



Reserve Bank Governor Glenn Stevens Breakfast

On May 19, 2009, the Canadian Australian Chamber of Commerce with help from PricewaterhouseCoopers hosted Mr. Glenn Stevens, Governor of the Reserve Bank of Australia, at a Canada Australia Business Breakfast. The address was Mr. Stevens' first public appearance following the unveiling of the Federal Budget on May 12.

The event attracted a strong turnout from the Sydney business community. We were also glad to have the Consuls General of Canada, the United States, Ireland and New Zealand in the audience.

The Governor's speech, entitled "Australia and Canada - Comparing Notes on Recent Experiences", highlighted the similarities between the two countries and compared and contrasted how the Canadian and

Australian economies have fared in the face of the global economic crisis.

In his address, Mr. Stevens reiterated the success that Australia and Canada have had in maintaining strength in the banking and financial sectors. Because of this, the Governor suggested that both countries were uniquely placed to contribute to the dialogue around the future of financial regulation, and the development of sustainable policy moving forward.

Governor Stevens also said that he believed the bottom of the global economic downturn could be nearing – suggesting that developments over recent months were consistent with the view that the recovery would be underway towards the end of the year.

For making this event possible, the CACC would like to thank the



Governor Glenn Stevens at the recent CACC Breakfast

Governor and his staff, PricewaterhouseCoopers and their talented events team, our sponsors at the platinum level (Air Canada, Macquarie, RBC Capital Markets, CAE), and at the gold level (Bombardier, CGI Australia), and all those who attended on the day.

Mr. Glenn Stevens has been Governor of the RBA since September 2006 and attended university in Canada. For a full transcript of his speech please visit the Reserve Bank of Australia website at <http://www.rba.gov.au>

Words from the CACC President

The key to the CACC's ongoing growth is taking a Mission-Centric approach and separating our financial requirements from the development of capability to support the mission. The Chamber offers a true value proposition by providing people in business with free access to our network and infrastructure to support their commercial activities.

ON THE GFC AND HOW THE CACC HELPS BUSINESSES

The impact of the GFC on businesses in both countries is obviously a concern. What is clear however, is

the importance of exports to both economies during such periods.

We help our members to better understand the various support programs for export development that each federal government has in place. We are looking to work with governments in both countries at federal and state/provincial levels to better promote these programs to our members. We also offer our members assistance with making physical connections through our CanAus Connections program.

Doug Charmichael, CACC President

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Canadian ex-pats head leading Australian skateboarding company

Canadian-born Director of iSkate, Hagan McCreath, discusses his company and the differences in sport between Canada and Australia.

Canadian ex-pats Hagan McCreath and Kyle Tracy are the Founders and Directors of Australia's leading professional skateboard company, iSkate.

McCreath and Tracey foster strong ties to their homeland, and recently became members of the CACC – citing the opportunities for networking, as well as greater engagement with the business communities of both countries as key reasons for joining the Chamber.

Born and raised in Toronto, Canada, McCreath completed his university degree at Concordia University in Montreal before moving to Australia – where he immediately recognised similarities between both nations.

“Australians and Canadians are remarkably similar. We enjoy the outdoors, and we also strive to meet new people through activity and adventure,” McCreath says.

Launched late 2006, iSkate began as a professional skateboard instruction company and is now the largest skateboard school in Australia, with internationally recognised programs for schools, councils, communities and corporate groups.

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As part of the Australian Sports Commission's 'Street Active' program, iSkate recognised that councils and communities were increasingly building skate parks as recreation facilities for their local area.

In iSkate's eyes this revealed a need for professional skateboard coaching and program planning, to allow skateboarding to become available to a greater number of participants, and ultimately achieve further acceptance among Australians as a genuine sporting activity.

In line with its commitment to producing action sports events and its goal to evolve into a national operation and reach a global audience, iSkate plans to use the site to host a world class Action Sports festival in January 2010. Located at Sydney Olympic Park, Homebush, the event will be viewed on a world stage and McCreath looks forward to making it an annual occurrence.

For more information about iSkate, go to www.iskateaustralia.com.au.

Planning on doing business in Canada? Let us help!

