



Annual Report on the Implementation of the International Relations Policy and

2015 Sunshine Coast International Missions Program



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Acknowledgements

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Foreword

One of the key principles underpinning *Sunshine Coast: The Natural Advantage – Regional Economic Development Strategy 2013-2033* is the recognition that the region needs to shift from a consumption-based economy to one that is outwardly focused, investment oriented and connected to global and emerging markets. Through the work of Sunshine Coast Council and many others in the region, clear evidence is emerging of some structural shifts in the economy with a greater diversity of business investment occurring within the nominated high-value industries and better performance of the region across a range of economic indicators.

A key economic policy priority for Council in facilitating this shift is to strengthen the region's economic foundations, support local business and create an environment that encourages investment and generates enduring employment and career opportunities for the community. Broadening access to the global market place is an intrinsic element of improving the competitiveness of the region and sourcing new capital to enable business and employment growth, expand the availability of facilities and infrastructure and showcasing the Sunshine Coast's capabilities within the global environment.

To this end, on 18 February 2014, Council adopted its first International Relations Policy, which determined the organisation's corporate approach to international engagement. As part of that Policy and in line with commitments in the *Regional Economic Development Strategy 2013-2033*, Council now also develops and endorses each year, a prospective program of missions to promote awareness of key investment opportunities in the region and to assist local businesses to access new markets. One of the central accountability tenets of the International Relations Policy is that a formal report is presented to Council each year on the prior year's international relations activities.

On 26 February 2015 Council endorsed the 2015 Sunshine Coast International Missions Program. This year's annual report demonstrates a considerable body of international engagement, trade and investment related activities undertaken to support Council's core economic priorities. Some of the activities were associated with international missions, while other activities were undertaken domestically to take advantage of on-shore events, programs and trade and diplomatic visits.

It should be noted that total expenditure of \$46,451 on international missions in 2015 was less than the total allocated budget of \$77,297 and lower again than that of 2014. The total expenditure on international missions in 2015 equated to 0.02% of total rate revenue in the 2015-2016 financial year and an investment of approximately 0.1% of the \$40 million allocated in the Council budget to economic initiatives.

Council's international relations and engagement activities encompass many aspects of fostering local to global connections in order to raise awareness of the region's investment opportunities and better position the Sunshine Coast in key markets. In 2015 these activities included:

- hosting twelve inbound delegations;
- three outbound trade missions to China (Kunming and Xiamen) and New Zealand;
- one outbound investment mission to Hong Kong, Frankfurt and London;
- one study tour to Singapore;
- managing a range of requests and support activities associated with two of Council's existing international agreements;
- participating in exhibitions, forums, seminars and trade events within Australia to promote the region to an international audience;
- hosting regional visits and market briefings for Queensland Government Trade and Investment Commissioners, Austrade Trade Commissioners and members of the diplomatic corps; and
- supporting youth and cultural exchanges with Xiamen in China and Izumisano in Japan.

The combined effect of this body of work has delivered:

- access to new markets in Xiamen for Sunshine Coast businesses;
- wider awareness in key Asian, European and Middle Eastern markets of the investment opportunities associated with Council's key projects, namely SunCentral Maroochydore and the expansion of the Sunshine Coast Airport;
- greater awareness of the export capabilities of the Sunshine Coast's local exporters;
- the identification of parties who may participate in competitive market processes seeking investment in Council's key projects; and
- Queensland and Australian government representatives who are better informed of the economic, trade and investment priorities of the region and are thus able to identify new market opportunities for Sunshine Coast businesses and advocate "in market" on their behalf.

This report does not cover any private activities of individual Councillors or Council staff that have not previously been authorised as part of Council's International Relations Policy or 2015 International Missions Program. Such activities are of a private nature and are not sanctioned by Council.

Further information on any of the matters outlined in this report can be obtained from the Strategy and Coordination Branch of Council at intl.business@sunshinecoast.qld.gov.au.

1. Overview of the International Relations Policy

A key economic policy priority for the Sunshine Coast Council is to strengthen the region's economic foundations, support local business and create an environment that encourages investment and generates enduring employment and career opportunities for the community.

To achieve significant change in terms of investment in region-building infrastructure, enduring employment and prosperity, Council has acknowledged the region needs to shift from a consumption-based economy to one that is outwardly focused, investment oriented and connected to global and emerging markets. This is a key principle that underpins *Sunshine Coast: The Natural Advantage – Regional Economic Development Strategy 2013-2033*.

The purpose of Council's International Relations Policy (adopted on 18 February 2014) is to ensure Council's relationships and engagements with international entities are undertaken within a robust governance framework with evidence based economic outcomes and a transparent process.

The primary vehicles through which Council engages with international entities are:

- International agreements;
- Hosting international delegations;
- Participating in international missions; and
- Participating in international trade fairs/exhibitions and forums.

The Policy reflects Council's priority to seek tangible and quantifiable economic benefits for the region from its international agreements and engagement activities. The key benefits that Council seeks to achieve include (but are not limited to):

- Promoting the region's export capabilities (goods and services) in high-value industries – notably education and research; tourism, sport and leisure; agri-business; health and well-being; aviation and aerospace; clean technologies; and knowledge industries and professional services;
- Fostering regional access to trade and export opportunities in new markets;
- Profiling the region as a competitive destination for visitation; business, property and infrastructure investment; and securing such investment;
- Advancing the region's learnings from international best practice and locations of excellence; and/or
- Establishing networks of significant business and other contacts.

In line with the Policy, Council's interactions, engagements and relationships with international entities must at all times:

1. contribute to achieving the outcomes of Council's Corporate Plan and regional strategies;
2. be underpinned by mutual respect, understanding and diplomacy;
3. be conducted in a manner which maintains and enhances Council's credibility and reputation; and
4. support increased export, investment and business development opportunities for the region.

The Policy also requires Council to consider and endorse an annual program of international missions and for that program to be accompanied by a report on Council's international relationships and engagement for the preceding year. This report provides an overview of the international delegations, international missions and other activities associated with fostering worthwhile international relationships over the 2015 calendar year.

2. 2015 International Delegations

An international delegation involves an approved visit to the Sunshine Coast by an international entity or entities to:

- investigate investment opportunities in the region; or
- investigate and/or negotiate trade and export relationships with business, industry and/or not for profit organisations in the region.

Throughout 2015, Council hosted twelve inbound international delegations from the People's Republic of China and Japan, plus visits by Trade and Invest Queensland (TIQ) international network representatives and the Department of Foreign Affairs and Trade (DFAT/Austrade) representing the Gulf Co-operation Countries' Australian Trade Commissions and Consulates. These delegations included cultural exchange, exploring potential investment and trade opportunities and gaining an understanding of best practice local government administration.

