

Report on the Implementation of the International Relations Policy and Sunshine Coast International Missions Program

July 2017 – June 2018



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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 20 July 2017 council endorsed the 2017-2018 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 on international missions for the period July 2017 to June 2018 was \$56,269 which was less than the total allocated budget of \$74,500. The total expenditure on international missions in 2017-2018 equated to 0.02% of total rate revenue in the 2017-2018 financial year and an investment of approximately 0.18% of the \$30 million allocated in the budget to economic initiatives.

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

In 2017-2018 these activities included:

- hosting thirteen inbound delegations;
- two outbound investment missions to the United Kingdom, the Netherlands, Israel, South Korea, Hong Kong and the United State of America;
- one outbound trade mission to Singapore and Malaysia;
- managing a range of requests and support activities associated with three 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; and
- supporting youth and cultural exchanges with Xiamen in China, and Tatebayashi and Izumisano in Japan.

The combined effect of this body of work has delivered:

- support for the introduction of Sunshine Coast businesses to new markets in Asia;
- wider awareness of the investment opportunities associated with council's key projects, namely the Maroochydore City Centre, Caloundra Centre Master Plan, the now approved international broadband submarine network and the expansion of the Sunshine Coast Airport among others;
- greater awareness of the export capabilities of Sunshine Coast industry;
- raising the profile of the Sunshine Coast, as a visitor destination, in Scotland (linked to the 2018 Commonwealth Games), and South Korea;
- stronger international commercial interest in council's key projects; and
- Queensland and Australian government representatives 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.

It is noted that from time to time Councillors and/or council officers may seek approval from council to participate in international activities, which have not been authorised as part of council's International Relations Policy or the approved International Missions Program. The reporting of outcomes associated with these activities is conducted independently to this report.

Further information on any of the matters outlined in this report can be obtained from the Economic Development Branch of council at intl.business@sunshinecoast.qld.qov.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:

- contribute to achieving the outcomes of council's Corporate Plan and regional strategies;
- be underpinned by mutual respect, understanding and diplomacy;
- be conducted in a manner which maintains and enhances council's credibility and reputation; and
- 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 undertaken in the period 1 July 2017 and 30 June 2018.

2. July 2017 - June 2018 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 2017-2018, council hosted thirteen inbound international delegations from China, Japan, Scotland, Israel, Canada, Hong Kong, The United States of America and Malaysia plus, visits to the Sunshine Coast by Trade and Invest Queensland (TIQ) international network representatives representing South Korea and China. The objectives of 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
2 August 2017	Izumisano City	Japan	To discuss possible collaboration with education sectors and tourism
25 August 2017	Trade & Investment Qld Press & Cultural Affairs Division Shanghai Municipal Foreign Affairs Office	China	Presentation and discussion regarding the promotion of tourism and education products to the China market
1 September 2017	PricewaterhouseCoopers – Country Garden Brisbane	China	Presentation and discussion on major development projects and other economic opportunities
6 September 2017	China Sichuan Province Bazhong City Government	China	Explore and discuss urban development opportunities in tourism/events, economic and investment opportunities and potential cooperation with projects
22 September 2017	The Melting Pot Edinburgh	Scotland	Explore and collaborate innovative programs and start-up technologies for community, entrepreneurs, accelerator programs and social enterprises
12-14 October 2017	Tatebayashi Government	Japan	Sister Cities friendship and understanding –signing of MOU with Palmwoods and Woombye State Schools for student exchange program in education and arts
10 November 2017	TaKaDu – Provider of Central Event Management solutions for water and gas industries	Israel	Discussions and presentation with Unitywater on water quality and manufacturing
6 December 2017	Xiamen Children’s Palace	China	Exchange and cultural benefits of exchange opportunities for students

Date	Delegation	Country of Origin	Areas of Interest
26 March 2018	Council of Mayors SEQ hosted visit by Vancouver Mayor's Delegation	Canada	To explore and discuss opportunities with a shared strong commitment to economic prosperity, infrastructure, smart cities, international broadband network cable and waste prevention
13 April 2018	Trade & Investment Qld hosted visit by Credit Suisse Hong Kong	Hong Kong	Explore opportunities to connect with clients/potential investors particularly in the areas of commercial property, hotel facilities and renewable energy
11 May 2018	Trade & Investment Qld hosted visit by TIQ Commissioner for Hong Kong	Hong Kong & Macau	Present and discuss regions major projects and game-changing opportunities for future collaboration and connection for potential investors in the Hong Kong market
16 May 2018	Myriad – hosted companies (Listed Below)	USA	To explore and discuss opportunities regarding local technology and food businesses, aligned to the Myriad technology festival in Brisbane
21 May 2018	Epic Investment Sydney on behalf of OSK Holdings Group	Malaysia	Explore the business and investment opportunities in the hotel and tourism markets and international broadband network cable

Myriad Hosted Companies

Google
 The Action Fund
 Fetcher
 Union Square Ventures
 Angel Investor
 Menlo Ventures
 Integrate
 Shoes of Pray
 Singularity University
 BMI US
 YING
 Apple
 500 Startups
 Director of Design, Autodesk
 Bebo
 Dreamworks

