

PROPOSED VARIATION: 2018-2019 SUNSHINE COAST INTERNATIONAL MISSIONS PROGRAM

Outbound International Missions

| Mission Description | Destination (s) | Objectives | Rationale | Scheduled Time Period | Council representative | Estimated cost for Council representatives |
|---|---------------------------------|---|--|-----------------------|---|--|
| Sunshine Coast Trade Mission | Hong Kong China | <ul style="list-style-type: none"> To develop and promote the region's export capabilities (goods and services) To foster regional access to the largest international growth market for Australia. To establish networks of significant business and other contacts. Promotion of Sunshine Coast International Broadband Cable to Hong Kong Business community | <ul style="list-style-type: none"> This mission is timed to enable delegates to attend the inaugural China International Import Expo (CIIE) in Shanghai. To leverage off the goodwill and connections associated with council's Sister City relationship with Xiamen To prepare exporters for the anticipated export opportunities associated with the opening of international routes from the Sunshine Coast Airport expansion in 2020 The following government agencies and Chambers of Commerce have offered to assist in regard to identification of key meetings and arrangements in market: <ul style="list-style-type: none"> QLD Government Trade and Invest Commissioner, Hong Kong The Xiamen Municipal Government Foreign Affairs Office AustCham Shanghai | November 2018. | <ul style="list-style-type: none"> Councillor¹ Council officer | \$16,000 |
| PREVIOUSLY APPROVED MISSION – 11 OCTOBER 2018 Sunshine Coast Business Mission | United States of America | <ul style="list-style-type: none"> To promote the region's export capabilities (goods and services) To foster regional access to the largest international growth market for Australia. To establish networks of significant business and other contacts. Promotion of Sunshine Coast International Broadband Cable to the Boulder/Denver Business communities. | <ul style="list-style-type: none"> This provides a follow up visit to council officer's participation in the Start-up Catalyst Mission to Boulder in 2018 and provides the opportunity to further investment leads and the development of the regional innovation ecosystem To explore the potential of a formalised relationship between Boulder and Sunshine Coast local government authorities To attend meetings in respect of Council's regional economic and innovation ecosystem development programs for 2018/19 | March 2019 | <ul style="list-style-type: none"> Councillor¹ Council officer | \$20,000 |
| Sunshine Coast Trade and Investment Mission | Singapore Hong Kong Japan | <ul style="list-style-type: none"> To foster regional access to trade and export opportunities in new markets. To establish networks of significant business and investment contacts. To generate investment and/or participant interest in the Maroochydore City Centre precincts. To promote the region's export capabilities (goods and services) in the high value Knowledge and Professional Services Industry. Promotion of Sunshine Coast International Broadband Cable to the Japanese Business community. | <ul style="list-style-type: none"> Japan has overtaken the UK as the No 2 source of Foreign Direct Investment into Australia These major capital markets of Singapore and Hong Kong reflect key destinations visited by the Queensland Treasurer and Queensland Treasury Corporation each year as the major sources of investment in Government bonds. This provides a follow up visit to the Capital Markets investment mission undertaken by the Mayor in 2015, 2016 and 2017 to further investment leads for the Maroochydore City Centre project. The TIQ Trade and Invest Commissioners in these markets have offered to assist in regard to identification of key meetings and arrangements in country | May 2019 | <ul style="list-style-type: none"> Mayor Council Officer | \$32,000 |

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|---|---|--|--|-----------------------|--|---|
| <p>NEW MISSION</p> <p>Sunshine Coast Business Mission and Study Tour</p> | New York City, United States of America | <ul style="list-style-type: none"> To establish networks of significant business and investment contacts. To ensure the Sunshine Coast is represented at and considered for the Intelligent Community of the Year Award. To promote the region's export capabilities (goods and services) in the high-value Knowledge and Professional Services Industry. Promotion of Sunshine Coast International Broadband Cable to potential business investors from across the globe. | <ul style="list-style-type: none"> The Sunshine Coast was awarded Top7 in the Intelligent Communities of the Year Awards requiring a delegation/ representative to attend the Intelligent Community of the Year award announcement in New York City in June 2019 to be considered for the top award. This provides an opportunity to promote the opportunities linked to the International Broadband Submarine Cable to potential business investors attending a global event. The mission also provides an opportunity to showcase the Sunshine Coast's export potential by promoting the activities and market opportunities offered by the accompanying delegation. The TIQ Trade and Invest Commissioners in this market has offered to assist in regard to identification of key meetings and arrangements in country | June 2019 | <ul style="list-style-type: none"> Mayor Council Officer | \$25,000 |
| | | | | | TOTAL | <p>\$68,000</p> <p>\$45,000</p> |

Note 1: As per the International Relations Policy, the Chief Executive Officer will consult with all Councillors to determine who will lead this mission.