



12 MONTH PLAN | 2018 - 2019



12 Month Plan

November 2018 – November 2019



Introduction:

The Chamber is a not-for-profit organisation which aims to promote responsible bilateral trade and investment between Australia and Myanmar and promote closer economic ties between the two countries.

The outcomes the Chamber aims to achieve are four fold:

1. **Knowledge Sharing.** Regularly hosting various events at which businesses, regulators, NGOs and others inform and educate members on investment, trade and commerce, laws, regulations, processes and procedures, CSR and other issues relevant to the conduct of business operations.
2. **Advocacy.** Serving as an effective vehicle for its members to voice their comments, concerns and regulatory proposals through its connections to decision makers in all branches of government.
3. **Networking.** Providing its members with quality events which afford ample opportunity for making useful connections, strengthening collaborations and forging friendships.
4. **Capacity Building and Responsible Investment.** Promoting responsible investment in Myanmar by sharing Australian best practice and assisting in capacity building in the private and public sectors in Myanmar.



We are delighted to report that, In 2017 the Chamber was awarded the 2017 Asia Pacific Small Chamber of the Year Award. This award was presented to the Chamber by APAC in recognition for excellence, innovation, and our thought leadership among our regional chamber peers. The award is given to acknowledge the Chamber with the best chamber's activities, high member acquisition, member engagement strategies, and last but not least – the impact of chambers on their communities in Asia-Pacific region. The judges noted that our Chamber attracted a wide range of members from a variety of sectors, and increased number of members by 50% over the one year period. We were found to have delivered quality events and policy discussions and played an important role in Myanmar's ongoing reform and development with its educational programs that are giving Myanmar people practical skills and knowledge.

During 2017-2018 membership growth allowed the Chamber to expand substantially and to deliver more benefits and strategic opportunities for our members. Outcomes delivered included strengthening and growing our organisation as follows:

- Growing our membership base by over 25 per cent to almost 150 members including both Australian and Myanmar companies;
- Having more than 3500 attendees at our Chamber events and initiatives;
- Growing the Board of Directors to 10 including both Australian and Myanmar professionals with a diverse range of corporate background;
- Growing the Secretariat to 7 across Myanmar and Australia;
- Growing our social media presence and communication channels including almost 3,000 subscribers to our weekly newsletter, more than 55,000 likes on Facebook and over 450 LinkedIn followers.

Further opportunities, benefits and strategic opportunities we were able to provide our members include:

Events & Networking Opportunities

- Hosted the Third Inaugural Women in Business Leadership and Development Conference-2018, attended by over 820 people who had the opportunity to listen to over 30 inspirational speakers. This was funded in part by the Australia Government and attracted national media coverage;
- Co-hosted the second Myanmar Women's Week, including an event which launched the Business Coalition for Gender Equality in Myanmar;
- Held member briefings on the following topics, amongst others, in Myanmar:
 - Panel discussion on Myanmar Market
 - Social Media Use Policies in Myanmar
 - Myanmar's Competition Law and the increasing scope of Foreign Anti-Corruption Laws
 - Trust, Engagement & Employment Relationships
 - Myanmar's New Companies Law and Investment Framework Workshops in Yangon and Mandalay
 - Myanmar B2G Leaders' Dialogue
 - Cybercrime: A New Threat in Myanmar
 - Transforming Your Company to Meet Financial Standards seminar
 - 2018 Tax Update
 - Myanmar Market Update in Sydney
 - Competition Regulations and Anti-Bribery Laws seminar
 - Women in Business and Leadership Development: Access to Finance for SMEs
 - Building strong brands seminar
 - Christmas Party
 - Boardroom luncheon series with Dr. Sean Turnell, Special Economic Consultant to State Counsellor
- Launching the AustCham Myanmar Member to Member Discount Card providing members the opportunity to offer corporate discounts which benefit all members;
- Held social networking events in collaboration with other foreign chambers in Myanmar throughout the year;
- Held social networking events to celebrate Australia Day and ANZAC Day;
- Held social networking events in collaboration with Myanmar Young Entrepreneurs Association and signed an MoU with MYEA encouraging cross promotion of events and business to business matching activities.