Date	Delegation	Country of Origin	Areas of Interest
29 January 2015	Australia-China Chamber of CEO Inc Delegation	Australia/China	Business investment and larger scale investment opportunities associated with Council's major projects (i.e. Maroochydore city centre and Sunshine Coast Airport expansion)
23 April 2015	Mr Warren Bartlett Deputy Trade and Investment Commissioner Europe and Sub-Saharan Africa, Trade and Investment Queensland	United Kingdom	Business investment and larger scale investment opportunities associated with Council's major projects (i.e. Maroochydore city centre and Sunshine Coast Airport expansion) Site visits to key investment projects/opportunities including Sunshine Coast Airport and Kawana Health Precinct
29 April 2015	Mr Huang Yong Director, Business Development for Beijing Trade and Investment Queensland	China	Business investment and larger scale investment opportunities associated with Council's major projects (i.e. Maroochydore city centre and Sunshine Coast Airport expansion) Site visits to key investment projects/opportunities
10 June 2015	JFE Engineering delegation	Japan	Explore Clean Technologies and best practice relating to Waste and Recovery Management
24 June 2015	Ms Sonia Hu Business Development Manager, Trade and Investment Queensland – China Office	China	Business investment and larger scale investment opportunities associated with Council's major projects (i.e. Maroochydore city centre and Sunshine Coast Airport expansion) Site visits to key investment projects/opportunities including Kawana Health Precinct and briefing by Stockland.
25 August 2015	Yinchuan Government Delegation	China	Education related linkages and Schools Study tour programs arranged through Education Queensland International

9-11 October 2015	Trade and Investment Queensland Commissioners	China, Europe, Hong Kong, India, Indonesia, Japan, Korea, Latin America, Middle East, North America and Taiwan	Trade and Export opportunities, Familiarisation re Business investment and larger scale investment opportunities associated with the region's major projects
21 October 2015	Xiamen Municipal Government Delegation	China	Economic and Regional Briefing and tour of Sunshine Coast major Projects
29 October 2015	Department of Foreign Affairs and Trade/Austrade, Ambassadors, Consul General and Trade Commissioners	Middle East and North Africa	Trade and Export opportunities, Business investment and larger scale investment opportunities associated with the region's major projects
1-2 November 2015	Seashine Group of Companies Delegation	China	Trade and export opportunities in the food and agribusiness sectors.
11 November 2015	Jimei University, Xiamen Delegation	China	Education and Research related opportunities and exchange programs with University of the Sunshine Coast
19 November 2015	Shanghai Wan Feng Real Estate Co.,Ltd and Zhejiang China Commodities City Group Co	Australia/China	Business investment and larger scale investment opportunities associated with Council's major projects (i.e. Maroochydore city centre and Sunshine Coast Airport expansion)

3. 2015 International Missions Program

The purpose of Council's annual program of international investment and trade and export missions is to grow awareness of the Sunshine Coast, facilitate access to new markets for local business and to generate investor interest in the region's game-changer projects and other opportunities.

Trade and export missions normally have a specific industry focus in which local business representatives travel to key overseas markets to showcase their products and services and introduce the participants to potential buyers, investors and trading partners. Led by a Council representative, these missions involve government to government engagement which provides a platform for organisations to develop new, or build on existing, relationships with overseas organisations. Activities on these missions can include business briefings and networking functions, site visits, trade exhibitions and business matching sessions.

Council's 2015 international missions program provided targeted opportunities to:

- promote the region's export capabilities (goods and services) in high-value industries – notably education and training, tourism, sport and leisure; health and well-being; aviation and aerospace;
- foster regional access to trade and export opportunities in new markets;
- profile the region as a competitive destination for visitation; business, property and infrastructure investment; and securing such investment;
- advance the region's learnings from international best practice and locations of excellence; and
- establish networks of significant business, investment and other contacts.

The program, approved on 26 February 2015, contained:

- One investment mission to the major capital markets of Hong Kong, Frankfurt (Germany) and London (United Kingdom) as key sources of investment capital for projects of particular significance to the region – specifically the expansion of the Sunshine Coast Airport and the development of the Maroochydore city centre; and
- Four trade and export missions (to China, Hong Kong and New Zealand) - to provide the opportunity for local businesses in identified industry sectors to present in targeted international markets.

Of the four originally approved trade missions, two proceeded in line with the approved 2015 Program. The first mission, to the Routes Asia Conference in Kunming, China took place in March 2015. The mission to Auckland, New Zealand took place in August/September 2015.

The remaining two missions were modified due to a variety of considerations and factors which became evident as the year progressed.

The approved Education and Training mission to China and Hong Kong, which was planned for June 2015, did not proceed due to insufficient registrations of interest by qualified industry representatives and timing considerations. This mission was replaced by an approved Study Tour undertaken by the then Deputy Mayor, Cr Chris Thompson, to Singapore in October 2015, for the purposes of conducting site visits and obtaining briefings from relevant government agencies on the development and operation of pneumatic waste collection systems installed throughout Singapore. This study tour, which was referenced in the 2015 program as part of an approved trade mission, was considered of considerable value to Council given the potential relevance to the waste management solutions planning for the Maroochydore city centre.

The proposed mission to promote the region's export capability in aged care solutions in Singapore, Hong Kong and Xiamen, to take place in September 2015 was timed to coincide with the 2015 Xiamen International Health Expo. Low levels of interest by local health and aged care industry participants in attending the 2015 Xiamen International Health Expo and changes to the participation arrangements for Council, resulted in the mission being modified to a small business delegation to the China International Fair for Investment and Trade (CIFIT) in Xiamen, which is a well-established international trade event held in September each year.

Summary of Costs

Mission	Approved Budget	Expenditure
Sunshine Coast International Mission – Routes Asia – March 2015	\$6,985	\$6,756
Sunshine Coast Investment Mission – May 2015	\$31,900	\$24,126
Sunshine Coast Education and Training Mission - June 2015 (Did not proceed) – <i>Replaced with Pneumatic Waste Study Tour conducted by the then Deputy Mayor in October 2015</i>	\$16,962	\$7,218
Sunshine Coast Trade Mission to Auckland, New Zealand – August/September 2015	\$8,008	\$5,522
Sunshine Coast Small Business Mission to the China International Fair for Trade and Investment - September 2015	\$13,442	\$3,729
Total	\$77,297	\$46,451

4. Sunshine Coast International Mission – Routes Asia 2015: 15 – 17 March 2015

Destination

The Routes Asia Conference was held in Kunming, China on 15-17 March 2015.

Objectives

The primary objective approved for this mission was in line with the Sunshine Coast Airport's strategy to negotiate and secure airline routes to the Sunshine Coast from the Asia-Pacific region in time to commence operations as soon as the Airport expansion project is completed in 2020. The development of relationships and business cases that precede the establishment of new routes takes time and the Routes Asia 2015 Conference represented a significant first step in this regard.

