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What's new at the CACC

Since our last newsletter, there have been a number of changes at the CACC, including the addition of new personnel and as you may have already noticed, a revamped newsletter. As part of this makeover, we have introduced new sections help you to better understand the Chamber, as well as Canadian-Australian business relations. Every quarter we will also be interviewing CACC volunteers and profiling businesses finding success and strengthening their Canadian-Australian relationships.

The Chamber is also pleased to announce the official launch of CanAus Connections, an innovative new partnership with Air Canada and the ACCOR Group. This new service aims to help Canadian and Australian

business travellers get the most out of their trip to the other country. Through the service, the CACC can help facilitate meetings with relevant business contacts, and can provide discount on airfares and hotel costs.

CanAus Connections

So the next time you are travelling between Canada and Australia, please contact us to discuss this new service.. In this first issue of our retooled newsletter, you will also find advice on the growth of social media and an introduction to the new CACC Operations Manager.

If you have any comments or suggestions, or would like to contribute an article, please write to us at cacc@cacc.org.au.

Discussions with Dr. Anne Golden

On March 23, the CACC was pleased to have Dr. Anne Golden, President and CEO of the Conference Board of Canada for a roundtable lunch discussion with our friends and stakeholders.

Hosted by RBC Capital markets, the discussion surrounded Australian-Canadian business relations and how we might cooperate to 'punch above our combined weight'. Dr. Golden stated that one of the key challenges of the two countries working together and leveraging our similarities is the positioning of Canada in Australian

minds and vice versa. Too often either country is dismissed as a vacation destination, without serious consideration for real business opportunities. New efforts should be made to leverage the similarities between Canada and Australia.

The session was well received by all participants and has provided for engagement with the Conference Board of Canada on an ongoing basis.

If you would like to host an event for the CACC, please contact us at cacc@cacc.org.au

Featured in our next newsletter

May 19th – CACC
Canadian-Australian
Business Breakfast
with Speaker Mr.
Glenn Stevens
(Reserve Bank of
Australia)
Hosted by
PricewaterhouseCoopers

The full transcript of Mr. Stevens address is available on the Reserve Bank of Australia website - www.rba.gov.au

It's time to make the link.

By Linda Johannesson and Dana Minter from Highway101, <http://www.highway101.com.au>

We're pleased to announce The Canadian Australian Chamber of Commerce now has a group presence on LinkedIn. Here you can take part in discussions, post jobs, share news and updates and network with other CACC members.

Join us. If you haven't already, now's a great time to begin experiencing the benefits that come along with one of the leading social networking tools available. You can find LinkedIn at www.linkedin.com

What exactly is LinkedIn?

In short, it's a business-oriented social networking site. Founded in December 2002 and launched in May 2003, LinkedIn is mainly used for professional networking. As of April 2009, it has more than 35 million registered users, spanning 170 industries. For more information, click [here](#).

LinkedIn is a powerful online tool that can help you increase your networking potential. Specifically for the CACC members, LinkedIn can provide a means of engaging with new and existing contacts in the other country – including potential employees and business partners.

Still a little unsure about how to harness the power of LinkedIn for your own networking needs? Here are a few useful tips for getting started and getting the most from this online network:

- **Be there! Create a profile** – lead by example and encourage as many staff from your organisation as possible to have a LinkedIn presence
- **Add a photo to your profile** – it enhances recall and helps when you meet face-to-face



- **Ensure you have a complete profile** – list all relevant details past jobs, associations, contact information, accomplishments, etc. Make it easy for people to learn about and find you

- **Ensure your profile is LinkedIn to your other websites** – show a link to your current employer, if you write a blog, ensure you've listed the link for it too – and, where possible, make these links reciprocal

- **Provide meaningful updates regularly** – if you just received a promotion, your company just launched a new product, secured a new client, or you just received a new certification, share this news with your network

- **Provide referrals** - for great people within your network and ask for some in return (a little shameless self promotion is okay)

- **Investigate and join the various groups** - and if you can't find one that suits your specific needs, create one

- **Participate in the groups you join** – add some value, share a resource, make a comment, share a connection, don't just be a passive member and sit on the sidelines

“The Canadian Australian Chamber of Commerce now has a group presence on LinkedIn... Join us.”

- **Connect** - with people from the People You May Know section

- **Applications** - Use as many of the LinkedIn applications as make sense to best represent you

Hopefully these basic tips will help you enhance your LinkedIn experience. Think of it this way, LinkedIn is a little like going to the gym – the earlier you start the better and the more often you visit, the more you'll get out of it!

