



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

January 2016 – June 2017



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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 21 April 2016 Council endorsed the 2015-2016 and 2016-2017 Sunshine Coast International Missions Program reflecting the change in approval and reporting cycle from a calendar year basis to a financial year basis. Therefore this report includes international activities undertaken by Council between January 2016 and June 2017. 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 January 2016 to June 2017 was \$79,938 which was less than the total allocated budget of \$91,000. The total expenditure on international missions in 2016-2017 (excluding the Investment Mission in May 2016) equated to 0.017% of total rate revenue in the 2016-2017 financial year and an investment of approximately 0.2% of the \$30 million allocated in the Council budget to economic initiatives.

Council's international relations and engagement activities encompass many aspects of fostering local to global connections in order to raise awareness of the region's investment opportunities and better position the Sunshine Coast in key markets. In 2015-2016 and 2016-2017 these activities included:

- hosting fifteen inbound delegations;
- one outbound investment mission in May –June 2016 to Hong Kong, China, South Korea and San Francisco;
- two outbound trade missions to Japan, China and Hong Kong;
- 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 Austrade Trade 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 SunCentral Maroochydore, the proposed international broadband submarine cable and the expansion of the Sunshine Coast Airport;
- greater awareness of the export capabilities of the Sunshine Coast's local exporters;
- raising the profile of the Sunshine Coast as a visitor destination in Korea;
- participation by a wider range of parties in competitive market processes associated with Council's key projects; and
- Queensland and Australian government representatives who 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 Strategy and Coordination Branch of Council at [intl.business@sunshinecoast.qld.gov.au](mailto: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 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:

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; and
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 undertaken in the period 1 January 2016 and 30 June 2017.

## 2. January 2016 - June 2017 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 2016-2017, Council hosted fifteen inbound international delegations from the People's Republic of China, Japan, India, Finland, The Netherlands, The United Kingdom, Indonesia, Taiwan and Brazil plus visits by Trade and Invest Queensland (TIQ) and the Australian Trade and Investment Commission (Austrade) international network representatives representing South Korea, Japan and Indonesia. 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
3 February 2016	Izumisano Board of Education	Japan	To explore the continuation of School Study tours, sponsored by the Izumisano Ministry of Education, to the Sunshine Coast
12 April 2016	Xiamen University	China	To visit local universities and vocational colleges to discuss possibilities of joint program cooperation and students/teachers exchange projects.
15 April 2016	Ms Leonie Muldoon Senior Trade Commissioner, Austrade Tokyo	Japan	To explore opportunities arising from recent changes in government policies relating to the development of global human capital in the Japan market to education and training related service providers
14 April 2016	Konect 2 Oz – Snr School counsellors	India	To gain an appreciation of the tertiary education options available on the Sunshine Coast for graduates of International Schools in India
5 May 2016	Councillor Mike Cornwell Fenland District Council & Fenland Twinning Association	United Kingdom	To attend the official ceremony of the posthumous award of the Star of Courage to Pilot Officer, Jim Hocking, by the Governor of Queensland and the ceremony of recognition by Sunshine Coast Council
13 May 2016	Finpro	Finland	To promote Finland's external economic relations and country brand, the internationalisation of Finnish companies and explore cooperation in the Health and Well being sector
27 May 2016	Weihai Municipal Government	China	Trade and Export opportunities, Familiarisation re Business investment and larger scale investment opportunities associated with the region's major projects



Date	Delegation	Country of Origin	Areas of Interest
19 July 2016	Friendship Force	New Zealand	To explore new countries and cultures
5 August 2016	Izumisano Council and Izumisano Board of Education	Japan	To explore the continuation of School Study tours, sponsored by the Izumisano Ministry of Education, to the Sunshine Coast
16 August 2016	Mr Daniel Kim Trade and Invest Commissioner Trade and Invest Queensland, Seoul	South Korea	Business investment and larger scale investment opportunities associated with Council's major projects (i.e. Maroochydore city centre and Sunshine Coast Airport expansion) Site visits to key investment projects/opportunities including Kawana Health Precinct and briefing by Savills.
4 October 2016	Ministry of Home Affairs	Indonesia	Briefing on Council's Structure, Governance, HR Systems and administration.
12 October 2016	Mr Oka Simanjuntak Trade and Invest Commissioner, Jakarta Trade and Investment Queensland	Indonesia	Trade and Export opportunities, Familiarisation re Business investment and larger scale investment opportunities associated with the region's major projects
4 November 2016	Dutch Smart City Delegation	The Netherlands	To explore longer term international collaboration, through the Global Smart City and Community Coalition (GSC3) alliance.
22-24 November 2016	Tatebayashi Official and Citizens Delegation	Japan	Official visit and ceremony on the occasion of the 20 <sup>th</sup> Anniversary of the Sister City Friendship Agreement
14 December 2016	Xiamen Intermediate People's Court	China	To learn from the legal experts on the legislation and judiciary of corporate laws and insurance laws in Australia, especially on the purpose and principle of the legislation of corporate laws
29 March-1 April 2017	International Education Agents	Canada, China, Taiwan, Brazil, Australia	Education and working holiday opportunities for international students
6 April 2017	Ms Angela Shi Principal Business Development Manager Trade and Investment Queensland	China	Business investment and larger scale investment opportunities associated with Council's major projects (i.e. Maroochydore city centre and Sunshine Coast Airport expansion)
12 April 2017	Cr Mike Cornwell Fenland District Council	United Kingdom	To explore potential economic opportunities which may arise due to recent policy changes in the United Kingdom

