



# SWEDELINK

Swedish Australian Chamber of Commerce | News

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# CHAMBER UPDATE

## Membership Benefits

- SACC membership offers access to unique and diverse high quality corporate network
- Extended network opportunities through other European Chambers plus Swedish Chambers International (SCI)
- Reduced members fee at SACC and YP events and on newsletter and website advertising
- Company branding, promotion and sponsorship opportunities at SACC events
- Free new member profile and publication of editorial company news in SWEDELINK newsletter, SACC's website and social media sites
- Receipt of SWEDELINK Newsletter
- Voting right at AGM and possibility to participate on SACC's board
- Opportunity to receive trade enquiry referral

## Swedish Business in Australia Awards 2015



## NEW SACC WEBSITE AND LOGO

We are excited to announce that the [new SACC website](#) is now up and running. With the new site we also changed the domain name to [www.swedishchamber.com.au](http://www.swedishchamber.com.au). The new name will help people find us as the name has a direct connection to our registered name and follows the same structure as other Swedish Chamber of Commerce domain names internationally. **SWEDELINK** will continue to be the name for this newsletter as it has been for many years.



We are also announcing the [NEW SACC LOGO](#). The new logo is developed with influence of the Swedish Australian Chamber of Commerce historic and original logo/stamp, since SACC was founded in 1911. You can read more about the history of SACC on our [new website](#).

## SWEDISH BUSINESS IN AUSTRALIA AWARDS 2015

2015 has seen many good achievements and success stories for our member companies and a number of new businesses starting up or entering the Australian market. With these annual awards SACC has over a number of years been highlighting and awarding successful Swedish business achievements in Australia. We are now inviting all businesses with a Swedish-Australian connection to nominate either your own company or another great Swedish-Australian business for the 2015 awards. The Finalists and Winners of this year's Awards will be highlighted at the Chamber's Annual Christmas Dinner on the Thursday 3<sup>rd</sup> of December 2015. For more information about the Awards and the categories for 2015 see Invitations pages 3 and 4.

Visit [www.swedishchamber.com.au](http://www.swedishchamber.com.au) for more details, or contact us at [sacc@swedishchamber.com.au](mailto:sacc@swedishchamber.com.au)

The SACC Board



**Thursday 3 December** at 6.30pm at the Four Seasons Hotel, Sydney

Develop your Swedish connections and treat your Clients and Employees to a Christmas Dinner that they will remember!

The event offers unique opportunities to promote your Company and services to a discerning audience, see our Sponsorship Packages for details. The evening will include Swedish musical entertainment as well as the sought after Swedish Christmas Buffet, offering an insight to Swedish culture and tradition as well as a lot of fun. Building on last year's success we expect another sold out event and encourage everyone to book early to secure your participation.

**Gold Sponsorship—\$5,500**

Table of 10  
 Business Award Presentation  
 Company banner displayed at venue  
 Sponsor Feature on the new SACC website  
 2 page Company Feature in Swedelink Newsletter Summer Edition  
 Evening Program Recognition  
 Goody bag inclusion

**Silver Sponsorship—\$3,500**

Table of 10  
 Business Award Presentation  
 Recognition as Christmas Dinner Sponsor on the new SACC website  
 1 page Company Feature in Swedelink Newsletter Summer Edition  
 Evening Program Recognition  
 Goody bag inclusion

**Bronze Sponsorship—\$2,500**

Table of 10  
 Recognition as Christmas Dinner Sponsor on the new SACC website  
 Recognition as Christmas Dinner sponsor in Swedelink Newsletter Summer Edition  
 Evening Program Recognition

**Individual tickets sold at \$165 per person. All prices are exclusive GST**

Looking for further branding opportunities? Sponsor our Evening Raffle with a gift against Program Recognition. Email [sacc@swedishchamber.com.au](mailto:sacc@swedishchamber.com.au) by 30 October 2015 advising us of your gift.

Dress Code: Lounge suit/Cocktail

**BOOK TODAY** to reserve your participation RSVP to [sacc@swedishchamber.com.au](mailto:sacc@swedishchamber.com.au)





## INVITATION

# Swedish Business in Australia Awards 2015



### Swedish Business in Australia Awards 2015

It is time again for the Swedish Business in Australia Awards. Swedish companies and Swedish Australian business people continue to shine and achieve great success in Australia. The past year has seen many good achievements and success stories for our member companies and a number of new businesses starting up or entering the Australian market. Therefore SACC and our members are pleased to highlight and award successful Swedish-Australia business achievements and successful enterprise.

