PATRON MEMBERS

PREMIUM LATIN AMERICAN PARTNER

LATAM AIRLINES

PATRON MEMBERS

AIR NEW ZEALAND  
Australian Government
Australian Trade Commission
Australia Unlimited
BHP
CCL
Coaltar
CSIRO
Duratrax
Global Victoria
IXOM
Lithium Power
MMG
Newcrest Mining
ORICA
RPM Global
Russell
The University of Melbourne
The University of Queensland
Australia
The University of Western Australia

STRATEGIC PARTNERS

Australian Trade and Investment Commission
Coaltar
Global Victoria
TIO
Queensland Government

ANNUAL REPORT | MAY 2020
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MEMBERS OF THE BOARD OF DIRECTORS

RICHARD ANDREWS
Chairman
Based in Sydney

PAOLA LASSO
Director
Based in Melbourne

HAROLD LUCERO
Director & NSW Vice Chair
Based in Sydney

ROB WHIDDON
Director
Based in Brisbane

MICHAEL BLAKE
Director & South Australia Vice Chair
Based in Adelaide

AILEEN CROGHAN
Director
Based in Adelaide

STEVE HALL
Director
Based in Brisbane

TIM MCLENNAN
Director & QLD Vice Chair
Based in Brisbane

NICO SOZA
Director & Treasurer
Based in Melbourne

JOHN WOODS
Director & Victoria Vice Chair
Based in Melbourne

KATE BENNETT
Director
Based in Brisbane

HARRIS GOMEZ
Director & Secretary General
Based in Sydney

FORMER BOARD MEMBERS 2019:
Dear Members and Friends of ALABC,

The past year has seen a great deal of global uncertainty and here in Australia we are not exempt. Tensions in international trade, shifts in economic power, advances in communication and technology continue to revolutionise the way society interacts, rapidly disrupting traditional business models. At the same time vigorous political debate across Australia and many countries in Latin America is also driving further change.

Whilst 2019 seems to be an entirely different world to the one we are now in I am pleased to say the financial performance of ALABC has remained strong, delivering a positive result for the second year in a row. We have seen growth in membership, events and attendee numbers and achievements in our policy and advocacy agenda, the ratification of the Peru Australia Free Trade Agreement, the general optimism on the Pacific Alliance-Australia FTA negotiations and the increased number of Latin American International student enrolments in Australian Education organisations.

In early March 2020, the COVID-19 Pandemic forced ALABC to cancel all scheduled events and the way we approach our daily lives changed significantly in a very short period of time.

Fortunately, with the support of our members, sponsors and stakeholders, ALABC was able to adapt quickly and we are effectively responding to the demands of change. This has allowed us to deliver an interrupted flow of key insights and access to experts, many of whom are based in the Latin American region, providing Australian businesses with the highest level of support possible.

Our Latin American Business Webinar Series in particular has proven to be very popular as it has allowed us to engage with key decision makers based in the region on a regular basis giving our members and stakeholders the possibility to gain direct access to strategic insights.

This year we will face many challenges and ALABC will continue to evolve, adopting new and innovative ways to operate through multi-channel platforms whilst always looking to provide the best possible value for our members and stakeholders.

I would like to thank our CEO, the Board and all our members for their support and I look forward to our membership continuing to grow as we remain committed to fostering business relations between our two regions.

Best regards,

Richard Andrews
Chairman
Australia-Latin America Business Council
Dear Members and Friends,

As Australia’s leading industry body for business engagement with the Latin American Region, the Australia-Latin America Business Council achieved significant milestones during 2019:

• In November we celebrated the 30th anniversary of ALABC’s foundation with a Gala Dinner attended by more than 160 people.
• Our membership grew to 140 member organisations encompassing more than 800 individuals.
• We hosted 23 events with almost double the number of attendees.
• The number of our social media followers continues to increase at a significant rate as well as the number of recipients of our monthly electronic newsletter which now has a circulation of over 4,400 subscribers and growing.
• We made significant improvements to our website, increasing traffic by 29% in comparison with the previous year.
• In partnership with COALAR we co-hosted the Annual Networking Day at Parliament House in Canberra. Participants included our Patron members, the Assistant Minister for Trade, Tourism and Investment, The Hon Mark Coulton, Latin American Ambassadors, The Hon Trent Zimmermann MP, The Hon Dave Sharma MP, Cathy Raper, First Assistant Secretary of DFAT and senior officials from the Department of Home Affairs, Department of Education, Department of Employment, Department of Air Transport, Austrade, Global Victoria and Trade and Investment Queensland. The ALABC-COALAR Networking day is one of the most important activities in our Policy and Advocacy Agenda. It allows us to have meaningful discussions with government and industry stakeholders in order to accelerate business growth between Australia and the Latin American region.
• We developed our new value proposition for our University partners and contributed to the International Education Implementation Reference Group.

