



Report on the Implementation of the International Relations Policy and

2014 Sunshine Coast International Missions Program



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Acknowledgements

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involved in the development of this document.

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Foreword

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 the generation of 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*. Council is a major contributing partner to the delivery of this Strategy.

On 18 February 2014, Council adopted its first International Relations Policy and the 2014 International Missions program. This was the first time that Council formally determined its corporate approach to international engagement and promulgated 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 tenets of the International Relations Policy is that a formal report be presented to Council at the conclusion of each year on the prior year's international relations activities. This is the first report prepared in line with this commitment.

Council's international relations and engagement activities encompasses many aspects of fostering local to global connections for the Sunshine Coast region in order to position the Sunshine Coast in key global markets. In 2014 these activities included:

- Hosting seven inbound delegations;
- managing two outbound trade missions to China and Hong Kong and New Zealand;
- managing one outbound investment mission to Hong Kong, Shanghai and Japan;
- managing a range of requests and support activities associated with three of Council's existing international agreements;
- joint leadership of one international mission to the United States;
- participating in exhibitions, forums, seminars and trade events to promote the region to an international audience;
- hosting regional visits and market briefings for Queensland Government Trade and Investment Commissioners; and
- supporting a youth and cultural exchange from Xiamen, China.

The combined effect of this body of work has delivered:

- access to new markets in Hong Kong and Xiamen for a number of Sunshine Coast businesses and the University of the Sunshine Coast;
- wider awareness in key Asian markets of the investment opportunities associated with Council's key projects, namely the Maroochydore city centre and the expansion of the Sunshine Coast Airport;
- the identification of parties who may potentially participate in any competitive market processes seeking investment in Council's key projects;
- the opportunity to evaluate the approach to attracting health and medical business investment to the region in association with the delivery of the Sunshine Coast University Public Hospital; and

- direct engagement with, and regional visits by, three Queensland Government Trade and Investment Commissioners who are now better placed 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 2014 International Missions Program. Such activities are of a private nature and were 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 the generation of 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*.

To this end, on 18 February 2014, Council adopted an International Relations Policy ("the Policy") to provide the foundations for Council's participation in international relations in support of its strategic economic policy objectives.

The purpose of the Policy is to ensure that Council's relationships and engagement 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 can engage with international entities are:

- International agreements;
- Hosting international delegations; and
- Participating in international missions.

The Policy reflects that Council's priority is to seek tangible and quantifiable economic benefits for the region from its international agreements and engagement activities. The key economic benefits that Council seeks to achieve from its international agreements and engagements 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;
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 2014 calendar year.

2. 2014 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 2014, Council hosted seven inbound international delegations from the People's Republic of China, the Republic of Korea, Vietnam and Hong Kong. The objectives of the delegations included cultural exchange, exploring potential investment opportunities and gaining an understanding of best practice local government administration.

Date	Delegation	Country of Origin	Areas of Interest
11 July 2014	Construction, real estate and financing consortium from Shandong Province	China	Education related business investment and larger scale investment opportunities associated with Council's major projects (i.e. Maroochydore city centre and Sunshine Coast Airport expansion)
12 August 2014	Izumisano Board of Education	Japan	Urban planning arrangements and community development activities, with a specific focus on Council's approach to place making.
25 September 2014	Vietnamese Government Officials Delegation (hosted in partnership with the University of the Sunshine Coast)	Vietnam	Local governance, processes for developing major strategies, developing successful partnerships, and models to implement major infrastructure projects.
22 September 2014	The Hesheng Community Group	China	Cultural Tour Group
27 October 2014	Gyeonggi Provincial Government	Republic of Korea	Local government financial management practices and structures of local government.
11 November 2014	China Overseas Development Association Incorporated	China	Significant public sector and private sector developments that may be suitable for investment from Chinese State owned enterprises and Chinese private investors.
20-21 November 2014	Hong Kong Real Property Federation	Hong Kong	Investment opportunities associated with Council's major projects (i.e. Maroochydore city centre and Sunshine Coast Airport expansion).

3. 2014 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 significant investor interest in the region's game-changer projects and other opportunities.

Trade and export missions are normally industry sector focussed in which organisations 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 2014 international missions program provided targeted opportunities to:

- promote 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;
- 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 and other contacts.

The program, approved on 18 February 2014, contained:

- Three investment missions to key markets in Asia (in China and Japan) 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
- Two trade and export missions (to China and Hong Kong and New Zealand), providing the opportunity for local businesses in identified industry sectors to present in key target markets.

Of the three originally approved investment missions, only one of these proceeded. This mission – to Hong Kong, Shanghai and Japan – took place in May 2014.

The other two approved investment missions were linked to separate proposals originally canvassed by:

1. Trade and Investment Queensland; and
2. Council of Mayors, South East Queensland (COMSEQ)

Trade and Investment Queensland made a decision in July 2014 to postpone to 2015 its planned investment mission to China and Hong Kong. The COMSEQ mission did not proceed in 2014 but may take place later in 2015.

At its Ordinary Meeting on 4 August 2014, Council agreed to amend the endorsed missions program for 2014 to delete the mission linked to that proposed by Trade and Investment Queensland. In lieu of that mission, Council agreed to lead (in conjunction with the University of

the Sunshine Coast) an International Mission to California and Oregon in the United States of America. The purpose of the International Mission was to inspect the Mission Bay University Hospital precinct and adjacent development, inspect and receive briefings on light rail systems in San Francisco and Portland and to provide introductory briefings with major information technology companies on opportunities for establishing a presence on the Sunshine Coast.