Rationale

- Routes Asia brings together a range of airlines, airports and tourism authorities, including some of the largest carriers in the Asia region and offers the opportunity to meet with some of the most influential aviation professionals from across the world.
- Routes Asia 2015 Conference attracted over 1054 delegates, representing 112 airlines, 229 airports and 29 tourism authorities. It also was the busiest Routes Asia with almost 2000 pre-arranged meetings with a further 200 arranged on site.
- China is a significant and growing source market for Australia and the Sunshine Coast. Chinese outbound tourism to Australia will grow to approximately \$1.4 billion by 2023 (2014 Tourism Research Australia).
- Routes Asia allows for airports and airlines to meet in one place for an intense two days of "speed dating" type meetings of 20 minutes each to establish initial connections for further follow up.

Mission representatives

Mr Peter Pallot, General Manager, Sunshine Coast Airports

Budget

Item	Cost
Flights	\$2,273
Accommodation	\$1,922
Conference Cost	\$2,433
Ground Transport	\$0
Visa Applications	\$128
Total	\$6,756
Approved Budget	\$6,985

Program

This intensive three day program saw the Sunshine Coast Airport representative meet formally with 13 Airlines (see details below) and four airports and informally with a further 24 organisations, airlines and airports. Airline delegates were very keen to learn more about the Sunshine Coast, its airport and the opening up of short and long term opportunities.

Airline	Objectives/Discussion Items
Air Asia Indonesia	Indonesia is seen as a significant source market of the future for tourism destinations such as Australia and New Zealand, with the New Zealand airports targeting this market strongly. The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions. The Australia's Nature Coast product was discussed and well received by the airline as an inbound opportunity.
Air China Beijing	Throughout meetings with Chinese based carriers, there was significant interest in destinations offering a nature based experience and while there was little awareness of the Australia's Nature Coast product, there was significant interest in learning more and the opportunities to fly directly into the destination.
Air New Zealand Auckland	Air New Zealand has flown for the past three years seasonally into Sunshine Coast Airport and in fact, this route was the result of the only other Routes Asia conference attended by Airport representatives. The discussion centred on the current performance of the route.
Beijing Capital Airlines	The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions. The Australia's Nature Coast product was discussed.
China Eastern Airlines Co. Ltd	Throughout meetings with Chinese based carriers there was significant interest in destinations offering a nature based experience and while there was little awareness of the Australia's Nature Coast product, there was significant interest in learning more and the opportunities to fly directly into the destination.
China Southern Airlines Company Limited	Throughout meetings with Chinese based carriers there was significant interest in destinations offering a nature based experience and while there was little awareness of the Australia's Nature Coast product, there was interest in learning more and the opportunities to fly directly into the destination. China Southern was interested in the ANC product and keen to stay in touch as Council gets closer to delivering the new runway. In the short term, there is an ability to sell the Sunshine Coast to China Southern from Auckland with its code share partner Air New Zealand and via Melbourne and Sydney through Virgin Australia.
Etihad Airways Abu Dhabi	Informal meeting held to raise awareness of the Sunshine Coast Airport expansion project timing. Through fares are currently available via Sydney and Melbourne on Virgin Australia to the Etihad network.
Hainan Airlines Co. Ltd. Beijing	Hainan Airlines was interested in the Australia's Nature Coast product and is keen to stay in touch as Council gets closer to delivering the Sunshine Coast Airport expansion project. Hainan Airlines does not currently fly to Australia but does have aspirations to do so through a regional airport gateway. It is also a target for the charter market in the future.
Hong Kong Airlines Limited	This meeting was a follow up to a meeting held with the Mayor in Hong Kong in May 2014. Hong Kong Airlines (which is part of the Hainan Airlines Group) is interested in attractive tourism destinations in Australia and while it does not currently fly to Australia, it is keen to establish an entry point through a regional location.
Lucky Air Yunnan, China	Lucky Air is a Chinese low cost carrier (LCC) based in Kunming, Yunnan. Founded in 2004, the carrier operates domestic services with narrow body equipment from its main base at Kunming Changshui International Airport. Lucky Air is part of the Hainan Airlines Group. The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions. The Australia's Nature Coast product was discussed.

Airline	Objectives/Discussion Items
Scoot Singapore	The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions. The Australia's Nature Coast product was discussed. The airline was unaware of the product but clearly impressed by both the inbound and outbound opportunities to Bali and Singapore as a gateway to the rest of the Scoot network
Sichuan Airlines	<p>The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions. The Australia's Nature Coast product was discussed. The airline was unaware of the product but impressed by the destination as an inbound opportunity.</p> <p>Sichuan Airlines operates into Sydney and Melbourne and provides opportunities to connect to the Sunshine Coast Airport in the short term through code share partners. The Sunshine Coast Airport will continue to work with the Airline on longer term plans for direct access post the completion of the new runway.</p>
Xiamen Airlines Xiamen, China	<p>Xiamen Airlines is based in the Sunshine Coast's sister city Xiamen. It commenced its first operations to Australia in late October 2015 with a B787 service four times a week. Xiamen Airlines is majority owned by China Southern and a member of Sky Team. It code shares with both China Eastern and China Southern.</p> <p>The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions. The Australia's Nature Coast product was discussed as was our sister city relationship. There is an opportunity to work with Xiamen Air to develop a link to Sunshine Coast via Sydney in the short term through code share partners and work with them on longer term plans for direct access post the completion of the new runway.</p>

Outcomes

- Throughout the meetings with China based carriers there was significant interest in learning more and the opportunities to fly directly into the destination.
- Sunshine Coast Airport's lack of curfew and exemption from bilateral arrangements were of interest to most airlines, especially those newer airlines looking to the Australian market via less traditional ports of entry.
- The Australia's Nature Coast product is seen as new and exciting with potential in the short term to add to other more traditional Australian destinations and as a direct source of visitors in the future once the Airport is able to accommodate the aircraft operating these routes.
- Short term opportunities will come from fostering through fares in the airlines' booking systems via code share or alliance partners via Sydney, Melbourne and Auckland. In the longer term (post runway completion) opportunities were discussed to operate to Denpasar, Singapore and a number of Chinese destinations. A number of airlines indicated a desire to meet further.
- With the confirmation of an extended service to Auckland and a number of very promising engagements with Asian carriers, this mission to Routes Asia was considered to be successful.
- To capitalise on the success of this mission, it will be essential to continue to engage with these organisations and build on these relationships throughout the year and at future Routes Asia events.

5. Sunshine Coast Investment Mission: 16 – 31 May 2015

Destination

Major Capital Markets - Hong Kong, Frankfurt (Germany) and London (United Kingdom).

Objectives

The primary objectives for this mission were to:

- showcase the Sunshine Coast, its economic credentials and investment opportunities in some of the most significant global capital markets;
- establish relationships with key financial institutions, professional advisors, institutional and other investors to facilitate investment interest in the Sunshine Coast; and
- present SunCentral Maroochydore, the Sunshine Coast Airport and other key projects to targeted investors.

