Dear members,

It was fantastic to have strong support from our members at the recent AGM. I was pleased to deliver the President’s report which tells a good story. Our events programme continued strongly with a diverse range of speakers connecting with members at 57 events attended by close to 4,900 participants. Our membership broke through the 700 mark for the first time in the history of the Chamber and we are forecasting 789 for the year. We are on track to achieving this target.

I am very proud to be associated with AustCham, the brand is undeniably one of the most visible in business networks in Singapore, the quality of the functions and our overall presentation cannot be faulted. The level of professionalism portrayed by the Executive Team is second to none and we hold a premier standing amongst the other Chambers in Singapore and the region. Every great team has a great leader and a special thanks to Annette Tilbrook who I have thoroughly enjoyed working with this year.

As President my objective is to continue to enhance the brand, and to promote member and service growth, ensuring we are recognised as the pre-eminent business Chamber in the Asia region and the go-to organisation for all Australian businesses venturing into this part of the world.

I encourage you to make the most of your membership and attend events when possible.

I look forward to sharing an exciting year ahead with you all.

Sarah
Graduate of Master of Guidance and Counselling

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Face to Face
with Elena & Roland Scherer from Red Gum
Celebrating 25 years of bringing Australian produce to Singapore

Like the Australian native the business was named after, Red Gum has withstood hardships to stand strong and flourish as a leader in supplying fresh, gourmet food to Singapore's finest restaurants, hotels and retailers. Southern Star spoke to Australian entrepreneurs, Elena and Roland Scherer to hear their story that's been 25 years in the making.

Southern Star: Tell us about how you came to Singapore and how the business began?
Elena: My mother, Margarita Ryan, began the business in 1989. Her idea was to have Chefs pre-order their vegetables and salads from us. This meant what she ordered from the farmer would already be allocated here in Singapore, so delivery could take place directly from the airport. We still work on that model today – farmer to Australian airport, arrive in Changi, and deliver to the customer before lunch.

Southern Star: What challenges did you encounter in the earlier days?
Elena: Chefs didn't want Australian produce as they were all buying from Europe. Martin Fassler from Movensick was our first customer and he introduced us to Chef Otto Weibel at the Westin. When others heard that Chef Otto endorsed us, then doors started opening. The food industry here is very small and everyone knows each other – reputation and word of mouth are vital. We never had sales staff, rather it has been word of mouth that has developed the business for us.

Southern Star: Tell us about your expansion.
Elena: In the early days, the company was run by myself and my parents, a bookkeeper, and a delivery driver. Our driver, Saleh bin Hamid, is still with us today, and is a key member of our staff. For a while we were working out of our home and doing deliveries by car and then Mum bought a refrigerated truck for the delivery of the vegetables. Nobody did that then – vegetable trucks were all open tray. The company stayed at that same level for a number years until I met Roland. He was Executive Chef at the Shangri-La and I was immediately taken with how positive and cheerful he was. After we married, he joined the business and with his knowledge of foods we expanded into processing as well. We now supply a lot of the salad mixes that are in Cold Storage's Fresh Food section. We also import olives and fresh vegetables and process them into antipasto products and salads, which Cold Storage includes in their delicatessen counter.

Southern Star: How do you select which products are included in your line?
Roland: We are the largest supplier of salad ingredients in Singapore. Our main products are vegetables, salads, antipasto, and cheese. It takes time and energy to bring a new product to the market and you have to be fully committed to it. I don't want to just try a product out for three months and then say it didn't work. You need to have a strategy and be prepared to showcase it and promote it effectively. When we add a new product line it has to complement our existing lines. By complement we mean that for example, if we have a product that would complement the cheeses we import, we would consider it. Especially if it brings us closer to offering our customers a complete “cheese board solutions.” We’re proud of the cheese brands we import, and are happy to help customers with information and training to improve knowledge of the product.

Southern Star: How have you managed your supply chains?
Elena: Originally Red Gum focused on Australian produce, hence the name, however now we have a global network of suppliers. Relationships with our suppliers are so important – we are always open and honest with them about who we are buying from. With fresh products like ours, there’s always a danger that bad weather will affect a crop. Consequently, we always maintain a spread of suppliers. If our usual farmer cannot supply an item then we have an established relationship with another one who can help us.

Roland: It’s very important to be clear about the partnership with your suppliers and what your expectations are from the beginning. We enter into agreements with suppliers only when we are completely satisfied that the relationship will be supportive and strong. There are many risks and they all need to be discussed prior to conducting business together.

Southern Star: What is your point of difference?
Roland: Our philosophy is to eat well, live well, and only use the best ingredients. We only use natural preservatives. Some of our products could be cheaper if we used ingredients of lesser quality, but you get what you pay for.

Elena: We want to educate our consumers to know what they’re eating, and what the difference is in taste and health value between high quality fresh products and mass produced foods with added chemical stabilisers.

Roland: Our main value is customer service. We take total ownership of the products we import and produce. We take care of the product so it goes directly into the chiller at our customers’ restaurant or retail outlet. Our delivery staff are trained to put fresh products away themselves, if necessary. This ensures the product gets onto the end user’s plate (or in the kitchen) in the best possible condition.

Southern Star: As a leader in bringing Australian produce to Singapore, are you often approached by Australian businesses?
Roland: We have a very good relationship with Austrade and work with a lot of Australian exporters. We often share our knowledge with those interested in exporting their products. Many Australian businesses looking to expand their markets think of Asia, but it’s not as easy as boxing up your product and sending a few pallets over. There is a lot more involved. We’ve put together a checklist so that Australian businesses approaching us can make sure they are export-ready.

Southern Star: Many businesses struggle with finding and retaining talent in the food preparation industry. What has your experience been?
Roland: We do food preparation, but we are different from a hotel. Our employees appreciate not having to do shift work, not working weekends and public holidays, and having regular hours. A big part of our success is our team. We like to share the success of the company with our employees. If the company does well, so do they. We have a low turnover, which is testament to the fact that we have created a great work environment.