Summary of Costs

Mission	Approved Budget	Expenditure
Sunshine Coast Investment Mission – May 2014	\$20,000	\$20,241
Sunshine Coast Trade Mission – June 2014	\$15,000	\$13,996
Sunshine Coast International Mission – September 2014	\$20,000*	\$18,553
Sunshine Coast Trade and Export Mission – October 2014	\$7,000	\$ 2,215
Council of Mayors SEQ Investment Mission (did not proceed)	\$15,000	-
Total	\$77,000	\$55,005

*Original budget of \$15,000 plus a contingency of \$5,000

4. Sunshine Coast Investment Mission: 24 – 31 May 2014

4.1. Destination

Destinations visited as part of the eight-day Sunshine Coast Investment Mission included Hong Kong, Shanghai in China and Tokyo, Kyoto and Osaka in Japan.

4.2. Objectives

The primary objectives approved for this mission were to:

- profile the region as a competitive destination for business, property and infrastructure investment; and
- generate investment and/or participant interest in specific Council game-changer projects – the Maroochydhore city centre, the hotel and entertainment, convention and exhibition centre site and the Sunshine Coast Airport expansion.

4.3. Rationale

The rationale for selecting these destinations was:

- **Hong Kong** based investors generally have a high level of familiarity with the Australian market and a number have previously invested in Australia. Hong Kong is also the base for significant financial investment in hotels and associated entertainment facilities.
- **China** is the fastest growing source of foreign and direct investment (FDI) into Australia, with the value of Chinese FDI into Australia increasing from \$0.55 billion at the close of 2006 to \$12.82 billion at the end of 2010.
- **Shanghai** presents export opportunities for the education, tourism and agribusiness sectors into this major gateway to mainland China. Visiting Shanghai also provided the opportunity to inspect the Shanghai Maglev Transrapid system.
- **Japan** remains currently the third largest source of FDI into Australia particularly in the area of infrastructure investment. An increased level of interest in off-shore investment is evident with Japanese investors over the last four years.

4.4. Mission representatives

Council representatives for this mission were:

- Mayor Mark Jamieson
- John Knaggs, Chief Executive Officer
- Craig Matheson, Manager, Strategy and Coordination

4.5. Budget

Item	Cost
Flights	\$10,860
Accommodation	\$6,488
Hotel Transfers	\$586
Ground Transport	\$2,007
Visa Applications (Mainland China)	\$300.00

Item	Cost
Total	\$20,241
Approved Budget	\$20,000

4.6. Program

Departing on Saturday, 24 May 2014, the program for this Investment Mission covered 5 cities, meetings with Government representatives in Hong Kong, Shanghai and Tokyo; an investment networking reception hosted by the Mayor in Hong Kong; investor's lunch; media interviews; factory tour; inspections of hotel infrastructure and light rail and rapid transit systems.

Company	Objective / Discussion Items
Urbis Design Australia Network	Urbis previously involved in design and project management for airport developments in Hong Kong and Macau. This meeting provided an opportunity to gain advice and insights for development and investment approaches for major airport infrastructure.
Henry Fok Estates and Henry YT Fok Group	The meeting focussed on promoting investment opportunities in the Maroochydore city centre project (including the iconic site), scope for a potential international tertiary education facility in the city centre (international business school) and information and communication infrastructure.
Chevalier International Holdings Ltd.	Opportunity to introduce Chevalier International Holdings to the Sunshine Coast as an investment destination and to outline investment opportunities associated with the Maroochydore city centre (including the iconic site).
Far East Consortium International Ltd	This was a follow up meeting, providing an opportunity to update Far East Consortium on progress with the Maroochydore city centre and the Sunshine Coast Airport expansion projects.
China Merchants Group	China Merchants Group has secured a 98 year lease over the Port of Newcastle. Given the breadth of their asset class, this meeting provided the opportunity to introduce the Sunshine Coast infrastructure investment opportunities and in particular, to brief China Merchants on the Airport Expansion Project and the Maroochydore city centre project.
Mayor's Investment Networking Forum	This networking event provided an opportunity to introduce a number of companies to the Sunshine Coast, its key industries and investment projects. A list of companies in attendance is provided at Appendix 1.
New World Group/Chow Tai Fook Enterprises Ltd	Chow Tai Fook, as a partner with Far East Consortium, is part of one of the short-listed consortia for the Queens Wharf Brisbane development. The meeting presented an opportunity to provide a briefing on the Maroochydore city centre project and Council's plans to conduct a competitive bid process for the hotel and entertainment, convention and exhibition centre site.
China Property Holdings	The meeting provided an opportunity to introduce the Sunshine Coast investment opportunities and discuss projects of interest to China Property Holdings.