CanAus Connections will help arrange travel & make connections, to ensure a successful trip. For more information, visit www.cacc.com.au

It's purely academic - the enduring connections between Canada and Australia in Education

Tony McKittrick is the Manager, Academic Relations and Education Marketing High Commission of Canada in Canberra

The academic connections between Canada and Australia have been long and are enduring. For example, the Association for Canadian Studies in Australia and New Zealand (ACSANZ) is one of the oldest such associations in the world.

It has a membership of over 200 scholars, or 'Canadianists' as they are called, academics who have an ongoing research interest in matters Canadian. And considering its size, Australia is one of the most successful countries to attract research grants from the Canadian government.

The Academic Relations and Education Marketing unit at the Canadian High Commission in Canberra works closely with ACSANZ and with the Centre for Canadian-Australian Studies at the University of Wollongong to support academic interest in Canada.

Each year more than 650 Canadian undergraduates swap places with their Australian counterparts to undertake exchange experiences in Australia.

For Australian exchange students, Canada is among the top three most popular study destinations and numbers continue to grow

each year. Those exchanges are fostered through the 170 links that exist between universities in the two countries. The High Commission is now into the third edition of its Pre-departure Guide for Australasian Students a publication that students find very useful when planning their exchange visits.

Australia has become a key destination for Canadian students who want to undertake degree studies in fields such as Education, Medicine, Physiotherapy, Nursing and Business. There are now more than 4,000 Canadians enrolled at Australian universities.

On the other hand, there are fewer than 500 Australians studying in Canada. This is a number we would like to grow considerably. The recently introduced Vanier Canada Graduate Scholarships program, which aims to rival the Fulbright and Rhodes scholarships, will greatly assist us to promote Canada as destination for graduate studies.

We are also working on growing the numbers of students going to Canada to undertake undergraduate studies. In that regard, we make regular visits to international schools in Sydney

and Melbourne to promote Canadian universities and over recent years we have supported visiting recruitment teams from the University of British Columbia and the University of Toronto.

On those visits we find that Canada is well-known and highly regarded but our greatest challenge is to get

“There are now more than 4,000 Canadians enrolled at Australian universities.”

students and their parents to discover that Canada is more than just a beautiful place for a holiday.

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Visit ACSANZ at www.acsanz.org.au. For more information about studying in Canada, please visit www.australia.gc.ca

The new CACC website is live - www.cacc.com.au

The Canadian Australian Chamber of Commerce is happy to announce that our brand new website (www.cacc.com.au) is going live.

While our previous website (www.canauscham.org.au) is still accessible for the time being, we would like to encourage our members to head over to the new website for a peek.

All information previously available

remains so, and several exciting additions are being made.

A members only section is being added, where members can sign in, post comments and access premium content. Users will also have more control over their profiles and privacy settings, leaving each member to decide how public they wish to be.

At the CACC, we would like to take this opportunity to thank all those involved with the development of this site: Wild Apricot for creating a great product, Linda Johansson for initiating and championing this project, Alex Gorbachev and the Pythian group for their technical know-how, and Highway 101 for helping to turn an idea into a reality.

The Green Seed Group can help your food and drink business grow

Chen Bian, CACC Operations Manager in Sydney, recently met Steven Fronte from the Green Seed Group.

The Green Seed Group is a unique, international consulting network, specializing in the food and drink retail sector.

Their core services include international business and brand strategy, market research, and sales and marketing solutions.

With offices strategically located throughout Europe, North America and now Australia, Green Seed offers the highest level of in-house expertise, industry-relevant methodologies, value, accuracy, on time deliverables and uncompromised service.

Today the Green Seed Group services food and drink companies from all around the world. They are a unique network of 12 privately-held sales and marketing consultancies covering 19 countries across Europe, North America and now Australia.

If you are a food or drink company that wants to find out how the Green Seed Group may help your business grow, please contact Steven Fronte, Business Development Manager.

steve.fronte@greenseedgroup.com
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www.greenseedgroup.com.au



The CACC now profiles businesses in its newsletter. We are interested especially in businesses offering specific services in a specialized industry. If you think your business would be a good fit for our newsletter, please email us on cacc@cacc.org.au. If you know someone with a business that fits our profile, please pass this newsletter on to them.

