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## President's Message



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Dear AustCham members,

In this edition of *The Southern Star* we cover the theme of Singapore as a business hub and its competitive edge.

As I started writing this message I was on my way to London, and was considering the possibility of an extremely long wait in an immigration queue and the likelihood of missing my connecting flight\*. When I consider 'competitive edge' this is one of many areas where Singapore has an advantage – the efficiency of Changi Airport. We sometimes take this efficiency for granted, but the recent arrival in Singapore of an old friend with regional travel responsibilities has led me to hear how our airport so often makes doing business so much easier.

Singapore's competitive edge is, of course, well recognised internationally with our city state appearing regularly at the top or near the top of many a survey relating to the ease of doing business. In this issue of *The Southern Star*, we look at a range of areas where the government is making it easier and/or less expensive to do business here. While we all have our stories of bureaucratic fussiness in Singapore, I have often said that there is probably no easier place in the world to open up a billion dollar manufacturing facility – the coordinated approach of 'Singapore Inc.' is something that has attracted foreign investors year after year and is a lesson that many a country could learn from.

The APEC Travel Card is a matter that your chamber has been focussing on over the past year. Singapore's Immigration and Checkpoint

Authority has an online application process that takes approximately 20 minutes to complete and costs S\$100. At present the vast majority of Australian business people are not eligible to obtain an APEC Travel Card – talk about a competitive edge! And, the light at the end of the tunnel for changing that situation is only recently starting to glimmer. AustCham continues to pursue this issue, and (with no political comment intended) at a recent AustCham function we were delighted to hear Julie Bishop, Deputy Leader of the Federal Opposition, state that should her party win office at the next election and the issue remain unresolved, she will do something about it in the first week of taking office.

Recently, I was fortunate to attend a breakfast with Tim Beresford, Executive Director of Australian Operations, Austrade. It was great to hear what they are doing with regards to assisting Australian business heading offshore and to attract business to Australia. For more details, please read the article on page 13 by Julie-Anne Nichols, Austrade's Senior Trade Commissioner.

Enjoy reading your copy of *The Southern Star*, and I hope to see you at the next AustCham event. ■

**PRESIDENT**

*\*Having now been through London Heathrow I have to admit that it was as efficient a process as anywhere I have experienced recently – so apologies to London for doubting you – all will be well at the Games!*

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# AustCham - a voice for Australian business in Asia

**In a fresh approach to policy making, the Australian Government's *Australia in the Asian Century White Paper* recognises the importance of Asia to Australia's future and seeks to explore current and future changes in the region, to identify how Australia can best engage with Asia in the short, medium and long term.**

**As a voice of the Australian business community in Singapore, AustCham Singapore has welcomed the opportunity to provide a submission to the White Paper.**

After canvassing the views of its members, AustCham Singapore provided a formal submission to the review committee headed by Dr Ken Henry. A separate submission was also made by Australian Business Asia, which is a grouping of 16 Australian business councils and chambers of commerce throughout Asia, which includes AustCham Singapore.

AustCham Singapore President Graham Lee and Chairman of Australian Business Asia John Dick met with Ken Henry, when he visited Singapore in April and discussed key components of our submissions.

AustCham maintains regular connections with the Australian Government. AustCham board members Phil Forrest and John Dick and several other AustCham members recently met with Senator Bob Carr, Australia's Minister for Foreign Affairs, when he was in Singapore. Senator Carr sought to connect with a cross-section of our membership to better understand the commercial issues facing Australians in Asia. AustCham also hosted a special breakfast for members with Julie Bishop, Deputy Leader of the Opposition and Shadow Minister for Foreign Affairs, during her recent visit to Singapore.

Having the opportunity to discuss matters concerning Australian business in the region with key government and opposition leaders is invaluable to AustCham members. AustCham fosters these connections to ensure the views of Australians in business in Singapore are not only heard, but also actively sought.

If you are interested to read more, you can visit the White Paper website at [asiancentury.dpmc.gov.au](http://asiancentury.dpmc.gov.au). ■

## New publication puts the spotlight on Australian business in Asia

AustCham Singapore is a member of Australian Business Asia (ABA), an initiative of 16 Australian business councils and chambers of commerce from across Asia, intended to provide a platform for more regional connectivity in promoting and advocating for Australian business in the region and to Australia.

ABA has already had critical input on issues related to eligibility for the APEC Travel Card and the content of the Australia Network TV service.

Last year, ABA launched a website and commercial on the Australia Network designed to lift public awareness of Australian business councils and chambers of commerce.

This year, ABA is partnering with Sydney-based publisher Roxby Media to produce an inaugural ABA publication and accompanying multimedia campaign. The publication will profile ABA members and highlight the importance of Australian bilateral trade and investment across the region, and feature information from the Australian Government.

This comprehensive project will include commentary on each country within the region and highlight the key industries where Australian companies have made an impact. To be launched in mid-2012, 30,000 copies of the publication will be distributed free of charge on a highly controlled basis to government leaders, peak industry bodies and leading companies in Australia and the region. The ABA publication will be launched with a fully-integrated multimedia campaign utilising the latest in website and digital technology, including applications for smart phones and iPads.

There are opportunities for companies to be profiled across Australia and Asia by advertising in the publication. AustCham members receive a discounted rate. For more information visit [australianbusinessasia.org](http://australianbusinessasia.org).

# ANZ partners with EDB to attract overseas companies

**In early April, ANZ announced that it had signed a memorandum of understanding with Singapore's Economic Development Board (EDB) – becoming the first Australian bank under EDB's partner 'multipliers' scheme to attract businesses from Australia, New Zealand, Greater Mekong and the Pacific Islands.**

EDB's scheme aims to attract overseas companies to establish a presence in Singapore with the objective of using Singapore as an expansion base into the rest of Asia.

Australia's open economy and strength as a global supplier of natural resources and agricultural commodities have aligned the country closely with economic developments in Asia.

Against this backdrop, Singapore takes a 'sweet spot' in the trade dynamics as a hub for companies eager to tap on cross-border opportunities in Asia.

With A\$21.6 billion worth of trade, Singapore is Australia's seventh largest two-way trading partner and is the highest ranking South East Asian country on that list of trading partners.

ANZ is the leading corporate and institutional bank in the Pacific and has been in the resource-rich region for more than 130 years. It is also a leading bank in the Greater Mekong region, with a presence in Cambodia, Laos and Vietnam.

"We are honoured to partner with the Economic Development Board on opportunities to help businesses expand beyond their home markets," says ANZ Singapore Chief Executive Officer Vishnu Shahaney.

"With the largest presence of any Australian bank in Asia-Pacific and a super regional focus, we have a natural advantage connecting businesses across markets."

Lee Eng Keat, EDB's International Director, Asia-Pacific and Director, Singapore Welcome Centre for Corporates, says, "We are pleased to collaborate with ANZ Bank. With its strong presence in the region, ANZ Bank is well-placed to reach out to companies in Australasia and promote business investments into Singapore, as well as facilitate businesses looking to orchestrate their pan-Asian operations in Singapore".



*Vishnu Shahaney, Chief Executive Officer, ANZ and Lee Eng Keat, International Director, Asia Pacific and Director, Singapore Welcome Centre for Corporates, Singapore Economic Development Board*

ANZ is one of the world's 25 largest listed banks, based on market capitalisation, and is Australia's leading bank in the Asia-Pacific region.

ANZ has had a presence in Singapore for almost four decades, and today has more than 2000 staff and four branches, offering a full range of banking services covering retail, wealth, commercial, institutional and private banking. [anz.com](http://anz.com)

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# Incentives in the cloud

**Singapore's virtues as a business hub are well known: a strategic geographical location, cosmopolitan city, robust intellectual property protection regime, good trade connectivity and easy access to global talent.**

Singapore has again been awarded the title of the world's easiest place to do business, retaining this honour for a sixth straight year. For its 'Doing Business' report, the World Bank researched information on changes in legal frameworks, administrative procedures and technical obstacles in launching or expanding a business.

In today's digital age, infocomm service companies are being attracted to Singapore thanks to its excellent technology infrastructure and forward thinking policies and planning. According to the World Economic Forum's 'Global Information Technology Report 2010-2011' Singapore is the second most network-ready country in the world, and the first in Asia.