Company	Objective / Discussion Items
Asia Institutional Banking - National Australia Bank	This meeting provided an opportunity for Council representatives to receive a briefing on pitching investment proposals in Hong Kong and China and to receive advice on potential investors in the Pearl River Delta whom might be interested in development opportunities on the Sunshine Coast.
Hong Kong Airlines	Hong Kong Airlines is a subsidiary to Hainan Airlines. Hong Kong Airlines has a specific interest in accessing Australian destinations through regional airport opportunities. The meeting provided an opportunity to outline plans relating to the Sunshine Coast airport expansion as a precursor to enabling greater direct access to the region from Asian destinations. Hong Kong Airlines had previously indicated an interest in accessing Australian regional destinations.
Shanghai Maglev Transrapid System	The inspection of the Shanghai Maglev system provided a clearer understanding of the magnetic levitation technology and the scale and impact of the infrastructure required to support this type of rapid transport solution.
Australian Chamber of Commerce (AustCham), Shanghai	Delegates received a briefing from AustCham on Shanghai markets and relevant export opportunities for the Sunshine Coast, in particular for the tourism, food and beverage and education sectors. It was agreed that specific opportunities to promote Sunshine Coast products and services would be pursued. Council has since become a member of AustCham Shanghai.
Australian Consul-General, Austrade and Trade and Investment Queensland	Courtesy meetings and market briefings to outline opportunities to promote, attract and secure investment for the Sunshine Coast.
Shanghai Municipal Commission of Health and Family Planning	Opportunity to discuss Sunshine Coast University Hospital development and the Oceanside Kawana Precinct, including potential research collaborations.
Sekisui House	Council attendees were briefed on Sekisui House's approach to sustainable development and inspected the Sekisui House building recycling facility at Koga and hotel development in Kyoto. Discussions also took place on the Yaroomba project.
Trade and Investment Commissioner to Japan	The Sunshine Coast delegation received a detailed briefing on Japanese markets and capital investment interests of Japanese investors in Australia. Council representatives briefed the Trade and Investment Commissioner on Sunshine Coast investment opportunities and key export industry strengths.
Mitsubishi Corporation Transportation Infrastructure Division	This meeting and presentation was focussed in the Sunshine Coast airport project and the scope for investment, given Mitsubishi Corporation's expertise and current investment in major infrastructure assets globally.

Company	Objective / Discussion Items
Austrade, Tokyo	Austrade provided a full briefing on avenues to open up opportunities for Sunshine Coast businesses to increase the export of products and services to Japan.

4.7. Outcomes

- Design concepts relating to the Hong Kong International Airport expansion were shared by Urbis Design. Urbis Design also agreed to work with Sunshine Coast Council to identify potential investment partners in Hong Kong and southern China as well as promoting the investment opportunity with the Sunshine Coast Airport to clients.
- The Fok Group is interested in pursuing investment opportunities associated with environmental, health, conservation and sustainability projects. The Group indicated further interest in discussion with the University of Sunshine Coast and Council in relation to broadband infrastructure and an education or research institute for the Maroochydore city centre. Opportunities associated with specialist health infrastructure on the Sunshine Coast are being presented to the Fok Group.
- Far East Consortium International Ltd offered to facilitate introductions to Hainan Airlines which has a specific interest in investing in Australian Airports. Far East Consortium also requested to be kept informed of the progress of Council's processes for the Maroochydore city centre and the Sunshine Coast Airport expansion.
- China Merchants Group expressed interest in receiving further information in relation to both the Sunshine Coast Airport expansion project and Maroochydore city centre development. The Mayor has extended an invitation for the Vice President of the China Merchants Group to visit the Sunshine Coast to receive a personal tour of investment sites.
- Sunshine Coast Council became a member of AustCham (Australian Chamber of Commerce) in Hong Kong and Shanghai. Membership of these organisations will enable Sunshine Coast businesses to more easily access Hong Kong and Shanghai trade and export opportunities and access key growth markets in Mainland China.
- New World Group/Chow Tai Fook Enterprises Ltd has requested to be kept informed of Council's proposed timing and arrangements for the hotel and entertainment, convention and exhibition centre development.
- Hong Kong Airlines has offered to facilitate introductions to key representatives of Hainan Airlines and is keen to explore future opportunities to access Australian destinations through the Sunshine Coast.
- Mitsubishi Corporation has confirmed its interest in continuing to receive information on the timing and process for seeking investment in the Sunshine Coast Airport.

5. Sunshine Coast Trade Mission – Education and Tourism: 7 – 14 June 2014

5.1. Destination

The target destinations for the Sunshine Coast Education and Tourism mission were Hong Kong and China, specifically Beijing and Xiamen. This seven-day trade mission departed Australia on 7 June and returned on 14 June 2014.

5.2. Objectives

The primary objectives approved for this mission were:

- to promote the region's export capabilities in high-value industries; and
- to foster regional access to trade and export opportunities in new markets.

Specifically, this mission focussed on the education and tourism industries given the top two exports from Queensland are personal travel and education services. The Sunshine Coast region has a well-established capability in both industries.

5.3. Rationale

The rationale for selecting these destinations included:

- **China** is one of the top five major export destinations for Queensland products and services. Chinese student enrolments in Queensland have increased five-fold since 2002. The Sunshine Coast's competitive strength is growing in the areas of education and professional services.
- **Xiamen** has a well-established relationship with the Sunshine Coast. As well as being one of the largest cities in south-eastern China, the Xiamen Foreign Affairs office is well placed to facilitate introductions for Sunshine Coast businesses
- **Hong Kong** is a recognised gateway for importation of goods and services into Mainland China and as a location for high net-worth Chinese to seek education options for their school and university aged children. The Hong Kong International Travel Expo was also being held at this time, affording the opportunity to introduce Sunshine Coast tourism industry representatives to travel wholesalers and agents from across south east Asia.