Rationale

- The major capital markets identified reflect key destinations visited by the Queensland Treasurer and Queensland Treasury Corporation every year as the major sources of investment in Government bonds.
- These locations were also identified through consultation with the Agent-General for Queensland and Queensland Government Trade and Investment Commissioner to the United Kingdom and Europe as being potentially of the highest value in attracting significant international and institutional investor interest in Council's key projects.
- The United Kingdom and Frankfurt (Germany) are leading global financial investment markets to Australia and provide access to the large sovereign wealth funds of Norway, Qatar and Abu Dhabi – all of which are headquartered in London. London remains the world's largest financial centre, with over 50% of all global financial transactions taking place through London every year. Hong Kong is the world's third largest financial centre (after London and New York – thus the largest in Asia) and is ranked second globally in terms of equity funds raised through Initial Public Offerings (IPO) in 2013. Hong Kong is also the home of 70 of the world's 100 largest banks.
- The assistance of the Agent-General for Queensland in the programming of the mission was available, as was the assistance of the Queensland Government Trade and Investment Commissioner to Hong Kong.

Mission representatives

- Mayor Mark Jamieson
- Mr Craig Matheson, Manager, Strategy and Coordination

Budget

Item	Cost
Flights	\$11,507
Accommodation	\$10,099
Ground Transport	\$2,520
Total	\$24,126
Approved Budget	\$31,900

Program

The program for the Investment Mission covered three cities, involving meetings with over 65 representatives of key financial institutions, professional advisors, institutional and other investors. The format for engagement included individual meetings, an investment networking reception, an investor's breakfast briefing, and a business lunch hosted by the Mayor in Hong Kong; inspections of premium hotel and convention and exhibition facilities and site visits to city regeneration projects in Docklands, London and Wisbech, Cambridgeshire.

Whilst in the United Kingdom, an official courtesy visit to Council's Friendship City in March, Fenland District in Cambridgeshire also took place.

Company	Objective / Discussion Items
Asia Pacific Real Estate, KKR	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site and the Kawana Health Precinct.
Real Estate Investment Banking, Asia JP Morgan	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
Trade and Investment Queensland Hong Kong and Macau	The Sunshine Coast delegation received a detailed briefing on current developments in the Hong Kong markets and more recent capital investment interests in Queensland. Arrangements for the finalisation of the Memorandum of Understanding with the Hong Kong Real Property Federation were also discussed.
Morgan Stanley Pty Ltd	To establish an awareness of the Sunshine Coast Investment Prospectus and the region's 20-year economic plan and start a dialogue around relevant opportunities for Morgan Stanley on the Sunshine Coast. Specific discussions were held on opportunities associated with SunCentral Maroochydore, the Sunshine Coast Airport, other infrastructure investments and other major residential development projects.
Blackstone	To discuss some of Blackstone's current investment interests in the Sunshine Coast and outline specific opportunities associated with SunCentral Maroochydore, the premium hotel and convention centre site, the Sunshine Coast Airport and tourism infrastructure development opportunities in the region.
Hong Kong Real Property Federation	Council and the Hong Kong Real Property Federation executed a Memorandum of Understanding, which has the potential to provide a pipeline of significant investment to the region. This represented a culmination of discussions which had commenced in November 2014. The Federation members presented the credentials and capabilities of their members and specific discussions were held in relation to SunCentral Maroochydore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
Mayor's Investment Business Networking Lunch	This networking event enabled the introduction of a number of Hong Kong based companies to the Sunshine Coast and its portfolio of key investment opportunities.

Company	Objective / Discussion Items
Far East Consortium International Ltd	This was a follow up meeting, providing an opportunity to update the Far East Consortium Chairman on progress with SunCentral Maroochydhore, the Sunshine Coast Airport expansion project and Council's plans to secure an international broadband submarine cable landing in the region.
Deloitte, Germany	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydhore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
Mr Dirk Grosse Wordemann, Aareal Bank	To discuss approaches to the major German banks, financial institutions and property investment market on the major asset investment classes available on the Sunshine Coast.
KPMG, Germany	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydhore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
BDO, Germany	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydhore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
Bubdesverband Alternative Investment (BAI)	To establish an awareness of the Sunshine Coast and the key investment opportunities emerging in the region. The specific matter for discussion focussed on the Sunshine Coast Airport expansion project and the timing and approach for sourcing an equity partner. BAI has extensive connections with all major airport infrastructure investors in the German Federation, including Fraport.
Austrade Frankfurt	Council representatives briefed the Austrade Investment Adviser on Sunshine Coast investment opportunities and key export industry strengths so that Austrade representatives in Germany have a greater awareness of the Sunshine Coast's economy, investment opportunities and export capabilities.
Tredic Corporation	To provide an overview of the Sunshine Coast and the key investment opportunities emerging in the region. The specific matter for discussion focussed on the Sunshine Coast Airport expansion project and the timing and approach for sourcing an equity partner.
Fortress Investment Group	To provide an overview of the Sunshine Coast and the key investment opportunities emerging in the region. The specific matter for discussion focussed on the Sunshine Coast Airport expansion project and the timing and approach for sourcing an equity partner.
ANZ Germany	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydhore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
German Australia Business Chamber	To establish an awareness of the Sunshine Coast and the key investment opportunities emerging in the region. The specific focus of discussions were on the opportunities associated with the development of SunCentral Maroochydhore, the premium hotel and convention centre site, the region's export and trade capabilities and Council's plans to secure an international broadband submarine cable landing in the region.

Company	Objective / Discussion Items
Trade and Investment Queensland United Kingdom and Europe	This meeting provided the opportunity to review the London program, discuss specific targets and for the Agent-General to brief the Mayor on the visit to the United Kingdom that was planned for the Deputy Premier within three weeks of the Sunshine Coast mission.
Banco Sabadell	To provide an overview of the Sunshine Coast and the key investment opportunities emerging in the region. The specific matters for discussion focussed on the Sunshine Coast Airport expansion project and the timing and approach for sourcing an equity partner; the development of SunCentral Maroochydore; the premium hotel and convention centre site; and the Sunshine Coast Light Rail project.
KPMG, United Kingdom	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the Sunshine Coast Airport; the Sunshine Coast Light Rail project; and Council's plans to secure an international broadband submarine cable landing in the region.
Balfour Beatty Infrastructure Partners	To provide an overview of the Sunshine Coast and the key investment opportunities emerging in the region. The specific matter for discussion focussed on the Sunshine Coast Airport expansion project and the timing and approach for sourcing an equity partner.
Universities Superannuation Scheme	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the Sunshine Coast Airport expansion project and the timing and approach for sourcing an equity partner; the Sunshine Coast Light Rail project; and Council's plans to secure an international broadband submarine cable landing in the region.
Westfield Europe Ltd	To provide an overview of the Sunshine Coast and the key investment opportunities emerging in the region. The specific matter for discussion focussed on Council's approach to city making, core infrastructure and property investment approaches and the city regeneration and infrastructure rejuvenation projects.
British Expertise International	To establish an awareness of the Sunshine Coast and the key investment opportunities emerging in the region. The specific focus of the presentation and discussions were on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the expansion of the Sunshine Coast Airport; the region's export and trade capabilities; and Council's plans to secure an international broadband submarine cable landing in the region.
Mott McDonald	To provide an overview of the Sunshine Coast and the key investment opportunities emerging in the region. The specific matter for discussion focussed on the Sunshine Coast Airport expansion project and the timing and approach for infrastructure delivery.
Barton Marks	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the Sunshine Coast Airport; the Sunshine Coast Light Rail project; and Council's plans to secure an international broadband submarine cable landing in the region.
Fenland District Council	The Sunshine Coast delegation received a briefing on current plans and future opportunities which Fenland District Council is exploring for its region. The Sunshine Coast Council representatives provided a briefing on the Regional Economic Development Strategy 2013-2033, key economic development priorities and offered to exchange information and ideas on matters of mutual interest. A tour of regeneration sites within Wisbech was also conducted.

