

2015 SUNSHINE COAST INTERNATIONAL MISSIONS PROGRAM

Mission Description	Destination (s)	Objectives	Rationale	Scheduled Time Period	Council representative	Estimated cost for Council representatives
<p><b>INVESTMENT</b></p> <p>Major Capital Markets Investment Mission</p>	<ul style="list-style-type: none"> <li>Hong Kong</li> <li>United Kingdom</li> <li>Frankfurt, (Germany)</li> </ul>	<p><u>Objectives:</u></p> <ul style="list-style-type: none"> <li>To profile the region as a competitive destination for business, property and infrastructure investment.</li> <li>To generate investment and/or participant interest in specific Council projects (Maroochydore city centre and Sunshine Coast Airport).</li> </ul>	<p><u>Rationale:</u></p> <ul style="list-style-type: none"> <li>The major capital markets identified reflect key destinations visited by the Queensland Treasurer and Queensland Treasury Corporation each year as the major sources of investment in Government bonds</li> <li>The Agent General for Queensland has offered to assist with programming and booking key meetings in London and Frankfurt</li> <li>Over 50% of all global financial transactions are undertaken through London each year</li> <li>Hong Kong/Macau based investors generally have a high level of familiarity with the Australian market and many have previously invested in Australia. Hong Kong is also the base for significant financial investment in hotels and associated entertainment facilities.</li> <li>The United Kingdom and Frankfurt are leading global investment markets to Australia and provide access to the large sovereign wealth funds of Norway, Qatar, Abu Dhabi, which are headquartered in London</li> <li>Council's Bank (Commonwealth Bank) is one of the top 50 world banks located in London and could assist with providing investor introductions and meetings.</li> <li>The region needs to secure private investment in its game changer projects in order to achieve their delivery and not impose an enduring cost burden on the community.</li> <li>Provides the opportunity to renew and follow up with investors met in previous mission to Hong Kong and update them on the advancement of the region's key projects.</li> </ul>	May 2015	<ul style="list-style-type: none"> <li>Mayor Jamieson</li> <li>Council Officer (s)</li> </ul>	\$31,900

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<p><b>TRADE AND EXPORT</b></p> <p>Routes Asia Conference</p>	<ul style="list-style-type: none"> <li>Kunming, Yunnan Province, China</li> </ul>	<p><u>Objectives:</u></p> <ul style="list-style-type: none"> <li>To pursue potential airline routes to the Sunshine Coast Airport from the Asia-Pacific region to commence services as soon as the new runway becomes operational.</li> <li>To foster regional access to trade and export opportunities in new markets.</li> <li>To establish networks of significant business and other contacts.</li> </ul>	<p><u>Rationale:</u></p> <ul style="list-style-type: none"> <li>Attendance at this event is part of 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. It is likely to take some time to develop relationships and the 2015 Routes Asia Conference will be a stepping stone in this regard.</li> <li>The Sunshine Coast Airport has only attended one Routes Asia Conference in the past. This was the first and only Conference to be held in Australia and the event at which Council and the Airport first pitched to Air New Zealand.</li> <li>The intention is that over the next four years, relationships will be established and built with target airlines and target airports, to facilitate negotiation of direct services to the Sunshine Coast coinciding with completion of the airport expansion. This process, like the Air New Zealand arrangements, will take some time from developing awareness of the destination, relationship building, business case development and securing flights.</li> <li>Sunshine Coast Airport expects that following the initial contact at the conference, a regular connection will be built with target partners, including further face to face meetings as business cases are developed. This methodology is used successfully by other airports including the recent agreement by the Avalon Airport CEO in attracting Hainan Airlines to Avalon.</li> </ul>	<p>March 2015</p>	<ul style="list-style-type: none"> <li>General Manager, Sunshine Coast Airport.</li> </ul>	<p>\$6985</p> <p>Costs associated with attending this conference have been allowed for in the Sunshine Coast Airport's budget.</p> <p>The costs for this mission will not be a charge against the International Relations Program budget</p>