We have made steps towards greater productivity such as purchasing a top of the range onion cutting machine from Switzerland, but it’s not always possible to automate all the jobs – some have to be done by hand.

Southern Star: Is there anything you wish you knew at that start of your entrepreneurial journey that you know now?
Roland: I am glad we’ve done it, but I wouldn’t do it again.
Elena: When you sign a contract, read the fine print. Spend time understanding what you are signing up for.

Roland: You must always have passion for what you do - that is what gets you through the tough times.

redgum.com.sg

Cheese is at its best when it reaches its Best Before date. Look for cheese in the bargain bins - the closer it is to the expiry date, the better the taste!

Tip from the Cheese Experts
Cheese is at its best when it reaches its Best Before date. Look for cheese in the bargain bins - the closer it is to the expiry date, the better the taste!

(L-R) Chef Allen (Executive Production Manager), Roland Scherer, Chef Kit (Production Manager), Elena Scherer, Lydia (Office Manager) & Christian (Operations Manager)

Elena Scherer, Lydia (Office Manager) & Christian (Operations Manager)
**Minister Robb’s full speech can be read here (http://www.trademinister.gov.au/speeches/2014/...**

According to research in 2013 by PwC for Google Australia’s technopreneurs continue to provide innovative, technology-based solutions to global issues. PwC has predicted that the sector could contribute 4% of GDP to the Australian economy by 2033.

The Australian tech startup sector has the potential to contribute $109 billion to the Australian economy by 2033.

In his speech on Innovation and the digital economy in January 2014, Australian Minister for Trade and Investment, Andrew Robb said, “Australia is a knowledge-based economy, a smart, technologically savvy country with world-leading research capacity, and a reputation as innovative problem solvers”.

With Singapore's aim to be the world's first ‘smart nation’ that uses technology to transform the quality of life, Australia, a nation of sophisticated ICT users who eagerly embrace new technology, is a clear choice to help achieve this.

During the 2014 FIFA World Cup, Singapore football fans experienced enhanced viewing of the tournament – with real-time local content through their mobile devices, thanks to Australian company Local Measure’s partnership with SingTel Mio TV. SingTel used Local Measure to gather aggregated location-based data from social media platforms and from fans inside the stadiums. This information was then turned into interactive social content for viewers in Singapore, providing them with a fully immersive World Cup experience; all through their second-screen viewing via their mobile devices.

Local Measure’s recent expansion into Singapore is a result of the interest coming from Asia. Singapore’s central position allowed Local Measure to use Singapore as a hub to service the larger Asia Pacific region. Some of Local Measure’s existing customers in Singapore include Spiziza, Gelatissimo, SingTel and Qantas.

This story starts in mum and dad's garage in Canberra. Like many entrepreneurs, Mick Spencer saw a gap in the market and took a big risk.

It was in 2009 that Mick Spencer began his dream of OnTheGo, a technical sportswear manufacturer, with the initial headquarters in the family garage. He committed to delivering 300 cycling jerseys in three weeks to a charity cycling event – a commitment no other business would consider as they quoted eight weeks as the fastest possible turnaround time.

Mick reminisces, “I had $150 to my name, was just out of Year 12, and had only lasted a semester at university. I threw myself in the deep end. There was economic turmoil in Australia and overseas. I was entering an industry that was very competitive and required lots of capital and I had no experience in the industry.”

Despite the risks and the lack of resources, Mick saw an opportunity. Mick explains, “I stumbled across a significant gap in the sportswear market where customers were not being serviced. Fast, quality custom-made apparel was not on offer. Our competitors had large minimum orders, long turn-around times and were very expensive. This forced small teams and sporting groups to compromise on comfort and performance and buy cheap and nasty products.

“By re-assessing the supply chain, we were able to cut out the middlemen. Our product is freighted directly from the factory to the user and this has slashed delivery times.

“Our use of technology and unique business model has revolutionised the market. It has not only streamlined various design and production steps, it has allowed consumers to create products beyond what they thought was possible; then have it delivered to their doorstep.”

Four and a half years later, OnTheGo now design, produce and distribute over 300 products to over 3,000 organisations worldwide. Team and individual sports such as cycling, triathlon and running are its biggest markets, with an increasing footprint in health clubs, enterprise and non-profit.

OnTheGo’s story in Singapore began in June this year when it signed an exclusive supplier uniform and apparel deal with Anytime Fitness Asia, the health club chain that just won Entrepreneur Magazine #1 Franchise in the world.

“The biggest challenges for building and launching OnTheGo into Singapore is understanding the existing players in the market. Our strategy is to target Singapore with a strong online presence, and also partner with local distributors, who already have a strong footprint,” says Mick.

Mick sees the biggest issue facing the retail industry is the transformation of shopping towards online and pop up shops. Over 50% of Singaporeans go to the internet before making a sizeable purchase, and close to 70% of Singaporeans are “showrooming” which means checking a product in store before they buy online.

“Making it online is the future, because you can see exactly what you are getting compared to looking at different locations and ensuring that you get the best deal. When people have access to the internet, they are much more discerning.”

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Two Bulls has a signed a contract with Singaporean start-up, Nichify, to build their social networking platform. Two Bulls had also previously sold its iPad-based POS system, Breadumb, to Groupon which it provides to businesses in Singapore. This program has become Groupon’s professional restaurant iPad point-of-sale product. Early planning is now underway for Two Bulls to set up an office in Singapore.

flexAnswer Solutions won a contract with the Infocomm Development Authority of Singapore (IDA) to implement its newly released “Virtual Assistant” - an online customer self-service solution to help customers get fast accurate answers to their first level queries; deflecting the mundane repetitive phone and email volume besides providing real customer insights using their powerful advanced Natural Language Processing learning engine. Another unique feature is the ability to answer multiple questions asked in single question; by re-assessing the supply chain, we were able to cut out the middlemen. Our product is freighted directly from the factory to the user and this has slashed delivery times.