With continuing improvements, such as the Intelligent Nation 2015 Master Plan and the National Broadband Network roll-out, Singapore will further set itself up as an ideal location for all businesses making use of the available infrastructure.

AustCham member Stephen Humphries, Managing Director, from ASAP Recruit has recently partnered with SingTel to exclusively deliver the ASAP Recruit software to businesses throughout Singapore.

Stephen says he is particularly impressed with the Singapore Government's introduction of several new schemes that can significantly help businesses make further investments in technology.

"The Singapore Government is once again showing how innovative it is by encouraging business to adopt new cloud computing and other computing technologies with the aim to improve business productivity throughout Singapore," says Stephen.

"Infocomm Development Authority (IDA) of Singapore has recently included cloud computing, software-as-a-service and other cloud services under its Productivity and Innovation Credit (PIC) scheme. Additionally, the iSprint grant program is also available through IDA to further assist businesses to adopt and transform to new technology."



The iSprint scheme addresses the different areas of infocomm adoption for small to medium enterprises, making it easy and convenient for these businesses to seek assistance when improving their systems. It provides grants of 50-70% of costs, up to S\$10,000 spent per year for software-as-a-service and other qualifying packages.

The scheme supports customised solutions and the packaged solutions pre-qualified by IDA, as long as the project involves the use of technology to improve the company's business operations, resulting in efficiency and productivity gains, increased revenue or value-add for the business.

"A combination of both the PIC and the iSprint schemes can also apply, if eligible," says Stephen. "If businesses have been considering investing in technology to improve productivity then I suggest now is the time to act." [www.asaprecruit.asia](http://www.asaprecruit.asia)

## Productivity and Innovation (PIC) scheme

- 400% tax deduction on up to S\$400,000 spent per year, or convert S\$100,000 per year into a cash payment at S\$30,000 for 2011-12 and at S\$60,000 for 2013-15

For example, a typical expenditure of S\$10,000 would provide:

- a normal tax saving of S\$1700 without PIC or
- a tax deduction with PIC of S\$6800 or
- a cash payment with PIC at 60% of S\$6000.

Qualifying claimable activities are:

- acquisition/lease of prescribed automation equipment
- training of employees
- acquisition of intellectual property
- registration of intellectual property
- research and development activities
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# Taking a place on the digital stage

**Ten years ago, AustCham member and former actor Peter Browne moved from Sydney to Singapore. His work took him from the stage, the world's oldest medium, to working with companies at the cutting edge of mobile applications and social media. Despite shifting to work with new technology, one thing hasn't changed: the need to tell a clear story with confidence.**

Peter's company, Intangible Communications, has recently been working with Joyful Frog Digital Incubator (JFDI) to produce videos and conduct presentation training.

JFDI, South East Asia's first global accelerator network member, selected 11 start-up businesses from around the world to participate in the JFDI-SingTel Innov8 2012 Bootcamp, which culminated in a Demo Day – where the teams pitched their business ideas to more than 100 investors from Asia and the United States.

"I worked with the start-ups for two months to prepare for Demo Day. My approach stems from my training and early career as an actor in Australia," says Peter.

"In the first month we built a foundation – breath, voice and body awareness. Then we worked on the pitches – using vocal range and body movement to give impact, variety and clarity, and using breathing to control stress, nervousness and even memory loss. Of particular importance was our focus on articulation. For many teams from Asia, English is not their first language, so we explained how the mouth makes sounds – where to place the tongue for a 'D' or an 'L', how to make a soft or hard 'S'."

The Demo Day was a success with most of the start-ups receiving funding, but this was not Peter's first encounter with the digital world.

"In 1997, I was working with a corporate events company in Sydney and we engaged Kevin Kelly, at the time, the editor of *WIRED* magazine, to speak at an IBM event for the Asia-Pacific region," recalls Peter. "He talked of an online revolution about to erupt."

Of course, in the years that followed, the dotcom bubble ballooned then burst, as the nascent internet's challenges – bandwidth, connectivity, security, capacity and cost of infrastructure – failed to deliver functional businesses.

Today, many of these issues have been resolved and the online industry is again booming, with funds freely available. Instagram, Dropbox and AirBnB are outstanding examples of recent business success in the US.

The digital space is flourishing. Entrepreneurs and programmers are heading for the horizons with laptops and flat screens – and they don't have too far to travel. Around the world, there are more than 200 digital incubators with various methodologies.

In the US, at weekly start-up weekends, hackers assemble to build a business in 54 hours. Venture capitalists and 'angels' participate in these events, looking for new talent and ideas.

In Australia, start-up events and digital incubators are creating a digital buzz – in Brisbane at River City Labs, in Sydney at the Australian Technology Park and in Melbourne at the York Butter Factory.

And, in Singapore, JFDI – part funded by the government agencies SPRING and MDA – is one of many organisations providing opportunities for digital entrepreneurs.

According to Peter, "There is a massive change happening – and it's not confined to the start-up space. For one of our corporate clients, a global financial institution, we are helping young innovators prepare a three minute video pitch of their technology innovations to a panel of executives."

But, he argues, it is not all new. "Creativity and innovation have been the fuel for development for centuries. What is new is the speed at which change is possible," says Peter.

"I can't help remembering my grandmother's confusion in 1969 as she grappled with the moon landing. In her lifetime she witnessed the development of the motor car, the aeroplane, space travel, radio and television.

"One day, I might also be wishing that life was so much simpler; remembering a time when a tablet was something you read, when every idea was in the cloud and when an apple was not something you ate, but the biggest company in the world." **intangiblecomm.com** ■



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# A global hub for the **creative arts**



**Singapore is investing considerable time and capital in its quest to identify itself as a global arts hub. Gillman Barracks is slated to open as an arts precinct in September. The National Arts Council (NAC) Arts Housing Scheme, which provides heavily-discounted rents on government-owned properties to artists and arts organisations, is internationally-recognised as an innovative and highly successful policy to support the arts. And, then of course there's the plethora of government grants and taxation relief schemes to support the business side of the creative industries.**

Singapore has long been criticised for its apparent lack of a cultural scene. So it's no wonder that some question the feasibility of transforming the island into a global arts hub. However, judging by the statistics, change is well under way. Most striking is the drastic increase in the number of performances from 607 in 2007 to almost 7500 in 2011.

One local arts company that is an important contributor to Singapore's goal of becoming a global arts hub is AustCham member Singapore Repertory Theatre (SRT). Known for its quality, family-friendly productions, SRT has benchmarked itself against the best theatres in the world, working on and off stage with the finest talent from Singapore and the leading global arts capitals. SRT reaches about 100,000 people a year, making it one of the region's largest theatrical producers. Notable productions include the prestigious international collaboration with Sam Mendes and Kevin Spacey, *The Bridge Project*, as well as its annual *Shakespeare in the Park* productions.

"SRT has always been a frontrunner in marketing its plays to new audiences and was the first theatre in Singapore to use outdoor media and social media platforms," says SRT's Executive Director Charlotte Nors.

"SRT places a huge emphasis on education and talent development. The Young Co. provides a training platform for 18 young writers and 25 young actors and reaches over 40,000 children and their parents with our family shows produced under *The Little Company*. Furthermore, SRT consistently holds talks and workshops in schools to make theatre a vital component to the educational journeys of students and teachers."

Another arts venture gaining prominence is Chan Hampe Galleries. Located at Tanjong Pagar and currently expanding its second space at the esteemed Raffles Hotel, Chan Hampe Galleries is a collaboration between Singaporean Angie Chan and AustCham member and Australian Benjamin Hampe.

According to Benjamin, "Chan Hampe Galleries has successfully filled a space that was missing for Singaporean artists and has cultivated diverse galleries displaying numerous regional artists from Indonesia, China, Australia, Thailand and Myanmar."

Chan Hampe Galleries runs a cultural program in partnership with the National Heritage Board and displays contemporary art depicting Singaporean history. It also runs public educational programs where featured artists speak about their work.