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<b>TRADE AND EXPORT</b> Sunshine Coast Export Mission – Education and Training,	<ul style="list-style-type: none"> <li>Hong Kong</li> <li>Xiamen and Shanghai (China)</li> </ul>	<u>Objectives:</u> <ul style="list-style-type: none"> <li>To promote the region's export capabilities (goods and services) in the high-value education and research sector</li> <li>To foster regional access to trade and export opportunities in new markets.</li> <li>To establish networks of significant business and other contacts.</li> </ul>	<u>Rationale:</u> <ul style="list-style-type: none"> <li>The top two service exports from Queensland are personal travel and education services - both of which are areas in which the region has an established capability.</li> <li>The announcement in November 2014 of the intention to execute a China-Australia Free Trade Agreement provides fresh opportunities for Sunshine Coast companies looking to export their products and services to Mainland China. This mission would leverage growing interest in Australian products and services generated by the proposed agreement.</li> <li>China is one of the top 5 major export destinations for Queensland products and services.</li> <li>The Queensland Trade and Investment Strategy indicates enrolments by Chinese students in Queensland have increased five-fold since 2002 - which sees China likely to become Queensland's largest international student market.</li> <li>The Education and Training industry of the Sunshine Coast is growing in competitive strength in line with demand from emerging Asian economies, particularly China.</li> <li>Council is now a member of AustCham Shanghai, where key personnel have links with the Sunshine Coast and can facilitate worthwhile introductions for Sunshine Coast businesses</li> <li>Council has a well-established relationship with the Xiamen Foreign Affairs Office which can facilitate introductions for Sunshine Coast businesses to potential trading partners in Xiamen</li> <li>This mission provides an important follow up to the export mission to Hong Kong and China in June 2014.</li> </ul>	June 2015	<ul style="list-style-type: none"> <li>Deputy Mayor, Councillor Thompson</li> <li>Council officer</li> </ul>	16,962

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<b>TRADE AND EXPORT</b> Sunshine Coast Export Mission – Aged Care solutions	<ul style="list-style-type: none"> <li>• Singapore</li> <li>• Kuala Lumpur</li> <li>• Xiamen, China</li> </ul>	<u>Objectives:</u> <ul style="list-style-type: none"> <li>• To promote the region's export capabilities (goods and services) in the health industries – notably Aged care solutions including:               <ul style="list-style-type: none"> <li>&gt; Services,</li> <li>&gt; Facility Design,</li> <li>&gt; Equipment</li> <li>&gt; Management solutions</li> <li>&gt; Education and Training</li> </ul> </li> <li>• To foster regional access to trade and investment opportunities in new markets.</li> <li>• To establish networks of significant business and other contacts.</li> </ul>	<u>Rationale:</u> <ul style="list-style-type: none"> <li>• The Health and Wellbeing industry on the Sunshine Coast is already in a strong position for growth and investment. The Industry is one of the largest employers and generators of economic activity in the region and is predicted to double its share of the employment market by 2033.</li> <li>• Rising affluence in large Asian economies (coupled with an aging population) is driving increased demand for quality health and aged care and other services to meet lifestyle and wellness needs in these highly populous nations - which are looking for quality, innovative services and solutions.</li> <li>• The caliber of aged care services and facilities already in the region combine to provide a strong opportunity to encourage further investment locally and support increased export of specialist services.</li> <li>• Council received an invitation to attend the inaugural Xiamen International Health industry Expo providing the opportunity for delegates to showcase their products and services at this event (should it be beneficial to their business). The Xiamen Foreign Affairs Office can also facilitate introductions for Sunshine Coast businesses to potential trading partners in Xiamen.</li> </ul>	September 2015	<ul style="list-style-type: none"> <li>• Councillor McKay</li> <li>• Council officer</li> </ul>	\$13,442

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<b>TRADE AND EXPORT</b> Sunshine Coast Export Mission – Tourism, Sport and Leisure	<ul style="list-style-type: none"> <li>New Zealand</li> </ul>	<u>Objectives:</u> <ul style="list-style-type: none"> <li>To promote the region's export capabilities (goods and services) in the tourism, sport and leisure high-value industry</li> <li>To foster regional access to trade and export opportunities in new markets</li> <li>To establish networks of significant business and other contacts.</li> </ul>	<u>Rationale:</u> <ul style="list-style-type: none"> <li>The region's largest international visitor market is New Zealand</li> <li>New Zealand has strong sporting ties with Australia and Council has the opportunity to promote the Sunshine Coast as a prime sporting destination for international sporting teams through training and high performance camps.</li> <li>This Mission is timed to coincide with the Commonwealth Games Federation meeting in New Zealand. The Sunshine Coast sports industry can benefit from seeking meetings with Federation delegates and leverage the opportunity of the 2018 Commonwealth Games to attract a new range of sporting teams to train on the Sunshine Coast.</li> <li>This region offers training venues for 13 of the 17 sport disciplines planned for the Games and hosts major sporting events and competitions.</li> <li>This mission also provides the opportunity to reinforce the connections with Air New Zealand and tourism operators in-market to stimulate further visitation to the Sunshine Coast</li> </ul>	September 2015	<ul style="list-style-type: none"> <li>Councillor O'Pray</li> <li>Council officer</li> </ul>	\$8,008