Every year the Swedish Australian Chamber of Commerce presents the 'Swedish Business in Australia Awards'. The awards this year have been expanded to three categories as follows:

- 1. To an incumbent company (more than 5 years in Australia) that has had great long term success in terms of gained market share, sales/profit success and raised the Swedish business profile in Australia over a sustained period.**
- 2. To a successful new-comer to the Australian market (1-5 years of operation in Australia) in terms of gained market share, innovative product, creation of brand awareness and/or positive media attention.**
- 3. Excellence in Business Enterprise – open to all Swedish or Swedish-Australian business activities, large or small, newcomer or established. Here we are looking to highlight a big event, significant project, innovative campaign, or new enterprise launch.**

The Finalists and Winners of this year's Awards will be highlighted at the Chamber's Annual Christmas Dinner in front of business leaders, colleagues and friends of Swedish Australian business. The winners will further be presented in the SWEDELINK Newsletter and on the SACC website.

The Awards are run on a non-profit basis and provide recognition generally for Swedish related business activities in Australia and also for organisations that have helped to grow a positive profile for Swedish business in Australia.

Entry is open to any company or enterprise in Australia, the business of which has a strong relationship to Sweden. Finalists and Award Winners will be expected to be financial members of the SACC prior to the Award presentation 3<sup>rd</sup> of December.

Please see [www.swedishchamber.com.au](http://www.swedishchamber.com.au) for more details, or email us for nomination and entry forms [sacc@swedishchamber.com.au](mailto:sacc@swedishchamber.com.au)



## SACC & YP MELBOURNE UPDATE

The Melbourne Chapter is growing and we have two new board members Emmy Petersson and Benjamin Sandqvist joining the existing board of Robert Carson, Rebecca Palmer and Luke Warren.

We wish you all welcome onboard and look forward working with you and develop a successful Melbourne Chapter.

Upcoming events for Melbourne are listed on pages 15. Don't forget to visit [www.swedishchamber.com.au](http://www.swedishchamber.com.au) and follow us on [Facebook](#) for Chapter and Events updates.



Luke, Benjamin, Robert and Emmy

## YP SYDNEY UPDATE

The Young Professionals (YP) is a sub-division of the Swedish Australian Chamber of Commerce (SACC), with its own board and activities. The YP Board has grown substantially this year and now consists of 6 board members:



Elin Lehnbom, Sanna Lindström, Anders Karlsson, Kristina Karlsson, Jennie Björk och Felix Kungberg.

YP organise networking and festive events throughout the year. We recently started regular After work drinks, where we meet at the Beresford Hotel in Surry Hills the first Wednesday of every month. Our September After work drinks attracted over 40 Young Professionals and was a huge success. Don't forget to save the date for the YP Christmas Party 21 Nov 2015! Visit [www.swedishchamber.com.au](http://www.swedishchamber.com.au) for YP event updates and like us on [Facebook](#).



EMBASSY OF SWEDEN

## THE EMBASSY OF SWEDEN CANBERRA

### UPDATE FROM THE AMBASSADOR HE PÄR AHLBERGER



### BUSINESS SURVEY SWEDISH BUSINESS FOOTPRINT IN AUSTRALIA

#### BUSINESS SURVEY

#### SWEDISH BUSINESS FOOTPRINT IN AUSTRALIA 2015

Australia is one of Sweden's largest trading partners outside the European Union. Approximately 100 Swedish-related companies are present in Australia, in many cases covering the Pacific Region. Sweden has a long term business presence in Australia. The Swedish Australian Chamber of Commerce was founded as early as in 1911 and is still a very important institution. Both our countries are strong champions of free trade. One of the most important tasks for the Embassy of Sweden in Canberra is to promote the commercial relations between Sweden and the Pacific Region. The Embassy is covering Australia, New Zealand, Vanuatu, Tuvalu, Tonga, Kiribati, Fiji, Papua New Guinea, Nauru, Samoa and the Solomon Islands. I am very committed to trade issues and have established a close collaboration with the Swedish-related business community in Asia - Pacific. In order to get a better understanding of the business climate in Australia, as perceived by the Swedish-related business community, the Embassy of Sweden has conducted a survey with support from Business Sweden and the Swedish Australian Chamber of Commerce. This is of great importance in defining issues of priority and I am very grateful for the invaluable input from the business community.