Company	Objective / Discussion Items
Fenland Twinning Association	This was an official courtesy call given the long standing Friendship City agreement between Fenland District Council and Sunshine Coast Council. Specific discussions centred on the many ways in which the Fenland District and the city of March memorialise the heroic efforts of Pilot Officer Jim Hocking during World War II.
Cavalry School, March Fenland	To meet with the local officials and present prizes to Year 5 schoolchildren who had just completed a Museum display on the life story of Jim Hocking. The Mayor also used this opportunity to pass on to the town of March the warm greetings of Jim Hocking's family on the Sunshine Coast.
Siemens, Cities and Infrastructure Division	To inspect the Crystal - Siemens' Global Sustainable Cities Initiative - and to commence discussions on Council's approach to city-making on the Sunshine Coast. Specific discussions centred on the Smart City Framework, Council's planned solar farm and Council's plans to secure an international broadband submarine cable landing in the region. The opportunities for Siemens to contribute to Council's city making process and to participate in the 2015 Asia Pacific Cities Summit were also discussed.
National Australia Bank (United Kingdom), Energy and Infrastructure Finance	The specific focus of discussions was on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the Sunshine Coast Airport; the Sunshine Coast Light Rail project; and Council's plans to secure an international broadband submarine cable landing in the region. The National Australia Bank representatives undertook to brief appropriate clients on the investment opportunities forthcoming on the Sunshine Coast.
Benoy	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore and the premium hotel and convention centre site. Discussions also took place on the growth of the knowledge industries and professional services on the Sunshine Coast and the scope for Benoy to consider an expansion of its Australian operations into the region.
Commonwealth Bank of Australia (United Kingdom)	The specific focus of discussions was on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the Sunshine Coast Airport; the Sunshine Coast Light Rail project; and Council's plans to secure an international broadband submarine cable landing in the region. The Commonwealth Bank representatives undertook to brief appropriate clients on the investment opportunities forthcoming on the Sunshine Coast.
Queensland Investment Corporation	The focus of this presentation was on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the Sunshine Coast Light Rail project; and Council's plans to secure an international broadband submarine cable landing in the region. Detailed and focussed discussions were held on the Sunshine Coast Airport expansion project and the timing and approach for sourcing an equity partner.
Herbert Smith Freehills	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the Sunshine Coast Airport; the Sunshine Coast Light Rail project; and Council's plans to secure an international broadband submarine cable landing in the region.
JP Morgan (United Kingdom)	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the Sunshine Coast Airport; the Sunshine Coast Light Rail project; and Council's plans to secure an international broadband submarine cable landing in the region.

Company	Objective / Discussion Items
His Excellency the Honourable Alexander Downer, Australian High Commissioner to the United Kingdom	This was a courtesy meeting conducted in association with the Australia and New Zealand Festival of Literature and the Arts. The High Commissioner was briefed on the Sunshine Coast's priorities, connections with the United Kingdom and specific economic and investment opportunities and the region's export capabilities.
London Legacy Development Corporation	This meeting provided the opportunity to gain first hand insights to approach, considerations and priorities associated with the London 2012 Olympic Games bid to inform any potential 2028 Olympic Games bid by south east Queensland. Detailed discussions were held on the legacy objectives that were established early in the London Olympics bid process and the approach that has been taken to the rejuvenation for East London during and post the 2012 Olympics.

Outcomes

- Signing of the Memorandum of Understanding with the Hong Kong Real Property Federation, which has the potential to provide a pipeline of significant investment to the region;
- Important investment and trade connections established with:
 - Banks and financial institutions
 - Property and infrastructure development companies and investors
 - Pension, superannuation and insurance funds with a history of investing globally in infrastructure and property assets similar to those being promoted by Council
 - Professional advisory firms that have extensive and valuable links to major investment channels and proponents.
- At least six of the parties whom were engaged with during the mission will likely participate in the process to secure an equity partner in the Sunshine Coast Airport – enhancing the competitive tension that will exist in that process which will be beneficial to Council in securing the best possible outcome for the Airport asset and the ratepayer.
- The timing of the mission could not have been better given the significant disappointment in all three markets when the Strong Choices asset leasing program did not proceed following the change of Government in Queensland in January 2015. Interested capital investors remain available and were pleased to be presented with high quality proposals offering solid investment returns over the medium to long term.
- Further infrastructure investment leads have been identified and secured in Germany and the United Kingdom as a result of this mission and the subsequent visit by the Deputy Premier three weeks after the Mayor was in London and Frankfurt.
- Highly valuable connections established that will help to shape the city making agenda that Council is pursuing at SunCentral Maroochydore and for the broader Sunshine Coast.
- The connections established with the London Legacy Development Corporation have already resulted in the sharing of information that is informing the feasibility study for the South East Queensland Olympic Games bid.

6. Sunshine Coast Trade Mission to New Zealand: 30 August to 4 September 2015

Destination

Auckland, New Zealand.

Objectives

The objectives of the mission were to increase awareness of the region's offer as a sports training and tourism destination by:

- Showcasing the region's venues for training and competition purposes for 13 of the 17 sport disciplines planned for the 2018 Gold Coast Commonwealth Games
- Promoting the region as a key sporting destination for national and international sporting teams training and high performance camps
- Building on the extended season of Air New Zealand direct flights to the Sunshine Coast, which has substantially increased seating capacity since June 2015.

Rationale

- The opportunity existed to leverage the New Zealand market with seasonal flights between Auckland and the Sunshine Coast, making the Coast more accessible to this market.
- New Zealand has strong sporting ties with Australia and Council has connections with High Performance Sport New Zealand that can be leveraged to generate interest in sport training and competition on the Sunshine Coast
- The Sunshine Coast has successfully attracted local and major sporting events to the region for a number of years.
- The mission provided the opportunity to encourage national and international sporting teams to consider the Sunshine Coast as a location when undertaking high performance training camps in the lead up to the 2018 Gold Coast Commonwealth Games.