HeadSpin, Angel Investor, Spotify, Tinder
 Good Dot
 DFJ, Board Director of Tesla, SpaceX
 Disrupter
 Hungry Planet
 True Ventures
 Obvious Ventures
 Head of Global Elections, Facebook
 Josephmark, US
 International Designer
 International Music Artist - Alex Cruz
 International Music Artist - Overwerk
 Director & International Filmmaker
 OOD
 StudyChatr

3. July 2017 – June 2018 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 key overseas markets to showcase their products and services of the region and present to potential buyers, investors and trading partners. Led by a council representative, these missions involve government to government engagement which provides a platform 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 2017-2018 international missions program provided targeted opportunities to:

- promote the region's export capabilities (goods and services) in high-value industries – notably agribusiness, education and training, tourism, sport and leisure and health and well-being;
- 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 20 July 2017, contained:

- One investment mission (to the United Kingdom (UK), Netherlands, Israel, and South Korea) as key sources of investment capital for projects of particular interest to the region - specifically the investment opportunities in the Maroochydore City Centre, in addition to the establishment of key contacts and advancement of the region's interests in nurturing successful entrepreneurial and start up environments.
- One trade mission (to Singapore and Malaysia) - to foster regional access to trade and export opportunities in new markets and establish networks of significant business and other contacts.
- One investment mission (to Hong Kong and Boston in the United States of America) to provide the opportunity to follow up on previous missions to Hong Kong to further relationships and investment leads for the Maroochydore City Centre precincts and to promote the health and wellbeing industry's credentials in one of the world's leading centres for the development of the biosciences.

Summary of Costs

Budget

Mission	Approved Budget	Expenditure
Investment Mission to UK, Netherlands, Israel and Sth Korea	\$20,000	\$16,972
Trade Mission to Singapore and Kuala Lumpur	\$16,500	\$11,757
Investment Mission to Hong Kong and USA	\$38,000	\$27,540
Total	\$74,500	\$56,269

4. Sunshine Coast Investment Mission and Asia Pacific Cities Summit: 24 August – 13 September 2017

Destination

United Kingdom, The Netherlands, Israel, South Korea

Objectives

The primary objectives for this mission were to:

- promote the region's export capabilities (goods and services) in the high value Knowledge and Professional Services Industry;
- establish networks of significant business and investment contacts;
- generate investment interest in the Maroochydore City Centre early stage precincts; and
- participate in the Council of Mayors' South East Queensland (COMSEQ) delegation to promote the region in the South Korea market.

Rationale

- This mission provided a follow up to the investment mission undertaken by the Mayor in 2015 and provided the opportunity to further develop key relationships in Edinburgh, London and Amsterdam with parties who have already expressed an interest in aspects of the SunCentral Maroochydore City Centre and who may provide insights and key innovations relevant to council's Smart Cities Framework and Innovation Policy.
- This visit was timed to enable attendance at Commonwealth Games, Sister City and Smart Cities events to promote the region's tourism and sports training opportunities, major infrastructure projects, Smart Cities Framework and inwards investment opportunities.
- The mission also enabled council at a senior level to represent the region as part of the COMSEQ delegation to the 2017 Asia Pacific Cities Summit to attend the 2017 Asia Pacific Cities Summit in Daejeon, South Korea, and
- The major capital markets identified reflected key destinations visited by the Queensland Treasurer and Queensland Treasury Corporation every year as the major sources of investment in Government bonds.

Mission representatives

- Mayor Mark Jamieson
- Ms Belinda Warren, Acting Chief of Staff
- Mr Michael Whittaker, Chief Executive Officer (Republic of Korea only)

Budget

Item	Approved Budget	Expenditure
Mission Total*	\$20,000	\$16,972

*It should be noted that the total budget for this mission was \$50,000 comprised of \$30,000 approved and reported in the 2016/17 financial year and \$20,000 approved in the 2017/18 financial year. Therefore the total expenditure on this mission, spread across the two financial years, was \$46,972.

Program

The program for the Investment Mission covered five cities, involving meetings with representatives of key financial institutions, professional advisors, institutional and other investors. The format for engagement included individual meetings, an investment focused business briefing luncheon hosted by the Mayor in London, and site visits to inspect smart city developments and innovation start up incubators and projects in Edinburgh, London, Cambridge Amsterdam, Herzliya and Tel Aviv.