Pär Ahlberger  
Ambassador

The Embassy of Sweden in Canberra  
[www.swedenabroad.com/canberra](http://www.swedenabroad.com/canberra)  
 Facebook: [Embassy of Sweden in Canberra](https://www.facebook.com/EmbassyofSwedeninCanberra)  
 Twitter: [@SwedeninOZ](https://twitter.com/SwedeninOZ)



On the Cultural Calendar, many events are planned for the coming months. The *Sweden in Australia Calendar* for October to December will be published soon, please visit the Embassy website [www.swedenabroad.com/canberra](http://www.swedenabroad.com/canberra) and [www.swedenabroad.com/en-GB/Embassies/Canberra/Current-affairs/Sweden-in-Australia-Calendar-sys/](http://www.swedenabroad.com/en-GB/Embassies/Canberra/Current-affairs/Sweden-in-Australia-Calendar-sys/) for more information about upcoming events all over Australia.

# MEMBER HIGHLIGHTS

## Introducing the New Blu

Radisson Blu Hotel Sydney has unveiled the first phase of its \$12 million redesign, the first major update of its guest rooms and function spaces since it opened in 2000. The first phase of the 'new Blu' redesign is focused on the function and meeting rooms, which have been refreshed and modernised and provide more than 500m2 of space, ideal for corporate business meetings, board meetings, social events, private dinners or cocktail functions from two to 200 guests. The new look and



feel of the hotel's meeting spaces and guest rooms will complement the critically-acclaimed and two-hatted Bentley Restaurant and Bar, which found its contemporary new home within the majestic façade and grander space of the hotel in 2013.



### Swedish School in Sydney is looking for Swedish Teachers

Svenska Skolan i Sydney har sedan 1978 bedrivit komplett-erande svenskundervisning för utlands-svenska barn i åldern 6 till 18 år.

Vi har ett dynamiskt team som jobbar självständigt på många olika platser i Sydney, just nu söker vi lärare till Manly och Chatswood. Undervisningen är oftast en lektion, två timmar i veckan, kvällstid, möjlighet att utöka timmarna finns. Vill du veta mer om lön och villkor kontakta:

**Madelene Watkins**  
**Tel: 02 8919 0102**  
**swedishschool@bigpond.com**  
**www.swedishschoolinsydney.org.au**

## Scandinavian Airlines

NOW FLYING via Hong Kong directly to Stockholm

**SAS Business from \$6,109** incl tax  
**NEW!** Fully flat seats

**SAS Plus from \$3,509** incl tax  
**NEW!** Premium economy all flights

**SAS Go from \$2,103** incl tax  
**NEW!** New seats & on-demand entertainment

- Smooth connections available from: Brisbane, Melbourne, Perth & Sydney in co-operation with Cathay Pacific
- Flight arrives Stockholm 2.35pm
- Evening departure & arrival times in Australia



for bookings & more call 1300 727 707







On 18 August, IKEA welcomed members of the Swedish Australian Chamber of Commerce to their Tempe Office for a reception of meatballs and other traditional delights.

Long time supporters of the Chamber, in 2015 the Swedish giant celebrates its 40<sup>th</sup> year in Australia, and Country Manager David Hood was eager to celebrate some of the past year's success and future plans for the retailer.



The IKEA Concept starts with the idea of providing a range of home furnishing products that are affordable to the many people, not just the few. They call it Democratic Design - the perfect combination of form, function, quality, sustainability and value. It's a concept that IKEA is planning to bring to thousands more Australians in the coming years in an expansion plan that's reflective of the company's global ambitions, which include a target of 500 stores by 2020.

The IKEA Australia business today spans 7 stores across 3 states, together employing 2400 co-workers, however Hood predicts that this is just the beginning of IKEA's potential. The Australian market continues to embrace a growing IKEA, with two new

stores launched in 2015 - Marsden Park in May and Canberra coming soon in November - followed by a second Qld store in North Lakes, set to open late 2016.

The expansion is part of an exciting period of transformation for IKEA in Australia, as it gears up to deliver a multichannel customer experience, providing what Hood terms 'multiple touch points' for customers to access the brand. The plan includes an e-commerce solution, additional Pick-up-Points throughout the country and more stores in the years to come. Existing Pick-up-Points in Wollongong and Tasmania are signs of things to come, as the retailer looks to provide avenues for the brand to reach people in new, more efficient ways.





“With over 16,000 solar panels installed, 1,400 mattresses saved from landfill and 4,300 tonnes of cardboard recycled in the last financial year, we’re well on our way to achieving our goal.”

