



Australia China Business Council  
澳大利亚中国工商业委员会

# MEMBERSHIP PROSPECTUS

AUSTRALIA CHINA BUSINESS COUNCIL (SA)



# PRESIDENT'S WELCOME

The Australia China Business Council (ACBC) is the premier organisation dedicated to promoting business and trade between Australia and China and has been doing so since 1973.

Here in South Australia, our trade relationship with China is in very exciting times.

China's rapidly expanding middle class with a growing appetite for premium goods is creating unprecedented demand for SA's clean, green exports.

Chinese visitors to SA are on the rise, with students, tourists and business migrants bringing China to our doorstep and the potential for business in the billions of dollars.

In fact, in the next three years it is estimated that the China market will inject an additional \$4 billion into SA's economy, principally in tourism, education and property, but also spilling out into other key South Australian industries.

SA's China-engaged community is uniquely connected. Whether we are talking about agribusiness, food and wine, tourism, education or ageing well, opportunities arising in one sector soon spill into another. In this ecosystem there is much to be gained.

Membership of the Australia China Business Council is about joining a collective force of companies and organisations who believe in the opportunities and potential of the SA/China market.

I warmly invite you to become a member of ACBC South Australia and look forward to working with you.

## SEAN KEENIHAN

President, ACBC (SA)

Vice President, ACBC National



**ACBC (SA)**  
Chief Executive Officer

Lisa O'Donoghue

**ACBC (SA)**  
Executive Committee

### President

Sean Keenihan  
Norman Waterhouse

### Vice Presidents

James Young, Chair –  
Property Committee  
Colliers

Ryan Gu  
NAB

### Treasurer

Jim Gouskos  
Pitcher Partners

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Education Committee  
City of Unley

Jo Podoliak, Chair –  
Agribusiness Committee  
RDAMR

Richard Dolan  
Wines by Geoff Hardy

Marcus Lojszczyk  
PwC

Marcus LaVincente  
Minter Ellison

Peter Graves  
City of Charles Sturt

Simon Olesen  
Deloitte

Jing Cao  
CLCA

Martin Ding  
EY

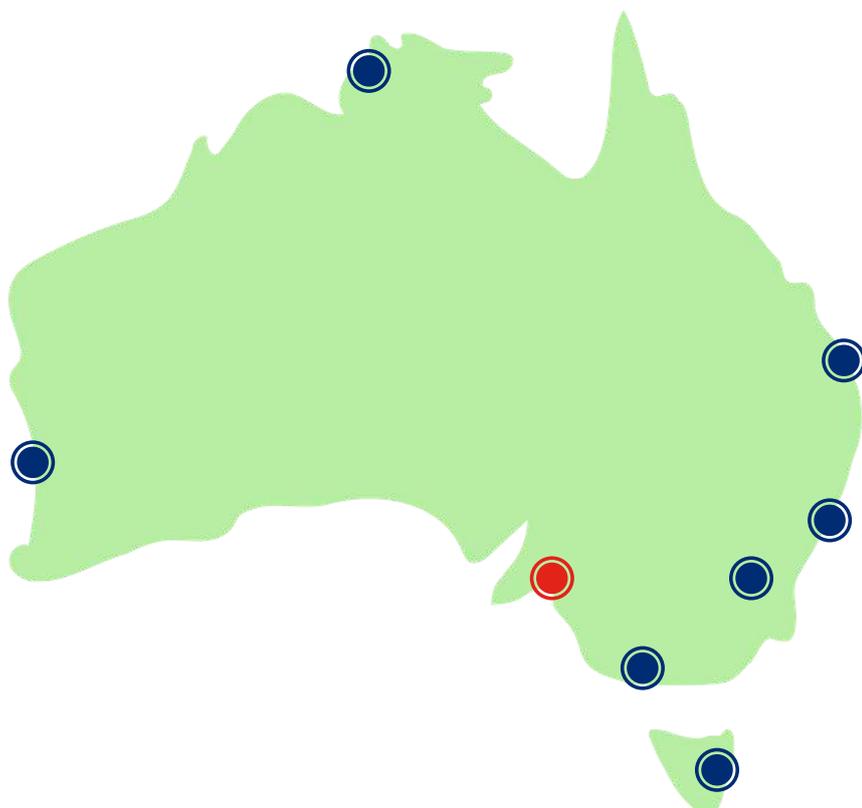
# ABOUT US

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**The premier organisation dedicated to China-Australia bilateral business and trade**

ACBC actively promotes two-way trade and investment, economic cooperation and understanding between the business communities of Australia and China. ACBC also plays an influential role as an advisor to State and Federal governments on commercial relations with China.