Company	Objective / Discussion Items
Minister Aileen Campbell	Scottish Government Reception to mark the visit of the Gold Coast 2018 Queen's Baton Relay.
Trade and Invest QLD, London	To receive a briefing on Australian and Queensland economic and commercial activities in the UK and the opportunities and scope for Australian local governments and regionally based business and industry to leverage productive commercial relationships within the UK and Europe. To brief the TIQ Officers on the economic and investment objectives of the Sunshine Coast Council, the major infrastructure opportunities being progressed by Council and to demonstrate the region's leadership in the areas of city-making, innovation and international positioning.
JB Equity, Scotland	To discuss regional agribusiness investment opportunities and gain an understanding of JB Equity's planned strategy for growth and the expansion of new projects, particularly in the Asia region.
SportsScotland Institute of Sports	To meet the specialist staff assisting with the delivery of the Team Camp on the Sunshine Coast prior to the 2018 Commonwealth Games. To promote the Visit Sunshine Coast international competition and undertake associated media interviews.
The Melting Pot	To gain insights on how the region can accelerate growth and reinvestment in innovative technology and programming companies. To outline the Sunshine Coast's development agenda and credentials in innovation and entrepreneurship and explore opportunities for collaboration with the Melting Pot. Representatives of the Melting Pot subsequently visited the Sunshine Coast for follow up engagement.
Scottish Enterprise	To discuss a potential Scottish trade delegation to Queensland for the Gold Coast Commonwealth Games in 2018 (GC2018) and the possibility for the Scottish Trade delegation to visit the Sunshine Coast. This meeting provided an opportunity to share information on regional economic development and investment strategies and highlight the range of opportunities for Scottish companies interested in investing and collaborating with the Sunshine Coast.
UK Green Investment Bank Limited	To discuss inward institutional investment to the Sunshine Coast's major infrastructure projects with a particular focus on renewable energy generation and green technologies.
MassChallenge	To gain an understanding of the key factors and contributors to the creation of a successful global innovation ecosystem, and the role that MassChallenge has played in the development of a networked global ecosystem. To explore the potential strategic partnership opportunities that may exist with Mass Challenge and its key global and Australian partners for the Sunshine Coast.
Qld Investment Corporation	To provide an update on how the Sunshine Coast's infrastructure program and development agenda is progressing and to encourage QIC to work closely with council on potential investment opportunities specifically around the Maroochydore CBD, the international Broadband submarine cable infrastructure and hotel and convention centre infrastructure.

Company	Objective / Discussion Items
National Australia Bank	To provide a briefing on the Sunshine Coast and major infrastructure program, economic development agenda and key investment opportunities that may be of interest to NAB and their institutional clients in the United Kingdom and Europe.
Aviva Investors	To introduce Aviva Investors to the major infrastructure program, economic development agenda and key investment opportunities that may be of interest to their Aviva Investors Multi-Strategy (AIMS) Target Income Fund (established in Australia in 2016) and their institutional clients in the United Kingdom and Europe.
InfraRed Capital Partners	To introduce InfraRed Capital Partners to the major infrastructure program, economic development agenda and key investment opportunities that may be of interest.
Foresight Group	The purpose of this meeting is to discuss inward institutional investment to the Sunshine Coast's major infrastructure projects. To discuss potential opportunities with a focus on renewable energy generation and enabling technologies such as storage and flexible generation, and in investing in energy management projects.
KPMG London	To brief KPMG London on the Sunshine Coast and its major infrastructure program, economic development agenda and key investment opportunities that may be of interest to their institutional clients in the United Kingdom and Europe. To gain insights on some critical success factors that have driven decision making in the UK, and how aspects of the Greater Manchester City Deals methodology might have application in Australia.
Trade and Invest QLD London	Investment Roundtable to engage directly with a number of UK businesses and professional intermediaries with an interest in accessing the Asia Pacific region. To brief participants on the Sunshine Coast and major infrastructure program, economic development agenda and key investment opportunities. To provide the opportunity for UK businesses with an existing presence in Australia to explore opportunities for participation in major development projects on the Sunshine Coast.
Commonwealth Bank of Australia	To update Senior Executives on how the Sunshine Coast's infrastructure program and development agenda is progressing and to encourage Commonwealth Bank to work closely with council on key investment opportunities that may be of interest to the Commonwealth Bank and its institutional clients in the United Kingdom and Europe.
University Superannuation Scheme	To update USS on progress with the Sunshine Coast's major infrastructure program, economic development agenda and key investment opportunities.
ING	To brief ING executives on the Sunshine Coast and major infrastructure program, economic development agenda and key investment opportunities that may be of interest to ING and their institutional clients in the United Kingdom and Europe.
Fenland District Council (FDC)	To recognise the 20th Anniversary of the two councils' Friendship City relationship and officially sign the Charter of Mutual Friendship renewing the relationship for a further four-year period.
Greater Cambridge and Greater Peterborough Enterprise	To share information on regional economic development and investment strategies, including the negotiation of a regional economic partnership. To promote investment and collaboration opportunities on the Sunshine Coast for Greater Cambridge and Greater Peterborough-based companies and investors.
Cambridgeshire and Peterborough Combined Authority	To share information on regional governance and obtain an understanding of the role and effectiveness of Combined Authorities in the United Kingdom – specifically in the areas of regional planning, economic development, investment attraction, collaborative governance and advocacy.