As Hood explained, “This year, we’ve distributed 4.9 million copies of the iconic IKEA catalogue to homes and stores across the country. We know that there’s an appetite, so our focus for the next few years is to ensure that IKEA is accessible to the many people, with a rewarding customer experience across all channels - new and existing.”



Sustainability plays a key role in any future plans for the retailer, its People and Planet Positive strategy setting ambitious targets which include the goal to become energy independent by 2020. The Canberra store will open as the most energy efficient to date, fit out with more than 2,000 solar panels and more than 2,500 LED lights. IKEA also aims to help customers create a more sustainable life and home with a range of planet-friendly products offered at a discount for IKEA Family members.



As Hood says, “During a period of such rapid growth, we need to ensure we continue to be forward-thinking, values driven and inclusive with an active role in the community, and committed to people and the environment.”

IKEA Pty Ltd  
 IKEA Service Office  
 L1 Clock Tower,  
 630 Princes Highway  
 Tempe NSW 2044

[www.ikea.com/au](http://www.ikea.com/au)



BRONZE AWARD  
winner in the Hunter  
Valley Boutique  
Wine Show 2015

Stock up for the festive season with  
Milla's Shiraz and Tannat Wines at wholesale  
prices incl. the 2014 vintage!

The 2014 vintage will be remembered as one of the Hunter Valley's finest years for red wines. This single block vineyard delivers beautifully smooth and well balanced wines. The Shiraz is complex, earthy and yet elegant on the palate. Tannat is a rare find in Australia, a powerful and robust tannin structure interweaves with aromas of wild fruits and leathery elements. Both wines are excellent to drink now and will age gracefully in bottle over many years.



MILLA'S VINEYARD ESTATE

[www.millasvineyard.com.au](http://www.millasvineyard.com.au)



	Bottle	Case
Shiraz 2011	\$28	\$275
Tannat 2011	\$28	\$275
Shiraz 2013	\$25	\$250
Tannat 2013	\$25	\$250
Shiraz 2014	\$35	\$350
Tannat 2014	\$35	\$350

**ORDER HERE**

[camilla@millasvineyard.com.au](mailto:camilla@millasvineyard.com.au)



## Nosing about to kick the termites out! Welcoming Thomas!

For centuries dogs have been aiding and protecting people and now Thomas, an English springer spaniel has joined the ranks. Thomas is now a part of a team of termite specialists at **Flick Anticimex** to help prevent and protect your homes from the destructions of termites.

Studies have shown that one of the reasons that dogs are such a great asset in detecting termites is because dogs can increase the accuracy of a conventional termite inspection by up to 97% (Brooks, Oi and Koehler, 2003).

Thomas and other termite detection dogs are capable of sniffing out termites in your home before the damage becomes visible to the human eye. If Thomas detects any termite activity in your home he will sit and point to their hidden presence and wait to be rewarded. His meaningful journey began when he was scouted from a pound in Brisbane by trainer Craig Murray; he was specifically chosen for his height and placid temperament which is ideal for a hound in this trade. Thomas spent around 9 months training with Craig alongside other dogs that were destined for similar purposes as electric and fire ant detection for the Queensland Government.

Thomas is obedient and his ability to combat distractions and adapt to different situations contribute to his excellence in this field. Following his formal training with Murray, Thomas joined Andy Thomas in termite inspection expeditions and the duo has become a great team. They perform hundreds of searches each year and has done some remarkable work, giving hundreds of households the confidence that their home is termite free, or alternatively, informing the owners that they have termite related problems!





## WIDE RANGING LEGAL EXPERTISE



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## SWEDEN AND AUSTRALIA 100+ YEARS OF DOING BUSINESS

Sweden and Australia's history of doing business dates back to the late 19<sup>th</sup> century. The Swedish Australian Chamber of Commerce was established over 100 years ago and by the end of World War I a significant number of Swedish businesses were present - ABB, Alfa Laval, Ericsson, SKF and Wallenius Wilhelmsen being some of the pioneers.

Australia is still a very important export market for Swedish companies and currently Sweden's 4<sup>th</sup> biggest export market outside of Europe. There are many reasons for this. Sweden and Australia enjoy a similar business culture and Australia is a

mature high cost market with a demand for the type of product values that Swedish companies are famous for; high quality, low maintenance, attractive and user friendly design, safe, productive etc.

Since Australia is a very important market for Swedish companies we felt a need to put figures on the Swedish business presence in Australia. We have done this during the first half of 2015 through a study which was carried out by Business Sweden, supported by the Swedish Embassy and the Swedish Australian Chamber of Commerce.