The galleries represent a combination of established artists, such as Eric Chan and Om Mee Ai, as well as less-established, critically-acclaimed artists, such as Genevieve Chua and Michael Lee, and even promising young emerging artists, such as Ruben Pang, who Ben 'snapped up' at his graduation show from Lasalle College of the Arts. Ruben has gained considerable media attention after being showcased at Chan Hampe Galleries' Tanjong Pagar space.

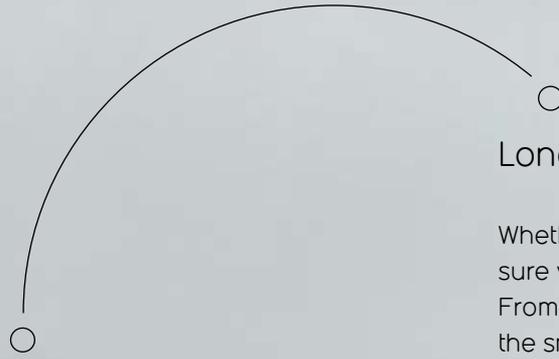
Both Benjamin and Charlotte say that one of the challenges for Singapore's arts scene is public perception of the value and worth of an arts career.

"There is always going to be pressure from parents to follow more traditional and stable career paths and it's going to take a long time to eradicate this mentality," says Benjamin, who also concedes this is a global issue.

For Benjamin, the bigger issue is that, "Singapore has all the hardware, but is lacking the software." And, Charlotte agrees. She says that although SRT has witnessed some changes to this mentality within the theatre world, "the pool of young people coming into the industry is still too small for the number of companies and new venues".

Times are changing. NAC reports increasing numbers of applications for Arts Scholarships, a large growth in the number of arts companies and a huge rise in the number of arts societies formed in Singapore.

Through sheer determination and meticulous government planning, Singapore has achieved worldwide recognition and high praise for its successes on multiple fronts. The curtains have opened and Singapore is now taking its place on the arts stage. They may just have to wait a little longer for a standing ovation. [chanhampegalleries.com](http://chanhampegalleries.com) | [srt.com.sg](http://srt.com.sg) | [nac.gov.sg](http://nac.gov.sg) | [gillmanbarracks.com](http://gillmanbarracks.com) ■



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# Sharpening the focus for Australian trade and investment

*Julie-Anne Nichols, Senior Trade Commissioner and Minister-Counsellor, Australian Trade Commission (Austrade), Singapore*

**Exporting has always been crucial to Australia's economic prosperity, and never more so than today, when the total value of what we sell to the world annually is almost A\$313 billion.**

Global economies are undergoing historic structural changes that are transforming the prospects for Australian exports. As wealth and economic dynamism spread more widely, new opportunities are opening up in what are known as 'growth and emerging markets'. It is in these markets, however, that Australian businesses face the greatest challenges.

In May 2011, Australia's Minister for Trade and Competitiveness The Hon. Dr Craig Emerson MP, announced a comprehensive review of Australia's Trade Commission (Austrade). This has resulted in significant reforms, including a reshaping of the structure and aims of the organisation and refocusing of its expertise and resources on the world's growth and emerging markets.

As the Australian Government's trade, investment and international education facilitation and promotion arm, Austrade is adapting to these changes; helping Australian businesses respond to the new opportunities they provide.

Austrade continues to provide direct assistance and advice to Australian business through its network of offices overseas, and in Australia through programs such as the Export Market Development Grants scheme (EMDG). EMDG provides grants to cover eligible export marketing expenses. It is designed to help small and medium-sized businesses build sustainable overseas markets.

Following the strategic review, Austrade has devoted even greater resources to helping exporters offshore, especially in growth and developing markets such as those in Asia, Latin America and Africa.

While it has retained its presence in established markets, like Europe and North America, Austrade's focus there is more on attracting investment and promoting international education, which is Australia's third largest export sector. Austrade also provides referrals to service providers that are able to assist Australian businesses in these markets.

By shifting Austrade's emphasis in this way, the organisation is able to concentrate on markets where it can add the most value. These are also the markets that hold some of the greatest opportunities for Australian businesses engaged in export, and more broadly, for investment attraction into Australia and the international promotion of Australian education.



Austrade has also sharpened its investment focus on four 'whole-of-government' proactive foreign direct investment priorities: tourism infrastructure, economic infrastructure, innovation and clean energy. These are aimed at enhancing the overall productivity of the Australian economy. Austrade will also proactively promote three broader areas prioritised by state and territory governments: resources, the digital economy and agriculture.

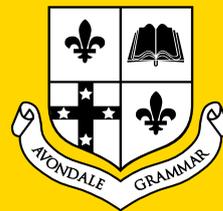
International perceptions of Australia are another important aspect of doing business overseas, which is why Austrade has taken responsibility for the national brand, 'Australia Unlimited'.

Australia Unlimited has been developed in response to global research that showed our international reputation was based more on our physical attributes than our intellectual and creative ones. Australia Unlimited broadens the picture by telling the stories of talented Australians, both at home and abroad, profiling their creativity and business skills and celebrating their achievements in science, technology and the humanities. [www.austrade.gov.au](http://www.austrade.gov.au)

## The Partnership: Australian and Singapore

Largely reflecting its status as one of South East Asia's primary trading hubs, Singapore is Australia's largest trade and investment partner in ASEAN and our fifth largest trading partner over all. In 2010-2011, two-way trade between these two nations totalled A\$23.4 billion. Services trade is an important part of our economic relationship, particularly in education and tourism. As at Dec 2011, there were 9,400 Singapore students in Australia and approx. 30,000 students (20,000 Singapore residents and 10,000 international) studying Australian programs in Singapore. Singapore is also a significant investor in Australia, with A\$20 billion invested in Australia in 2011, an increase of more than 6% compared with 2010.

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# Stop wasting time, take charge of your work day

Roger Dawkins, Australian Institute of Management, NSW & ACT

**Put down that coffee cup, exit that social media site, and don't check your emails again until at least lunch time!**

These are typical things you can do to stop wasting time – for now. But, for a long-term, permanent solution you need a more strategic approach. It isn't difficult or complicated. It simply involves conscientiously implementing, and sticking to, a few simple time-efficiency techniques.

The first step is to face up to time wasting. No more excuses. Stop telling yourself you've just got "a lot on" or "there's just not enough time before lunch".

Next, understand why you're wasting time (see the list of major causes of time wasting below). Once you've identified the main causes of your time-wasting problem, you need to find and implement a technique that works for you.

Here are some of the most common time-wasting issues and proven time-efficiency techniques.

**PROCRASTINATION** ("There's just too much to do, I can't face it.")

**Solution:** Salami Technique — list all the steps required to complete the task. Take the first step, then the next, until you complete the full journey. As with eating salami, a huge chunk is difficult to manage, but cut it into thin slices and it's something quite different.

**FAILURE TO START** ("I need to do this first, before I can get started.")

**Solution:** Blastoff Technique – schedule a fixed time to start your work, your 'blastoff' time, as this can be more helpful in getting started than organising your work according to priorities.

**AVOIDANCE** ("I can't face doing this, yuck.")

**Solution:** Knock Out Approach – don't delay a difficult or distasteful task, do it immediately – especially if it can be accomplished in one hit, such as paying invoices or answering telephone messages.

**DISTRACTIONS** ("Something else always seems to take my attention.")

**Solution:** Five-Minute Plan – commit to working on the task for a minimum of five minutes per day. Getting started is frequently the key, and it's most effective to do it in regular bursts.

There are many techniques that you can easily implement to help solve your time-wasting problems – but that's the easy part. You must stick to the techniques and monitor your success. It will take time to see the fruits of your labour.



A great idea is to establish a weekly routine for keeping up to date on your time management techniques. In *The Seven Habits of Highly Effective People*, time management guru Stephen Covey advocates the benefit of keeping a weekly, rather than daily review of tasks,

All you need to do is spend 10-15 minutes per week reviewing your tasks and projects, assessing how effectively you're spending your time and which time-efficiency techniques are working (or not) for you.