More recently, in response to the new global scenario due to the COVID-19 pandemic, ALABC has engaged in a number of innovative initiatives using digital and interactive tools to help our members with business engagement and interaction with business leaders based in the region.

We hope to continue in close contact with our members during 2020 and uncover new and exciting ways to gain real-time insights and access to business networks in the Latin American region.

Kind regards,

Marcelo Salas
Chief Executive Officer
Australia-Latin America Business Council
OUR VISION:
To be Australia's leading industry body for business engagement with the Latin American region.

OUR MISSION:
To increase trade and investment between Australia and Latin American countries.
WHAT WE DO:

We work with federal and state governments and key stakeholders, to influence government business policy through advocacy, to accelerate business growth between Australia and the Latin American region.

The following are some of the milestones supported by ALABC, achieved during 2019:

• In 2019, the financial performance of ALABC remained strong, delivering a small profit for the second year in a row.
• ALABC’s membership grew to 140 member organizations encompassing more than 800 individual memberships.
• A new amended Constitution and Board Charter were ratified by members at the AGM in May 2019.
• Our new value proposition for Education organisations was developed.
• Our Policy and Advocacy Strategy was revised.
• Australia ratified the Free Trade Agreement with Peru (PAFTA). PAFTA will enter into force on 17 February 2020. This high-quality and comprehensive agreement, will open new doors and deliver wide ranging benefits in industries including agriculture, manufacturing, mining, education and tourism.
• Generated real optimism on the Pacific Alliance-Australia FTA negotiations to be finalised in the first part of 2020. We will have another milestone in the Australia-Latin America relationship to celebrate in 2020.
• Australia recruited a record number of Latin American students. Latin America (LATAM) markets’ share of total onshore commencements has increased significantly. Brazil (4th) and Colombia (8th) are the largest markets from LATAM and the only two non-Indo-Pacific markets in the top 10 source markets for international students. Enrolments from these countries have exceeded 70,000 in 2019.
• Chile has scrapped the A$ 170 “reciprocity fee” Australians were required to pay to enter the country, as part of new visa arrangements.
• The State of NSW announced that will have a presence in South America from 2020, revamping NSW Trade and Investment Network.
• The Department of Home Affairs appointed a Global Talent Officer for the Central and South America region, based in Santiago, to attract the best and brightest skilled migrants. The six interim priority industry sectors for global talent are:
  o Advanced manufacturing
  o Food and agribusiness
  o Medical technologies and pharmaceuticals
  o Energy and resources
  o Digital technology and cyber security
  o Major infrastructure and urban development

Latam Airlines started offering non-stop flights between Sydney and Santiago, cutting the route’s previous stop in Auckland. Currently Latam Airlines and Qantas fly direct to Santiago and Air New Zealand continues its flights to Buenos Aires via Auckland.

The Socceroos have been invited to take part in the 2020 edition of South America’s continental football championships, the Copa America. ALABC will work with Football Federation Australia to use football as opportunity to strengthen business ties between Australia and South America.

Austrade made great progress developing the marketing campaign ‘Latam: Diversify your growth’. All our members and stakeholders will be receiving the collateral that will be produced during 2020. ALABC will be heavily involved in the dissemination of this new narrative about Latam opportunities.
EVENT HIGHLIGHTS 2019-2020

WHAT WE DO:

We organise regular functions and events featuring dignitaries, expert speakers, industry leaders and high-level government officials, to provide our members with access to decision makers and likeminded people who can help them pursue their business goals.

<table>
<thead>
<tr>
<th>WHAT WE DO:</th>
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<tbody>
<tr>
<td>ALABC Annual General Meeting 2019</td>
<td></td>
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<tr>
<td>DATE: 23rd May 2019</td>
<td></td>
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<tr>
<td>CITY: Sydney</td>
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<tr>
<td>SPONSOR: ALABC</td>
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<td>Cocktail reception on board of La Esmeralda, the Chilean Navy Training Vessel</td>
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<tr>
<td>DATE: 2nd August 2020</td>
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<tr>
<td>CITY: Sydney</td>
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<td>SPONSOR: ALABC</td>
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<tr>
<td>Boardroom Luncheon with the Ambassador of Panama 2019</td>
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<td>DATE: 20th June 2019</td>
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<tr>
<td>CITY: Sydney</td>
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<td>SPONSOR: First Quantum Minerals</td>
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<tr>
<td>The Future of Fintech/Regtech in Latin America: Opportunities for Australian Scale Ups</td>
<td></td>
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<tr>
<td>DATE: 15th August 2020</td>
<td></td>
</tr>
<tr>
<td>CITY: Sydney</td>
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<tr>
<td>SPONSOR: ALABC</td>
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<tr>
<td>Boardroom Luncheon with the Australian Ambassador to Colombia and Venezuela</td>
<td></td>
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<tr>
<td>DATE: 10th July 2019</td>
<td></td>
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<tr>
<td>CITY: Sydney</td>
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<tr>
<td>SPONSOR: ALABC</td>
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</tr>
<tr>
<td>Premier’s Address with The Hon. Gladys Berejiklian MP Premier of New South Wales</td>
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<tr>
<td>DATE: 2nd August 2020</td>
<td></td>
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<tr>
<td>CITY: Sydney</td>
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<tr>
<td>SPONSOR: ALABC</td>
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<tr>
<td>The Future of the Lithium Battery Value Chain in Australia and Latin America: Opportunities for Collaboration</td>
<td></td>
</tr>
<tr>
<td>DATE: 22nd August 2019</td>
<td></td>
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<tr>
<td>CITY: Brisbane</td>
<td></td>
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<tr>
<td>SPONSOR: PwC</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>2018</th>
<th>2019</th>
</tr>
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<tbody>
<tr>
<td>Number of events</td>
<td>13</td>
</tr>
<tr>
<td>Number of attendees</td>
<td>1,049</td>
</tr>
</tbody>
</table>