The Canadian Film Festival in Sydney August 20-26th

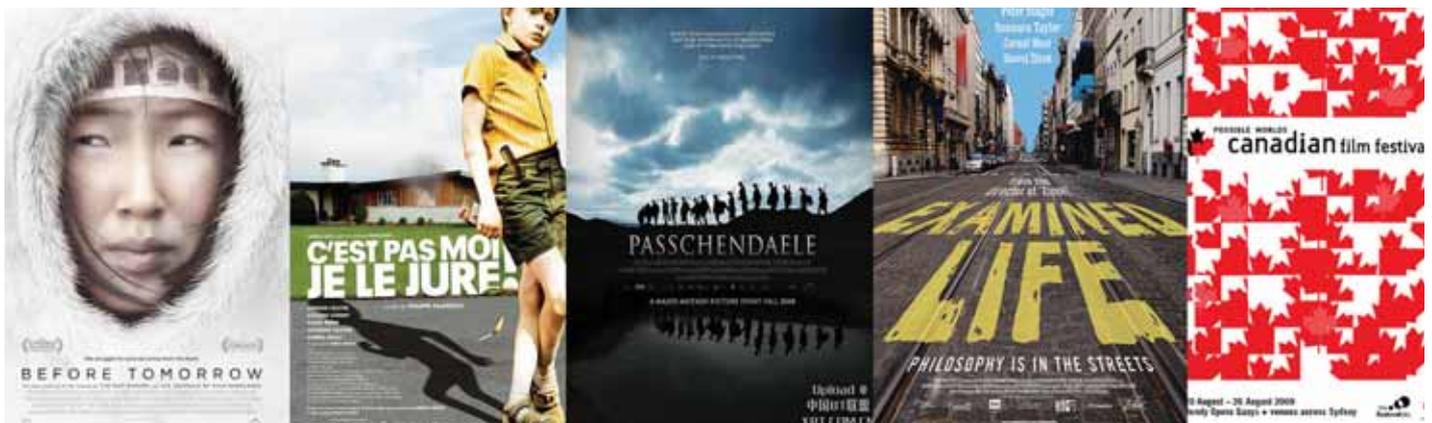
By Chen Bian, CACC Operations Manager.

The Canadian Film Festival is once again headed to Sydney. Possible Worlds, Sydney's 4th Canadian Film Festival, presents a selection of the best new features and documentaries made north of Hollywood, many of which will screen in Australia for the first time.

The Festival will screen 16 new films at Dendy Opera Quays and venues across Sydney from August 20 to 26 2009. Corporate rates and packages available, contact Matt Ravier on (02) 9281 5608 or via email (matt@thefestivalists.com). For more info, visit www.possibleworlds.net.au.

We Need You!

The Canadian Australian Chamber of Commerce is always looking for volunteers. If you think you can help in any small way, contact Chen on (02) 9364 3032



Audrey's Wish

By Chen Bian, CACC Operations Manager.

One of the CACC's most active members recently sent us an email about a Canadian expat family in Australia.

"Audrey Myrden and her husband Barry are Canadian expats whose sons went to my children's preschool in Manly.

Audrey has been diagnosed with an aggressive terminal brain tumour. Audrey and her husband are neither

rich nor famous nor well connected and have no family in Australia.

I do not know Audrey and Barry personally but many people in our preschool know Audrey and Barry and their 3 little boys who are all doing it tough. My little boy was friends with her little boy.

People in the local Manly community are trying to raise some funds for Audrey and her family, not only to

pay for the crippling medical costs but also to try and help them when she inevitably passes away. The audreyswish.com.au website has been set up to publicise her plight."

CACC Member via Email

Read Audrey's story and find out how you can help by visiting www.audreyswish.com.au.

Social Networks

While the CACC is a business focussed organization we do understand that one of our key constituencies is the ex-pat community in both Australia and Canada.

The following organisations have been established around both countries to provide a social network for these communities. We encourage any interested parties to get involved with the group in your area.

Do you know of a Canadian-Australian social organization which has not been included here?

We'd love to know about it.

Email us: cacc@cacc.org.au.

