



Australian Filipino Chamber of Commerce (Queensland), Inc.

Commerce with no barriers

Business Plan 2008-2010

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1. Purpose of this plan

This business plan describes the vision, mission, strategic objectives of the Australian Filipino Chamber of Commerce (Qld) Inc (AFCCQ) and the activities the Chamber will undertake to achieve its objectives.

This plan was developed in consultation with members and key stakeholders of AFCCQ.

This plan provides direction and focus to guide AFCCQ's activities to meet members' expectations and to achieve its corporate objectives.

2. About AFCCQ

The Australian-Filipino Chamber of Commerce (Queensland) Inc. is the first local Chamber of Commerce and Industry in Australia whose charter is focused on bilateral trade relationship between Australia and the Philippines.

AFCCQ believes in the Australian multicultural principle of productive diversity which asserts the significant cultural and economic dividends arising from the diversity of the population. largely of Philippine-born Australians (the fourth largest non-english speaking ethnic group in Queensland), AFCCQ members have the advantage of maximizing business opportunities and enhancing cultural ties between Queensland and the Philippines.

3. History of AFCCQ

AFCCQ had its humble origins from the Filipino-Australian Business and Professionals Network, a Filipino-interest advocacy group centered on local business and community issues. In mid-2000, Connie da Cunha suggested the Network's transformation into a Chamber of Commerce. The idea was broadly supported, and thus an ambitious quest and challenge commenced. On 20 September 2000, the Network expanded its role into an association offering business support services to its members. The following year, Chamber status was applied for with the State umbrella body, Commerce Queensland. After a rigorous process requiring the highest standards of integrity, sense of mission and commitment, Chamber recognition was granted and led to its subsequent incorporation on 7 June 2001 with Daniel J. Hernandez as founding president and Gloria Macapagal-Arroyo and Jose Miguel T. Arroyo as honorary members.

In 2001, the Chamber organized the first trip to the Philippines of the Queensland Government's Special Representative for South East Asia, Ms. Sallyanne Atkinson AO, paving the way for bilateral relations between the two states. Subsequent visits of Queensland business ventures in construction and energy were likewise organized with introductions to Philippine business networks facilitated. In the following years, investment inquiries from the Philippines covering macadamia farming and property

development were attended to with due diligence reports prepared by the Chamber for prospective investors.

The Chamber's website underwent a metamorphosis to communicate with its many publics more effectively. The Chamber's quarterly newsletter, The Messenger, was revived and its circulation increased to reach key government, corporate and other relevant sectors beyond its member readership base. The Q Business Circle, a regular business column in the Philippine Community Herald - the largest Filipino monthly community newspaper in Australia, was launched and maintained to serve as the Chamber's forum for issues and ideas.

The Chamber likewise organized, participated and/or orchestrated the business and bilateral trade events to promote Queensland-Philippine trade and good will.

AFCCQ affiliated itself with the Ethnic Communities Council Queensland (ECCQ) on 17 March 2005 and the Australia Philippines Business Council (APBC) on 28 April 2005. These alliances have been undertaken for the Chamber to benefit from the influence and reach of these business and ethnic community umbrella organizations.

Sister chamber relationships were established with the Australia New Zealand Chamber of Commerce Philippines (ANZCHAM) in March 2005, the Australia Philippines Chamber of Commerce and Industry Inc. NSW (APCCII) on 2 August 2005 and the Davao City Chamber of Commerce and Industry Inc (DCCIII) on 2 March 2006.

The Chamber also became a member of the Brisbane Lord Mayor's Multicultural Business Round Table on 27 September 2005 providing a vehicle for interacting with other multicultural business groups and for assisting Brisbane City in its multicultural endeavours. The Chamber joined the Southeast Regional Council of Commerce Queensland on 6 February 2006 and participated in a number of consultations with other bilateral trade chambers.

4. Our Vision

Commerce with no barriers.

5. Our Mission

Our mission is to provide leadership in linking people, local and international businesses and facilitate a seamless access to commercial ventures for the betterment of society.

6. Our Objectives

Objective 1:

To promote and encourage Australian and Filipino professionals and business enterprises in Queensland.