5.4. Mission delegates

Council delegates

Cr Chris Thompson	Deputy Mayor
Paul Martins	Manager, Economic Development

Industry delegates – Education

Professor Michael J Hefferan	Pro Vice-Chancellor (Engagement) University of the Sunshine Coast
Dr Mark Sayers	Senior Lecturer in Sports Biomechanics, Program Leader, Bachelor of Sport and Exercise Science

	University of the Sunshine Coast
Dan Everson	Managing Director Dan Everson Podiatry / Kinetic Orthotics
Haiyi Wu	Senior International Project Officer TAFE Queensland East Coast
Paul Williamson	College Principal Kawana Waters State College
Cheryl McMahon	Executive Principal Mountain Creek State High School
Samantha Johnson	Managing Director Gold Training / Gold Recruitment
Catherine Molloy	Director Target Training

Industry delegates – Tourism

Laughlin Rigby	Head of Marketing, Sunshine Coast Destination Limited (SCDL)
Peter and Jane Danford	Managing Directors The China Guide/Beijing Freedom Travel Agency

Industry delegate – Support Services

Madalene Hall	Managing Director EMS Creative
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5.5. Budget

Item	Cost
Flights	\$10,517
Accommodation	\$3,120
Ground Transport	\$162
Visa Applications	\$197
Total	\$13,996
Approved Budget	\$15,000

5.6. Program

Industry delegates were able to tailor their individual programs to maximise the benefits they each sought to achieve from the mission. In general terms, the mission departed Brisbane travelling to Beijing for initial briefings and meetings. The main feature of the Xiamen leg of the mission was 'Sunshine Coast on Show' - a trade presentation by the Sunshine Coast delegation to 50 attendees. The Hong Kong itinerary included a full day of site visits and a Business Networking Luncheon, followed by site tours, guest lectures and a meeting with management of the Technical and Higher Education Institute on the Friday, before returning to Brisbane.

Company	Objective / Discussion Items
Austrade	Briefing and general discussion on program opportunities and relationships.
China Golf Association (CGA) Ltd	Discussions with China Olympic Sports Inc. (COSI) which coordinates and runs the China Golf League behalf of the CGA. The China Golf Club League organises qualifying events for the International Champions Tour between Australian and Chinese Golf Clubs. Sunshine Coast Council/Sunshine Coast Destination Ltd are the destination partners for the qualifying event (the Holden Scramble Golf competition) for the International Champions Tour in Australia.
Sunshine Coast on Show <i>Industry Expo, Xiamen</i>	<p>This industry expo allowed delegates to promote their respective products and services, distribute information, exchange contacts and establish relationships that would potentially lead to trade and export opportunities.</p> <p>The Deputy Mayor hosted a business networking luncheon as part of the industry expo.</p>
Xiamen University of Technology	The meeting provided the opportunity to canvass potential collaboration in the areas of Engineering and Environmental services, culminating in the signing of a Memorandum of Understanding with the University of the Sunshine Coast. Professor Uwe Terton from the University of the Sunshine Coast was subsequently invited to speak at the Xiamen University of Technology conference.
Xiamen City Vocational College	This was a business matching meeting arranged by the Xiamen Foreign Office. Discussions centred on the potential for collaboration, student/faculty exchange and potential training contracts.
Xiamen HY International Media Group	This was a business matching meeting arranged by the Xiamen Foreign Office. Discussions centred on the potential for business collaboration and commercial exchanges.
Xiamen Municipal Foreign Affairs Office, Xiamen Municipal Bureau of Education, Xiamen Municipal Bureau of Tourism, and Australian Chamber of Commerce (AustCham)	Following the formal meeting, Xiamen Foreign Affairs Office hosted a banquet aimed at further building relationships forged through delegation activities and the long standing Friendship city relationship with the Sunshine Coast Council.
Xiamen Municipal Foreign Affairs Office	Before departing for Hong Kong all delegates undertook site visits as a courtesy to the sister city of Xiamen.
Austrade, Trade and Investment Queensland, and Tourism and Events Queensland (TEQ)	These meetings provided the opportunity for the delegation to receive an up to date market introduction and briefing for Hong Kong.

Company	Objective / Discussion Items
Tourism Australia, TEQ	Hong Kong market updates for Tourism delegates.
International Education Consultants Association and National Australia Bank	Hong Kong Education Market Briefing and pitching session for Education industry delegates.
Sunshine Coast Business Networking Lunch	This luncheon provided the opportunity for networking with a range of potential business connections for the Sunshine Coast delegates.
Chinese Cuisine Training Institute	This visit provided the opportunity for education delegates to undertake discussions with the Chinese Cuisine Training Institute regarding possible collaboration and short term student placements at TAFE Sunshine Coast.
International Travel Expo Hong Kong – ITEHK 2014 Trade Exhibition	Individual appointments and site visits were conducted during the expo, enabling tourism industry delegates to meet with potential agents/wholesalers/distributors.
Vocational Training Council, Hong Kong	This meeting provided an opportunity for Education industry delegates to undertake a site visit and receive a briefing on the services offered by the Vocational Training Council. Dr Mark Sayers and Mr Dan Everson also delivered a guest lecture.
Technical and Higher Education Institute (THEi) of Hong Kong	This meeting provided an opportunity for Education industry delegates to undertake a site visit, briefing and campus tour, followed by a formal meeting with campus management.