Australian Canadian Association

Facebook page: Canadians in Canberra

Network Canada (Canadian Australian Network of Young Professionals)

Website: networkcanada.com.au
Email: info@networkcanada.com.au

Canadian Australian Club (Sydney)

PO Box 5049
GPO Sydney NSW 2001
Telephone: (02) 0433 890 881
Website: Canadian Australian Club
Email: info@canadianaustralianclub.com

Canadian Club of Newcastle

2 Coolac Cl
Charlestown NSW 2290
Telephone: (02) 4942 3111

Quebec Oz Club

Website: Quebec Oz Club

Canadian Club Québécois - Brisbane

Contact: Claudia ROY - President
3 / 95 Baringa Street
Morningside QLD 4170
Telephone: (07) 3899 5653
Email: ipanemaca@yahoo.com

Canadian Club - Gold Coast

Contact: Heather Dewatteville Doe
E-mail: canadiansonthegoldcoast@yahoo.com.au

Australia Canada Association

PO Box 8282
Station Arcade SA 5000
Telephone: (08) 8297 1133
Email: info@canadainsa.org.au
Website: Australia Canada Association

Tasmanian-Canadian Association

300 Mt Rumney Road
Mt Rumney TAS 7170
Telephone: (03) 6248-4084

Canada Club of Victoria Inc.

PO Box 477
Glen Waverley VIC 3150
Telephone: (03) 9513 9991
Contact Mark Weber - President
Email: weebs@ozemail.com.au
Or: info@canadaclub-vic.org.au
Website: Canada Club of Victoria Inc.

The Canadian Club of WA Inc.

PO Box 246
North Perth WA 6906
Contact: Chris Langille
Email: canadianclubofwa@yahoo.ca
Website: Canadian Club of Western Australia

Social Media 101 - the Business Basics

By Dana Minter, Creative Strategy Director of Highway 101

Whether or social media appears like the right fit for your company, it is not going to go away. As the trend towards online marketing continues, social media is taking a more a more prevalent role in successful online marketing strategies.

So, what exactly is social media? Put simply, social media involves the online sharing of information, news and opinions.

These connections could be made via online forms, blogs, podcasts, video posts, as well as social network such as Facebook and Twitter.

While most people have heard of these platforms, many are confused. And that's understandable. So, in a nutshell, here are the basics for business:

- Facebook. More companies are creating Facebook pages – they can

help connect your business with the over 175 million (and growing) active users. If you're a law firm, you might dismiss Facebook. If you take customer engagement, or graduate recruitment seriously, look into it.

- Blogs. Business blogs can establish your company as thought leaders. "No one listens anymore to sanitized marketing messages," says Debbie Weil, publisher of WordBiz Report. "If you find the right person in your organization to 'blog' about your products or services you'll brand your company as authentic and knowledgeable."

- Twitter. Don't dismiss Twitter – right now, a competitor of yours is on Twitter having a conversation with customers and building relationships with potential clients. In 6 months time, they'll have the sale, not you.

- YouTube and Podcasts. Remember when you needed to have years of experience to be invited to talk to an Open Forum about your area of expertise? Not any more. Your peers, rivals, existing and potential customers can listen to your words of wisdom online, any time.

BEYOND THE BASICS

These are just a few of the exciting opportunities that await those who are willing to establish themselves as thought leaders.

Make no mistake, social media is here to stay. It might take 6-12 months before a company begins to see real outcomes in this area, but the return on investment can be tremendous. Can you afford to fall behind, when all it takes is commitment and a willingness to invest time and resources?

Highway 101 is a Sydney creative marketing agency specialising in Professional Services.



The Mission of the Chamber: to contribute to increasing the level of trade and investment between Australia and Canada

The CACC is an independent, non-profit, business-focused organization with a mission to "contribute to increasing the level of trade and investment between Australia and Canada."

We operate as a platform which interested parties can use to initiate and support activities contributing to the sharing of information, ideas and contacts between business, government, education and non-

profit groups in Australia and Canada. We provide an infrastructure of networks, as well as informational and administrative re-sources.

Our distinct, decentralized, 'bottom-up' structure allows the broader community to suggest how this platform is best used for specific initiatives. We aim to be practical, flexible, accessible and meaningful for users in both countries.

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