Company	Objective / Discussion Items
Cambridge Enterprise	To commence a dialogue with Cambridge University and look to explore any partnership opportunities that could be pursued between the University and the Sunshine Coast. The meeting also provided the opportunity to share learnings on innovation and commercialisation.
IM Group	To provide a briefing on the economic development and major infrastructure projects being progressed on the Sunshine Coast.
Lynxx	This meeting provided the opportunity to explore with Lynxx the economic opportunities that council could pursue through a more integrated and intensive approach to data analysis.
Rob van Gijzel, Former Mayor of Eindhoven	This meeting was arranged to gain some first-hand insights to Mr Van Gijzel's approach to city making and positioning to help shape how the Sunshine Coast positions itself as Australia's most sustainable region – healthy, smart, creative. Eindhoven is the home to Brainport and is widely regarded as the most innovative city in Europe.
Mayor Jack Mikkers, Mayor of Veldhoven	To discuss Veldhoven's approach to city making and positioning to help shape how the Sunshine Coast positions itself as Australia's most sustainable region – healthy, smart, creative. This meeting also provided the opportunity to canvas whether there would be any interest in a collaborative agreement to explore mutual learnings and opportunities associated with the Sunshine Coast's innovation agenda and Smart City initiatives.
Phillips Lighting	To obtain a briefing on how Phillips Lighting shares its vision on smart street lighting and demonstrates its indoor lighting capabilities and many project implementations around the world.
Brainport Eindhoven	To visit Europe's leading innovative technology region, identify potential new ideas and opportunities to: incorporate within council's proposed innovation policy; gain insights of a potential alternative model for the delivery of economic development services by a government entity; identify potential areas for collaboration with the Sunshine Coast and contacts for follow up by council officers.
Amsterdam Smart City	To receive a briefing on Amsterdam Smart City activities and its innovation agenda followed by informal discussion to identify possible areas for collaboration and to share learnings in innovation and Smart City initiatives.
City of Amsterdam and Amsterdam Institute for Advanced Metropolitan Solutions	The visit to the Institute included presentations by three partners and discussions to explore interest by the Amsterdam Institute of Metropolitan Solutions in possible collaborations or partnerships with the University of the Sunshine Coast and/or the Innovation Centre Sunshine Coast.
The Australian Ambassador to the Netherlands	This was a courtesy call on the Australian Ambassador in order to brief the Ambassador on the economic and investment objectives being pursued by the Sunshine Coast Council, the major infrastructure opportunities being progressed by council and to demonstrate the region's leadership in the areas of city-making, innovation and international positioning.
Austrade Tel Aviv	To receive a briefing on the local market and business culture in Israel and advice regarding the program of international events taking place during the mission. To brief Austrade on the Sunshine Coast game-changing projects and discuss any opportunities for collaboration with, and investment from Israeli companies.
Deputy Mayor, Maya Katz, Municipality of Herzliya	To discuss the potential for collaboration between the two regions particularly in the areas of: Ocean sports, (surfing and sailing); Environmental issues including shoreline erosion management; Accelerator centres and start-ups; and Tourism.

Company	Objective / Discussion Items
DELL EMC Center of Excellence (CoE), Herzliya	To visit the world's largest privately controlled, integrated technology company- the DELL EMC Israeli CoE which features expertise in the realms of advanced storage technologies, high availability, cyber security, big data, cloud computing and data science to learn more about the collaboration between the Israeli innovation ecosystem, including academia, the military, established companies and start-ups.
Herzliya Accelerator Centre	To tour the Centre and explore the potential to deploy aspects of the Centre's model as part of the future evolution of the Smart Centre and Living Lab at Caloundra.
Herzliya Science Centre	To tour the Centre, gain an understanding of the collaborative arrangements between the Municipality, the High School and the Israel Space Agency, and to explore the potential for similar collaborative partnerships to be established on the Sunshine Coast.
Australian Landing Pad	To visit the Australian government Landing Pad in Tel Aviv and meet the Australian innovators in residence.
TaKaDu	To gain an understanding of the water event software products developed by TaKaDu, which it is understood have since been taken up by Unitywater and examine how the application of these technologies can assist in advancing the Smart City agenda and program that council is putting in place for the Maroochydore City Centre.
Tel Aviv Cities Summit	To participate in the Cities Summit as an open forum bringing together entrepreneurs, urban planners, visionaries and high-tech industry leaders to discuss the pressing issues that are challenging cities globally.
CRiskCO	To discuss and gain an understanding of the start-up ecosystem and culture in Israel and to compare the Sunshine Coast and Israeli ecosystems, identify possible areas for collaboration and to share learnings in innovation and smart technologies.
Mr Asaf Zamir, First Deputy Mayor, Municipality of Tel Aviv	To follow up from the Mayor's meeting with Deputy Mayor Zamir at the Asia Pacific Cities Summit in Brisbane in 2015, discuss opportunities for collaboration and to share learnings in innovation and smart city technology between the Sunshine Coast and Tel Aviv.
Ben Gurion University	This meeting provided the opportunity to open a dialogue with Ben-Gurion University and to explore any potential collaboration and partnership opportunities that could be pursued between the University and the Sunshine Coast. The meeting also provides the opportunity to brief the University on the Sunshine Coast region, its game changer projects and to share learnings on innovation and commercialisation.
National Institute for Biotechnology in the Negev Ltd	To explore platforms for collaboration between the Department of Life Sciences at Ben-Gurion University and the University of Sunshine Coast.
Australian Ambassador to Israel	This was a courtesy call on the Australian Ambassador in order to receive a briefing on Australian economic and commercial activities in Israel and the opportunities and scope for Australian local governments and regionally based business and industry to leverage productive commercial relationships within Israel and its innovation ecosystem. The meeting also provided the opportunity to brief the Ambassador on the economic and investment objectives of the Sunshine Coast Council, the major infrastructure opportunities being progressed by council and to demonstrate the region's leadership in the areas of city-making, innovation and international positioning.
Trade and Invest QLD, Seoul	The Sunshine Coast delegation received a detailed briefing on current developments in the South Korean market and more recent growing capital investment interest in Queensland.