Mission representatives

Cr Jason O'Pray	Sunshine Coast Council
David Hopper	Sunshine Coast Council
Simon Ambrose	Visit Sunshine Coast
Nathan Gordon	University of the Sunshine Coast
Benny Pike	Sunshine Coast Sports Federation
Michael O'Connor	Sunshine Coast Sports Federation
Tim Howard	Sunshine Coast Sports Federation
Rachael Smith	Novotel Twin Waters Resort

Budget

Item	Cost
Flights	\$1,497
Accommodation	\$3,521
Ground Transport	\$504
Total	\$5,522
Approved Budget	\$8,008

Program

The program focussed on accessing key decision makers attending the Commonwealth Games General Assembly held in Auckland from 1-3 September 2015, with the aim of encouraging teams to train on the Sunshine Coast in the lead up to the 2018 Gold Coast Commonwealth Games.

The program continued to build on the work done by the former *Commonwealth Games Opportunities Forum* and helped deliver the actions outlined in the Tourism, Sport and Leisure Industry and Investment Plan developed under the *Sunshine Coast Regional Economic Development Strategy 2013-2033*.

Company	Objective / Discussion Items
Office of the Commonwealth Games	During this meeting a number of opportunities and introductions were afforded to the group
Austrade	This meeting provided an overview of the New Zealand market and contact details and connections with almost all of New Zealand's sporting organisations.
High Performance Sport New Zealand (HPSNZ)	HPSNZ provided a comprehensive briefing on New Zealand's High Performance Sport program and their strategic priorities. A number of opportunities of mutual benefit were discussed around training and competition in Triathlons, Hockey, Road Cycling and Rugby Sevens. Key contacts and introductions were also provided to the National Secondary Schools.
Auckland Tourism Events and Economic Development (ATEED)	The meeting with ATEED provided the opportunity to brief the delegation on the tourism industry in Auckland including tourist movements and spend in the Auckland market attributed to select national and international events.
Air New Zealand	Discussion took place on the performance of the Auckland to Sunshine Coast flights, the current load factors for June to October and the anticipated load factors for the extended summer season of 13 December to 28 February.
Tabs on Travel	Cr O'Pray and Simon Ambrose conducted a very positive media interview with New Zealand's leading travel trade publication "Tabs on Travel", which is distributed throughout New Zealand.
New Zealand Rugby League	Discussions took place on progressing a potential Trans-Tasman Secondary Schools Rugby League competition opportunity with the Sunshine Coast. Key contacts were also provided at the New Zealand Secondary School Sports Council, which in turn, is keen to advance possible opportunities around winter sports, particularly Hockey, Netball, Rugby League and Rugby Union.
Commonwealth Games Organisations - Scotland	The delegation met with the Scotland representatives who indicated they are preparing to visit the Sunshine Coast in early November 2015 to determine whether to use the region as a pre-Games training location.
Commonwealth Games Organisations - Fiji	Discussions took place on the possibility of Fiji teams using the Sunshine Coast for pre-Games training purposes.
Commonwealth Games Organisations – Malawi Olympic Committee and South African High Commissioner	Discussions took place on the possibility of using the Sunshine Coast for pre-Games training purposes and other out-of-competition training opportunities.

Company	Objective / Discussion Items
Bowls New Zealand	Bowls New Zealand (BNZ) is interested in strengthening the relationship with the Sunshine Coast and in particular, with the Sunshine Coast Winter Bowls Carnival, to a point where they offered to promote the Winter Bowls Carnival on BNZ's website. An offer was made to provide signage of the Winter Bowls Carnival at their Trans-Tasman competition, which is streamed worldwide by Sky TV.

In addition to the formal meetings detailed above, informal discussions were held with representatives from the following organisations:

- Auckland Airport
- Commonwealth Games Organisation – Durban
- Outdoor Trust
- South African High Commission
- Sport New Zealand
- Stella Travel Services

Outcomes

- The mission provided the opportunity to continue discussions to develop new travel products for the New Zealand market and possible strategies for the Sunshine Coast to attract New Zealand tourists to the Sunshine Coast for short stay and special interest visits.
- Discussions are continuing around the opportunities identified by Bowls New Zealand associated with the Winter Bowls Carnival and with the New Zealand Rugby League for a Trans-Tasman Winter competition.
- An 18 person delegation from the Commonwealth Games Association of Scotland visited the Sunshine Coast on 2-3 November 2015 to assess facilities and service support arrangements in the lead up to the 2018 Gold Coast Commonwealth Games.
- The mission provided the opportunity to reaffirm the strong relationship with Air New Zealand and the support of both the tourism industry and Council for the continuing growth of the direct Auckland to Sunshine Coast route.

7. Sunshine Coast Small Business Mission: 6 - 11 September 2015

Destination

Xiamen, China - to attend the China International Fair for Investment and Trade.

Objectives

The primary objectives for this mission were:

- to support the Xiamen – Sunshine Coast Friendship City Agreement;
- to provide exposure to the broader Chinese market for local small business operators.

Rationale

Specifically, this mission provided the opportunity for delegates who were relatively new to the China export market to gain some exposure and introductions with the support of the Xiamen Foreign Affairs Office.

Mission delegates

Cr Jenny McKay	Sunshine Coast Council
Gabrielle Troon	Sunshine Coast Council
Catherine Molloy	Director, Auspac Business Advantage Pty Ltd (trading as Target Training)
Mike Burns	Principal, Elders Real Estate Palmwoods
Meng Meng	Elders Real Estate Palmwoods
Jeff Park	Kangaroo Bus Lines

Budget

Item	Cost
Flights	\$3,028
Accommodation	\$402
Ground Transport	\$133
Visa Applications	\$166
Total	\$3,729
Approved Budget	\$13,442

Program

Small business delegates were able to tailor their individual programs to maximise the benefits they each sought to achieve from the mission. The delegates departed Brisbane travelling independently and whilst all delegates represented the Sunshine Coast at CIFIT and attended the formal events, each delegate used the opportunity to pursue their individual business objectives.

Whilst in Xiamen, in addition to attending CIFIT, Cr McKay met with the following organisations.

