward to 2011/12 with enthusiasm as we move into a challenging year of change.

**Francis Wong**

Chairman

October 2011