There are simple and effective solutions for making more out of your time. Time efficiency techniques are part of a strategic approach that also involves being honest with yourself, and that means acknowledging your problem with time wasting and sticking to the solutions you implement. [masterclass.com.sg](http://masterclass.com.sg)

## Major causes of time-wasting

- Lack of planning: Don't wait for things to happen, or you'll become a victim of crisis, spending time continually 'putting out fires'.
- Not knowing how to say 'no': politely decline requests for help from others if there is nothing in them for you, focus on your priorities.
- No system: Approach tasks systematically, finish a task or one part of a task before going on to others.
- Failure to delegate: You can't do everything yourself and it is not strategic to do so. Look for opportunities to reallocate work.
- Fatigue: It's normal to daydream, lose concentration and procrastinate. But, long days and poor physical condition can all make the situation worse.

AIM NSW/ACT is a member of AustCham and is offering members 20% off the Certificate in Managerial Competencies. See page 29 for more details.

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# New leader steers AIS into new decade

**'Globally focused, distinctly Australian': that's how AustCham member Dr Nick Miller, Principal of the Australian International School (AIS), describes his 2600 students.**

Nick (pictured at right) commenced as Principal of AIS late last year, following stints as Principal of the YMCA Hong Kong Christian College and St John's International High School in Brussels. He brings to the position more than 20 years' experience as a senior international school leader.

AIS will celebrate its 20th anniversary in 2013. The school is an International Baccalaureate (IB) world school, offering all three IB curriculum programs for students aged three to 18 years, as well as the New South Wales Higher School Certificate in years 11-12. Under Nick's leadership, AIS is now embarking on a new period of growth and development. The school has recently revisited its vision, mission and values statements and is currently working on a new visual identity, branding and website.

"The last time the school looked at its guiding statements was back in 2004 – not many of us are in the same place we were 10 years ago and so it was time to revisit these," says Nick. "We spent a significant period of time working with all our stakeholders – students, staff and parents – to really understand where we are currently and where we want to head to over the coming years."

AIS students consistently out perform their counterparts in Australia. According to NAPLAN, the national literacy and numeracy tests conducted at years 3, 5, 7 and 9 in all schools across Australia, AIS students score well above the national average. Equally, AIS Year 12 students continue to perform well in the HSC examinations. In 2011, 11% of AIS candidates were ranked in the top 6% of HSC students. This year is significant for AIS' Year 12 students, who will include the first graduating class of IB Diploma Program students.

The school is now consulting on a new 3-5 year strategic plan, which includes not only increased emphasis on academic achievements and benchmark testing, but also considerable work on improving



communication from school to home with a state-of-the-art virtual learning environment for parents, students and staff. Considerable investment is also being given to AIS' sport program, in terms of encouraging general participation and also building the existing representative sporting teams.

"Our aim for AIS is excellence: in academics, in sport and the arts, in opportunities inside and outside the classroom. Through our commitment to this, we believe the school offers students an experience that they will cherish for the rest of their lives."

[ais.com.sg](http://ais.com.sg)



# From the Executive Director: AustCham welcomes five new

AustCham has had an exciting start to the new membership year. Along with an influx of many wonderful new members, we are delighted to welcome five new companies as Gold Corporate members. These members have chosen to be strong supporters of the chamber and align themselves with AustCham's clear message of helping Australians in Singapore to do business and establish connections.

I am pleased to formally welcome the following companies to our already strong list of Gold Corporate members: **Confluence** – renowned for its expertise in project management; **National Australia Bank** – one of Australia's largest banks; **Telstra Global** – a leading global provider of managed network services; **Treasury Wine Estates** – Australia's largest wine producer; and **Visy** – one of the largest, privately-owned packaging and recycling companies in the world.

We asked each of our new Gold Corporate members why they choose to be involved with AustCham and their plans for the future. I hope you enjoy reading their stories and I look forward to seeing you at an AustCham event soon.

**Annette Tilbrook**  
Executive Director

---

According to Confluence's Managing Director, Guy Scott, "Confluence is a huge supporter of AustCham. Since our involvement in 2001, the chamber has been an important vehicle in helping Confluence, as a brand and business, grow and it continues to benefit us today. AustCham membership is a great way to make new business connections through the numerous networking events, to share information and obtain market intelligence.

"With Asia emerging as the epicentre of global economic growth, we are optimistic that Confluence is very well positioned for strong and sustainable business growth. As the Singapore business has traditionally been dominated by data centre and corporate fit-out work, we will continue to build on our core strengths and further develop on the hospitality, infrastructure and industrial sectors within the Asian region.



"Instead of focussing on geographic growth, we will be concentrating on diversifying into new business lines and market sectors. This is very attainable as, over the years, we have built a great platform and have the entire business infrastructure in place; therefore, making it easy for us to integrate new and complementary components into the Confluence business." [confluencepm.com](http://confluencepm.com)



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"Like AustCham, National Australia Bank has a strong connection to the Australian community and businesses," says Vivien Koh, General Manager, National Australia Bank Singapore. "One of the reasons we're in Singapore and Asia is to help facilitate cross border trade and investments both into and out of Australia, New Zealand and Asia. Being more involved in the chamber will help National Australia Bank reinforce those connections.

"As Australia's largest business bank (by assets, according to APRA Statistics, November 2011), National Australia Bank Group is uniquely positioned in Asia to provide our customers with a full suite of business, corporate and institutional banking products, risk management products and services as well as personal and private banking.

"We have been in Singapore and Asia for more than 30 years and our plan is to continue to grow here in Singapore and within the region." [nabasia.com](http://nabasia.com)

# Gold Corporate members

Telstra Global is a leading global supplier of managed network services and international data, voice and satellite services and owns one of the world's most technologically advanced internet protocol backbone networks.

Nathan Bell, Telstra Global's Director (Portfolio and Marketing) explains the company's shift in focus over the last decade: "We began operations in Singapore in the 1990s, primarily as a support to Australian companies with business operations in Singapore. In 2002, we shifted our focus to become an Asian-centric business with local sales and support team. Today, Telstra Global in Singapore provides a full suite of global network, communication and data centre services including global internet protocol virtual private line, ethernet, hosting and collaboration services, such as global telepresence and assisting multinational companies that utilise Singapore as a regional hub for their Asian operations.



"We operate one of the largest, most diverse networks in the Asia-Pacific region and we recognise the region as a true driver of the global economy and its importance in facilitating global business growth. We are a trusted partner for businesses planning to expand into the Asia-Pacific, as we have seen the region's development, understand the regulatory environment and have the knowledge of the local culture, economy and the kinds of applications and services that local customers are demanding." [telstra.com.au](http://telstra.com.au)

"As Australia's largest wine producer, Treasury Wine Estates is very active in promoting and selling our great wine brands across Asia," says Anthony Davie, the company's Managing Director (Asia). "The wine market is a vibrant and growing sector in the region as Asian and Singaporean consumers become increasingly interested in the product, and the food and wine lifestyle.

"Treasury Wine Estates has offices in Singapore, Shanghai, Hong Kong, Taiwan, Korea and Japan and produces a wide range of quality wines, including Penfolds, Wolf Blass, Rosemount, Lindeman's, Wynns, Coldstream Hills, Devil's Lair from Australia, Matua from New Zealand and Beringer, Stag's Leap, Etude and Cellar No. 8 from the US.



TREASURY  
WINE ESTATES

"Our membership with AustCham is valuable for developing contacts with the business community and government in Singapore and across Asia." [tweglobal.com](http://tweglobal.com)

Visy is one of the largest, privately-owned packaging and recycling companies in the world. Driven by innovation, Visy has introduced many new packaging innovations and capital projects.

Tony Downs, Chief Executive Officer of Visy Singapore says, "Visy is delighted to be a Gold Corporate member of AustCham Singapore. Visy has been in Asia for 15 years and recently set up its Asian headquarters in Singapore. We expect substantial growth in this region and AustCham is a great way to make connections.



FOR A BETTER WORLD

"Visy's focus is on offering the best logistical and packaging solutions, with an emphasis on closed loop resource recovery. This ensures we provide our customers with the competitive advantage they need to serve their own customers and markets.

"It's this culture of innovation that's led to Visy becoming a leader. Where others saw waste, we saw potential. Now, we not only start with recycled materials, we finish with recyclable products – and create less waste along the way.

"While we're proud of how far we've come, we know the journey is far from over. We are aiming for a global future where all products are reused where possible or converted into a sustainable clean energy to reduce the world's global carbon footprint," says Tony. [visy.com.au](http://visy.com.au)

Expensive server upgrade due?  
 IT costs going through the roof?  
 Is the system always going down?