We look forward to seeing you online.

Do you have comments about this article or suggestion about how we use LinkedIn? Would you like to read more about social networking and new media in future issues? Let us know what you think. Please contact us on cacc@cacc.org.au

Meet the CACC: Operations Manager

Anne Benoit talks to Chen Bian, the new CACC Operations Manager.

What is your role with the CACC and why did you decide to take this position?

My role is a bit of a catch all for the Chamber. 80% of the time I do administration related tasks: from paying bills to running events. 20% of the time I work in strategy, helping to decide how the CACC can fulfil its mission.

I think Canada and Australia in the end have similar attitudes about what life should be like; there is so much that can be learned from one another to avoid making the same mistakes. Also, Canada and Australia through some team work can accomplish

more than they can individually. There is so much room to further this relationship considering how much we share.

What's the best part of your job so far?

Well, I've only just started, but so far, it has to be all the experience I'm gaining in managing relationships. Whether that's with sponsors, members or volunteers, I'm dealing with a variety of people in many roles.

I've had to really sit down and think about what each stakeholder needs from me and what I need from them. I also really enjoy that I have a variety

of projects running. There is always something new to do and learn. I really like that.

"I think Canada and Australia in the end have similar attitudes about what life should be like; there is so much that can be learned from one another."

About Town: Meet the Presse

By Chen Bian, CACC Operations Manager.

The Presse Café is the newest member of Sydney's bustling café culture and the latest franchise of the Montreal chain.

The official opening of Presse Café, Sydney, was coincidentally my first official event representing the CACC. (Me, being the new operations manager, and Presse Café being the new coffee spot down the road.) The launch attracted quite a crowd, with the ribbon cutting done by the Canadian Consul General, Mr. Tom MacDonald.

So why the big turn out for a little café? Well, in a word, ambition. Presse Café is a French Canadian franchise with over 100 outlets across Canada. The new master franchisees in Sydney are planning 50 cafes around Australia in five years. Financial crisis? What financial crisis? Perhaps the dire predictions of analysts and banking professionals need to be

placed in a new light. After all, risk and opportunity are different sides of the same coin.

Misters Tony Isaac and Kalim Hachem, with help from Charlie Hachem (reportedly the best barista in Sydney) have passionately brought the heart of Montreal to the corner of Bridge and Pitt. And as a Montreal native I cannot help but be a little biased towards them.

Sitting outside the café in a cool breeze, I'm almost taken back to a Canadian summer evening. Ignoring, of course, that traffic is going in the wrong direction down the street.

For those of us attending the official opening, it was one big party, but it was not all fun and games for the new owners. Over a year of hard work had finally come to fruition for them, and the real battles still lay ahead. But for tonight the entrepreneurs can follow

Presse Café's motto, 'breathe, eat, drink'.

In these tumultuous times, we wish this petite embodiment of Canadian-Australian partnership every success. Would you like to see your business featured in our newsletter?

Do you know someone else that would? Write to us to register your interest at cacc@cacc.org.au or call 02 9364 3032



Last Minute Perspective

"Did you have an Earth Hour candlelit party? I did!" writes Elaine Callighen, trade commissioner of Canada in Sydney.



Earth Hour is now a global event that asks households and businesses to turn-off their lights and appliances for one hour on the last Saturday in March to raise awareness about energy conservation and climate change issues.

However, did you know that Earth Hour was first created in Sydney in 2007 as a joint initiative between the World Wildlife Fund and The Sydney Morning Herald?

In two short years, Earth Hour has grown to engage 88 countries and more than 4000 cities. Among the countries involved, Canada and Australia are major participants. In fact, the City of Toronto saw a decrease in energy of 15.1% during the hour!

In my opinion, Earth Hour is an effective way of challenging the way we think about using energy and it demonstrates the simplicity of

decreasing energy consumption and being more energy efficient.

There are many Canadian provinces and cities implementing exciting programs on energy conservation. There are also a lot of Canadian companies engaging and excelling in the green economy. Energy efficient technologies and sustainable building products can save money, decrease our carbon footprint, and make our houses and buildings more enjoyable places to be.

To learn more, please visit Natural Resources Canada's Office of Energy Efficiency at <http://oe.nrcan.gc.ca/english/index.cfm?attr=0>



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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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