“By re-assessing the supply chain, we were able to cut out the middlemen. Our product is freighted directly from the factory to the user and this has slashed delivery times.

“Keep your operation as lean as possible in the startup phase, and really keep risk low while you are trialing new products and markets.”

To Mick, success is waking up, following your purpose and learning constantly, “You have to love what you do. Business is tough, people are even tougher, and you will have times where people kick you down, everything goes against you and all you may have is your vision. You have to have a mindset of when the going gets tough the tough gets going”, otherwise you will fall down and give up.

Demonstrating the company commitment to its mantra of ‘Every Day Matters’, every purchase made with OnTheGo makes a difference to youth in underprivileged areas. The company donate products and funds to youth programs in Fiji and Western Australia to help develop the leaders of tomorrow through sports.

Mick adds, “I’ve had health challenges and a wild journey through life, so it’s important to give every day, everything. You only live once. Make it count, make it fun.”

*According to research in 2013 by PwC for Google Australia.*
Top dog of an Australian invention

Charlie loves the great outdoors, Tanjong Beach Saturdays, West Coast Dog Run Sundays, the Sentosa Cove promenade during the week. A bouncy puppy, he would often return wet, sandy, smelly, and occasionally with unwanted friends.

Between bi-monthly grooming sessions, Australian owner Vishmi De Silva became frustrated. Struggling with washing Charlie in the family bath, it wasn’t until a recent trip to Australia that she had a brainstorm - to bring the K9000 Dog Wash to Singapore.

A coin/note operated, self-service dog wash that shampoos, conditions, treats fleas and ticks and dries a medium-sized dog in as little as ten minutes, Vishmi was keen to introduce the K9000 Dog Wash to Singapore.

Having worked alongside Singapore’s National Parks Board, the K9000 Dog Wash will be launched at West Coast Park Dog Run next month, much to the delight of dog owners who have used the K9000 Dog Wash in dominant existing markets - North America, Europe and Australasia, as well as developing markets such as Israel and South Africa.

In forging ahead, Dog Wash Singapore has obtained “First Mover” recognition in respect of their innovative business idea. The Pro-Enterprise Panel, set up by Ministry of Trade and Industry, is the champion for the First Mover Framework, which gives a head start to entrepreneurs with innovative business ideas that maximise the use of public assets.

According to AustCham member and Dog Wash Singapore representative Vishmi De Silva, the potential of the K9000 Dog Wash is significant.

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Predicted to overtake Switzerland as the wealth capital of the world, what does this economic power offer your business? What are the trends, opportunities and challenges of operating in this unique Asian hub and how can your business take full advantage of its economic and political stability.

Can you assist?
Planning for next year’s RMIT Business Plan Competition is already underway. RMIT is keen to hear from Australian and international industry members – including those from Singapore’s business community – to participate in the 2015 competition as judges, mentors and prize sponsors.

As an experienced and respected industry professional, RMIT recognises that your sponsorship of a prize or your gift of time and expertise as part of the Business Plan Competition will immeasurably assist young entrepreneurs in the Asia-Pacific region in their aspiration to achieve their innovative initiatives.

For further information about the Business Plan Competition at RMIT University’s College of Business email bpc@rmit.edu.au or visit bpc.rmit.edu.au

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PS.Cafe was opened in 1999 as a cosy cafe hidden within Projectshop clothing store, serving hearty takes on savoury cafe classics, famous truffle shoestring fries and indulgent cakes, puddings and tarts. This home-grown Singapore brand quickly gained a following with the expatriate and local communities alike and now has eight establishments under the PS.Cafe, PS.Cafe Petit and Chopsuey Cafe brands.

AustCham member Edward Lee, General Manager of PS Gourmet explains why Australia has always been integral to the Group. “Since the very beginning, the group has had close ties with the land down under from its Aussie inspired menu to the team itself. Our Executive Head Chef reigns from Newcastle and I from Sydney. The Chopsuey Cafe concept was how we had Chinese food back home. The restaurant pays homage to an array of Chinese comfort favourites and new interpretations of traditional foods influenced by recreating them with premium meats, top quality seafood, and a colourful array of crunchy fresh vegetables.”

In June, PS Gourmet launched two new restaurants - Chopsuey Cafe and PS.Cafe Petit at 38 Martin Road. In recognition of the Australian-influence on the menu, AustCham members were treated to a delectable evening of fine food and wine as they trialled the food and service at the pre-opening.

A wide selection of traditional and creative dim sums are made daily by hand and steamed to order. Decadent desserts and refreshing cocktails get a tropical twist from fresh fruits, herbs and spices found throughout the region.

AustCham members unanimously gave Chopsuey Cafe their wholehearted approval and are eager to bring friends back to enjoy the new venue. Reservations are now also available for lunch and brunch at Chopsuey Cafe.

Ken Hickson who attended with his wife M says, “I’ve already been back again - the great service and atmosphere make for a very enjoyable dining experience.”
Before they start their engines.

First-class project management skills transform a densely populated city into a twisting street circuit for Formula One’s only night-time street race.

In September, Singapore will host its seventh race around a 5.068km track that cuts around the harbour of Marina Bay. Drivers take just under two hours to complete 61 laps in 30°C heat and 80-90 per cent humidity, in what many consider to be the most spectacular race on the calendar. Behind the excitement and glamour lies AustCharm member Faithful+Gould’s work as the engineering project manager, ensuring the smooth construction, operation and removal of the racing circuit and its supporting facilities.

Faithful+Gould’s role with the Singapore Grand Prix began with the 2008 inaugural race, the first night-time event in Formula One history. The company was then known as Confluence Before its acquisition by Faithful+Gould, in October 2013. After working on this annual project for seven years, it has built a close relationship with its client, Singapore Grand Prix Corporation and the other key public and private sector stakeholders, and its own project team now numbers 40.