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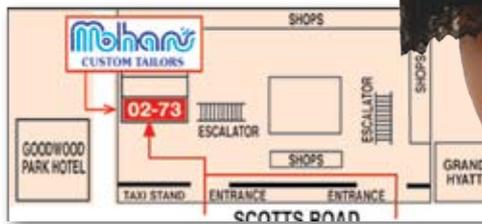
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**Excellence in Leaders: The Hon. Julie Bishop MP** - 4 May 2012

**The Tower Club**



The Deputy Leader of the Opposition, The Hon. Julie Bishop MP

(L-R) HE Doug Chester, Stephen Forshaw & Julie Bishop

(L-R) Mark Swinerton, Robyn Wilson, Julie Heckscher & John Osborn

(L-R) Sean Straton, Craig Burgess, Martin Purvis, Nick McGlynn, Adam Lyle, Julie Bishop MP, Greg Williams, HE Doug Chester & Graham Lee

(L-R) Bruce Bird & Karin Verloop

(L-R) Graeme Bull & Beth Kennedy

Guests take the opportunity to network over breakfast



(L-R) Marcus Pearl, David Morris & Jennifer Dax

(L-R) Derek MacKenzie welcomes Julie Bishop

Julie welcomes questions from the floor

Stephen Forshaw takes the opportunity to ask a question

AustCham President Graham Lee presents Julie with a gift

**Property Forum** - 23 April 2012

**Four Seasons Singapore**



Speakers Dr Chua Yang Liang (L) & Paul Braddick (R) with MC Adam Lyle

Due to such a popular topic, this forum was fully booked and a waitlist had to be implemented

(L-R) Adam Lyle, Lena Loh, Craig Manning & Sarah Manning

(L-R) Jamie Osborn, Benjamin Breen, Andrew Curran & Marcus Pearl

**Global & Australian Economic Overview** - 14 May 2012

**The Tower Club**



Speaker, Alan Oster, Group Chief Economist, National Australia Bank

(L-R) Tem Nobleza, John Osborn & Annette Tilbrook

Guests enjoy networking and the spectacular views at the Tower Club

Alan Oster highlights the possible effects of a multi-speed economy



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e: [fcurrey@companydirectors.com.au](mailto:fcurrey@companydirectors.com.au)

**AUSTRALIAN INSTITUTE  
of COMPANY DIRECTORS**

**Business Connects Other Chambers** - 12 April 2012

**Morton's The Steakhouse**



(L-R) Glenn Davies & Kay Eriksson

(L-R) Lena Loh, Phil Forrest & Stephen Forshaw

(L-R) Sylvia Fernandes, Josh Fraser & Belinda Fraser

(L-R) Van Mumby, Benjamin Wee & Renee Tan

(L-R) Ona Mortenson, Andreas Koch & James Macfarlane

(L-R) Bruce Bird & Daryl Webb

(L-R) Jason Taylor & Desi Gimmel Astuti



(L-R) Alexandra Roza & Sinthy V

(L-R) Katie Marsden, Helen Baker, Mark Davies, Rhiannon Barnard & Christine Derrick

Helen Baker takes home a truckload of prizes



Phil Forrest welcomes guests on behalf of Allied Pickfords.

**Business Connects May** - 17 May 2012

**Sauce Bar @ Esplanade**



Richard Duggan welcomes everyone to Business Connects and shares a little about Telstra Global in Asia

(L-R) Karl Scholl, Robyn McGuiggan, Annette Tilbrook & Stephen Naylor

Winners are grinners: Leonora Roccisano

(L-R) Bill Castellias, David Chong, Andrew Curran, July Pinilla & David Malligan

(L-R) Joseph Quek, Sandeep Kaura, James Redden & Sharon Ang

(L-R) Stephen Wilkinson, Caroline Moore, Sally Wilkinson & Nathan Kitchner

(L-R) Stuart Smith, Steve Peters, John Davies, Andrew Tait & Simon Horneman



(L-R) Jonathan Giesecke, Simon Horneman & Rick Hancock

(L-R) Daniel & Kerriann Tyson-Jones

(L-R) Leonora Roccisano, Leigh Snelling & Andreas Koch

Marilyn Ang & Geoff James

# Did you know?

## Tax deductions for business trips

*1 Apr 2012: Singapore's Double Tax Deduction for Internationalisation (DTD) scheme is enhanced to allow companies to automatically claim 200% tax deduction without approval from IE Singapore on four qualifying activities. In addition, airfare and hotel expenses are now based on actual expenses incurred regardless of class of travel or hotel room.*

The four qualifying activities for automatic DTD (not exceeding \$100,000 in expenditure) are: overseas business development trips/missions, overseas investment study trips/missions, overseas trade fairs and local trade fairs approved by IE Singapore or Singapore Tourism Board. [iesingapore.gov.sg](http://iesingapore.gov.sg)

## An ACE idea for commercialising tech ideas

*19 Apr 2012: Singapore's Minister of State for Trade and Industry, and chairman of Action for Entrepreneurship (ACE), Teo Ser Luck announces a task force to help technological researchers commercialise their technological patents and grow their enterprises.*

The ACE Tech-Connect Task Force will comprise ACE members from public institutions and the private sector, including Cordlife Ltd, Exploit Technologies, Intellectual Property Intermediary Ltd, Intellectual Property Office of Singapore, National Research Foundation, Nanyang Technological University, National University of Singapore and the Business Angels Network South East Asia. It will seek to link enterprises with a ready pool of technology ideas, and even potential partners and investors. [iesingapore.gov.sg](http://iesingapore.gov.sg)

## Singapore and six Australian cities are tops for Asian expats

*18 Apr 2012: It's official: Singapore is the world's most liveable city for Asian expats, according to ECA International's annual ratings, closely followed by three Australian cities: Sydney at number two and Adelaide and Brisbane, tied at number three. Perth, Canberra and Melbourne also make the top 10.*

Along with Kobe, rated at number 5, Singapore is one of only two Asian cities to make the top 10. According to Lee Quane, ECA International's Regional Director, Singapore earned its top spot on the ranking of 265 locations worldwide due to its: "good air quality, excellent infrastructure and healthcare facilities, low crime and (low) health risks".

Singapore's rating as the world's most liveable city for Asian expatriates follows the announcement in March 2012 that the Economic Intelligence Unit has rated Singapore as Asia's most competitive global city and the world's third most competitive after New York and London. The 'Hot Spots' report defined competitiveness as 'the demonstrated ability to attract capital, business, talent and visitors', and included findings on 120 global markets.

## Camp Asia – putting kids' creativity and passion into action

*10 Apr 2012: Cognita, owners of the Stamford American International School and the Australian International School in Singapore, launch a new school holiday activity program for children aged three to 14 years. Called Camp Asia, it comprises art, music, sports, cooking and drama activities aimed at broadening children's learning experience beyond the typical academic setting.*

According to Brian Rogove, Cognita's Chief Executive for Asia, Camp Asia is aimed at accommodating entire families with a variety of activities aimed at different age groups. "Unique to Singapore is our 'Super Chef Camp', which sees celebrity chef Emmanuel Stroobant offering children aged from six to 14 years of age a dynamic space where they can learn apprentice skills from qualified sous, pastry, commis, saucier and executive chefs.

Other activities include: 'Making the Band', 'Sports Stars Camp', and 'Multi-activity camp' (for three to 11 year olds), which combines arts and craft, sports and performing arts. Camp Asia will be held at the Australian International School from 18 June to 13 July, and is open to children from across Singapore. [campasia.asia](http://campasia.asia)

## AustCham member joins productivity council

*3 May 2012: Singapore's Deputy Prime Minister Tharman Shanmugaratnam announces the appointment of 14 new members to the National Productivity and Continuing Education Council – which he chairs – including AustCham member Mohan Mulani, Chief Executive of Harry's Holdings.*

The council is tasked with the challenge of raising Singapore's productivity by 2-3% a year for 10 years in order to sustainably increase real median wages by 30% by 2020. The 25 members of the council will serve a two-year term, ending 31 March 2014. ■

Gold Corporate Members



Gold Corporate Members



**MANISH SHROFF**

Director,  
Corporate & Institutional  
Banking, Singapore

**SOPHIE CHOW**

Relationship Manager

**JASMINE LIM**

Director, Head of  
Emerging Corporate

**JOSHUA WILKS**

Relationship Manager

**ANZ**

ANZ Bank is Australia's international bank with operations in 43 countries in Australia, New Zealand, throughout Asia and the Pacific, and in the Middle East, Europe and America. Its history dates back more than 175 years. ANZ is committed to building lasting partnerships with its customers, shareholders and communities. It provides a range of banking and financial products and services to around eight million customers and employ 48,000 people worldwide. In Singapore, ANZ operates as an offshore branch and has a mature commercial banking operation with an Asian Currency Unit and Merchant Bank.