In the study we have worked to collect information from Swedish subsidiaries and other sources in Australia in regards to the Swedish Business Footprint in Australia. This information has now been summarised in a report and we are delighted to say that for the first time we can put numbers on the Swedish business presence in Australia.

## TOP 90 SWEDISH COMPANIES HAVE SIGNIFICANT PRESENCE IN ALL STATES AND TERRITORIES



Besides the top 90 an additional estimate of **450 Swedish companies do business in Australia** via partners, distributors, agents



We hope this will aid dialogues and help communicate the importance of the Swedish business presence in Australia to stakeholders for Swedish Australian relations both in Sweden and in Australia.

To give a brief overview; today there are 90 Swedish subsidiaries in Australia with a joint turnover of 12bn AUD and together employing more than 20 000 people in Australia. In addition to these more than 450 companies work through partners such as agents and distributors. Companies are present in all states and territories and cover a wide range of industries, the most prominent being engineering products, industrial equipment, vehicle parts and healthcare.

*Special thanks to the Swedish companies that have participated in the study and also to SweDesign for the design of the report.*

Please contact Business Sweden if you wish to receive an electronic copy of the report.

Linus Andersson  
Acting Country Manager  
Business Sweden Australia & Oceania

### Contact details

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[www.business-sweden.se](http://www.business-sweden.se)



THE SWEDISH TRADE & INVEST COUNCIL



## UPCOMING EVENTS

### SACC SYDNEY

- 14 October** EuroMix Sydney - [REGISTER HERE](#)
- 15 October** Business Seminar - Career Management
- 6 November** Special Business Seminar - Free Trade Agreement
- 12 November** European Cruise
- 17 November** Networking drinks Sponsor of the evening  
Flick Anticimex
- 3 December** - [SACC Christmas Dinner and Swedish Business Awards in Australia](#)  
[Four Seasons Hotel, Sydney](#)  
[See invitations pages 3 and 4!](#)

### YP SYDNEY

- 7 October** After Work drinks
- 15 October** Business Seminar - Career Management
- 3 November** After Work drinks
- 21 November** YP Christmas Party  
Bondi Pavilion

## BECOME A MEMBER YOUNG PROFESSIONALS

Young Professionals (YP) is a subdivision of the Swedish Australian Chamber of Commerce, with its own board and activities. If you are under 35 years old and a professional or a student, the Young Professionals may be the membership type for you!

[www.swedishchamber.com.au](http://www.swedishchamber.com.au)



## NEXT EVENTS SYDNEY

### THURSDAY 15 OCTOBER BUSINESS SEMINAR CAREER MANAGEMENT

The world of work is changing. How many jobs that that are important today will no longer exist in the future? What new occupations will be created, and what skills and experience will be needed? What if employees could take charge of their own careers?

Career success in the future world of work will need organisations to empower and support their employees to better manage their own careers and leverage the opportunities presented by current and future organisational change. Employees need the skills and confidence to take charge of their own careers and create new opportunities for success. In this interactive workshop you will gain insight to facilitate new approaches to career planning and career development. For employers and HR managers, empowering employees can lead to increased engagement and improved performance. For individuals navigating their careers, you can build strategies to manage your career while learning career resilience to take advantage of future opportunities. Plus in a fun environment, you may even get to expand your network and share ideas with other members.

**Where:** University of Sydney

**When:** Thursday 15 October, 5.30-7.30pm

**Cost:** \$20      **RSVP:** 12 October

[REGISTER HERE](#)

### TUESDAY 17 NOVEMBER NETWORKING DRINKS

SACC and Flick Anticimex invites members and guests to Networking Drinks at Radisson Blu Hotel Sydney. Drinks and canapés will be served.

**Where:** Radisson Blu Hotel, Sydney CBD

**When:** Tuesday 17 November, 6:00 - 7:30pm

[REGISTER HERE](#)







## UPCOMING EVENTS

### SACC/YP MELBOURNE

- 8 October** Business Seminar  
**15 October** EuroMix Lunch  
**4 December** Christmas Party TBC

## BECOME A MEMBER SACC MELBOURNE

The Swedish Australian Chamber of Commerce (SACC) started a new Chapter in Melbourne in 2015. There are many Swedish companies based in Melbourne and we have seen a growing interest in the Swedish-Australian community.

The SACC Melbourne Board now have 5 representatives Robert Carson, Rebecca Palmer, Luke Warren, Emmy Petersson and Benjamin Sandqvist.