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EVENT HIGHLIGHTS 2019-2020

ALABC/COALAR Canberra Networking Day 2019
DATE: 11th-12th September 2019
CITY: Canberra
SPONSOR: COALAR

ALABC Brisbane Annual Dinner 2019
DATE: 22nd October 2019
CITY: Brisbane
SPONSORS: University of Queensland, Ausenco, Russel Mineral Equipment, Rostron Carlyle Rojas Lawyers

ALABC Melbourne Annual Dinner 2019
DATE: 31st October 2019
CITY: Melbourne
SPONSORS: Austin Engineering, LATAM Airlines, University of Melbourne, Global Victoria, CCL Secure, PwC, 2M Language Services

ALABC Sydney 30th Anniversary Business Gala Dinner 2019
DATE: 29th November 2019
CITY: Sydney
SPONSOR: Air New Zealand, Lithium Power International

Inaugural 2020 Ibero-American Business Networking Drinks (Sydney)
DATE: 13th February 2020
CITY: Sydney
SPONSOR: City Tattersalls Club

How to live, work and start your first company in Australia” - Student to Business: How to Succeed in Australia
DATE: 27th February 2020
CITY: Sydney
SPONSOR: Academy of Entrepreneurs

Inaugural 2020 Ibero-American Business Networking Drinks (Melbourne)
DATE: 5th March 2020
CITY: Melbourne
PARTNER: La Camara

ALABC Boardroom Lunch with Claudia Bobadilla, Board Member CSIRO Chile
DATE: 6th March 2020
CITY: Melbourne
SPONSOR: Global Victoria

Boardroom Luncheon with Nicola Watkinson, General Manager, Austrade
DATE: 10th December 2019
CITY: Sydney
SPONSOR: Austrade

Boardroom Luncheon with the Ambassador of Costa Rica
DATE: 12th March 2020
CITY: Sydney
SPONSOR: ALABC
EVENT HIGHLIGHTS 2019-2020

ALABC Webinar: Impacts of COVID-19 in Latin America: Legal and Tax implications
DATE: 2nd April 2020
SPONSOR: Harris Gomez Group
ATTENDEES: 98

Mining and Mets in Latam - COVID-19
DATE: 9th April 2020
SPONSOR: Austrade
ATTENDEES: 139

Latam Regional Snapshot COVID-19
DATE: 15th April 2020
SPONSOR: Austrade
ATTENDEES: 187

Australian Government Grants Workshop - Getting Grant Ready
DATE: 22nd April 2020
SPONSOR: The Grants Guy
ATTENDEES: 30

International Education in LATAM – COVID-19 Update
DATE: 23rd April 2020
SPONSOR: Austrade
ATTENDEES: 242

Commercial Implications of COVID-19 in Colombia: Future changes in business perspectives
DATE: 24th April 2020
SPONSOR: ACBC
ATTENDEES: 106

COVID-19 in Peru: Where to from here? Taxation and Labour Initial Impacts
DATE: 1st May 2020
SPONSOR: PwC
ATTENDEES: 45

Chile Foreign Trade and Investments: The pathway to recovery post the COVID-19 Pandemic
DATE: 7th May 2020
SPONSOR: Austrade, Auscham, ProChile, InvestChile
ATTENDEES: 222

The Impact of COVID-19 in the Mining Sector of Ecuador: Where to from here?
DATE: 13th May 2020
SPONSOR: Via Minera, Australian Institute of International Affairs Victoria & Global Victoria
ATTENDEES: 335
WHAT WE DO:

We provide the best access to up-to-date information and resources, to help our members build stronger networks and knowledge of the business environment, to expand and build their presence and influence in Latin America.

