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| **1. Starting Out** | **German Australian Business Council e.V.** |  |
| How long have you existed? | 21 years. Established 1997 with pre-launch activities starting in 1996 |  |
| How was your organisation founded and by who? | Founded as ABIE Germany, Peter Dreher, Elmar Wider and others were the “founding fathers”, the original idea came from ABIE UK |  |
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| **2. How are you set up?** |  |  |
| What are your aims and objectives? | The German Australia Business Council is a business network created to foster long term relationships between Germany and Australia.  Aimed at advancing both company and individual pursuits, we communicate and catalyse opportunities through business networking and other activities.   * Facilitate contacts between German and Australian business people * Provide briefings on latest industry and policy developments in Australia * Bring together the Australian and German Business communities to celebrate key Australian events, e.g. Australia Day, Melbourne Cup * Showcase research excellence and innovation * Profile members and their services through events and website |  |
| What is your legal form (incorporated / unincorporated /other) and how did you choose it? | Incorporated as a German registered association (“eingetragener Verein”). Although, we are not out to make profit, we never officially filed for not-for-profit status but may do so in the future. This is the standard type of legal structure for an organisation such as ours. |  |
| Please describe your committee / board / organisational structure | Board of 13 elected members, number of board members can vary but must be at least three. Board members are spread between Frankfurt, Munich and Berlin.  1 part-time administrator (paid)  1 part-time event coordinator (paid) – very recent! |  |
| If you have an above working level structure such as a board, please describe its value add | Our board is a hands-on board and as such very much working level as with most registered associations in Germany. Hence the association would not be able to operate without the voluntary commitment of board members. |  |
| Please tell us about your working level committee and how it is put together (e.g. core committee is made up of volunteers) | See above |  |
| Do you have paid staff? If yes, how many hours do they work? | Yes- Max 28 hours per month each |  |
| Please give us detail on the premises you operate from | Home office of administrator/event coordinator respectively |  |
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| **3. Funding** |  |  |
| What is your current main source of funding? | Annual membership fees  Ticket sales for events  One off corporate event sponsorship  Annual sponsorship by one corporate member (currently First State) |  |
| Please describe your main sources of funding other than memberships (questions on members in the next section) | Ticket sales for events  One off corporate event sponsorship  Annual sponsorship by one corporate member (currently First State) |  |
| Do you have any non-monetary funding (e.g. contributions of office space or hosting)? | Some members are able to provide board rooms, such as Austrade, Squire Patton Boggs |  |
| What has been your most successful funding story / source of funds? | Some Ambassadors Dinners have attracted a great number of sponsors, also annual sponsorship |  |
| What has been your least successful funding story / source of funds? | There have been some events where we could not get enough sponsors and had to chip in from the kitty. Thankfully, not many and no drastic gaps either. |  |
| Any other funding lessons learnt which you would like to share? | Start fundraising in good lead time, in particular for Australia Day events it has been difficult in the past to get responses in Dec/January, get sponsors to pay upfront, be very clear what the sponsors get in return and ensure they understand that it is still your event even though they may be funding! |  |
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| **4. Membership** |  |  |
| Please describe your membership levels and fees for each level | Corporate member 500EUR p.a (5 delegates permitted per company)  Individual membership 75EUR p.a  Family/Spouse membership 100EUR p.a, i.e 25 EUR extra per spouse/family member  Friends- No annual subscription but can attend events at higher rate. |  |
| What services/ benefits do you offer members? (please break down by member type if applicable) | * Network of business contacts with an interest in Australian/German linkages * Updated information and market intelligence * Interesting event program in Frankfurt, Munich and Berlin * Opportunity to profile your business to a targeted audience * Access to education and research representatives * Celebration of Australian-German cultural and business ties * The German Australian Business Council signed a Memorandum of Understanding with Außenhandelskammer (AHK) Australien (German Australian Chamber of Industry and Commerce) in Sydney in October 2013, in order to leverage benefits for members of both organisations * International network of business organisations through ABIE network * For corporate members: they can send five nominees at the members rate, sponsor and speak at events, we can tailor events to their needs and they can publish their logo and profile on our website and other marketing material. |  |
| Please let us have recent membership numbers | * + 121 Individuals (incl. Partner Memberships)   + 31 Corporates   + 597 Friends |  |
| Please describe your mix of corporate versus individual members | See above |  |
| Please give us a brief description of your membership (e.g. demographics). Are most of your members Australian? | Most of membership based in Germany. Largest community in Frankfurt followed by Munich and Berlin. 8% of membership based in Australia. Members are both Germans, Australian and other nationals |  |
| Please describe any membership criteria which members need to meet (e.g. connection to Australia) | No hard criteria, there should be some business or private connection to Australia (could be studies or family members in Australia) |  |