5.7. Outcomes

- Gold Training/Recruitment secured a HR consultancy contract in Hong Kong.
- Mountain Creek State High and Kawana Waters State College were asked to deliver a briefing on the Queensland curriculum in Shanghai and received two study tours from Xiamen, including a delegation from the Xiamen Music School, in 2014.
- The University of the Sunshine Coast signed two Memoranda of Understanding with Xiamen University of Technology (XUT) and Jimei University of Technology. Potential areas of cooperation with XUT include:
 - Innovation Centre cooperation
 - Sports care for university teams
 - Study tours to the Sunshine Coast
 - Faculty exchange and joint research
 - High-end professional research topics
 - Articulation programs
 - Tourism and event management programs
 Similarly with Jimei University, there are a range of cooperation areas including:
 - Environmental Management
 - Sports Medicine

- Technology
- Engineering
- Target Training was contracted to deliver a cultural training program to the Xiamen Translator Service (350 members) in December 2014.
- SCDL met with representatives of a travel agency group which owns 64 travel agents in Hong Kong and which is looking to structure packages to promote the Sunshine Coast. SCDL also established closer links in-market with TEQ and TA and as a result of the mission, has already received a China/Hong Kong delegation. The Hong Kong TEQ representative has since undertaken her first familiarisation visit to the Sunshine Coast accompanied by a number of Hong Kong based travel agents.
- EMS Creative has secured new business as a result of the trade delegation and has identified partners in each of Beijing, Xiamen and Hong Kong for the delivery of their work.

Potential Future outcomes

- TAFE East Coast has identified more than eight opportunities/linkages with a number of vocational colleges in each of China/Hong Kong which they are currently pursuing.
- SCDL is looking to partner with China Olympic Sports Industry (major event manager) to link Sunshine Coast and Xiamen Marathons; and create “partner golf clubs/courses” between China and the Sunshine Coast.
- Target Training is following up a number of other training opportunities as is Gold Training/Recruitment.
- The University of the Sunshine Coast is following up with a contact in Hong Kong regarding potential linkages with the University of Hong Kong in relation to an Environment and Sustainability Program.
- The China Guide is considering a significant accommodation investment on the Sunshine Coast to cater to Chinese visitors with accommodation in the hinterland for up to 50 people
- Mountain Creek State High and Kawana Waters State College are exploring further collaboration and hosting international students as a result of their trip to Shanghai where they met with 14 education agents.
- EMS Creative expects opportunities for export in Xiamen through the contacts established with local Printing Companies.
- Dan Everson Kinetics was offered the opportunity by the Hong Kong Rugby Board to conduct a review of all of their High Performance athletes and develop orthotic solutions for players. The opportunity is still under discussion.

6. International Mission – United States of America: 1 - 8 September 2014

6.1. Destination

This joint mission with the University of the Sunshine Coast visited Portland, Oregon and San Francisco, California in the United States of America.

6.2. Objectives

The primary objectives approved for this mission were to:

- advance the region's learnings from international best practice and locations of excellence
- profile the region as a competitive destination for business investment in knowledge industries; health and well-being and education and research
- generate investment and/or participant interest in the Maroochydore city centre

6.3. Rationale

- The University of California, San Francisco (UCSF) Medical Centre development is similar in scale to the Sunshine Coast University Hospital complex and its development has led to a significant urban redevelopment and economic revitalisation.
- Establishing a relationship with leading global technology compares provides an opportunity to raise their awareness of the region and what Council is doing to secure investment in new digital and broadband infrastructure – which may in turn facilitate a key investment(s) in the Maroochydore city centre.
- The region needs to secure private investment in its game-changer projects in order to achieve their delivery.
- The mission provided the opportunity to gain a direct understanding and appreciation of the challenges and opportunities associated with establishing and operating an extensive, urban light rail system and will inform Council's own feasibility assessment of a potential light rail solution for the Sunshine Coast.

6.4. Mission representatives

Mayor Mark Jamieson	Sunshine Coast Council	Portland and San Francisco
Mr John Knaggs	Sunshine Coast Council	Portland and San Francisco
Professor Mike Hefferan	University of the Sunshine Coast	Portland and San Francisco
Birgit Lohmann	University of the Sunshine Coast	San Francisco
Dustin Welch	Savills	San Francisco
Bronwyn Zorgdrager	Stockland	San Francisco

6.5. Budget

As a result of the deferral of Queensland Government Investment Mission to China and Hong Kong, Council approved for the Mayor to participate in the Sunshine Coast International Mission to California and Oregon, with the cost of the overseas travel to be met from the 2014-2015 budget allocation for the International Missions Program.

Item	Cost
Flights	\$11,798
Accommodation	\$3,694
Hotel Transfers	\$463
Ground Transport	\$2,568
Visa Applications	\$30
Total	\$18,553
Approved Budget	\$20,000*

*\$15,000 plus contingency of \$5,000

6.6. Program

This intensive six day joint mission arrived in Portland on 1 September and departed from Los Angeles for Brisbane on 6 September 2014. Mission delegates attended 15 meetings with various government representatives, industry and project authorities focussing on health precincts, smart technologies, light rail and major urban developments.