Number of Financial Members by Category  
(January – December 2019)

+13% increase

<table>
<thead>
<tr>
<th>Year</th>
<th>Patron</th>
<th>Large Corporate</th>
<th>Corporate</th>
<th>SME/Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>23</td>
<td>50</td>
<td>50</td>
<td>13</td>
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<tr>
<td>2017</td>
<td>17</td>
<td>36</td>
<td>36</td>
<td>16</td>
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<td>2018</td>
<td>16</td>
<td>36</td>
<td>36</td>
<td>5</td>
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<td>2019</td>
<td>16</td>
<td>37</td>
<td>37</td>
<td>7</td>
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</tbody>
</table>

Patron | Large Corporate | Corporate | SME/Professionals
MEMBERSHIP 2019

NUMBER OF MEMBERS BY CATEGORY 2019

- Patrons: 57.2%
- Large Corporate: 11.4%
- Corporate: 5%
- SME: 26.4%

REVENUE BY CATEGORY 2019

- Patrons: 53.7%
- Large Corporate: 17.9%
- Corporate: 16.6%
- SME: 11.8%

<table>
<thead>
<tr>
<th>Category Type</th>
<th>Number of Members</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patrons</td>
<td>16</td>
<td>$96,000.00</td>
</tr>
<tr>
<td>Large Corporate</td>
<td>7</td>
<td>$21,000.00</td>
</tr>
<tr>
<td>Corporate</td>
<td>37</td>
<td>$29,600.00</td>
</tr>
<tr>
<td>SME</td>
<td>80</td>
<td>$32,000.00</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>140</strong></td>
<td><strong>$178,600.00</strong></td>
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</tbody>
</table>

MEMBERS BY INDUSTRY 2019

- Consultancy Services: 14%
- International Trade: 16%
- Legal and Financial Services: 11%
- Others: 9%
- Energy and Mineral Resources: 16%
- Mining Equipment and Technology: 16%
- Science, Education, Training, HR: 18%

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We raise awareness more broadly on business opportunities, economic trends, political developments, trade opportunities and updates on what ALABC members and other Australian companies are doing in Latin America.

### WHAT WE DO:

<table>
<thead>
<tr>
<th>Website Traffic</th>
<th>2018</th>
<th>2019</th>
<th>+29% increase</th>
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</thead>
<tbody>
<tr>
<td>New users from Australia</td>
<td>6,442</td>
<td>5,471</td>
<td></td>
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<tr>
<td>Average session</td>
<td>5.20 mins</td>
<td>2.39 mins</td>
<td>+29% increase</td>
</tr>
<tr>
<td>Active users</td>
<td>610</td>
<td>764</td>
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<tr>
<td>Total users</td>
<td>7,606</td>
<td>9,812</td>
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</tbody>
</table>

### Social Media Followers

- LinkedIn: Over 4,397 (+69% increase)
- Twitter: Over 756 (+11.1% increase)
- Facebook: Over 705 (+26% increase)

### Monthly E-Newsletter

Over 4,400 recipients (+46% increase)
## Member Benefits

**Patron**
Companies in organizations at the forefront of promoting Australia’s commercial and economic relationship with Latin America.

**Large Corporate**
Enterprises with more than 200 employees.

**Corporate**
Enterprises with more than 20 employees and less than 200.

**SME / Sole Trader / Consultant**
Enterprises with less than 20 employees.

<table>
<thead>
<tr>
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<th>$6,000</th>
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<th>$800</th>
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**Fees & Benefits - AUD exc. GST**

- Private events with dignitaries
- Complimentary tickets/preferential seating at selected events
- Company introductions at events
- Partner with Chairman/CEO to tailor programs to suit needs and objectives
- Boardroom lunches (exclusive)
- Senior executives of Company host events/seats at the head table
- Introductions at events (facilitated by staff)
- Distribution of marketing collateral at conferences
- Promote your relevant events
- Listing in Member Directory/branding/Feature company
- Trade Missions
- Nominate up to 1 member
- Access to network of contacts in the region
- Facilitate additional contacts with governments
- Banner logo on website
- Sponsorship opportunities
- Use of ALABC logo/member certificate
- Advertise in newsletter
- Contribute with editorial content for the Monthly Newsletter
- Collaboration with Government
- Ability to stand for the Board
- Access to exclusive business intelligence
- Access to Members only Company Directory and Resources
- Newsletter/Information/Alerts/Webinars
- Networking opportunities
- Policy and Advocacy
- Discounted event tickets
- Access to Regional and Country Business Guides
- ALABC to refer companies to enquiries regarding service providers
- Share your company contact details when requested
- Provide letter of support when applying for relevant government grants
- Profile your company in our newsletter
- Publish your relevant news in our social media platforms

**Apply for Membership Here!**