Faithful+Gould Managing Director - Asia Pacific, Guy Scott, says, “Singapore is one of just three street races in the FIA Formula One World championships. Creating the race circuit from public roads within the Raffles District and Marina Bay areas is a major challenge. This is principally a commercial district, hosting retail, hospitality, cultural centres and park land. Minimal disruption to the community and surrounding businesses is achieved through close collaboration with several government agencies and the local businesses and property owners.”

Construction begins four months before the race takes place, when all race-related infrastructure is moved from a 38,000 square metre storage facility in eastern Singapore. Ten kilometres of fencing and approximately 800 tonnes of temporary bridges and ticketing booths. The track surface is comprised of a specially designed coarse pavement mix with polymer modified binder, providing high shear strength and high grip in both wet and dry conditions. Maintenance works are undertaken annually to ensure that the surface meets the stringent Formula One requirements. High grip levels are maintained with specialist TrackJet cleaning equipment, originally used to maintain airport runways.

To light up the unique night-time track, 108,423 metres of power cables are needed, with 240 steel pylons and around 1600 light projectors, all installed over a period of three months. A week before the event, 850 tonnes of race teams’ equipment arrives by air and sea height.

"When the track goes live, I hear the first roar of the pace car from my office. The chequered flag is a great spectacle, but the sound of the pace car is the sign that we’ve handed control of the track to FIA, the race will run and our delivery risk has once again been well managed by our team.”

Guy Scott, Faithful+Gould

"The Faithful+Gould project management and engineering role includes the spectator facilities. This is a complex planning and logistics exercise that considers passenger flows (to hotels and trackside), crowd control, security, spectator sightlines, corporate hospitality, food and beverage requirements and garbage collection. The event also hosts a series of trackside live music performances, with stage, sound and light requirements.

Multiple stakeholder management and collaboration is vital to the event’s success. Faithful+Gould support Singapore Grand Prix in managing relations with many government agencies including the Singapore Tourism Board and the Ministry of Trade and Industry, the transport authorities, the police and a variety of steering groups and working parties. Hotel access and operations are also important and Faithful+Gould liaise with the main players, such as the Singapore Flyer and hotels close to the Esplanade.

Guys explains, “This is a year-round project for Faithful+Gould, with the pressure on all behind-the-scenes teams mounting as the event approaches. Extensive communication, meticulous planning and careful scheduling are needed. Timely delivery is of course vital as the agent, sponsors, broadcasters, viewers, sponsors and of course the competitors are avidly watching the starting light gantry. Our seven years of experience ensures that each year’s new challenges can be met, risks are mitigated and our client’s interests are protected.

“We bring energy, experience and best practice project management principles to the design, procurement and delivery management of the project,” says Guy.

Faithful+Gould is a member of the Atkins Group of companies. Its goal is to become the leading integrated project and programme management consultancy in the world. Faithful+Gould currently employs over 2,300 staff with a turnover in excess of £230 million and has an expanding office base worldwide.

fgould.com

When Singapore opens its doors to the world for the 2014 Formula 1 Singapore Airlines Singapore Grand Prix, patrons will be greeted by many enthusiastic attendants. Fuelled by excitement, Australian training provider William Angliss Institute will train the local staff to assist patrons with information and guidance throughout the Marina Bay Street Circuit.

To prepare for Singapore’s largest sporting event, over the next few months approximately 2,000 participants will receive the highest quality, interactive and hands-on training from William Angliss Institute.

Centre Director at William Angliss Institute, Ray Petts describes the challenges of this style of training. "The training is heavily contextualised to ensure participants are able to easily transfer their new skills, knowledge and confidence learned in the classroom into their workplace responsibilities during the event. Unlike other training programmes where a teacher can get to know the students gradually, we have to ensure we form a rapport quickly. We need to make an impact and get an outcome in a short space of time," says Ray.

The training actually begins with the trainer. Ray explains, "We are always focussed on our trainers being not only highly qualified, but dynamic in their teaching styles. They themselves undergo training to ensure the content they deliver is consistent. This consistency and attention to detail will ensure the Singapore Grand Prix is showcased to the world in a way that it is recognised by patrons as the ultimate Grand Prix experience in regards to service excellence.”

As a street circuit, the model adopted by the Singapore Grand Prix is a success story as it actively engages the local hospitality industry to assist with the extensive event requirements. The event not only has a huge positive impact on the economy but also provides a great platform for participants to launch a full-time career in the events, attractions, tourism and hospitality industry sectors should they decide to extend their studies after the event.

All those working at the Grand Prix are honoured to be associated with such a high profile international event and William Angliss Institute is no different to all the customer service staff it is training. “Being appointed the training partner by the organisers of Singapore’s premier sporting event means a great deal to us as a company. It identifies that our brand is synonymous in the Singapore market place for delivering the highest level of training, having highly-skilled trainers and being able to offer tailor-made training solutions to ensure specific learning outcomes are achieved” says Ray.

William Angliss Institute believes training is an investment. The link to performance and the personal development of staff is vital to achieve a competitive advantage within any industry. Flexible training solutions are offered by William Angliss Institute from a one day tailor-made corporate training programme through to the full WSQ Diploma qualification and with up to 90% funding available to Singaporeans and PRs for eligible courses.

angliss.edu.sg
We put insights well within sight.

Our knowledge and expertise can help your business progress.