Company	Objective / Discussion Items
Portland Development Commission	<p>The delegation gained insights to the Portland Development Commission's experience and challenges in economic development, urban renewal, commercial centre development and innovation, specifically in relation to the following aspects of the development:</p> <ul style="list-style-type: none"> avenues and approaches to sourcing investment innovative financing or funding models as part of urban renewal and precinct development mechanisms to encourage local business expansion into new commercial precincts integration of smart technologies in precinct design and the built environment the role of the municipal government (the City of Portland) both initially and ongoing, in the activities of the Commission.
TriMet's Capital Projects	<p>This meeting provided the opportunity for delegates to receive a detailed briefing on the Metropolitan Area Express (MAX) Light Rail network in Portland.</p>
Mayor of the City of Portland	<p>The meeting provided the opportunity to establish an awareness of the Sunshine Coast, its sustainability credentials and its commitment to economic growth. The meeting also offered an opportunity to gauge areas of mutual interest that the City of Portland may wish to collaborate on with the Sunshine Coast Council.</p>

Company	Objective / Discussion Items
Microsoft Corporation	The meeting provided the opportunity to brief senior Microsoft representatives on the Sunshine Coast, the Maroochydore city centre development and to encourage interest in considering the Sunshine Coast as a potential location for future investment in Australian operations.
CISCO	The meeting provided the opportunity to brief senior CISCO representatives on the Sunshine Coast, the Maroochydore city centre development and to encourage interest in considering the Sunshine Coast as a potential location for future investment in Australian operations.
Seraph Group	Council briefed the Seraph Group on the opportunities that are emerging in the region, including the Maroochydore city centre and commenced discussions on the potential for Seraph Group to establish a presence on the Sunshine Coast to assist local innovators gain greater global access to venture capital.
Alexandria Real Estate	Representatives of the Alexandria Real Estate conducted a site Tour of Mission Bay Precinct and a briefing on the precinct design and layout, infrastructure and timing and tenants' requirements. The delegation gained an understanding of funding arrangements that were initially established for this precinct development.
Mission Bay Development Group	Council gained an understanding of the role of the Mission Bay Development Group, the Group structure and its funding model. The discussion also examined linkages with the hospital and the wider community and their respective infrastructure requirements.
University of California	The delegation received a briefing on the integration of the University of California with the hospital facilities, beginning with concept evolution and funding options. The USC explored the clinical approaches and research linkages between the University of California and the hospital and gained an understanding of the interface with the precinct surrounding businesses.
McCarthy Cook and Company	The delegation received a tour of the Sandler Neuroscience Centre and a briefing on the design and facilities, the investment model, tenant demand and attraction and links with the university/medical centre.
Austrade	The meeting with the Senior Trade Commissioner provided the opportunity for a briefing on Health related services and investment and potential opportunities for linkages back to the Sunshine Coast.
USCF Mission Bay Hospital Projects	The meeting centred on providing the delegation with a functional brief for the Mission Bay University Hospital incorporating the design and construction process, the incorporation of specialist facilities (including research) and project staging and future growth stages.

Company	Objective / Discussion Items
QB3	Delegates gained an understanding of the governance and operations of this large scale, specialist innovation centre, including services provided, themes/speciality, links with university and the attraction and screening of potential tenants.
San Francisco Municipal Transport Agency	Council gained an understanding of the funding models, operational considerations and performance metrics for the Mission Bay Light Rail network.

6.7. Outcomes

Mission delegates gained a broader and clearer perspective of the economic, social, employment and social outcomes that could be realised from development associated with a major tertiary hospital. Specific actions that are to be progressed as a result of this mission include:

1. Recognition of the importance of the associated health and medical precinct development, the need for a key anchor tenant and to ensure that there is sufficient land available to accommodate potential investment in this regard.
2. The criticality of securing the tertiary partner for the Sunshine Coast University Public Hospital to provide a stronger impetus for associated investment. Council and USC have offered to work more closely with the Sunshine Coast Health and Hospital Service to achieve this objective and to assist where appropriate.
3. A quality prospectus for the Kawana Health precinct and adjacent areas needs to be developed with a clear roll out strategy to more comprehensively promote investment opportunities associated with this significant health and medical infrastructure in the region.

Other outcomes from the mission included:

1. A wider and deeper understanding was obtained on the opportunities, challenges and investment implications associated with major urban light rail networks. This included understanding the importance and approaches to corridor protection and value capture, staging arrangements and associated community infrastructure impacts.
2. Awareness established with key decision-makers in global information and communication technology firms of the Sunshine Coast, the investment opportunities associated with the Maroochydore city centre and Council's approach to encouraging new business investment in this area.

7. Trade Mission to New Zealand: 19-21 October 2014

7.1. Destination

Sunshine Coast Council collaborated with Sunshine Coast Destination Limited (SCDL) to support a trade mission for tourism industry representatives to Auckland and Christchurch, New Zealand from 19-23 October 2014.

This tourism industry mission to New Zealand, led by Sunshine Coast Destination Limited was supported by Councillor Jason O'Pray to maximise opportunities to showcase the Sunshine Coast in Auckland.

7.2. Objectives

The objectives of the mission were to increase awareness of the region's offerings as a tourism destination by:

- showcasing the region's offerings in terms of tourism products and experiences as a means to open up new business opportunities for local businesses and professionals in the tourism sector.
- promoting the region as a key sporting destination for national and international sporting teams training and high performance camps (linked to the 2018 Gold Coast Commonwealth Games)
- fostering international access to opportunities in new markets and establishing networks of significant industry and market relevance

7.3. Rationale

- The opportunity exists to create greater leverage in the New Zealand market with seasonal direct 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 camps in the lead up to the 2018 Gold Coast Commonwealth Games, given the region's proximity to New Zealand.