ACBC is the largest, most active and diverse business council in Australia. We have close links with Chinese officials and expatriate groups and provide regular business-focused activities and events for our members across the country.



## **EIGHT BRANCHES AUSTRALIA-WIDE**

*VIC branch & national office*

*SA branch*

*TAS branch*

*ACT branch*

*NSW branch*

*QLD branch*

*NT branch*

*WA branch*



100+

Member companies  
in SA

1500+

Members nationally

1000+

Contacts in our SA  
network

15,000+

Contacts nationally

# OUR MEMBERS

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**We pride ourselves on our diverse network of influential businesses and individuals**

Membership offers you unique opportunities to keep abreast of developments, learn from experts and forge relationships with senior business people, decision-makers and practitioners across various sectors and fields in both Australia and China. These include representatives from some of Australia's largest multinational companies, SMEs and high-profile Chinese companies.

We cater to companies in all sectors and of all sizes.





# IT'S ALL ABOUT CONNECTION

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## **South Australia has a distinct kind of interconnectedness**

In South Australia, our membership is made up of many small to medium sized enterprises, often with premium product offerings, alongside larger organisations and industry bodies. Our membership reflects SA's industry strengths, including food and wine, agribusiness, tourism, education, energy and resources, ageing well, and health and biomedical.

South Australia's 'everyone knows everyone' interconnectedness is a unique advantage when it comes to tapping into the China market.

ACBC is the hub of connection in the SA China space, linking a range of industry players, and developing synergies and relationships across sectors in order to expand SA's China market and our members' ability to tap in and reap rewards. We build a spirit of cooperation in this ecosystem. As one of our members recently noted: there is plenty in China for everyone.



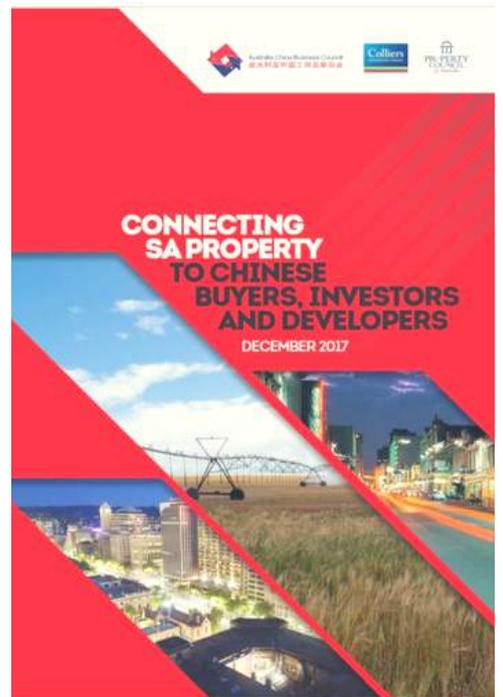
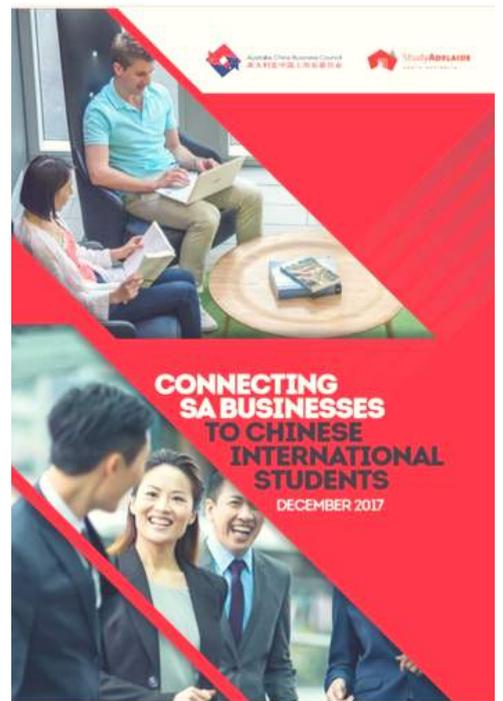
# THOUGHT LEADERSHIP

