# Chairman’s Report

EIDA was formed to develop the electronics industry in Adelaide and its surrounding regions. This is quite a broad remit for a small start-up association. When I took on the role as President of the association I was firmly of a mind that my role was to facilitate a discussion with and engagement of people in the industry. It was only through such engagement that a clear agenda for the association could be formed.

To this end a website was set up early and running events took a high priority during the first year. The engagement with physical events has certainly outweighed the online engagement by a substantial factor. This is not too surprising as a local association such as ours has a substantial advantage in this area.

The events have been very successful in engaging members with good attendance and high levels of interaction. We’ve sold 253 tickets to 6 events.

1. IoT Cluster Mining and Energy Resources and EIDA Collaboration Event
2. EIDA Foundation Dinner
3. EIDA Industry Breakfast
4. EIDA Site Visit to the Flinders Medical Device Research Institute (MDRI)
5. EIDA Site Visit to University of Adelaide, School of Electrical and Electronic Engineering
6. Site Visit to Ellex

We have 56 paid memberships.

The committee is engaging with government and increasing awareness of the industry. While a lot has been done – there is a still a lot more to do. EIDA has also picked up the baton with respect to promoting the Australian electronics industry through the World Electronics Forum with attendance at the Singapore and Taiwan sessions.

It is now for membership and new committee to decide how to develop the electronics industry. Without wanting to direct the new committee in any particular direction I offer some suggestions.

Government

We need to clearly articulate to government the opportunity for them to be part of taking the electronics industry forward. It is, in my opinion, important to direct government involvement to those items that the individual industry entities and the association cannot do themselves.

Industry Engagement

We need to keep the events happening and importantly the events need to concentrate on bringing together different groups. This was the reasoning behind the Flinders Medical Device Research Institute and IoT Cluster Mining and Energy Resources and EIDA Collaboration events. These counter groups could be potential clients or suppliers of emerging or allied products and solutions.

Industry Promotion

The Adelaide electronics industry does not have a high profile – even in Adelaide. I hope through EIDA we can establish advisory panels that can provide guidance to product developers in diverse fields on the electronics that enables their new product. Often these companies look overseas for support – not through a perception of the local industry but through a lack of awareness of its existence. EIDA has a role in connecting these developers with the enablers in our local industry so that the products developed in Adelaide are enabled by electronics designed and supplied in Adelaide.

Finances

While the finances of the association are limited we are in an enviable position. The Association is not distracted from its primary purpose by business operations purely around making ends meet. I am not suggesting that a zero cost base organisation will be suitable forever – but for so long as it is suitable it is an opportunity to be maximised.

It would be amiss of me not to reflect on the volunteer nature of the association and the breadth of contributions that have made its work possible. This goes well beyond the committee to include the speakers at our events (we have been fortunate to have had the support of Prof Goran Roos, Andrew Skinner, Steve Lechowicz and Steve Travers), the groups that opened their labs and factories to our members and so generously hosted us, and those who have kept all the machinery moving in the background (we have no paid staff). The contribution in time, in kind and in materials is not to be underestimated or taken for granted.

Donald Kay, 6 March 2017