

APPENDIX C

2016-2017 SUNSHINE COAST INTERNATIONAL MISSIONS PROGRAM

Mission Description	Destination (s)	Objectives	Rationale	Scheduled Time Period	Council representative	Estimated cost for Council representatives
<p><b>TRADE</b></p> <p>Sunshine Coast Trade Mission – Tourism, Sport and Leisure</p>	China	<p><u>Objectives:</u></p> <ul style="list-style-type: none"> <li>To promote the region's export capabilities (goods and services) in the tourism sport and leisure</li> <li>To foster regional access to the largest international growth market for Australia.</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>Visit Sunshine Coast has been conducting China Now briefing series for local Tourism businesses, so interest is high.</li> <li>Visit Sunshine Coast would like to work with Council to deliver a targeted mission into China .</li> <li>Opportunities associated with the China-Australia Free Trade Agreement and the proposed expansion of the Sunshine Coast Airport mean that it is important that the region becomes more active in presenting its product, attractions and capabilities within that market.</li> <li>Tourism Australia estimates that Chinese tourism has the potential to be worth up to \$13 billion to Australia by 2020. The Sunshine Coast needs to more actively market and position itself to secure an appropriate share of Chinese tourism expenditure.</li> </ul>	To be determined in conjunction with Visit Sunshine Coast and Council's other contacts in China.	<ul style="list-style-type: none"> <li>Councillor<sup>1</sup></li> <li>Council officer</li> </ul>	\$15,000

Note 1: At the time of writing this report, the allocation of Councillor Portfolio responsibilities had not yet occurred. On this basis, it is proposed that the Chief Executive Officer will consult with all Councillors to determine who will lead this mission.

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<p><b>TRADE</b></p> <p>Routes Asia Conference</p>	Japan	<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. The 2017 Routes Asia Conference will be a stepping stone in this regard.</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 in 2015, 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 agreement in 2015 by the Avalon Airport CEO in attracting Hainan Airlines to Avalon.</li> </ul>	March 2017	<ul style="list-style-type: none"> <li>General Manager, Sunshine Coast Airport.</li> <li>Sunshine Coast Airport officer</li> </ul>	<p>\$16,000</p> <p>Costs associated with attending this conference will be allowed for in the Sunshine Coast Airport's 2016-2017 budget.</p>

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<p><b>TRADE AND INVESTMENT</b></p> <p>Sunshine Coast Trade and Investment Mission – Knowledge and Professional Services</p>	<ul style="list-style-type: none"> <li>• Israel</li> <li>• Germany</li> <li>• United Kingdom</li> </ul>	<p><u>Objectives:</u></p> <ul style="list-style-type: none"> <li>• To promote the region's export capabilities (goods and services) in the high-value Knowledge and Professional Services Industry</li> <li>• To foster regional access to trade and export opportunities in new markets.</li> <li>• To establish networks of significant business and investment contacts.</li> <li>• To generate investment and/or participant interest in SunCentral Maroochydore early stage precincts.</li> </ul>	<p><u>Rationale:</u></p> <ul style="list-style-type: none"> <li>• Per capita, Israel has the largest number of start-up companies in the world.</li> <li>• Israel is ranked #2 in the world for venture capital funds behind the United States.</li> <li>• Israel has more NASDAQ listed companies than any other country, besides the United States and China.</li> <li>• Israel has the world's 3rd highest rate of entrepreneurship - the highest rate among women and people over 55</li> <li>• Israel's scientific research institutions are ranked 3rd in the world</li> <li>• Council has the opportunity to develop a Friendship city relationship with Herzliya Municipal Government.</li> <li>• These major capital markets of Germany and London 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>• This provides a follow up visit to the Capital Markets investment mission undertaken by the Mayor in 2015 to further investment leads for the SunCentral Maroochydore project.</li> <li>• The Agent General for the United Kingdom and the Austrade office in Tel Aviv has offered to assist in regards to identification of key meetings and arrangements in country</li> </ul>	<p>To be determined in conjunction with industry participants and Trade and Investment Queensland Commissioners</p>	<ul style="list-style-type: none"> <li>• Mayor</li> <li>• Council Officer</li> </ul>	<p>\$30,000</p>