## Charting the way forward

ACBC SA's China Market Insight series has been delivering key industry whitepapers evaluating how SA can take its China engagement up to the next level.

These reports, which have so far covered education, property and agribusiness, reflect extensive industry research undertaken by a number of working groups established by ACBC SA and comprised of industry leaders and experts.

ACBC also spearheads thought leadership on a national scale, for example recently commissioned research into China's digital economy, and our China Path podcast.





# EVENTS

Each year ACBC SA hosts many events including:

- ▶ Trade fairs
- ▶ The China Business Ready series
- ▶ Industry forums
- ▶ Roundtables

Knowledgeable China-experienced guest speakers are sourced from high levels of government and industry to provide perspectives and insights into doing business with China.

Members are given free or discounted access to ACBC events, as well as exclusive member-only access to events such as Canberra Networking Day.



# GET CONNECTED

ACBC SA operates a unique online platform, SACHINA Connect.

It's a one-stop-shop where interested buyers and investors can easily search for and connect with SA business opportunities.

SACHINA Connect is actively promoted on government business missions to China and by the China Council for the Promotion of International Trade with its exclusive and extensive Chinese business networks.

China-ready member groups with a suitable product offering can apply to be listed on the site.

Explore Opportunities

Refine Search

South Australia/China

Select

Opportunity Type

Select

Industry

Tourism

Agribusiness

Food & Beverages

Health & Aged Care

Resources & Energy

**SACHINA** CONNECT  
Connecting South Australian business opportunities with China

Go to 中文 website > [Introduction](#) [Explore Opportunities](#) [Register](#) [Resources](#) [News & Events](#) [Contact Us](#)

Building global pathways  
between SA and Chinese business and investors

## About SACHINA Connect

SACHINA Connect is a unique government platform designed to promote South Australian business to Chinese buyers and investors.

The platform is managed by the Australia China Business Council (ACBC) and supported by the State and Local Government (LGA) of South Australia and the China Council for the Promotion of International Trade (CCPIT).

Trade opportunities

Investment opportunities

98.5%

Since 1<sup>st</sup> Jan 2017 and thanks to ChAFTA, 98.5% of Australian goods exported to China have entered duty free.

\$3.95b

China is South Australia's largest and most significant two-way trading partner, accounting for nearly a third of the state's total exports in 2016.

\$15.36bn

From 2015 - 2016, Chinese direct investment into Australia increased from 11.7% from SAUD13.76bn to SAUD15.36bn.

# HOW IT WORKS

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It all starts with an annual ACBC membership which is based on your company's turnover

Corporate Member (greater than \$50m annual turnover)	\$3,492.50
Large Member Company (\$15m – \$50m annual turnover)	\$1,831.50
Medium Member Company (\$5m – \$15m annual turnover)	\$1024.87
Small Member Company (less than \$5m annual turnover)	\$532.40

As a member you will receive:

- Connection to SA's extensive network of China-engaged people
- The benefit of ACBC's leverage in China and our deep relationships with all levels of Australian government and industry
- Access to thought leadership and important insights
- Opportunities for business education, networking and deal-making
- Free or reduced price entry to events, workshops and seminars
- Exclusive or preview access to specialised resources, including our national resource bank
- Member only access to the nation's biggest China networking event
- Access to the ACBC SA WeChat group
- A comprehensive listing on ACBC's online membership directory
- A subscription to our regular publication, The China Connection
- Entitlement to use 'ACBC SA Member' in business correspondence and on your website, and an official certification of membership

▶ [Join now](#)