Shaping Policy & Engaging with Government

- Launched Phase 3 of the Responsible Investment Working Group which has over 18 Australian and Myanmar businesses, government and NGO leaders. The Group developed a Policy Paper titled “Incentivising Shared Value”, which profiles member companies best practice as well as providing a submissions paper to Myanmar Parliament setting out proposed amendments to the draft Occupational Safety and Health Law as well as a recommendations paper relating to the Environmental Impact Assessment process in Myanmar;
- Attended quarterly briefings with UMFCCI regarding current issues being faced by private sector in the Myanmar market;
- AustCham Myanmar CEO represented and presented on behalf of foreign private sector at the Myanmar Development Effectiveness Forum, a forum opened by the State Counsellor Daw Aung San Suu Kyi in Naypyithaw;
- Hosted a Myanmar government delegation led by the State Counsellor Daw Aung San Suu Kyi for a business dinner in Canberra providing 2 Vice Presidents of Myanmar Government to speak to and hear from Australian private sector in Myanmar;
- Inviting premium corporate members to attend an introduction meeting with the new Chairman of Myanmar Investment Commission H.E U Thaung Tun in Yangon;
- Led and drafted a joint foreign chamber response to amendments being requested to the Labour Dispute Settlements Law;
- AustCham Myanmar entered, as a founding member, AustCham ASEAN.





Member Benefits: 2018-2019

With this level of growth achieved, the Chamber's capabilities have developed which means that the year ahead presents significant opportunities for further collaboration with members. The development of this plan has been informed by feedback from our members and key stakeholders, including through feedback captured in previous member surveys.

The Chamber is committed to working closely with members to ensure the plan reflects member's priorities and aspirations. The plan will be updated as required providing an opportunity to evidence the achievements made by the Chamber and also to allow for revisions depending on members requirements and to ensure this plan accurately reflects the ever-changing business climate in Myanmar. This document will act to guide us to deliver the outcomes that are most beneficial for our members and the Australian and Myanmar business communities at large. Opportunities for members and the Chamber in this 2018- 2019 12 Month Plan include:

- Working in partnership with the Australian Government on a business delegation within Myanmar;
- Working in partnership with the Australian Government on a business delegation to Australia;
- Co-hosting events during Myanmar Women's Week;
- Hosting a business networking event in Mandalay;
- Co-hosting a workshop on Finance good governance in Myanmar with TBAM;

- Delivering a Good Corporate Governance Series of seminars providing members with the opportunity to co-host an event with the Chamber in their relevant industry with a focus on promoting anti-corruption and transparency measures;
- Providing briefings and workshops to the Myanmar Government on the Position Paper “Incentivising Shared Value” developed by the Responsible Investment Working Group;
- Hosting events in conjunction with Austrade and UMFCCI;
- Co-hosting with Myanmar Young Entrepreneurs Association business matching conferences in Yangon and regional Myanmar;
- Opportunities to promote Australia’s responsible investment practices;
- Delivering capacity building seminars providing opportunities for members to co-host an event with the Chamber;
- Opportunities to engage with senior government leaders to positively influence public policy;
- Increased engagement with the Myanmar business community;
- Increased frequency of events across Australia providing members with the opportunity to showcase their Myanmar experience; and
- Increased volume of strategic events and briefings in both Australia and Myanmar.





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STRATEGY

ACTION

Governance

- Continue to strengthen the Board of Directors of AustCham Myanmar with monthly board meetings
- Continue to utilise Ernst and Young to review and audit financial accounts
- Commence engaging a new Company Secretary to assist with the taking of the board meeting minutes and the documentation required for the Annual General Meeting

Events & Networking

- Host a dinner with the First Lady
- Host a “Myanmar Market Update” in conjunction with the Australian Embassy introducing the new Australian Ambassador to Myanmar
- Events in partnership with the Australian Chamber of Commerce in regional chambers
- Host the annual Women in Business & Leadership Development Gala Dinner and Conference
- Co-host events throughout Myanmar Women’s Week with other local chambers and sponsors

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- Co-host an Australia Day event with the Australian Embassy in Naypyidaw providing an opportunity for the Australia- Myanmar business community to come together.
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- One member event every 3 months in Australia
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- Host capacity building seminars, including on good governance and responsible investment strategies providing the members the opportunity to recommend themes, present and/ or sponsor the event.
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- One networking opportunity with foreign Chambers of Commerce in Yangon every month.
 - At least one briefing seminar in Yangon every month.
 - Members can submit requests for specific topics, themes or issues to be addressed in these forums.
 - Hosting AustCham Myanmar Business Boardroom Luncheons
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Membership

- Launch a member survey to capture feedback annually to improve and strengthen member benefits and programs.
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- Release a Chamber Membership Directory including an opportunity for advertising exclusively for members.
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- Provide new members with additional promotional opportunities upon becoming a member including in the “New Members Profile” in the last e-newsletter of every month.
 - Provide online membership management system
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Capacity Building

- Undertake capacity building workshops utilising members specific knowledge.
- Continue to arrange English training courses for member organisations

Delegations

Inbound and outbound delegations to/ from Australia and Myanmar

- EOIs to be sent out to members;
- Members can provide input on theme of delegation.