Visit our website to find out more about becoming a member of SACC/YP Melbourne  
[www.swedishchamber.com.au](http://www.swedishchamber.com.au)



## NEXT EVENTS

### MELBOURNE

#### THURSDAY 8 OCTOBER

#### BUSINESS SEMINAR - ANATOMY OF FRAUD

Presenter Andrew Morgan has over 28 years of experience as an investigator and fraud risk management consultant, he has worked across a broad spectrum of clients, industries and geographies, and is highly regarded by clients and peers alike, as a fraud, investigation and forensic assurance expert.

Andrew's diverse career has seen him apply his specialist knowledge in Law Enforcement as a Detective with Victoria Police and the National Crime Authority, a senior investigator in the ASIC markets and major corporate investigation division, as well as at two of Australia's major banks in their fraud and internal audit areas, where he managed internal and external fraud functions.

**Where:** BDO, Level 14, 140 William Street, Melbourne

**When:** Thursday 8 October, 5.30-7pm

**Cost:** Members \$20, Non-members \$30

**RSVP:** 5 October

[REGISTER HERE](#)



#### THURSDAY 15 OCTOBER EUROMIX LUNCH

EuroMix consists of a number of Chambers of Commerces from many European countries including Austria, Finland, France, Germany, Ireland, Malta, Netherlands, Norway, Portugal, Sweden and Switzerland. Informal stand-up business lunches are organised 3-4 times a year.

**Where:** The new showroom of V-ZUG Australia Pty. Ltd  
 96 High Street, East Kew, Victoria

**When:** Thursday 15 October, 12.00 - 2.00pm

**Cost:** Members \$35, members of SACC can invite up to 2 guests and receive a members price, Non-members \$66

**RSVP:** 13 October

[REGISTER HERE](#)

# RECENT EVENTS

## SCANDINAVIAN FILM FESTIVAL SYDNEY AND MELBOURNE EVENTS

*In July SACC teamed up with the Scandinavian Film Festival and organised pre movie drinks in conjunction with an Aesop special event in both Sydney and Melbourne. The award winning film for both events was Amanda Adolfsson's acclaimed debut, Young Sophie Bell, complemented by a short Aesop film produced in collaboration with Peter Farago and Ingela Klemetz Farago. During the month of July the festival offered many award winning Scandinavian films on show at Palace Cinemas all over Australia. Other Swedish films screening at the festival were:*



**SWEDEN**

- INGRID BERGMAN – IN HER OWN WORDS - *Jag är Ingrid*
- HELLO HELLO - *Hallå hallå*
- BLOWFLY PARK – *Flugparken*
- UNDERDOG – *Svenskjävel (Sweden/Norway)*



## BUSINESS SEMINAR SYDNEY CHANGING EXPECTATIONS IN CUSTOMER SERVICE

*July 23rd SACC and Clinch Long Letherbarrow Lawyers invited members and guests to a Customer Service seminar at Radisson Blu Hotel Sydney. Mr Peter Tudehope, General Manager of the Radisson Blu Hotel Sydney, who has an extensive background in the hotel and hospitality industry shared his extensive knowledge in customer service and the changing expectations.*







**SYDNEY  
GLOBAL TRADE  
LUNCHEON**

On 17<sup>th</sup> August members of the SACC attended an important corporate lunch hosted by the European Australian Business Council (EABC) in the dining room of NSW Parliament House.

The focus of the event was a discussion by a distinguished panel offering insights into the benefits of increased global trade, updates on progress of a number of free trade agreements being negotiated by Australia, as well as the prospects for an EU-Australia Free Trade Agreement. Keynote speaker Pascal Lamy, former Director General of the World Trade Organisation provided first hand insights into the complex world of global trade negotiations.

Other panel speakers included CEO of Austrade and former WTO Ambassador, Bruce Gosper, President of the German Australia Chamber of

Commerce and Industry and Chair of Prima Biomed, Lucy Turnbull AO, and former Federal Minister and Chair of the Australian Capital Equity Advisory Board and Australia-China Council, Warwick Smith. SACC was well represented with a full table comprising member companies and their guests.



The event was a great opportunity to hear first-hand from distinguished representatives of both sides of the EU-Australia trade relationship, while networking with members of the European Australian business chambers.

Members are reminded that SACC is a member of the EABC and members can access a wide range of benefits of involvement with EABC.