Effective teaching teams
- Educational research has shown that high performing schools have a number of common characteristics as outlined below.
- An expert teaching team
  - Educational researcher John Hattie (2003) proposes that the quality of teaching and learning provision is by far the most salient influence on students’ cognitive, effective, and behavioural outcomes of schooling – regardless of their gender or backgrounds.
  - Indeed, findings from the related local and international evidence-based research indicate that “what matters most” is quality teachers and teaching, supported by strategic teacher professional development.
- Strong procedures should be in place to encourage a school-wide, shared responsibility for student learning and success.
- Educators place a high priority on ensuring that, in their day-to-day teaching, classroom teachers identify and address the learning needs of individual students, including high-achieving students. Teachers are encouraged and supported to monitor closely the progress of individuals, identify learning difficulties and tailor classroom activities to levels of readiness and need. Quality educators have high levels of professional accountability, taking personal and collective responsibility for improving students’ learning and their own teaching methods.
- A clear and shared focus
  - Wiggins and McTighe (2007) highlight that effective schools have a clear, shared mission and vision resulting from common beliefs and values. Starting with the school’s mission and goals helps to develop a powerful school improvement plan focused on desired results. Everyone in the school is working towards a common goal and knows where they are going and why. The focus is on a consistent, positive direction for all involved.
- High standards and expectations for all students
  - Effective schools are driven by a deep belief that every student is capable of successful learning (Bamberg, 1994). They must provide a learning environment that is safe, respectful, tolerant, inclusive and that promotes intellectual rigour.

Effective school leadership
- The Australian Council for Educational Research (ACER) as well as researchers such as Fullan (2001) and Collins (2001) highlight the powerful impact that school leadership can have in improving the quality of teaching and learning. Effective leaders create cultures of high expectations, provide clarity about what teachers are to teach and students are to learn, establish strong professional learning communities and lead ongoing efforts to improve teaching practices.
- School leaders nurture and develop a positive school culture that is conducive to learning and professional growth. They encourage distributive leadership, where teachers and other staff take on leadership roles within the school.
- High level of collaboration and communication
  - Barott and Raybould (1998) highlight that in high performing schools there is evidence of strong teamwork across all grades and with other staff. Staff are connected and involved with each other, including parents and members of the community.
- Quality curriculum, instruction and assessment
  - Research from Marzano (2006) features the relationship between a quality curriculum and a strong impact on student outcomes. Schools will have a coherent, sequenced plan for curriculum delivery that ensures consistent teaching and learning expectations and a clear reference for monitoring learning across the year levels.
  - Frequent monitoring of learning and teaching
    - Marzano (2006) concludes that high performing schools place an emphasis on frequent monitoring of student progress and school leaders are clear about what teachers are to teach and students are to learn. Effective leaders ensure that student outcomes, including academic, attendance and behavioural outcomes, and student wellbeing, are adjusted based on frequent monitoring of student progress and needs. Assessment results are used to focus and improve instructional programs.

Focused professional development
- High performing schools place an emphasis on staff development and professional practice (DuFour 2005; Fullan 1993). Professional development is linked to the school’s mission and strategic plan.

Supportive learning environment
- Freiberg (1999) discusses that high performing schools actively seek ways to enhance student learning and wellbeing by partnering with parents and families, other education and training institutions, local businesses and community organisations. Partnerships could be strategically established to address identified student needs and operate by providing access to experiences, support and intellectual and/or physical resources not available within the school.

References
Dear members,

We are very pleased to welcome two new members to the team, Kristy Peters is our new Programme Manager and Kate Ryan who has taken over as Membership Manager from Lucinda Bertram who will focus on Marketing & Communications.

Kristy Peters has worked extensively in business marketing and is well underway to determining the business programme for the next few months. We have several exciting events already planned for our Excellence in Leaders series and Kristy has been kept very busy liaising with the offices of some high profile speakers. We’re excited to have confirmed Lindsay Maxsted to speak at a lunch on 19 Sep. As Chairman of the Board of Westpac, and also on the Board of Directors at Transurban and BHP Billiton, Lindsay was described by The Australian as ‘the most powerful boardroom operative in the country’. He will share with us his viewpoint on Australia’s engagement with Asia and the challenges that Australian companies face.

Kate Ryan comes to us from the AXA University Asia Pacific Campus where she was involved in the creation and implementation of learning programmes and was the liaison point for clients. Kate will be taking a close look at the membership processes and benefits. AustCham aims to capitalise on the strong interest in the chamber and grow the current membership-base so that it becomes an even stronger network across all industries.

New staff members provide a fresh perspective. As we show Kristy and Kate the AustCham way, it’s a great chance to reflect on why we approach things the way we do. Frequently we can recount a story or reason for why a certain system was adopted however sometimes we realise that it’s more historically-based and it’s a good time to review our procedures. Fresh ideas, new interactions and different conversations are so valuable in creating food-for-thought and there is a great energy in the office as we focus on delivering to you, our members, a high quality service and full range of events.

If you have ideas on how we can improve our offering, please do take time to let us know your thoughts. We value your feedback.

Annette Tilbrook
Executive Director

Above: AustCham Board Members and Executive Team

Upcoming events
Register for events online at: austcham.org.sg

Fri 15 Aug 2014
Wine+Cheese Night
Grand Hyatt
Co-Sponsors

Fri 12 Sep 2014
Australian Night at The Races
Singapore Turf Club, Kranji
Racing Expert

Fri 19 Sep 2014
Excellence in Leaders with Lindsay Maxsted, Chairman Westpac
The Westin
Event Sponsor

Fri 21 Aug 2014
An evening with three Australian Government Ministers: Asia’s rise - Australia’s opportunity
PARKROYAL at Pickering
Event Sponsor

Thu 21 Aug 2014
An evening with three Australian Government Ministers: Asia’s rise - Australia’s opportunity
PARKROYAL at Pickering
Event Sponsor
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- the steam basket: authentic chinese cuisine
- yakitori: yakitori grill
- sushi: sushi and sashimi bar
- the deli: charcuterie, european and thai deli
- the patisserie: dessert
- the bar: premium wines, champagne, cocktails and bar snacks

for enquiries, please call +65 6732 1234 or email mezza9.sg@hyatt.com

GRAND HYATT SINGAPORE
10 Scotts Road,
Singapore 228211

Annual General Meeting
12 Jun 2014 at Australian High Commissioner’s Residence

1 A full house for the AGM
2 (L-R) Michael Muncaster was the lucky member who received an Angsana Bintan Getaway from Stefan Thumiger for renewing before April 30.
3 (L-R) Douglas Peris, Anette Benad, Amber Lindman & Gabrielle Cummins
4 (L-R) Suzanne Ardagh, Clive & Annette Tilbrook & Chris Rees
5 President Guy Scott addresses the members
6 High Commissioner Philip Green welcomes Sean Stratton
7 MC Phil Forrest concludes the official part of the evening to allow members a chance to mingle on the lawn