Strategies:

- 1.1 Provide members with the current tools and business information to meet the challenges of today's business environment.
- 1.2 Identify and address concerns of Australian and Filipino communities in the areas of business and respective professional streams.

Objective 2:

To enhance and encourage business relationships between Queensland and Asian countries, particularly the Philippines.

Strategies:

- 2.1 Assist foreign organisations in establishing business in both Australia and the Philippines.
- 2.2 Business matching with local and overseas businesses and investors.
- 2.3 Direct introduction of members and clients to business contacts, investors and relevant trade agencies.

Objective 3:

To facilitate the sharing of information and expertise that will assist newly established businesses and/or those intending to start up a business.

Strategies:

- 3.1 Provide advice on current government policies and practices in Australia and in the Philippines that is relevant to members' and/or other interest group's business, trade and industry.
- 3.2 Reference point for statistical information for Australian and Filipino businesses and professionals.
- 3.3 Organise and facilitate seminars, forums, information sessions and networking opportunities.
- 3.4 Organise major business conferences and trade shows.

Objective 4:

To actively participate and contribute to Queensland's economic growth by assisting our members' business ventures and partnerships within Australia and abroad.

Strategies:

- 4.1 Arrange bilateral business, industry and trade visits between Australia and Asian countries, particularly the Philippines.
- 4.2 Raise Queensland's profile in the Philippines and the Philippine's profile in Queensland to enhance trade, increase investments and improve tourism and student numbers in both Queensland and the Philippines.

4.3 Develop a significant market presence to maximise our members' business exposure and market reach through direct business to business referrals, networking forums, personal contact introductions and introducing local businesses to trade delegates.

4.4 Participate actively in activities that promote the general welfare and well-being of Queensland and its residents and in the implementation of the Smart State Strategy.

7. 2008-2010 Programs

Activity/Project	Timing	Obj. 1	Obj. 2	Obj. 3	Obj. 4
Conduct regular information sessions	Every 3 months	•		•	
Conduct networking events	1 st Mondays of every months (Feb-Dec)	•		•	
Launch to market the on-line business and trade referral facility (on-line trade and business sourcing)	March 2009	•			•
Promote and maintain on-line business and trade referral facility (on-line trade and business sourcing)	On-going	•			•
Organise Mabuhay Festival aim at increasing bilateral trade and bilateral tourism traffic between Queensland and the Philippines	Oct 2009 Annual Event	•	•	•	•
Participate in Chamber of Commerce and Industry Queensland (CCIQ) surveys (e.g. Pulse Survey)	As required				•
Represent AFCCQ at CCIQ's Regional Council	Every 1 st Thursday of the month	•		•	•
Represent AFCCQ at the Brisbane Lord Mayor's Multicultural Business Round Table	Every quarter	•			•
Participate in bilateral trade visits	As required		•		•

Maintain Sister Chamber relation with Davao Chamber of Commerce and Industry	On-going		•		•
Volunteer Scheme	On-going	•	•	•	•

8. Risk Management

- Maintain Director's Public Liability Insurance.
- Obtain public liability insurance for major events.

10. Corporate Governance

- Operate AFCCQ in accordance to its Constitution
- Conduct election of Executive Committee on a timely basis
- Conduct monthly Executive Committee meetings, record minutes and major decisions made
- Conduct Annual General Meeting on a timely basis record minutes and proceedings
- Conduct Special Meetings as required, record minutes and proceedings and record decisions made
- Proper appropriation of AFCCQ's funds

11. Affiliation and Membership

Affiliation

- Chamber of Commerce and Industry Queensland
- Australian Chamber of Commerce and Industry
- International Chamber of Commerce and Industry
- Australia New Zealand Chamber of Commerce (Philippines)

Membership

- Regional Council Member
- Brisbane Lord Mayor Multicultural Business Round Table
- Ethnic Communities Council of Queensland

Sister Chamber

- Davao Chamber of Commerce and Industry
- Australia New Zealand Chamber of Commerce Philippines
- Australia Philippines Chamber of Commerce and Industry Inc. NSW