Company	Objective / Discussion Items
Xiamen Airlines	To discuss the Sunshine Coast Airport expansion plans and the potential for connecting flights to the Sunshine Coast via Sydney once Xiamen Airlines commences its Xiamen to Sydney route in late 2015.
Xiamen Seashine International Trade	To view the New Zealand display of fresh food and dairy products and to discuss the potential for the export of fresh produce from Sunshine Coast to Xiamen and the possibility of a buyers delegation from Xiamen to visit the Sunshine Coast
Xiamen Children's Palace	Discussion regarding continuing plans for children's' cultural visits to Sunshine Coast
Xiamen Foreign Affairs Office	Discussion regarding the forthcoming visit to the Sunshine Coast by a delegation of Senior officials from the Xiamen Municipal Government. This visit subsequently took place on 21-22 October 2015.
Xiamen Music School	Discussion regarding arrangements for the forthcoming visit to the Sunshine Coast by a group of Music School students

In addition to the meetings listed above, Cr McKay attended the following briefings and events:

- Fujian – Australian Matchmaking Symposium and 2015 China – Australia Business Week Chinese Forum
- Beautiful Xiamen - Xiamen FTZ Introduction Seminar
- Formal Luncheon hosted by Ms Kong, Director-General Xiamen Foreign Affairs Office
- CIFIT Welcome Dinner – Capital Meets Projects, Networking with Global Resources, Sister Cities Reception

Outcomes

- Target Training was contracted to deliver a cultural training program to the Xiamen Translator Service (350 members) in 2015 and 2016 and is continuing discussions regarding several potential contracts to deliver training programs in the future.
- Elders Real Estate Palmwoods has identified and is pursuing a number of new clients seeking to secure property investments in the Sunshine Coast.
- Xiamen Seashine International Trading Company sent a buyers delegation to the Sunshine Coast on 1-2 November 2015 and participated in a two day program of site visits and meetings with Sunshine Coast exporters. Discussions with a number of exporters are continuing.
- Sunshine Coast Council was invited to attend the official launch of the Xiamen Airlines flights to Sydney in November 2015 and to discuss options for connecting routes to the Sunshine Coast with domestic code share partners.
- A senior delegation of officials from the Xiamen Foreign Affairs office visited the Sunshine Coast on 21-22 October 2015.

8. Pneumatic Waste Systems Study Tour: 21 to 26 October 2015

Destination

Singapore.

Objectives

The former Deputy Mayor, Cr Chris Thompson undertook a study tour to inspect and obtain briefings from relevant government agencies on the development and operation of the pneumatic waste collection systems installed throughout Singapore, given the potential relevance to the waste management planning for Sun Central Maroochydore.

Delegate

Cr Chris Thompson Sunshine Coast Council

Budget

Item	Cost
Flights	\$5,616
Accommodation	\$1,559
Visa Applications	\$43
Total	\$7,218
Approved Budget	\$16,962

Program

Cr Thompson attended formal meetings over the course of 21 – 26 October 2015 with various government, industry and waste infrastructure operators, to gain an understanding of the considerations of planning, installation and operation.

Company	Objective / Discussion Items
Austrade Singapore	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – including the expansion of the Sunshine Coast Airport and the development of SunCentral Maroochydore. Cr Thompson also received a market briefing on Singapore and current trends and opportunities.
National Environment Agency	To gain insights to the National Environment Agency's experience and challenges in urban renewal, environmentally sustainable commercial centre development and innovation. This included the National Environment Agency's approach to major urban renewal and commercial centre development including: <ul style="list-style-type: none"> o avenues and approaches to innovative sustainable waste solutions o innovative financing or funding models as part of urban renewal and precinct development o integration of smart technologies in precinct design and the built environment

Company	Objective / Discussion Items
Urban Redevelopment Authority, Ministry of National Development	To gain insights to the Urban Redevelopment Authority's experience and challenges in urban renewal, environmentally sustainable commercial centre development and innovation. This included the Urban Redevelopment Authority's approach to major urban renewal and commercial centre development including: <ul style="list-style-type: none"> o avenues and approaches to innovative sustainable waste solutions o innovative financing or funding models as part of urban renewal and precinct development o integration of smart technologies in precinct design and the built environment.
Building and Construction Authority	To gain some insights to the Building and Construction Authority's experience and challenges in urban renewal, commercial centre development and innovation including: <ul style="list-style-type: none"> o Environmentally friendly design and construction o Singapore's Green Building Masterplan o Implementation of green initiatives in parks, infrastructure and precincts o integration of smart technologies in precinct design and the built environment
Envac (Asia Pacific)	To gain a better understanding of Automated Waste Facilities operations and their implementation across Singapore.

In addition to the formal meetings detailed above, informal discussions were held with representatives from the following organisations:

Gardens by the Bay Precinct:

Informal discussion and tour of this precinct provided an insight to the transformation of this development which commenced with land reclamation works in the 1970s, including its key architectural elements including:

- Sands SkyPark – noted for some of the best views in the world
- Gardens by the Bay – 101 hectare supreme horticultural and landscaped parklands
- Marina Bay Cruise Centre - designed to receive the newer generation of larger cruise liners.

Singapore National Library and Library @Orchard:

This visit provided the opportunity to view the alternative library services which have been developed to cater for the Singapore community, in particular the accessibility of the shopping centre based model, which is in contrast to the traditional Singapore National Library.

Following his return to the Sunshine Coast, Cr Thompson presented the learnings from the study tour to Council. The experiences of the Singaporean government with this technology will help shape the design and implementation of a pneumatic waste collection system within the SunCentral Maroochydore project.

9. Additional activities in support of Council's International Relations Policy

Sunshine Coast Council recognises the long-standing and underlying concept of goodwill that underpins international relationships. The primary vehicles through which Council can engage with international entities are international agreements; hosting international delegations; and participating in international missions. Other international activities supported by Sunshine Coast Council in the 2015 year are outlined below.

International Agreements

At the present time, Sunshine Coast Council has one Sister City relationship and three Friendship City Agreements. These relationships were originally entered into to foster business, cultural and educational exchanges for the Sunshine Coast community. During 2015, Council undertook the following activities associated with these agreements:

- **Tatebayashi, Japan** - which has had a Sister City Friendship agreement with the Sunshine Coast Council (and the former Maroochy Shire Council) since 9 July 1996
 - No official activities took place this year
- **March, Fenland District, England** which has had a Friendship City agreement with the Sunshine Coast Council (and the former Maroochy Shire Council) since 22 September 1997
 - Official visit by Mayor Mark Jamieson to March Fenland, in May 2015 to meet with District Officials, and present a gift to local school children.
- **Xiamen, China** which has had a Friendship City agreement with the Sunshine Coast Council (and the former Maroochy Shire Council) since 29 September 1999
 - Mayor Mark Jamieson met with the Mayor of Xiamen at the opening of the RADAQUA aqua culture facility in Zhao'an in China in January 2015;
 - Councillor Jenny McKay attended the CIFIT in Xiamen in September 2015; and
 - Councillor Jenny McKay hosted a delegation of senior representatives from Xiamen Municipal Government in October 2015
- **Mont Dore, New Caledonia** which has had a Friendship City agreement with the Sunshine Coast Council (and the former Maroochy Shire Council) since 2006
 - No activities were undertaken pursuant to this agreement during the year.

Participation in international exhibitions, forums, seminars and trade events

2015 Asia Pacific Cities Summit, Brisbane: 5-8 July 2015

The Asia Pacific Cities Summit (APCS) is a biennial event held since 1996, attracting more than 1000 delegates from more than 100 cities across the Asia Pacific, Europe, the Middle East and the Americas. The 2015 APCS was the tenth in the series since the event was established and is regarded as the region's premier international business and civic forum. The event is hosted in Brisbane every four years. The 2015 event host and organiser was the Brisbane City Council (BCC).