7.4. Mission representatives

Cr Jason O'Pray	Sunshine Coast Council	Auckland
Laughlin Rigby	Sunshine Coast Destination Limited	Auckland
Kate Wright	Sunshine Coast Destination Limited	Auckland, Christchurch
Erina Kilmore	Australia Zoo	Auckland, Christchurch
Kate Wilkie	Dreamtime Resorts	Auckland, Christchurch
John McCulloch	Coral Beach Noosa Resort	Auckland, Christchurch
Sharon McCulloch	Coral Beach Noosa Resort	Auckland, Christchurch
Sally Hansen	Sunreef Mooloolaba	Auckland, Christchurch

Varun Mahajan	Oaks Hotels and Resorts	Auckland, Christchurch
Lucy Mackee	Tourism Noosa	Auckland, Christchurch
Joe Stephens	Noosa International Resort (Accomm Noosa)	Auckland, Christchurch

7.5. Budget

Item	Cost
Flights	\$965
Accommodation	\$750
Hotel Transfers and Ground Transport	\$500
Visa Applications	\$0
Total	\$2,215
Approved Budget	\$7,000

7.6. Program

As part of this mission, Cr O'Pray and SCDL mission delegates attended a travel workshop on 20 October 2014 to promote the Sunshine Coast to 150 travel agents, wholesale consultants as well as selected travel trade journalists and consumer media representatives.

In addition, Cr O'Pray attended seven meetings over the course of 20-21 October 2014 with various government, industry and tourism operators, with these meetings focussed on promoting the region as a destination for national and international sporting teams training and high performance camps.

Company	Objective / Discussion Items
Tourism and Events Queensland (TEQ) New Zealand Representative	This meeting provided the opportunity to discuss upcoming tourism promotion activities in New Zealand, including the new Sunshine Coast Brand Campaign and new media ideas. Discussions also centred on the results for the 2014 season from the Air New Zealand direct flights.
Air New Zealand	This meeting provided the opportunity to congratulate Air New Zealand executives on another successful season to the Sunshine Coast and discuss plans for the 2015-2016 seasons. Cr O'Pray briefed Air New Zealand representatives on a reservation issue on the USA – Sunshine Coast route experienced on the Air New Zealand Australian region online booking website.
Commonwealth Games Workshop	Delegates participated in a workshop with SCDL, Tourism Australia, and TEQ to discuss leveraging opportunities for the 2018 Commonwealth Games.
Adventure Golf New Zealand	Cr O'Pray visited the owners of the Treasure Island Adventure Golf Park and neighbouring theme park and undertook discussions on a potential investment by the company in a location on the Sunshine Coast.

Company	Objective / Discussion Items
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. Discussions also took place on plans to develop new travel products for the Asian market and possible strategies for the Sunshine Coast to attract New Zealand tourists to the Sunshine Coast for short stay, special interest visits.
New Zealand Olympic Committee	This meeting provided the opportunity to brief the New Zealand Olympic Committee on the facilities and services available on the Sunshine Coast to support training and competition activities, with a particular focus on the lead up to the 2018 Commonwealth Games.
AUT Millennium	This meeting provided the opportunity to receive a briefing of the role of AUT Millennium, particularly in relation to high performance sporting teams and New Zealand national coaching programs. Discussions centred on opportunities for Sunshine Coast local service providers and facility managers to service the needs of high performance program managers and their teams.

7.7. Outcomes

The mission helped to capitalise on the growing number of New Zealand visitors, leverage the third season of the Air New Zealand direct flights, cement trade relationships and maximise business opportunities around the new Sunshine Coast “Vacation Migration” campaign.

There was considerable enthusiasm from key trade partners about the new “Vacation Migration” campaign rollout into New Zealand early next year. There was also a lot of interest in the range of Sunshine Coast events happening in 2016 and opportunities surrounding the 2018 Commonwealth Games.

Feedback from the SCDL members who participated has been very positive and they said the mission was worthwhile because they were able to meet with over 150 travel agents, wholesale consultants as well as selected travel trade journalists and consumer media journalists.

Meeting outcomes

Air New Zealand continues to see positive results from the direct flights between Auckland and the Sunshine Coast, with the route being the most profitable seasonal route on the Air New Zealand network. Air New Zealand plans to extend the Auckland - Sunshine Coast schedule in 2015 with a “broken” seasonal schedule extending from the June/July school holidays to the Sept/Oct school holidays and then operate for three weeks during the Christmas/New Year period.

SCDL alerted Air New Zealand to the fact that the Sunshine Coast airport did not appear on the “drop down” menu selection on the Air New Zealand online booking page, meaning that the Sunshine Coast – United States routing wasn’t available for sale on the Australian region website. Air NZ was unaware of this issue and committed to rectify. SCDL received notification from Air New Zealand that this functionality is currently being developed and is on track to be released in the February 2015 update of the Australian region website.

The briefing with Mike Stanley at AUT Millennium provided a conduit to every elite Sports Coach in New Zealand. AUT Millennium is a key contact for future promotion of the Sunshine Coast as a sporting destination for national and international sporting teams training and high performance camps in the lead up to the forthcoming 2018 Gold Coast Commonwealth Games.

8. 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. However, Council's priority is to seek tangible and quantifiable economic benefits for the region from its international agreements and engagement activities. 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 2014 year are outlined below.