**MAY BREWSTER**

Group Marketing Manager

**CONFLUENCE**

Confluence is a leading international consultancy with a team of talented employees who collaborate together to provide independent, best of class solutions to clients in the property, construction and event industries across Asia, the Middle East, Europe and Australia. Confluence offers services in the areas of project and construction management, safety compliance, independent verification and programming and planning. Headquartered in Singapore, Confluence operates internationally with offices located in Hong Kong, China, India, Vietnam, Indonesia, Australia, United Arab Emirates and United Kingdom.



**RICK HANCOCK**

Regional Director



**KATRINA BRACKEN**

Director of Admissions &  
Marketing

**AUSTRALIAN INTERNATIONAL SCHOOL**

The Australian International School Singapore provides a challenging educational program for young people of all nationalities. Its new purpose-built campus features modern spacious classrooms and specialist facilities for arts, science, music, drama, sports and information technology.



**CHRIS BOADLE**

Regional Head of Trade  
and Payments, Asia

**COMMONWEALTH BANK**

The Commonwealth Bank is Australia's largest bank and offers a broad range of financial services throughout its Australian and global networks. Commonwealth Bank has been in Singapore, providing banking services to both Australian and regional clients, since it commenced operations in 1981. An innovative personal banking service provides finance for Australian and New Zealand property, as well as offers a range of investment services.

**SUSAN WHITING**

Head of Risk  
Management,  
South East Asia



**PINKY SIBAL**

Senior Manager,  
Branding

**JCU SINGAPORE**

James Cook University is Australia's leading tropical research university. Additionally it is ranked in the top 4%\* of universities in the world. JCU Singapore was established by the university in 2003 with just 50 students and has since grown rapidly to have in excess of 2500 students. The campus offers programs at the undergraduate and postgraduate level in business, information technology, psychology and education.

\*The Academic Ranking of World Universities, Shanghai Jiao Tong, 2011

# New Members

## Gold Corporate Members



**ONG KIAN LEE**

Senior Partner, Retail Banking

**ORLANE HUGH**

Business Development Manager

### NATIONAL AUSTRALIA BANK

National Australia Bank Group is a financial services organisation with more than 12 million customers and 50,000 people, operating more than 1750 stores and service centres globally.

National Australia Bank was established in Asia more than 37 years ago, servicing institutional, corporate and retail clients, initially out of Hong Kong. The business has developed a pan Asia footprint, offering tailored products to customers in Hong Kong, Singapore and Japan, and has representative offices in Beijing, China and Mumbai, India.



**RICHARD DUGGAN**

Head of South Asia



**MICHAEL KOAY**

Head of Collaboration Services



**DAVID LEONG**

Head of Enterprise Sales

### TELSTRA GLOBAL

Telstra Global is a division of Telstra Corporation Limited, Australia's leading and largest telecommunications and information services company, and owns one of the most technologically advanced information protocol backbone networks in the world.

Telstra provides global telecommunications services and solutions and is an expert in bringing the advantages of customer centric managed network solutions to the business community. Together with its offshore subsidiaries and international investments, Telstra serves more than 200 of the world's top 500 companies, spanning Europe, Asia Pacific and the Americas. Telstra Global is ideally suited to provide your information technology solutions, with its experience and expertise; security and reliability; trust and financial strength.

Telstra's award-winning networks are amongst the largest and most diverse in the Asia-Pacific. It has operating licences and landing rights in most major Asian markets, the US and EMEA, facilitating access to more than 1400 PoPs in 230 countries and territories.



**DARREN MACDOUGALL**

Global Account Director



**TEJASWINI TILAK**

Global Head of Carrier Services



**DYANNE TAN**

Associate Relationship Manager

**GOH KAM YIN**

Senior Executive Manager

### WESTPAC

Throughout Asia and Australasia, Westpac's 31,000 employees and approximately A\$140 billion in assets allows it to service its customers' needs. The Singapore branch works with the rest of the Westpac network to support Australasian organisations operating in or entering Asia. It also assists Asian companies and investors with interests/potential interests in Australasia. Westpac is also a key member of the Australian Government's joint initiative with the private sector, 'Investment 2000', which aims to facilitate foreign direct investment.



**RADIA MASNOR**

Manager

**CLARE WAN**

Manager

### SERVCorp

Since opening its first location in Sydney in 1978, Servcorp has grown into a global network of exceptional office facilities with more than 70 locations. With an unwavering commitment to delivering premium quality business solutions, Servcorp always establishes its facilities in premier buildings with unparalleled addresses located in the most dynamic cities worldwide. With five outstanding locations in Singapore, Servcorp has a solution to meet most requirements and budgets.

### VISY

Visy is one of the largest, privately-owned packaging and recycling companies in the world. Driven by innovation, Visy has introduced many new packaging innovations and capital projects. Visy's focus is on offering the best logistical and packaging solutions with an emphasis on closed loop resource recovery. This ensures it provides its customers with the competitive advantage they need to serve their own customers and markets.



**GUS CARFI**

Director



**AUSTIN DAVEY**

Chief Executive Officer, Build Run Repair

**ANTHONY DOWNS**

Chief Executive Officer, Asia



**JONATHAN GLICKFELD**

General Manager

## Corporate Members



**JAMES REDDEN**  
Regional Director

### 2CV

Distilling insight from information is 2CV's business. Whether bespoke international ethnographic research, tracking study, digital anthropology or data science project, you'll find carefully collected information creatively analysed to provide critical meaning and direction. It operates from the heart of Europe, US and Asia.



**DONNA BALES**  
Managing Director

### BALMORAL ADVISORY

Balmoral Advisory is committed to providing customised product and business development advice and market research to financial institutions and start-ups that are looking to enter Asia for the first time - as well as to firms already in Asia who are looking to re-position their product or business to improve their global footprint and profitability.



**DEEP GUPTA**  
Director

### BOOMERANG ASIA SEARCH AND CONSULTING

Boomerang Asia delivers executive search and board consulting solutions across the Asia-Pacific, placing business leaders around the region. Since its formation in July 2002 in Sydney, Boomerang has built a loyal team of like-minded people in consulting, research and support.



**DARREN HANSON**  
Executive Director

### CENTRE FOR STRATEGIC LEADERSHIP, NUS BUSINESS SCHOOL

A newly established research and education entity in the NUS Business School, the centre is founded to pioneer research on the leadership values and competencies deemed critical in building visions and shaping strategies for Asia's growth.



**BENJAMIN HAMPE**  
Director

### CHAN HAMPE GALLERIES

Chan Hampe Galleries aims to create a platform for East-West cultural exchange by exhibiting and promoting contemporary art with a primary focus on Singaporean artistic practice. With a second location in the esteemed Raffles Hotel, Chan Hampe Galleries continues to exhibit a diverse range of Singaporean artists and introduce an international program in alignment with the highest professional standards.



**DANIEL TYSON-JONES**  
General Manager

### CLIFTONS

Cliftons are the Asia-Pacific's leading provider of computer training venues, meeting rooms for conference and seminars and video conferencing facilities. Occupying two floors of the Finexis Building, Cliftons Singapore boasts a number of large meeting rooms suitable for training courses, seminars, conferences, conventions and corporate events.



**PENNY RADCLIFFE**  
Principal Consultant

### HUTHWAITE ASIA PACIFIC

Huthwaite's Singapore business is focused on sales performance improvement. It is a pioneer in the application of behavioural analysis to benchmark sales excellence in the field. It combines research with the fundamentals of organisational change and world class sales training to improve the effectiveness of professional sellers.