Strategic Partnerships

UMFCCI

- Strengthening our relationship through our existing MOU to partner in delivering planned initiatives including; Training, Business Matching, Networking and Responsible Investment
- Launching English training programs with UMFCCI members
- The Chamber will continue to work with the UMFCCI to assist in leading the foreign chambers on particular initiatives as required

MYEA

- Continue to promote business to business matching, networking opportunities and capacity building events following the signing of the MoU with MYEA and AustCham Myanmar

MWEA

- Continue to work closely with MWEA in capacity building opportunities for Myanmar women as well as awareness raising and knowledge sharing
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| Regional Chambers (Myanmar & SE Asia) | <ul style="list-style-type: none">• Explore opportunities for collaboration with other Chambers in the region and Myanmar Chambers in other states/divisions (such as the Mandalay Chamber of Commerce)• Set a strategic plan maximising AustCham Myanmar member benefits achieved through AustCham Myanmar joining AustCham ASEAN |
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| Relevant Industry Associations | <ul style="list-style-type: none">• Partner with relevant sectoral membership associations in Myanmar. |
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Public Policy

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| Mining Legislation Review | <ul style="list-style-type: none">• Provision of continued support to the Myanmar Government through the Chamber Working Group and workshops to promote capacity building within MONREC. |
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| Responsible Investment | <ul style="list-style-type: none">• Launch Session 4 of the Responsible Investment Working Group. |
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| Other | <ul style="list-style-type: none">• Members will have the opportunity to discuss the implementation of further working groups which are, or become relevant, in Myanmar's business climate. |
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Sponsorship

- Continue to seek sponsorship opportunities for members.
- Continue to provide advertising opportunities for members.
- Continue to secure corporate rates for members to non-Chamber events and seminars.

Communication

- Provision of a weekly e-newsletter with additional member information including upcoming events (both Chamber led and non-Chamber events), local and international news updates relevant to Myanmar and monthly promotional opportunities for new members to the Chamber.
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- Continuous updates to the Chambers website and Facebook page to ensure each includes upcoming Chamber events, upcoming members' events, other business community events, upcoming Chamber seminars and workshops, members' business news and publicity and members' discounts and any special offers the Chamber has been able to negotiate on behalf of its members. The website and Facebook page will also set out updates on the business community, legislation and other news which is relevant to the members.
 - Engage with members biannually to seek formal feedback.
 - Engage with members on an ongoing/ as-needs basis to seek informal feedback.

Financial Sustainability

- Continue to grow the Chambers membership base.
- Develop an advertising policy for non-members.
- Increase sponsorship opportunities for key events.

2018-2019 Memberships

	INDIVIDUAL MEMBERSHIPS		CORPORATE MEMBERSHIPS	
	INDIVIDUAL (FULL MEMBER)	CORPORATE - SME & INSTITUTIONAL	CORPORATE - LARGE	PREMIUM CORPORATE
Criteria	Individual persons with voting rights	Public or private corporate entities less than 25 employees, not-for-profit entities & academic institutions	Public or private corporate entities with 25+ employees or annual revenue of \$1m+	Public or private corporate entities
Australian Membership Fees (US\$)	\$150	\$400	\$1,500	\$4,400
Access to Industry Briefings and Publications	✓	✓	✓	✓
Invite to General Events	✓	✓	Priority Invitation	Priority Invitation
Invite to Exclusive Events & Delegations	n/a	✓	Priority Invitation	Priority Invitation
Participation in Industry Working Groups & Policy Development Committees	n/a	✓	✓	✓
Corporate Logo on Chamber Website and online communication	n/a	n/a	n/a	✓
Free Advertising in Communications Material	n/a	x2 Annually	x4 Annually	Unlimited
Membership applied to all employees of the company	n/a	✓	✓	✓
Discounts at A-MCC supported Conferences and Events	✓	✓	✓	✓

Thank-you to our valued Members

AustCham Myanmar would like to take the opportunity to thank our valued members and stakeholders for your support and commitment to the Australian business community in Myanmar and in Australia. We look forward to your continued involvement and to working with you to ensure our work plan reflects your priorities and aspirations.

At this critical juncture in Myanmar's history, our partnership with you is more vital than ever. Australian companies in Myanmar are in a privileged position to positively contribute to inclusive economic growth that will shape the nation's future. With a network of around 100 members, the Chamber can act as a facilitator of best practice standards, and serve as a voice for the business community to share their knowledge for the betterment of the country.

Thank-you for your contribution and commitment to the Australian business community, your leadership is invaluable. We remain committed to serving your interests for the benefit of both Australia and Myanmar.

WITH THANKS TO OUR PREMIUM CORPORATE MEMBERS



With thanks from the Chief Executive Officer of AustCham Myanmar

Jodi Weedon