AuxCham Special Breakfast: Caged Tiger - The Transformation of the Asian Financial System
2 Jul 2014 at The Intercontinental

Event Sponsor
Business Connects July
17 Jul 2014 at Straits Bar, Tower Club
Event Sponsor
Westpac
Australian First Bank
Inside Business: Managing Diversity Through Linking Country Culture and Business Performance
23 Jul 2014 at Ashurst
1 (L-R) Sandra Harding, Anelle Beradi, Leigh Snelling & Francis DSouza
2 (L-R) Elizabeth Tang, Kam Ying Goh & Alfred Chua
3 (L-R) Dale Anderson, Sean Straton, Sandra Harding, John Dick, Greg Williams & Jonathan Pooley
4 (L-R) David Tripp, Kate Ryan & Leo Hannan
5 Westpac’s Head of Private Bank, Asia, Francis DSouza welcomes the guests
6 (L-R) Ben Smith, Jacqui Hocking & David Holloway
7 (L-R) Andreas Koch, Francis DSouza, Graham Lee & Craig Manning
8 Christine Edwards from Honeycombers introduces herself as a new member.
9 (L-R) Justin Ooi, Jacki Nicholas & Chris Phe
10 (L-R) Bernard Siew, Dianne Sainsbury, Lucinda Bertram & Jordan Gall

Learning languages fluently
AustCham member Janus Academy, a language education provider, is partnering with online language learning platform, fluentlee.com.

David Yang from Janus Academy says, “Learning a second language is one of the most valuable skills you can invest in yourself and your employees. Multilingualism breaks down barriers, opens up new markets, and builds stronger relationships. It can help grow your business in Singapore and across the region.”

David reports that the most common reason people fail to develop usable language skills is lack of conversation practice. “While time and practice are essential to learning a new language, class hours may be difficult to accommodate around busy schedules. The fluentlee.com platform is a perfect way for language learners to learn at their own pace, participate in sessions from the convenience of their home or office and receive language support from the language professionals at Janus Academy at anytime. Sessions can be as short as 15 minutes in duration to allow daily practice,” says David.

The recently launched service is still in its pilot stage and AustCham members are invited to trial the platform free of charge. Please see members’ offers page 29 or on the AustCham website for further details.

janus.edu.sg

Qantas and Jetstar voted best Airlines, Australia-Pacific

Qantas and Jetstar have been named the two leading airlines in the Australia-Pacific region in the 2014 Skytrax World Airline Awards.

Qantas was awarded Best Airline Australia-Pacific for the second year in a row and Jetstar Airways awarded Best Low Cost Airline Australia-Pacific. Qantas also received the accolade for the Best Premium Economy Class Catering.

Qantas ranked 11th out of the top 100 airlines in the world and in addition to its category win, placed in the top ten airlines in a majority of categories including Best Airline Inflight Entertainment (4th), Best Business Airline Lounges (4th) and Best Airline Business Class (6th). Jetstar was voted the number four low cost carrier in the world.

Qantas.com

New Head of Private Bank, Asia appointed at Westpac

Francis DSouza joined Westpac as Head of Private Bank, Asia in June. Based in Singapore, Westpac’s regional head office, Francis is responsible for the management and oversight of all of Westpac’s private banking services and operations across Asia.

Damien MacRae, General Manager, Westpac Premium said “With extensive regional experience in the key private banking markets and track record of building deep relationships with customers, Francis’ leadership will help Westpac build and transform its private banking proposition in the region.”

Westpac’s strategy in Asia is to connect the businesses to the increasing trade, capital and people flows between Asia, Australia, New Zealand and the Pacific.

“There is growing connectivity between the two regions as Australia and New Zealand expatriates are moving to Asian hubs like Singapore. Whatever their goals are, our aim is to work seamlessly across geographies to meet the needs of our customers,” says Francis.

Earlier in the year Westpac was ranked the #1 Most Sustainable Corporation in the World. In keeping with this, Westpac are very excited to be moving this month, to their new regional headquarters in Asia Square which has won top awards for environmental sustainability.

westpac.asia

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ANZ

ANZ’s presence in Singapore dates back almost four decades. Starting as a representative office in 1974, the Bank progressively transformed its business to grow alongside client needs, offering financial solutions as an offshore bank in 1980 and later in 2005 as a wholesale bank with a private banking unit. In 2010, ANZ received approval from the Monetary Authority of Singapore for a Qualifying Full Bank license, after completing its acquisition of Royal Bank of Scotland’s retail and commercial banking businesses in Singapore.

Today, ANZ Singapore has over 2,600 staff and four retail branches and offers a full range of banking solutions covering institutional, retail, wealth and private banking. As one of the two regional headquarters in Asia, ANZ Singapore has been connecting clients to business opportunities across Asia Pacific with extensive experience and deep insights in sectors such as Financial Services, Natural Resources, Agriculture, Infrastructure, Property and Trade.

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BLOOMBERG LP

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas, delivering data, news and analytics through innovative technology, quickly and accurately. Bloomberg’s professional service provides real time financial information to more than 320,000 subscribers globally.

CROWE HORNWORTH INTERNATIONAL

Crowe Horwath International, ranked among the top 10 global accounting networks, consists of more than 100 independent accounting and advisory services firms in over 100 countries around the world. Crowe Horwath member firms are known for their local knowledge, expertise and experience balanced by an international reputation for the highest quality of service.