**BUSINESS SEMINAR SYDNEY  
IKEA AUSTRALIA & THEIR SUCCESSFUL  
SUSTAINABILITY  
PROGRAMME**

On August 18 SACC members and guests attended a very successful event hosted by IKEA Australia at their newly expanded National Office at Tempe. David Hood, Country Manager for IKEA Australia gave us an update on IKEA's current and planned expansion, and Richard Wilson, Sustainability Manager for IKEA Australia told us about IKEA's global sustainability program People and Planet Positive. Read more on pages 8 and 9.





## MELBOURNE NETWORKING DRINKS

The Melbourne Chapter held its September networking event at Bar Dansk at **DENMARKhouse** on September 10<sup>th</sup>.

The evening welcomed members and non-members alike to network in the relaxed atmosphere. A mixture of Swedish and English languages greeted 25 guests from all

areas of the Melbourne-based business community in the venue that overlooked Little Bourke St, and H&M's Melbourne store. Many guests felt right at home! The Chamber welcomed the arrival of the new vicar of the Swedish Church in Melbourne, Gunnar Olofsgård, and wife Katarina, deacon of the Swedish Church, having landed in Melbourne only two weeks prior.

The 2016 calendar has scheduled further networking opportunities for Melbourne-based members and guests to meet and discover common business interests over a glass of wine. We look forward to meeting you there.



## RECENT YP EVENTS SYDNEY

### MIDSUMMER PARTY



20<sup>th</sup> of June, we organised a very successful Midsummer party in Bronte park. A big thank you to everyone who was there and made it such a wonderful afternoon.

### CRAYFISH PARTY AT IKEA

19<sup>th</sup> of August we went to a crayfish party hosted by IKEA at their Tempe store. They had decorated the food court with bright orange crayfish decorations, they served up a buffet with crayfish, herring, salmon and meatballs. No visit to IKEA is complete without meatballs! The Swedish congregation turned heads when we sang the snaps-songs in the song book.



# WEBPAGE DIY

## How to set up a webpage on a minimum budget

In today's business environment, having a digital platform is crucial and having a well designed and SEO optimised webpage is just as important. Few years ago building a webpage was costly and very time consuming, but the good news are; this has changed.

Here are some tips on how to DIY and build a great webpage on a small budget:

To set up a functioning webpage you save a lot of money by buying a template that has already been programmed. Begin with defining what your requirements are and what type of content management system (CMS) you want. Most common and well-supported CMSs are [WordPress](#), [Joomla](#) or [Drupal](#).

Two good sites to buy webpage templates from are: <http://themeForest.net> and <http://www.templateMonster.com> Make sure to do some research around your choice and see what the general reviews are to learn if there are any identified potential problems with your preferred template. Minimum requirement is to have good SEO (search engine optimisation) reviews and to be responsive (i.e. to look good on all smart devices).

I use WordPress and if you are short on time and want an easy to use and very versatile template, that is set up to work with e-commerce plugin WooCommerce, and has a simple Google Analytics integration, I can recommend the [Salient Theme](#) for the one-off cost of US \$59. The options on how to

design your webpage with this template are almost endless and the back-end administration is very intuitive and simple to learn. It comes with good documentation on how to use it as well.

Personally I do not love the very technical side of setting up webpages, like how to set it up on the hosting with the domain name etc. So for this I use a programmer. I find my programmers using a freelancer platform called [www.upwork.com](http://www.upwork.com) (there are other platforms too, like [www.freelancer.com.au](http://www.freelancer.com.au), that are just as good).

BUILD A WEBPAGE ON  
A BUDGET \$



These freelance platforms can connect you to cost effective freelance programmers from all around the world.

If you want to custom design your template and make any changes to it, a programmer can also help with this, just make sure to have well defined milestones and a detailed briefing. And remember it will take some micromanaging. The better your skills are at communicating what you need, the better the end result will be.



If you want to do it all yourself without involving any programmer it is not difficult to do. This is a great blog that out lines exactly how to set up a webpage from beginning to end: <http://websitesetup.org>