Company	Objective / Discussion Items
ENVAC Korea	To renew acquaintance with senior executives and discuss the progress of the installation of the underground pneumatic waste system being installed at the Maroochydore City Centre.
Korean Broadcasting System "Everywhere"	To thank KBS Everywhere for their visit to the Sunshine Coast in February/March 2017, their coverage of the region in two episodes of their program and to explore further promotional partnerships for the Sunshine Coast with KBS to reinforce the coverage and awareness of the region in the Korean market.
Digital Sense	To explore the potential to build a commercial and industry grade data centre in the new Maroochydore City Centre.
2017 Asia Pacific Cities Summit and Mayors Forum	Participation in the 2017 APCS in Daejeon, provided an opportunity to exchange knowledge, identify a common agenda, develop shared solutions, improve city governance across the Asia Pacific region and ensure sustained prosperity. The Mayors Forum provided the opportunity for the leaders of local government to learn about each other's success, identify common agendas and develop solutions for the prosperity of cities across the Asia Pacific region.

Sunshine Coast Council Investor Roundtable organised by Trade and Invest QLD, London

Attending Companies
Australian Trade Commission, London
Infrastructure Placements
BWB Consulting
Camborne Capital Group Ltd
Control Risks Group
BRE
Dept of International Trade, UK
Hermes Real Estate
British Expertise
Mott MacDonald
Mace
Aberdeen Asset Management

Outcomes

- 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;
- Highly valuable connections established that will help to shape the city making agenda that council is pursuing at SunCentral Maroochydore, Caloundra Centre Master Plan, Mooloolaba and for the broader Sunshine Coast;
- New Relationships and contacts that will contribute to the region's innovation ecosystem and council's Innovation Policy;

- Follow up delegations visited the Sunshine Coast from the United Kingdom and South Korea. The investor delegation to the Sunshine Coast from South Korea was the largest single investment delegation to visit the region in the last five years;
- New tourism promotion opportunities are now being negotiated with the South Korean market;
- Council's Innovation Policy and Smart Cities Framework will be reshaped based on the learnings and engagement with multiple parties in the United Kingdom, the Netherlands and Israel; and
- An initial relationship with the founder of the McGovern Institute has led to further engagement on behalf of the Sunshine coast Thompson Institute for Brain and Neuroscience Research.

5. Sunshine Coast Trade Mission: 20 April – 29 April 2018

Destination

Singapore and Malaysia

Objectives

The primary objectives for this mission were to:

- showcase the Sunshine Coast, its economic credentials and investment opportunities in Singapore and Kuala Lumpur;
- re-establish relationships with key institutional and other investors to facilitate investment interest in the High Value Industries on the Sunshine Coast;
- to support the Sunshine Coast exporters participating at Food and Hotel Asia in Singapore; and
- to accompany the Trade and Invest Queensland delegation, further strengthening the relationship between State and local government.

Rationale

- To facilitate growth in the region's market access and international export and investment base to strengthen the resilience of the regional economy. The focus, direction and actions contained in the programs are consistent with the key goals, pathways and priorities in the Sunshine Coast Regional Economic Development Strategy.
- In January 2018 Trade and Investment Queensland (TIQ) announced their plans to conduct a Queensland government trade mission to Food and Hotel Asia (FHA) 2018 in Singapore to showcase Queensland's high-quality food and beverage products. FHA is a biennial Exhibition attracting 4,000 international exhibitors from over 70 countries/regions, with 68 international group pavilions. Approximately 78,000 trade attendees from over 100 countries/regions attend this event.
- TIQ anticipated that five Sunshine Coast companies would participate in this TIQ trade mission to Singapore and it was considered appropriate for the Deputy Mayor to provide support to these companies.
- The Sunshine Coast Food and Agribusiness network successfully communicated this opportunity to local food and agribusiness companies seeking export markets in South Asia.

Mission representatives

- Cr Tim Dwyer, Deputy Mayor, Sunshine Coast Council
- Mr Paul Martins, Head of Economic Development, Sunshine Coast Council

Budget

Item	Approved Budget	Expenditure
Mission Total	\$16,500	\$11,757

Program

The program for the Trade Mission covered two cities, involving meetings with representatives of key financial institutions, professional advisors, institutional and other investors.