CLEMENTS INTERNATIONAL REAL ESTATE

Clements International Real Estate is a strategically placed premium real estate agency with services extending beyond Melbourne to the Asia Pacific island of Singapore. As advocates for Melbourne property we offer services across metropolitan Melbourne and we are the experts in creating strategies that deliver outstanding results in all price ranges.

DOG WASH SINGAPORE

Dog Wash is Singapore’s exclusive provider of the K9000, a self-service dog wash that shampoo, conditions, treats flea and ticks and dries a medium sized dog in as little as ten minutes. Recognised as the world’s leading self-service dog wash, the K9000 was designed in Australia, where it continues to be manufactured.

FUNCTION EIGHT

FunctionEight is a trusted, full-service technology company, providing outsourced Business IT support, bespoke advice, infrastructure and website design and development services to small and medium-sized enterprises throughout Asia.

GADENS LAWYERS SINGAPORE

Gadens Lawyers Singapore is an imaginative, relevant and commercial legal advice firm, focused on delivering practical business solutions and exceptional service experiences to its clients. A firm defined by both the character and spirit of its people, as well as its knowledge of the law. Gadens Lawyers pride themselves on their creative engagement in dealing with clients, their people and in their support of the community and the arts.

GEMS WORLD ACADEMY (SINGAPORE)

International school GEMS Education was established in 1959 and is today one of the world’s largest 18 (International Baccalaureate) private education operators with a global network of 73 schools.

The school provides students in Singapore with connectivity with their peers worldwide, creating a unique learning environment throughout the child’s education.

GEMS World Academy (Singapore) places great value on providing students with a holistic education. While academic achievements and qualifications are important in helping pave the way to accessing a better life and good university options, GEMS also believes a values-driven education is equally vital.

The school delivers an internationally recognised curriculum which supports its focus on holistic learning initiatives for international students.

HONEYCOMBERS

Honeycombers is the ultimate go-to lifestyle resource in Singapore, Jakarta and Bali. Whether you are looking for things to do, hot new restaurants, spas & wellness, nightlife, travel or family inspiration - Honeycombers have the latest content online and offer free newsletters to keep you in the know.

FUTURE SKILLS INSTITUTE

Future Skills Institute is the region’s 1st accredited CE provider to provide Singapore. Future Skill partners with clients adopting their government endorsed courses around the operational demands of each business. Using new generation teaching methodologies, they offer certifications in Manufacturing, Leadership, People Management, Finance, Accountancy and Workplace Safety and Health.

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REPRESENTATIVE ORGANISATIONS

K&L GATES LLP
K&L Gates LLP comprises more than 2,000 lawyers who practice in 45 offices located on five continents, with 11 offices in the Asia-Pacific region that includes Beijing, Shanghai, Hong Kong, Melbourne, Perth, Seoul, Shanghai, Singapore, Sydney, Taipei, and Tokyo. K&L Gates represents leading global corporations, growth and middle-market companies, capital markets participants and entrepreneurs in every major industry group as well as public sector entities, educational institutions, philanthropic organisations and individuals.

M&A CONSULTING GROUP
M&A Consulting Group offers sale strategy and execution advisory, corporate and CEO retainers and sales leadership development.

OUTBRAIN SINGAPORE
Outbrain is the leading content discovery and recommendation platform, serving over 63 billion recommendations on most of the popular top publishers websites, including CNN, FOX, MSNBC, ABC News, USA Today, Saks, BBC, The Guardian, and many more. Outbrain provides marketers with a simple way to get their earned and owned content recommended efficiently and at scale.

PRESTO EXPAT MOTORING
Presto Expat Motoring Consultancy is the leading privately owned motor vehicle solutions company specialising in providing a consultative approach to obtaining a motor vehicle whether this be buying, selling, renting or leasing. A stop shop for all your motoring needs delivered via experienced & friendly consultants available 24hrs, 7 days a week.

THE PULSE NETWORK
The Pulse Network provides innovative and effective solutions for marketing your business, both online and off. They have the sharp skills and flexibility to meet the unique needs of your organisation—whether you’re a new small startup or an established corporation. Send your business soaring to the next level with their range of digital and real world marketing services.

SALESFORCE.COM
Salesforce.com is the enterprise cloud computing leader, delivering social and mobile cloud technologies which include their flagship sales and CRM applications. Salesforce.com helps companies connect with customers, partners, and employees in entirely new ways.

TURNER & TOWNSEND
Turner & Townsend is a leading global programme management and construction consultancy that supports organisations that invest in, own and operate assets. Making the difference to projects across the property, infrastructure and natural resources sectors worldwide Turner & Townsend help organisations succeed by managing risk while maximising value and performance during the construction and operation of their assets.

YPG GROUP
Specialising in off-market new build specialist selling in Australian, UK and London properties, YPC Group research, negotiate, manage, rent and grow your property portfolio.

ARTERIAL MARKETING
Arterial Marketing aims to be known as the agency that thinks harder, works smarter and time and time again puts a smile on your face by solving the tricky business problem that’s been keeping you up at night.

CANBERRA AIRPORT
Canberra Airport comprises the terminal and Fairbairn RAAF base, as well as Brembala Business Park and Majura, all of which have undergone extensive development since privatisation in 1998. With an investment of $420 million the all-new Canberra Airport terminal was opened by Prime Minister Tony Abbott on 4 April 2014. With a growing role as a national transportation hub, commercial business park and retail destination Canberra Airport has been acknowledged as one of the leading Australian airports, and was named Australian Airport of the Year in 2002, 2007 and 2013.

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AustCham members enjoy 20% off your total bill at The Trading Floor, Tawus (both located at lobby level). Plate all-day dining restaurant (level 3) and roof top Grafton Sky Bar (level 25) every day of the week. For more information please email fil@carltoncity.com.sg

Cliftons is the leading provider of premium, purpose-built training and event facilities. AustCham members enjoy a special discount of 25% off when booking a room with Cliftons Singapore.