**BRETT HALL**  
Executive Director

### KPMG SERVICES

KPMG is a global network of professional services firms providing audit, tax and advisory services. It has 145,000 outstanding professionals working together to deliver value in 152 countries worldwide.



**VAN MUMBY**  
Director

Established in 1941, KPMG is one of the largest professional services firms in Singapore today. With a balanced mix of international and local clients, its goal is to turn knowledge into value for the benefit of its clients, its people and the capital markets.



**BRADLEY STYLES**  
Executive Director

KPMG aims to help its clients across Singapore and around the world in their pursuit for business growth, enhanced performance, and to achieve their governance and compliance objectives.

Due to the large number of new members joining recently, we are unable to feature all of them in this issue of *The Southern Star*. We look forward to introducing you to many more of our new members in subsequent issues.

# New Members

## Corporate Members



**PETER WHITTON**  
CEO & Director

### **PACIFIC PARTNERS TRADING**

Pacific Partners Trading has a long established customer base operating throughout the Pacific islands and Oceania regions. The Australian based companies and Asian APEC-based companies that it represents rely on the company to help them locate and source a broad range of products from the APEC region.



**VENY HANDOKO**  
Head of Operations & Treasury

### **PAY2HOME**

Pay2Home is the first fully licensed remittance company to offer global money transfer services, online and via shops and concierge services in Singapore to more than 40 destinations worldwide. Customers are charged one low, flat fee regardless of how much they send with no in-country deductions or hidden charges.



**DANIEL TAY**  
Regional General Manager

### **QUIKSILVER, INC.**

Quiksilver, Inc. is the world's leading outdoor sports lifestyle company, designing, producing and distributing a diversified mix of branded apparel, wintersports and golf equipment, footwear, accessories and related products.



**JOHN GORDON**  
Managing Editor

### **THE FINDER**

The Finder is your essential resource, helping you discover Singapore's best businesses, services and products to make your life easier! Search its online directory of useful businesses and services, you'll also find restaurant reviews, travel articles and hot finds, as well as Singapore's latest events and recommended entertainment so you can plan your social calendar.



**ANANT DEBOOR**  
Managing Director

### **THE PARTNERS (BRAND CONSULTANTS)**

The Partners is a multi-award winning brand and design consultancy. It delivers brand strategy, design and innovation ideas for clients who require outstandingly creative solutions. Its studio in Singapore is the latest, smallest addition to its studios in London and New York. It is The Partners' first office in the Asia-Pacific region and will lead their growth into the ASEAN and Australia-NZ region.

## Individual Members



**DEREK GOH**  
Senior Counsel,  
General Electric



**MEGAN CHALMERS**  
Human Resources  
Professional

## Taking up the challenge!

In the interests of health and fitness, AustCham board members, office staff and special friends tested their endurance at the JP Morgan Chase Corporate Challenge. On a humid and sweaty afternoon in April, this team of 11 intrepid joggers and walkers set off at their own pace to conquer the heat and claim victory.

AustCham President Graham Lee was the inspiring Company Captain and did a very quick 5.6km to reach the finish line just behind the very fit Adam Lyle. Lena Loh was the first AustCham woman over the line, taking minutes off her time from last year. Whilst Annette Tilbrook and Lyn Chester opted to power walk and ensure no team members were left out on the course.

All AustCham participants made it over the finish line to soak up the glory, wipe off the sweat and congratulate themselves with a well-earned drink.



## Congratulations - we have a winner!

All new and renewing AustCham members who signed up before the end of April were eligible to win two economy return tickets on Qantas from Singapore to any of the following Australian cities: Sydney, Melbourne, Brisbane, Perth or Adelaide.

Allan Hedley, General Manager (Singapore) at WorleyParsons was the lucky winner. Allan intends to take his wife to Sydney for a short break.

Thanks to Qantas for this generous prize.



# AustCham membership card offers

Visit [www.austcham.org.sg](http://www.austcham.org.sg) for full details and conditions.

	<p>AustCham members and their accompanying family members can <b>access business class check-in and the Qantas Business Lounge</b> at Changi Airport, Singapore, when travelling with Qantas. Just remember to bring your current AustCham membership card when you travel. Note: offer is not transferable; AustCham Membership Card must be presented to take advantage of this offer.</p>
	<p>AustCham members receive <b>two hours complimentary handyman</b> service on the moving day when booking moving services with Allied Pickfords.</p>
	<p>AustCham members receive <b>50% off their initial consultation and 10% off payment care plans</b> from Alpha Chiropractic. For appointments, phone +65 6291 1321 or email <a href="mailto:contact@alpha-chiropractic.com">contact@alpha-chiropractic.com</a>.</p>
	<p>AustCham members have access to an <b>exclusive rate</b> when registering for the Australian Institute of Company Directors' International Company Directors Courses being held in Singapore from 30 August to 4 September 2012.</p>
	<p>For a limited time you can receive <b>20% off the Certificate in Managerial Competencies</b>. You'll learn practical skills for improving productivity, time management, communication and more. Call Deva Kumar or Shani Perera on +65 6438 0012, or visit <a href="http://www.masterclass.com.sg">www.masterclass.com.sg</a></p>
	<p>AustCham members enjoy a <b>15% discount</b> off all graphic design, photography and marketing services provided by Bueno Brand Communications. Visit <a href="http://www.bueno-creative.com">www.bueno-creative.com</a> or contact Paul on 8139 6361.</p>
	<p>AustCham members receive <b>50% off their initial consultation</b> from Chris Jones Osteo. For appointments, phone 9777 1253 or email <a href="mailto:chrisjonesosteo@gmail.com">chrisjonesosteo@gmail.com</a>.</p>
	<p>AustCham Members enjoy <b>50% off public programs</b> on developing effective negotiation skills. For this and other AustCham offers please call +65 6513 2132 or visit <a href="http://www.coalfacedialogue.com/austcham-member-offer">www.coalfacedialogue.com/austcham-member-offer</a>.</p>
	<p>AustCham members receive a <b>15% discount</b> at DC Shoes at Ion Orchard and DC Kids at Forum The Shopping Mall on presentation of their 2012 AustCham Membership Card. This offer is available on full-priced items only and is valid until 31 December 2012.</p>
	<p>AustCham members and their immediate family members receive <b>special prices</b> on packages, which include:</p> <ul style="list-style-type: none"> <li>• examination and consultation</li> <li>• comprehensive scaling and polishing</li> <li>• topical fluoride treatment</li> <li>• prophylaxis air polishing.</li> </ul>

	<p>AustCham members receive:</p> <ul style="list-style-type: none"> <li>• <b>'One-for-One'</b> on draught beers, red wine and white wine, for the whole night at Bar Canary</li> <li>• <b>15% off</b> 'All you can eat' promotion at Open House Restaurant.</li> </ul>
	<p>AustCham members receive <b>happy hour prices 24-hours-a-day</b> (from the happy hour menu) on all beverages at Hog's Breath Café, plus a <b>20% discount off their main meal</b>. Not available with any other offers.</p>
	<p>Susanne at OrangeTee Real Estate caters to expats in their home-search. Susanne is offering AustCham members <b>four hours of free cleaning</b> in your first week of move-in/out, with every lease or purchase. Phone Susanne: 9187 5416 or email: <a href="mailto:susanne.rempfrey@orangetee.com">susanne.rempfrey@orangetee.com</a> for a home-search consultation.</p>
	<p>Park Regis Singapore offers AustCham members the following privileges:</p> <ul style="list-style-type: none"> <li>• <b>15% off total F&amp;B bill</b> at Suite 23 Restaurant, Scape Lobby Lounge, Splash! Pool Bar and SiLuEt Rooftop Bar</li> <li>• <b>1-for-1 housepours during happy hour</b> (6pm – 9pm). For reservations phone +65 6818 885.</li> </ul>
	<p>AustCham members pay a <b>flat fee of only \$15 for money transfers to Australia</b> with Pay2Home Remittance Services – a saving of 25%. To redeem the offer, email <a href="mailto:customerservice@pay2home.com">customerservice@pay2home.com</a> and mention you are an AustCham member. Note: the usual Pay2Home terms and conditions apply.</p>
	<p>AustCham members receive a <b>15% discount off the total bill</b> at River Garden Coffee House, River Palace Chinese Restaurant and Jade Lounge (except during 'happy hours'). For reservations, please contact the hotel on 6349 4871 or 6349 4872. These offers are valid till March 2013.</p>
	<p>Enjoy 'The Virtual Office' package and two hours use of the Servcorp Boardroom <b>complimentary for one month</b>. Note: the usual Servcorp terms and conditions apply; not applicable to current Servcorp clients.</p>
	<p>Singapore Cricket Club offers AustCham members a <b>Special Term Membership</b> at S\$2500 per annum. This special rate is a S\$1000 saving from the usual Term Membership which is valued at S\$3500. Special Term Membership is renewable annually up to a maximum of three years.</p>
	<p>AustCham members receive a <b>10% discount</b> at Urban Fairways, including daily 'happy hour', 5-7pm, with Aussie meat pies and ice cold beer. Note: discount offer does not apply to specials or takeaways.</p>
	<p>AustCham members receive the following special: all non-vintage champagnes <b>\$75 per bottle</b> (min. six bottles) or <b>\$79 net for singles</b>; available labels: Bollinger NV, Veuve Cliquot NV, Moët &amp; Chandon NV, Deutz NV, Mumm NV, Jacquesson 734 NV, Louis Roederer NV. Email <a href="mailto:robert@wineexchangeasia.com">robert@wineexchangeasia.com</a> to order.</p>