The format for engagement included individual meetings, an investment focused business networking luncheon hosted by the Deputy Mayor in Singapore, and site visits to inspect food retail, wholesale and distribution centres.

Company	Objective / Discussion Items
TIQ	Meet TIQ's FHA team and Queensland exhibitors and receive market briefings on the Food Service and Retail Industry, Market trends, Opportunities and challenges in Hong Kong, Korea, Indonesia, India and Singapore. Insights into Singapore's Food Service Sector were provided by Benelux.
Austrade Singapore	Provide a briefing to Austrade Senior Trade Commissioner, Investment Director and Trade Team on the Sunshine Coast Regional Economic Development Strategy (REDS), major projects and investment opportunities.
Department of Foreign Affairs and Trade	Provide a briefing to the Australian High Commissioner on the Sunshine Coast REDS, major projects and investment opportunities.
Tourism Australia, Singapore	Provide a briefing on council's major projects and an update on the Sunshine Coast Airport expansion. Discuss international event opportunities and tourism investment opportunities.
Tourism and Events Queensland, Singapore	Provide a briefing on council's major projects and an update on the Sunshine Coast Airport expansion. Discuss international event opportunities and tourism investment opportunities.
Visit Sunshine Coast, Singapore	Discuss international event opportunities and tourism investment opportunities. Receive an update regarding VSC activities in market.
ACCOR Hotels, Singapore	Provide a briefing on council's major projects and an update on the Sunshine Coast Airport expansion. Discuss international event opportunities and tourism investment opportunities.
Carlson Rezidor, Singapore	Provide a briefing on council's major projects and an update on the Sunshine Coast Airport expansion. Discuss international event opportunities and tourism investment opportunities.
Hill+Knowlton Strategies	Provide a briefing on sponsorship and corporate linkages to region's sports and major events strategies.
Singapore Netball Assoc	Discuss potential training and coaching development opportunities on the Sunshine Coast.
National Australia Bank Limited	Provide a briefing on council's major projects and an update on the Sunshine Coast Airport expansion. Discuss international event opportunities and tourism investment opportunities.
GEMS World Academy	Discuss the potential for High Performance Rugby and Netball sports programs on the Sunshine Coast and promote local IT solutions to GEMS.
Fraser's Hospitality International, Singapore	Provide a briefing on council's major projects and an update on the Sunshine Coast Airport expansion. Discuss international event opportunities and tourism investment opportunities.
Austrade, Kuala Lumpur	Provide a briefing to Minister Counsellor (Commercial) and Senior Trade & Investment Commissioner, Malaysia and Brunei, on the Sunshine Coast REDS, major projects and investment opportunities.
The Food Purveyor SDN BHD	To explore food export opportunities for Sunshine Coast exporters.

Company	Objective / Discussion Items
HELP University	Discuss potential collaboration with University of Sunshine Coast and the TAFE EastCoast campus in environment, health, business, accounting, engineering, potential collaboration with council on smart city technology, Artificial Intelligence, and potential linkages to the new City Centre.
The OSK Group, Kuala Lumpur	Provide a briefing on council's major projects and an update on the Sunshine Coast Airport expansion. Discuss international event opportunities and tourism investment opportunities..
Institute Sukan Negara Malaysia	Discuss potential collaboration with University of Sunshine Coast and the TAFE Eastcoast campus.
TA Global, Kuala Lumpur	Provide a briefing on council's major projects and an update on the Sunshine Coast Airport expansion. Discuss international event opportunities and tourism investment opportunities..
RSM Malaysia	Provide a briefing on council's major projects and an update on the Sunshine Coast Airport expansion. Discuss international event opportunities and tourism investment opportunities..

Outcomes

- The mission provided the opportunity to establish relationships and commence discussions with a variety of potential investors in the tourism, sport and leisure sectors in the Singapore and Malaysian markets;
- Important investment and trade connections established with:
 - Corporate tourism, leisure and events focussed investors in Singapore and Malaysia
 - Agribusiness investors in Singapore and Malaysia
 - Buyers, retailers, distributors and foodservice agents in Singapore
 - Professional advisory firms that have extensive and valuable links to major investment channels and proponents;
- Highly valuable connections established that will help to shape the city making agenda that council is pursuing at SunCentral Maroochydore, Caloundra Centre Master Plan, Mooloolaba and for the broader Sunshine Coast;and
- New relationships and contacts that will contribute to development of the region's export capacity and capability.

6. Sunshine Coast Investment Mission: 27 May – 9 June 2018

Destination

Hong Kong and Boston

Objectives

The primary objectives for this mission were to:

- showcase the Sunshine Coast, its economic credentials and investment opportunities in these markets;
- generate investment interest from key financial institutions, professional advisors, institutional and other investors in the in Maroochy City Centre and other infrastructure related opportunities, particularly in transport solutions and renewable energy; and
- accompany the Premier of Queensland to Bio 2018 in Boston.