Coface Dialogue is a leading collaboration, negotiation and leadership consultancy. AustCham members enjoy up to 50% off collaboration and negotiation public programs. For details call 6513 2132 or visit www.cofacedialogue.com/austcham-member-offer.

AustCham members receive 15% off best available rates for all International Company Directors Courses. Upcoming courses are as follows: Shanghai on 7-12 Sep 2014 and Bali on 20-25 November. Contact Fiona Curny on Fiona@companydirectors.com.sg for more information.

AustCham members receive a 15% discount off all orders of gorgeous Australian Native flowers over $90 at Australian Flower Girl! Flower Girl offers flowers with style for delivery and events island wide. www.australianflowergirl.com

AustCham members receive 20% off Best Available Rate. This offer comes along with International Buffet Breakfast for two persons and other great benefits. Visit www.carltoncity.com.sg for full details.

AustCham members receive a 10% discount on presentation of their membership card at Raffles Bar Restaurant, 350 Joo Chiat Road. Phone 6540 1032 or visit hospiglobe.com

Honor Insurance Group is pleased to offer AustCham members complimentary insurance assessment. Contact Celestia Cheung: email celestia@honor.com.au t. 6138 4110.

Jenius Academy is collaborating with language learning platform, Fluentlie. The pilot version is giving away four free 15-minute online sessions in Mandarin or Japanese to the first twenty AustCham members. Email asi@jensuas.edu.sg for more details.

AustCham members enjoy exclusive room rates in a Deluxe room at $315 per room per night. AustCham members also enjoy special offer dining privileges at Dine Nine Tree & Lobster Lounge ($150 free with 3 paying adults) and Victoria Bar 1-1/2 hours pours daily from 5pm. Attend The Arts on Sunday Champagne Brunch and receive a $30 discount per person. Conditions apply. Check AustCham website for full details.

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AustCham members receive 15% off a special price is S$60 + GST per bottle. Conditions apply. Check AustCham website for full details.

Fan East Hospitality hotels in Singapore are offering AustCham members 5% off Best Available Rate with Complimentary daily buffet breakfast and Free WiFi with minimum 2 nights per stay. For TFE hotels in Australia, AustCham members receive 10% off Best Available Rate. Check the AustCham website for links to the reservations pages.

AustCham members receive 15% discount on subscription of 6 months and above. Get your copies today at www.newspaperdirect.com.sg or email info@newspaperdirect.com.sg Promo Code: AUC15

AustCham members enjoy 10% off Best Available Rates for all room categories. For enquires or reservations, please email Reservations.OHIS@milleniumhotels.com

Wine Exchange Asia is offering AustCham members $559 per bottle net for cases of six Mumm NV. To order email Robert at robert@wineexchangeasia.com.
Gone Adventurin’ had its roots in an adventure. Banker, Ashwin Subramaniam was tasked with travelling to Cambodia to write about his employer’s Corporate Social Responsibility projects and he was hit by a desire to do more than just write a report about what he had witnessed. He decided to do a triathlon to raise funds for a local charity, managing to raise several thousands of dollars in two weeks. After more adventures and some documentary screenings, he was approached by businesses to do something similar – create impact projects and inspiring stories. That’s when the real adventure begun…

Gone Adventurin’ connects companies with communities and consumers to tackle social and environmental challenges – and create business value in the process. Their ground up projects include tackling water scarcity in Vietnam for Unilever, incubating social business models in Sri Lanka for B.P. de Silva Holdings and inspiring employee volunteerism & community engagement with Barclays Bank.

“Companies and brands have an amazing opportunity to drive scalable social or environmental impact by aligning their Sustainability aims with real projects and sharing the story to inspire greater change. We immerse employees or the public into the communities where they are making an impact, through an adventure experience, and capture this story through inspiring film and media content. We’ve found that the adventure component engages mainstream audiences, both online and offline,” said Laura Allen, AustCham member and Business Development Manager at the Singapore start-up.

Gone Adventurin’ knows that ensuring brands are connected to the most impactful and worthy community projects is essential. Laura explains, “We have a strong entrepreneurial network all over the world of change makers and influencers who have a deep understanding of local issues and help us create projects which are relevant and beneficial to the local community – and the companies we work with.”

A recent highlight for Gone Adventurin was leading 15 of Standard Chartered Bank’s regional employees on a 800km cycling adventure, ‘Ride for Sight’, to raise funds and awareness for ‘Seeing is Believing’ - their global sustainability program to end avoidable blindness throughout the world by 2020. Throughout, the team immersed themselves in the communities that they were making a valuable contribution to. Daily video & photo highlights engaged employees and consumers globally, allowing the team to achieve outcomes well beyond their fundraising.

“Our goal this year is to work with companies in industries such as fast moving consumer goods, banking & finance, agri-business - and also family businesses which are so critical in Asia - to enable them to rethink their sustainability plans and become a thought leader in their own right. We need a paradigm shift from seeing sustainability as a ‘by the way’ mindset to ‘yes we must’ mindset. Investment in sustainability is no longer an afterthought but a sensible business decision,” says Laura.

goneadventurin.com

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We regard physical activity with just as much importance as academic learning. That’s why your child will enjoy considerable opportunity to participate in sports both within the curriculum and during co-curricular activities.

**Specialist PE teachers and expert coaches** lead a wide range of indoor and outdoor team and individual activities in our world-class facilities.

**Our Representative Sport Program** takes sport to the next level, giving students unrivalled opportunities to compete in a large number of inter-school competitions, including 16 international tours. During the year, regular inter-house carnivals bring the School together in an environment of friendly competition.

Join us for an Open Day and see for yourself.

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See for yourself!

Thursday, 14 August 9:30am
Thursday, 11 September 9:30am

To register your place, visit www.ais.com.sg

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