| Please describe your biggest membership challenges | Converting friends to members  Australians not realising that membership needs to be cancelled if they no longer want to be a member, rather than having to renew.  Getting members to pay fee, our treasurer and office administrators have done a great job in recovering outstanding payments! |  |
| Please describe the longevity of your membership - do people usually rejoin each year / what are their reasons for leaving? | As per the above, under German law you are a member until you resign (or get kicked out), there is regular turn-over because individuals move back to Australia or contact leaves company for corporates |  |
| Please describe your most successful membership strategy | Recruiting members at keynote events such as Ambassador’s dinner |  |
| What is the biggest selling point for your ABiE? | That it is no longer ABIE but the German Australian Business Council, which means it is bilateral and hence has a broader remit.  A considerable track record of events is also helpful as is the ambassador and the consul-general as patrons.  And high profile attendees and speakers  But also just a relaxed networking atmosphere! |  |
| Any other membership lessons you would like to share? | Always have membership application forms at hand at events |  |
| What data do you collect about members? | Employer, position, contact details, account details where provided |  |
| Please describe how you manage your membership database (keeping mailing lists current, database software, etc.) | Excel database – have wanted to move to CRM for some time |  |
| Do you allow marketing to your membership list? If yes, please describe how this works | Only from corporate members re specific events approved by the Board and sent through office of Business Council |  |
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| **5. Events** |  |  |
| How many events do you run each year? | 2017- 20 events  2018 to date- 14 with 7 more planned |  |
| Please provide a description of your yearly events schedule | 1-2 events per months in either Frankfurt, Berlin or Munich. Key events Australia Day, Ambassador’s Dinner each (European) summer, Oktoberfest, Melbourne Cup, Christmas events plus smaller gatherings (business updates) in between. |  |
| Do you have event partners? If yes, please describe their support and your successes or challenges with them | For select events from our corporate members, we sometimes partner with Austrade who have been very cooperative |  |
| What elements of an event most appeal to your members? | Networking, high profile speakers |  |
| What is / has been your most successful event? | Various Ambassadors Dinners, such as the 20th anniversary dinner last year,  Qantas airport visit, including inspection of an A 380 (when QF were still flying to Frankfurt), people are still talking of the event several years on! |  |
| What is / has been your least successful event or the event you would never run again? | Some last minute events, where we could not attract enough sponsors/attendees |  |
| Any other event lessons you would like to share? | Always start with as much lead –time as possible |  |
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| **6. Communications** |  |  |
| Please describe your communications strategy | Development of communications strategy is in progress |  |
| What channels of communication do you use? (e.g. website / twitter / etc.) and how are these maintained? | Email and social media (Xing, LinkedIn,Fbk, Twitter) plus own and ABIE website. Word of mouth networking; maintenance of social media is an issue and requires changes |  |
| Any communications lessons you would like to share? | Getting our new website (and investing money to get it done) has made a great difference. It gives the association a professional outlook and has given the board a common platform through the backend. |  |
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| **7. Networks** |  |  |
| Please describe your collaboration with Embassies | Regular communication with Embassy in Berlin. Support for Ambassador’s Dinner each year. Ambassador is co-patron |  |
| Please describe your collaboration with Austrade | Regular communication with Austrade in Berlin and Frankfurt. Austrade staff member on Board. Consul-General/Austrade Senior Trade and Investment Commissioner in Frankfurt is co-patron, monthly update meetings between Chair and Consul-General, joint event organisations and invitations |  |
| Please describe any other useful collaboration partners | Other chambers whether local or international |  |
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| **8. Miscellaneous** |  |  |
| (For countries with multiple centres of business, e.g. Germany, Spain) - please describe your multilocation strategy | Hubs of activity in Frankfurt, Munich and Berlin  No particular strategy, board members on the ground decide on events in their city.  Main event (Ambassadors Dinner) rotates out of Frankfurt every second year, i.e Frankfurt, Munich, Frankfurt, Berlin, Frankfurt, Munich etc…  We would like to establish in other cities but have not found the persons to drive a new group in Hamburg, the Rhineland area or Stuttgart yet. |  |
| Do you collaborate with a New Zealand partner in your country? If yes, please describe this collaboration | We have some scattered NZ-related members. There is interest from the NZ government side to collaborate, currently in discussion |  |
| (For countries where the Embassy is located abroad) - please describe any challenges due to your Embassy's location | n/a  although from a Frankfurt perspective having the Embassy in Berlin is similar to it being abroad ☺  It creates challenges for the Frankfurt based Chair in terms of patron – liaison and Embassy event attendance |  |
| Have you ever had succession issues in your organisation? If yes, how have you overcome these challenges? | In the second half of the 2000s, the association was barely surviving due to a lack of engagement on the board and people returning to Australia. Increasing the board has helped spreading the load. |  |
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