Rationale

- The focus of the meetings and briefings in Hong Kong was on following up connections established during previous missions as well as promoting the commercial investment opportunities available, both now and in the future, in the Maroochy City Centre.
- The mission also provided the opportunity to meet with a representative of the Hong Kong administration to canvas how businesses in the Sunshine Coast health, education and knowledge industries can better source and secure opportunities that will enable them to export their products and expertise to assist with key projects in Hong Kong;
- The Queensland Premier led the Government's annual mission to Bio 2018 which promoted Advance Queensland and the State's science and innovation sectors which are directly relevant to the economic and investment priorities of the Sunshine Coast; and
- The visit to Boston provided the opportunity to promote the Sunshine Coast University Hospital development and health and medical research investment opportunities associated with the Kawana Health Precinct.

Mission representatives

- Mayor Mark Jamieson
- Mr Craig Matheson, Chief of Staff

Budget

Item	Approved Budget	Expenditure
Mission Total	\$38,000	\$27,540

Program

The program for the Investment Mission covered two cities, involving meetings with representatives of key financial institutions, professional advisors, institutional and other investors. The format for engagement included individual meetings, boardroom meetings, an investment focused business networking luncheon hosted by the Mayor in Hong Kong, and site visits to inspect innovation start-up incubators and projects in Boston.

Company	Objective / Discussion Items
TIQ, Hong Kong	To provide a briefing on progress of the major infrastructure development projects and other key investments occurring on the Sunshine Coast, including the Maroochydore City Centre, major private development projects – Aura and Harmony, the International submarine cable connection to the Sunshine Coast, the completion of council's Solar Farm and the Airport expansion project.
MTR Corporation Ltd	To provide a briefing on the major infrastructure development projects on the Sunshine Coast, the Commonwealth's commitment to support a business case for a Fast Rail solution to service the Sunshine Coast and gauge an understanding of MTR's interest in participating in any of these projects.
Gaw Capital	To provide a briefing on the major infrastructure development projects and other key investments occurring on the Sunshine Coast, specifically in the Maroochydore City Centre including hotel and student accommodation investments.
Far East Consortium	To provide a briefing on progress of the major infrastructure development projects and other key investments occurring on the Sunshine Coast, including the Maroochydore City Centre, major private development projects – Aura and Harmony, the International submarine cable connection to the Sunshine Coast, the completion of council's Solar Farm and the Airport expansion project.
CBRE	To provide a briefing on progress of the major infrastructure development projects and other key investments occurring on the Sunshine Coast, including the Maroochydore City Centre, major private development projects – Aura and Harmony, the International submarine cable connection to the Sunshine Coast, the completion of council's Solar Farm and the Airport expansion project. CBRE Hong Kong has also agreed to work with council on specific and targeted opportunities to promote Sunshine Coast investment opportunities to their clients.
BlackRock	To provide a briefing on progress of the major infrastructure development projects and other key investments occurring on the Sunshine Coast, including the Maroochydore City Centre, major private development projects – Aura and Harmony, the International submarine cable connection to the Sunshine Coast, the completion of council's Solar Farm and the Airport expansion project.
Credit Suisse	To follow up discussions with Credit Suisse representatives during their visit to the Sunshine Coast in April 2018. To gain an understanding of how Credit Suisse is following up on specific investment leads for the Sunshine Coast.
Real Estate Fund of CLSA Capital Partners (HK) Limited	To provide a briefing on progress of the major infrastructure development projects and other key investments occurring on the Sunshine Coast, including the Maroochydore City Centre, major private development projects – Aura and Harmony, the International submarine cable connection to the Sunshine Coast, the completion of council's Solar Farm and the Airport expansion project.
CCCC International Holding Ltd, Hong Kong	To provide a briefing on progress of the major infrastructure development projects and other key investments occurring in the Maroochydore City Centre and discuss matters relating to the interests of one of its subsidiaries in the Maroochydore City Centre.
Sino Land Company Limited	To provide an introductory briefing on the major infrastructure development projects and other key investments occurring on the Sunshine Coast, including the Maroochydore City Centre, major private development projects – Aura and Harmony, the International submarine cable connection to the Sunshine Coast, the completion of council's Solar Farm and the Airport expansion project.