8.1. The management of Friendship City, Sister City, Strategic Partnership agreements and Memoranda of Understanding

At the present time, Sunshine Coast Council has one Sister City relationship and three Friendship City Agreements. These relationships were entered into to foster business, cultural and educational exchanges for the Sunshine Coast community. During 2014, 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 its predecessor Council) since 9 July 1996
 - Sunshine Coast Council provided a gift to the Mayor of Tatebayashi as part of the celebration of their 60th anniversary as a municipality.
- **March, Fenland District, England** which has had a Sister City agreement with the Sunshine Coast Council (and its predecessor Council) since 22 September 1997
 - Cr Mike Cornwell of Fenland District Council attended the Nambour Museum's Jim Hocking Remembrance Day on 19 July 2014 and presented gifts to the museum. Mayor Jamieson and Cr Cornwell also unveiled a new Commemorative Tribute to Jim Hocking which will remain on permanent display.
- **Xiamen, China** which has had a Friendship City agreement with the Sunshine Coast Council (and its predecessor Council) since 29 September 1999
 - Council hosted a tour group from Xiamen; hosted the reciprocal youth exchanges in April and July 2014; and commenced bi-lateral discussions on new opportunities that can be pursued by both Xiamen and the Sunshine Coast Council with the intended signing of the China – Australia Free Trade Agreement
- **Mont Dore, New Caledonia** which has had a Friendship City agreement with the Sunshine Coast Council (and its predecessor Council) since 2006
 - No activities were undertaken pursuant to this agreement during the year.

Council also commenced reviews of all four existing International Agreements, with the reviews due to be completed by May 2015.

8.2. Participation in international exhibitions, forums, seminars and trade events

On 10 February 2014, the Mayor presented at the Australia-China Chamber of Chief Executive Officers on the Gold Coast on investment opportunities in the Sunshine Coast region.

On 14 April 2014, at the invitation of Council, the Hong Kong Economic and Trade Office conducted a seminar for 36 local businesses on exporting to Hong Kong.

On 14 July 2014, Council provided a presentation to representatives of the Hong Kong Mass Transit Rail Corporation on the region and Council's plans for future public transport solutions.

The G20 Global Leaders' summit which took place in Brisbane during November 2014 provided the opportunity for Council to profile the Sunshine Coast and network at a global level, linking with local and visiting thought leaders and an international media audience.

Council participated in the following G20 related events hosted by Trade and Investment Queensland and Brisbane Marketing.

- G20 Marketplace
- G20 Dinner
- G20 Brisbane Global Café.

As part of its membership of the Council of Mayors South East Queensland, Council supported the G20 Global Café and placed a positioning advertisement profiling the Sunshine Coast in the G20 Global Café magazine which was distributed to over 6500 visiting delegates, staff and international media.

On 3 December 2014, Council participated with Trade and Investment Queensland in an Investment briefing in Sydney for the Japan Economic and Trade Organisation and the Japan Australia Chamber of Commerce and Industry. Over 60 Japanese companies had representatives at this event. For many in attendance, this was the first briefing they had ever received on Sunshine Coast investment opportunities.

8.3. Hosting Queensland Government Trade and Investment Commissioners

Sunshine Coast Council hosted the following Queensland Government Trade and Investment Commissioners during individual visits to the Sunshine Coast for the 2014 Trade and Investment Queensland Export Week:

- Ms Donna Massey, Queensland Trade and Investment Commissioner for the United Arab Emirates & Qatar
- Mr Tak Adachi, Queensland Trade and Investment Commissioner for Japan
- Mr Ken Smith, Agent General for Queensland and Trade and Investment Commissioner for the United Kingdom and Europe

During the visits by the Commissioners, Council provided briefings on the regional economy and growth projections, major investment proposals and local business export strengths relevant to each Commissioner's market(s). The Commissioners also met with key regional exporters and conducted briefings for local exporters.

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 on the proposed 2015 Missions Program.

8.4. Supporting youth and cultural exchanges

In April 2014, nine Sunshine Coast students from local secondary schools participated in a youth cultural visit to Xiamen in China. This followed on from a commitment given by Council in 2013 to support a reciprocal exchange between the two cities in 2014. The students visited Xiamen for seven days. The students enjoyed the opportunity to visit local attractions, participate in programs hosted by the Xiamen Youth and Children's Palace and engage in brief homestays with local families.

In July 2014, as part of the reciprocal commitment, Council welcomed an inbound delegation of 33 cultural exchange students, chaperones and officials from the Xiamen Youth and Children's Palace in China. Council hosted an official dinner for the visiting officials and supported the delegation during the exchange visit.

The hospitality extended by the Sunshine Coast community helped make the students' stay memorable. The success of the youth cultural exchange is largely due to the efforts of the Sunshine Coast's community organisations, schools and host families in helping to ensure the delegates felt welcome, comfortable and safe. Seven local state schools, local host families, the Maroochy Bushland Garden, the Queensland Zoo and the Rotary Club of Woombye-Palmwoods extended their hospitality and support to this cultural exchange program.

The culmination of the visit was a concert performed by the visiting students at the Suncoast Outreach Centre.

Appendix 1

Sunshine Coast Mayor's Investment Networking Reception, Hong Kong

26 May 2014

Attendance List

Company
Australian Consulate-General Hong Kong
Australian Trade Commission
Tourism and Events Queensland
Vevco Invest (Asia) Limited
Westpac Banking Corporation
V Hotels and Serviced Apartments
CCB International (Holdings) Ltd
ASF (Hong Kong) Ltd
Resources Capital
China Merchants Group Limited
KVB Kunlun International (HK) Ltd
Australian Chamber of Commerce – Hong Kong and Macau
ADPT and Aéroports de Paris Group
CMA Australia
National Australia Bank
Trade and Investment Queensland – Hong Kong
Evantis Group Ltd
Chun Wo (China) Ltd
ACE Hong Kong Overseas

Item 8.6.1 Sunshine Coast International Relations Policy and Missions Program

**Appendix A Report on the Implementation of the International Relations Policy and 2014
Sunshine Coast International Missions Program**



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