## Upcoming Events

Register for events online  
[www.austcham.org.sg](http://www.austcham.org.sg)

Thu 7 June 2012

**Annual General Meeting**  
Marina Mandarin Singapore

Fri 15 June 2012

**Doing Business in Myanmar**  
The Tower Club

Thu 19 Jul 2012

**Business Connects**  
Graze @ Martin No 38

Event Sponsor:



Fri 24 Aug 2012

**Wine + Cheese Night**  
**A Taste of Australia & New Zealand**  
Grand Copthorne Waterfront Hotel  
*Sponsorship opportunities available!*

Event Sponsors:



Sat 26 Jan 2013

**ANZ Australia Day Ball 2013**  
Tickets on sale to members 1 October!

Event Sponsor:



**AustCham Singapore**  
**(Australian Chamber of Commerce Singapore)**  
25 Napier Road, Level 3,  
Singapore 258507  
Tel: +65 6738 7917 Fax: +65 6738 7916  
[www.austcham.org.sg](http://www.austcham.org.sg)

# Our Community

## Water, women and education



**As part of its ongoing support for aidha – a local social enterprise that provides financial literacy program for domestic workers – AustCham is supporting an exciting new community fundraising and awareness campaign called Water for Women.**

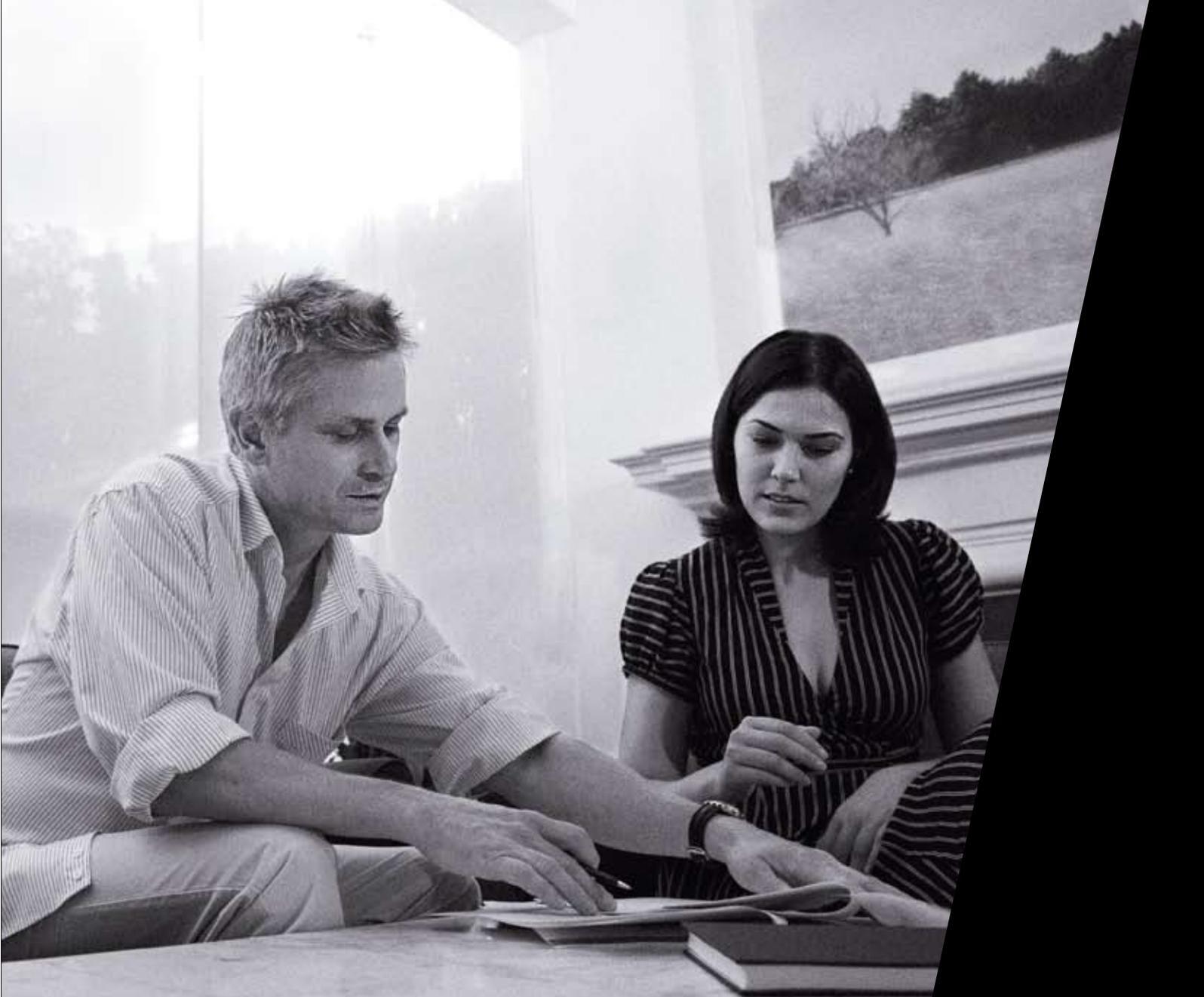
Water for Women is a partnership between aidha and UN Women. It invites restaurant patrons to donate \$1 or more for a glass of tap water, which they would normally get for free. The campaign will run from 1-7 July, coinciding with Singapore International Water Week.

Funds raised through the Water for Women initiative will be used to support UN Women's community education projects and assist aidha to provide financial education to foreign domestic workers in Singapore, including teaching them how to save money, set financial goals and set up their own businesses back home.

Two AustCham members are also directly supporting the initiative by generously providing their professional services on a pro bono basis: Peter Browne from Intangible Communications is devising the marketing and branding campaign and Anant Deboor from The Partners (Brand Consultants) has offered his photography expertise.

According to aidha's Executive Director, Veronica Gomez, the campaign is based on the concept that education is a basic ingredient in nurturing women's development - just like a garden that grows when it is watered, when women are given access to training and education, they likewise will develop into their full potential. Furthermore, when you educate a woman, the positive effects multiply because this impacts her family, children and community.

You can support this initiative – just look out for Water for Women partner restaurants when you dine out during Water Week, 1-7 July. Current partner restaurants are Relish, El Toro, and Via Mar Restaurant and Bar with more signing up daily. AustCham e-newsletters will keep you updated on participating restaurants or alternatively for full details visit [www.aidha.org/about/waterforwomen](http://www.aidha.org/about/waterforwomen). ■



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OUR EXPERTISE. YOUR PEACE OF MIND.

The logo features a stylized 'W' made of three red slanted bars, followed by the word 'westpac' in a bold, lowercase sans-serif font, and 'PRIVATEBANK' in a smaller, uppercase sans-serif font below it.