



## AUSTCHAM SHANGHAI – OUR KEY FOCUS IS MEMBERSHIP

AustCham Shanghai's newly elected Board of Directors is shaping a dynamic new agenda focusing on maximising membership benefits and involvement, reports **David Keir**, the new AustCham Shanghai Chair.

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Following an intensive strategy weekend in August, AustCham Shanghai's Board of Directors defined the strategic objectives for the Chamber over the coming year. Three key priorities were identified for action.

1. **Grow and retain the membership;**
2. **Work towards the creation of a Greater China Chamber; and**
3. **Build an overarching, interactive communications platform for members.**



*AustCham Shanghai Board Strategy Weekend.*

### Grow and retain the membership

The Chamber's membership is its reason for existence. Just as Shanghai is growing and diversifying at a rapid rate, so also is our membership base. We need to understand our member's needs better, how their needs are changing, and to build service provision around that better understanding. We also need to understand the needs of potential future members better – Australian companies located in the Yangtze River Delta region.

Over the coming months the Chamber will work to better understand our members' needs through a focused research effort, including focus groups and other approaches.

This research will also help to ensure that we deliver relevant programs and activities tailored to the specific needs of the membership.

#### VISITING SHANGHAI WORLD EXPO?

Don't miss out on Aussie Drinks Central Friday nights, everyone welcome.

Venue: Kakadu, 8 Jianguo Zhong Lu near cnr Chongqing Lu

### Create a One China Chamber

The achievement of a unified Greater China Chamber of Commerce will enable better services and recognition for all AustCham members. An MOU was signed by AustCham Shanghai and other China based AustChams in April this year that laid out a roadmap towards the achievement of a Greater China AustCham.

A single AustCham platform in China will increase service offerings to members on a national scale and provide scope for a single Australian voice on policy issues affecting members. Members will be able to take advantage of reciprocal membership rights, a national infrastructure and single high standard image.

Our Board considers this objective to be one of our most important goals in the coming year. We have been encouraged that our views in this respect are shared by the AustChams in Beijing, Hong Kong and Macau and other parts of China.

### Build an overarching, interactive communications platform

We acknowledge that we need to communicate with our members better. Communication is critical to the success of the Chamber and we are committed to researching and effectively utilising the latest developments in communications, methods and strategies. A key priority for the coming year is to increase efficiency and relevance of day-to-day communication. Even more importantly, we need to listen to membership needs, as noted above in the membership section.

To assist AustCham Shanghai to achieve its strategic objectives, the following Board

Portfolios have been assigned for 2010-2011:

- Membership – Bob Moore
- One China AustCham – Andrew Whitford
- Communication – Darren Lewis
- Finance – Vivienne Yu
- Events – Colette Chester
- Industry Committees – Stephen White
- Human Resources – Peter Arkell
- Community Outreach – Tim Lyons
- Governance – Seamus Cornelius

### THE GREAT AUSTRALIAN BALL XV 2010 (GAB)

Themed 'The Wonderful World of OZ' this year's annual community outreach Gala fundraiser will provide a night of myth and magic with an Australian flair proving its true when they say – there's no place like home! **Saturday September 11th 2010**

Thank you to generous sponsors: TNT, ECCO, BlueScope Steel, David Laris Creates, Kirribilli Pastoral, Triple 8, Chinatown, Santa Fe, Which Property, Just Beer, Liquid Impact and The Wine Republic. ■



*Greater China AustCham Event at the Australian Pavilion with Deb Biber & Clement Chan (AustCham Hong Kong & Macau), David Olsson and Dalwyn Bateson (AustCham Beijing) and David Keir and Kim Gilliland (AustCham Shanghai).*

### AUSTRALIA CHINA BUSINESS AWARDS 2010

The 18th annual AustCham Westpac Australia-China Business Awards will recognise and celebrate excellence of Australian business with China and local businesses promoting Australian products and services. The ACBA, initiated by AustCham Hong Kong, will be welcomed to Shanghai for the first time on 11 November 2010 with a Gala Awards Ceremony at the Ritz Carlton Pudong. Visit [www.austchamchina.com](http://www.austchamchina.com) for more details.

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