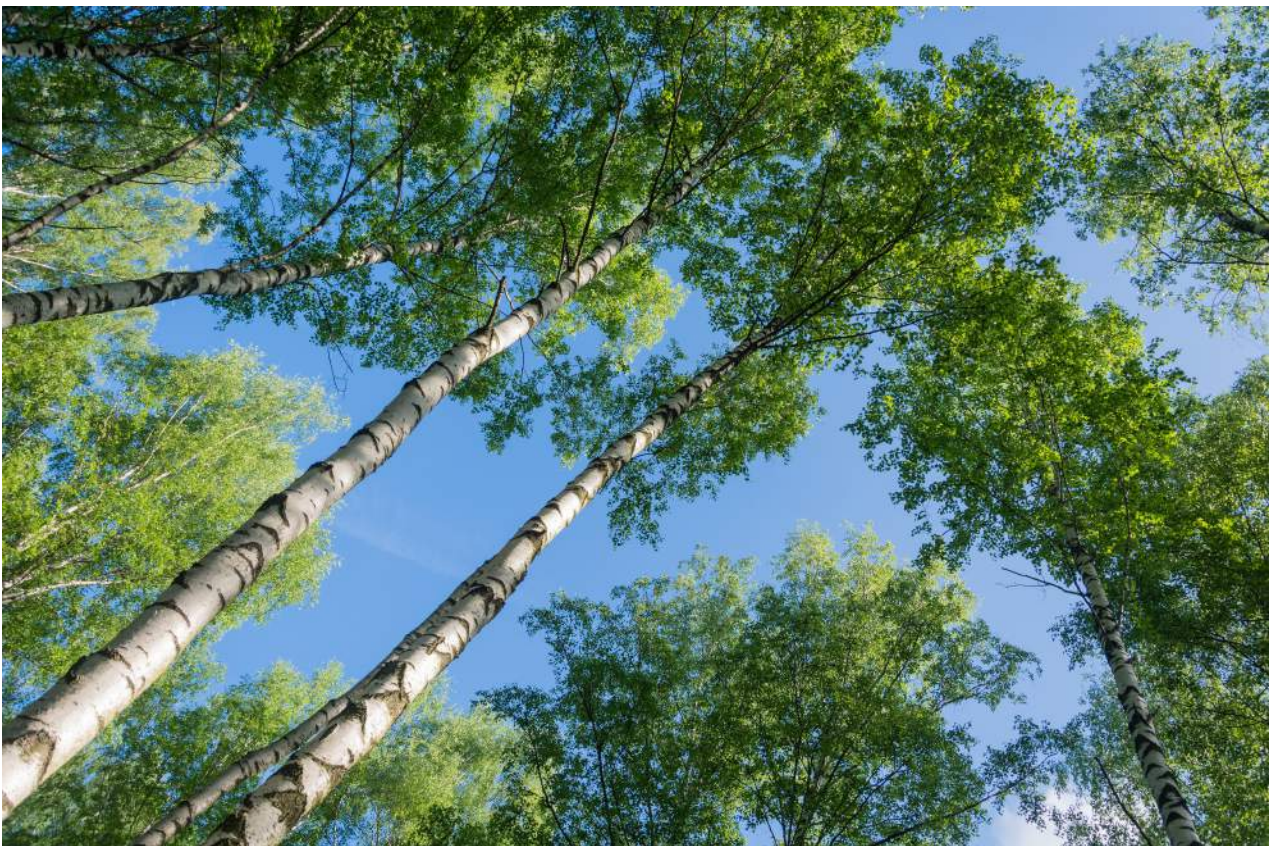
Additionally, make sure to set some time aside to learn about both SEO (search engine optimisation) and Google Analytics. Google has a great [Google Analytics Academy](#) and I would recommend you to set up Google Analytics to your webpage straight away, so that you receive data on all the various metrics that give you valuable information about visitor behavior and how your webpage performs against your Key Performance Indicators (KPI). To understand more about SEO, one good source is the SEO plugin company [Yoast](#). If you visit their webpage, you can read their blogs and sign up to their newsletter and soon their SEO and Digital Marketing insights will begin to drip into your mailbox.

To leverage off your digital presence, it is important to have good Digital Marketing

strategy in place. If there is no strategy in place the chances are your time and money investment is not efficient, and your webpage will not contribute to your business growth with its full digital potential. There are plenty of great resources on-line to up-skill your Digital Marketing knowledge. One of many digital marketing companies that are continuously publishing fabulous content in this field is: [Hubspot](#), if you aren't already, it might be a good idea to sign up to their newsletters and follow their blog posts in order to be continuously updated about the latest news and industry buzz.

And at last a link to a great blog post from [Gleam](#) (digital marketing app company) that gives a good insight into some smart Digital Marketing tactics for small businesses: ["36 Small Business Growth Marketing Tips"](#)

By SACC Member Sissa Wallin,  
Marketing Professional and Blogger:  
[www.foodcleverness.com](http://www.foodcleverness.com)





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