Company	Objective / Discussion Items
CPA Australia Hong Kong	This Roundtable Luncheon provided an opportunity for a discussion with the CPA Committee members on the Hong Kong economic and business landscape and market, key trends, drivers and challenges including hot spots and issues. This luncheon also focussed on the key infrastructure development projects and new investment opportunities available on the Sunshine Coast. CPA Australia Hong Kong has offered to work with council on targeted opportunities to promote trade and investment opportunities on the Sunshine Coast to its membership.
Hong Kong General Chamber of Commerce (Real Estate Committee)	This meeting focussed on the key infrastructure development projects and new investment opportunities available on the Sunshine Coast. The Hong Kong General Chamber of Commerce has offered to work with council on targeted opportunities to promote trade and investment opportunities on the Sunshine Coast to its membership.
Information Services Department, Hong Kong Special Administrative Region	To gain insights to the political, social and economic objectives for the Hong Kong territory and to obtain an informed perspective on Hong Kong which may be relevant to how council continues to engage with this market. To gain some insights to some of the specific social and economic challenges which Hong Kong is confronting which may provide opportunities for the Sunshine Coast and locally based businesses.
Department of Foreign Affairs and Trade and Austrade Hong Kong	To brief the Consul General and her Austrade colleague on the Sunshine Coast, council's economic development priorities, major infrastructure and commercial developments and associated investment opportunities. The meeting also afforded the opportunity to discuss the Hong Kong and Australian bilateral relationship and opportunities to advance further investment and trade linkages that would be beneficial to the Sunshine Coast.
CNIC Corporation Ltd	To provide a briefing on progress of the major infrastructure development projects and other key investments occurring on the Sunshine Coast. To outline that opportunities that may exist in the future in terms of public private partnerships in the delivery of the Fast Rail project and the suburban integrated public transport solution for the Sunshine Coast.
McGovern Institute	This meeting provided the opportunity to brief McGovern Institute Director on the region's health and medical research infrastructure and industry growth opportunities. To discuss the work of the Sunshine Coast Mind and Neuroscience Thompson Institute and to gauge the McGovern Institute's interest in exploring potential research collaborations and/or partnership with the Thompson Institute.
QUT Alumni Event	Informal networking with QUT Alumni residing in the USA and the opportunity to explore investment, education and commercial relationships across a range of disciplines to advance the Sunshine Coast's economic development agenda.
QUT Biotechnology Luncheon	This luncheon marked the official commencement of the Queensland Government's 20 th anniversary of participating in BIO 2018.
Life Sciences Queensland BioFutures Roundtable	To provide the opportunity to explore first hand, the role that the bio sciences will play in Queensland's future developments.
ImmusanT,	To discuss clinical trial opportunities and collaborations with the University of the Sunshine Coast and principally the Clinical Trials Centre.
MIT Sloan School of Management Center for Information Systems Research	This meeting provided the opportunity to discuss an integrated approach to data capture, storage and analytics capability and what this can provide to Better enable councils to plan, manage and develop their human resources. As a result of this meeting, council is discussing the opportunity for the MIT Sloan School of Management to visit the reion and hold briefeings with councillors and the Board of Management in relations to opportunities to enhance data analytics and workforce performance approaches within council.

Company	Objective / Discussion Items
Mass Challenge, Boston	This meeting provided the opportunity to tour the Mass Challenge facility and discuss opportunities for MassChallenge to consider expanding its program reach into Queensland – specifically the Sunshine Coast. Follow up negotiations to bring this program to the Sunshine Coast are now underway.

Sunshine Coast Council Boardroom Briefing with Hong Kong General Chamber of Commerce - Real Estate Committee members

Company
LWK & Partners (HK) Ltd
Jungao Holdings Co Ltd
Lai Fung Holdings Ltd
Trade and Invest Queensland-Hong Kong
Hong Kong General Chamber of Commerce

Outcomes

- 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.
- Highly valuable connections established that will help to shape the city making agenda that council is pursuing at the Maroochydore City Centre, Caloundra Centre Master Plan and Mooloolaba and for the broader Sunshine Coast. SunCentral is now following up on ten specific investment leads that were established as part of this mission;
- Opportunities established for targeted promotion of Sunshine coast investment opportunities with a wide cohort of investors in the Hong Kong and Southern China markets,
- Access to specialist expertise in transport solutions has been improved and opportunities to engage further are now being explored, and
- A much stronger awareness of the Sunshine Coast’s capabilities in BioSciences and opportunities for future partnerships pursued with McGovern Institute, Mass Challenge and MIT Sloane School of Management.

7. 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 between July 2017 and June 2018 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 established to foster business, cultural and education exchanges for the Sunshine Coast community. Between July 2017 and June 2018, 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
 - Council hosted an official delegation from Tatebayashi Ministry of Education during the visit to Palmwoods and Woombye schools by a student delegation;
 - The renewed Sister City Agreement between Sunshine Coast Council; and Tatebayashi City was signed on 6 October 2017 for a further period of four years.
- **March, Fenland District, England** which has had a Friendship City Agreement with Sunshine Coast Council (and the former Maroochy Shire Council) since 22 September 1997.
 - Official visit to March Fenland by Mayor Mark Jamieson on 1 September 2017 for the signing of the renewed Friendship City Agreement for a further four years; and
 - Visit by Councillor Mike Cornwell to attend the launch of the 2nd edition of the book *March Hero*, authored by Dot Wittington, in Nambour on 6 October 2017.
- **Xiamen, China** which has had a Friendship City Agreement with the Sunshine Coast Council (and the former Maroochy Shire Council) since 29 September 1999
 - The Friendship City Agreement between Sunshine Coast Council and Xiamen Municipality was renewed by Mayor Mark Jamieson in January 2018 and at the time of this report is pending the signature of the Mayor of Xiamen. Once signed this agreement will be honoured for a further four years.
- **Mont Dore, New Caledonia**, which has had a Friendship City agreement with Sunshine Coast Council (and the former Maroochy Shire Council) since 2006
 - No activities were undertaken pursuant to this agreement during the year.



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