The overarching theme for 2015 APCS was "Business and Leadership in the Asia Pacific" with four specific program themes which linked the business sessions to the major partners and sponsors and the associated exhibition. The four program themes were:

- Global cities - cultivating cities of talent, creativity and innovation;

- Digital cities - the science and technology of cities;
- Future cities - developing cities and smart communities; and
- Cities for people - clean, green, accessible and inclusive cities.

The Sunshine Coast Council secured major sponsorship rights for the 2015 APCS Program Theme: Cities for people – clean, green, accessible and inclusive cities. Securing major sponsorship rights for the 2015 APCS theme: *Cities for people*, provided the following positioning opportunities:

- To afford the Sunshine Coast region a singular presence in a prominent position in the exhibition hall and the event program – without the risk of being subsumed as part of a broader Brisbane/South East Queensland exhibit.
- To link Sunshine Coast Council's name and brand with other major global sponsors (eg. Microsoft, Singtel Optus).
- To promote regional businesses and Council's own major investment proposals to potential investors and trading partners which complement the objectives that Council also seeks to achieve through its annual international missions program.

A key component of the Sponsorship rights was the entitlement to a premium trade exhibition space (9 metres x 6 metres) in the "Market Hall Space" located at the Brisbane Convention and Exhibition Centre (BCEC), which provided the opportunity for a high profile presence from which to showcase the Sunshine Coast major projects, in addition to demonstrations relating to smart city, place making and high value industry initiatives which are occurring in the Sunshine Coast region.

Key meetings undertaken in association with Council's attendance at the 2015 APCS included:

Company
Lord Sebastian Coe, Chair of the London 2012 Olympic Games Bid
Sniip
Emerge Capital Partners
Fujitsu Australia Ltd
Acciona
Australian Innovative Systems Pty Ltd
RedEye Apps
Sylo
Accenture
Esri Australia
Huan Luo Real Estate
UK Trade and Investment,
Tritium

Hosting Queensland Government Trade and Investment Commissioners

Council hosted the Queensland Government Trade and Investment Commissioners during their visit to Queensland for the 2015 Trade and Investment Queensland International Business Week. The following Commissioners attended the Sunshine Coast:

- Mr Ken Smith, Agent General for Queensland and Trade and Investment Commissioner for the United Kingdom and Europe
- Mr Parag Shirname, Trade and Investment Commissioner, Bangalore, India
- Mr Zijan Zhang, Trade and Investment Commissioner, Shanghai, China
- Mr Oka Simanjuntak, Trade and Investment Commissioner, Jakarta, Indonesia
- Mr Tak Adachi, Trade and Investment Commissioner, Tokyo, Japan
- Mr Daniel Kim, Trade and Investment Commissioner, Seoul, Korea
- Mr David Camerlengo, Trade Commissioner, Houston, North America

- Mr Alex Pessagno, Trade and Investment Commissioner, Santiago, Latin America
- Mr Murray Davis, Trade and Investment Commissioner, Taipei, Taiwan
- Ms Donna Massie Trade and Investment Commissioner, Abu Dhabi, United Arab Emirates

During the visit by the Commissioners, Council provided briefings on the regional economy and growth projections, major investment proposals. The Commissioners also met with key regional exporters during an export networking event hosted on the Sunshine Coast.

The opportunity was also taken to brief the Commissioners on Council's International Relations Policy and Missions Program and seek their input into shaping the content of the proposed 2016 Missions Program.

Hosting Department of Foreign Affairs and Trade (DFAT) Ambassadors and Australian Trade Commissioners

Council hosted the DFAT delegation from the Middle East and North Africa (MENA) Region during the DFAT/Austrade MENA connections Seminar Series in October – November 2015. The members of the delegation were:

- His Excellency Pablo Kang, Australian Ambassador to the United Arab Emirates and Qatar
- His Excellency Warren Hauck, Australian Ambassador to Kuwait
- Mr Gerard Seeber, Senior Trade Commissioner – MENA & Consul General – Dubai
- Mr Mark Morley, Senior Trade Commissioner – Riyadh
- Ms Elodie Journet, Trade Commissioner and Deputy Consul General - Dubai

This was the first time such an event had been hosted outside a major capital city in Australia. During the visit, Council provided briefings on the regional economy and growth projections, major investment projects and local business export strengths.

In addition the MENA Connections Series provided the opportunity for Sunshine Coast regional exporters to participate in targeted roundtables and seminars centered on priority areas of food and agriculture, healthcare, logistics vocational education and training, and investment. Representatives from the following local companies attended the export roundtable on 29 October 2015.

Company
All Terrain Warriors
Advanced Aquarium Technology
Becker Helicopters
Ritek Building Solutions
Ecohousing
Vertical Farms
Nutri-Tech Solutions
EniQuest
RADAQUA
Lockforce
Optii Solutions
Ozzi Kleen
PMS Group
Hazibag

Northern Sons
Buderim Ginger
Nutworks
Gourmet Garden
COYO
CeasCrab

Youth and Cultural activities

In March 2015, the Sunshine Coast based SUNED association arranged for Year 5 students from the Sunshine Coast and the Izumisano region in Japan to create artworks representing their respective regions. Cr McKay, Mr Simon Ambrose of Visit Sunshine Coast and Mr Bill Salisbury, President of SUNED judged the Izumisano students' artwork. The artwork of the 20 finalists from the Izumisano region was subsequently displayed at Nambour, Kawana and Caloundra libraries. The artwork of the 20 finalists from the Sunshine Coast was sent on a roadshow visiting all schools in Izumisano city.

The prize winner of each region was awarded a one week trip to the other city in March 2015. Eleena Jackson, a Year 5 student of Matthew Flinders Anglican College and her father Stewart visited Izumisano from 13-20 March 2015, while Hinako Yoshida and her mother Kayo visited the Sunshine Coast from 24-29 March 2015.

In August 2015, Izumisano City sent its 14th Youth Overseas Study Tour to the Sunshine Coast to visit schools to participate in English classes and various cultural activities. Cr McKay assisted with the arrangements for the hosting of the visiting students.

In May 2015, Cr McKay travelled to Xiamen with a youth delegation from the Sunshine Coast hosted by the Xiamen Foreign Affairs Office. In August 2015, the region hosted a reciprocal youth delegation of 27 students from the Gulangu Island Music School in Xiamen. Cr McKay assisted with the hosting of this visit, which included touring local Sunshine Coast schools, visiting Strawberry Fields in Palmview and preparing a 15 metre printed mural at the Maroochy Bushland Botanic Gardens.

International recognition for Cr McKay

In September 2015, Cr McKay's contribution to, and support of, the Xiamen Friendship City relationship was recognised by the Fujian Provincial People's Government when she was awarded the 9th Annual Fujian Friendship Award in recognition of her long standing commitment to the development of strong cultural ties between the Sunshine Coast and Fujian Province in China.



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