### 3. January 2016- June 2017 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 which local business representatives 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 2015-2016 and 2016-2017 international missions program provided targeted opportunities to:

- promote the region's export capabilities (goods and services) in high-value industries – notably education and training, tourism, sport and leisure; health and well-being; aviation and aerospace;
- 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 21 April 2016, contained:

- One investment mission to the major capital markets of Hong Kong, China, South Korea and the USA 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;
- One trade and investment mission to Israel, Germany and the United Kingdom as key sources of investment capital for projects of particular significance to the region – specifically the development of the Maroochydore city centre, in addition to the establishment of key contacts and advancement of the region's learnings from successful entrepreneurial and start up environments; and
- Two trade and export missions (to China and Japan) - to provide the opportunity for local businesses in identified industry sectors to present in targeted international markets.

The approved investment mission to Hong Kong, China, South Korea and the USA proceeded in line with the approved 2015-2016 Program and took place in May 2016.

The approved trade and investment mission to the United Kingdom, Germany and Israel, was to be led by the Mayor in May 2017, however the timing of this mission was postponed to August 25 - September 12, 2017, to coincide with the 20<sup>th</sup> anniversary of the signing of the Fenland Friendship Agreement and the invitation from that Council for the Mayor to reconfirm the Friendship Agreement in September. Rescheduling this mission will also enable the Mayor to attend the Asia Pacific Cities Summit in Korea (as part of the Council of Mayors SEQ delegation) - and thus avoid the need for two overseas missions in 2017.

The trade component of Council's trade and investment mission to the UK, Germany and Israel will not be proceeding due to the recent State Government announcement that applications have opened for Queensland-based agtech businesses to join a partially-funded mission to Tel Aviv Israel from 5-14 August 2017, including meetings with Israeli entrepreneurs, accelerator programs and funders, and also educational workshops and networking events. This mission is targeting innovative companies who are export ready, and is being funded by the Queensland Government's Advance Queensland program, delivered by Austrade and lead by Startup Catalyst. This presents an additional opportunity to promote the region's innovative export capabilities.

In order to further develop existing relationships, the trade and investment mission will incorporate a visit to the Netherlands (as a substitute for Germany) to facilitate follow-up with contacts associated with Smart Cities, established during the visit to the Sunshine Coast by the Dutch Smart Cities delegation in November 2016, the Mayor's LGAQ study tour in January 2017 and the Deputy Mayor's attendance at the Australian Smart Cities Association National Conference and Smart Cities Mayors' meeting in Adelaide in May 2017 .

Of the two originally approved trade missions, one proceeded in line with the approved 2016-2017 Program. The first mission, to the Routes Asia Conference in Okinawa, Japan took place in March 2017. The remaining mission was modified due to a variety of considerations and factors which became evident as planning and consultation with industry progressed.

The approved Tourism, Sport and Leisure mission to China, which was planned for 2016-2017, did not proceed based on advice received from industry. This mission was replaced by a mission undertaken by the Deputy Mayor, Cr Tim Dwyer, to Beijing and Hong Kong in May 2017, for the purposes of conducting investor meetings, providing briefings to Australian government officials in market on the Sunshine Coast region's investment opportunities and export capabilities, in addition to obtaining briefings from relevant government agencies on the opportunities for Sunshine Coast exporters.

The Deputy Mayor was invited to join the Hon. Steve Bredhauer, Chairman of Trade and Invest Queensland to support the Queensland Government Trade Mission to Hong Kong. Five Sunshine Coast based businesses participated in this mission to attend and exhibit at HOFEX 2017, Asia's largest Food and Hospitality Trade show. This Mission, which was referenced in the 2016-2017 program as part of an approved trade mission, was considered to be of considerable value to Council given the high level of corporate investor interest in the region and the appetite for export into the greater China region and Asia by local Sunshine Coast food and agribusiness exporters.

### Summary of Costs

Mission	Approved Budget	Expenditure
Investment Mission – May 2016	\$30,000	\$35,840
Sunshine Coast International Mission – Routes Asia – March 2017	\$16,000	\$ 4,086
Trade Mission to China - <i>Replaced with Mission to Beijing and Hong Kong conducted by the Deputy Mayor in May 2017</i>	\$15,000	\$11,581
Trade and Investment Mission to UK, Germany, Israel <i>Rescheduled to August-September 2017 (Refer to comment below)</i>	\$30,000	\$30,000
<b>Total</b>	<b>\$ 91,000</b>	<b>\$79,938</b>

## 4. Sunshine Coast International Mission – Routes Asia 2017: 19 - 21 March 2017

### Destination

The Routes Asia Conference was held in Okinawa, Japan on 19 - 21 March 2015.

### Objectives

The primary objective approved for this mission was in line with 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 in 2020. The development of relationships and business cases that precede the establishment of new routes takes time and the Routes Asia 2017 Conference represented a significant step in regard to the continued development of relationships with targeted airlines.

### Rationale

- Routes Asia brings together a range of airlines, airports and tourism authorities, including some of the largest carriers in the Asia region and offers the opportunity to meet with some of the most influential aviation professionals from across the world.
- Routes Asia 2016 Conference attracted over 1000 delegates, representing 100 airlines, 200 airports and 29 tourism authorities. It also was the busiest Routes Asia with almost 2000 pre-arranged meetings with a further 200 arranged on site.
- China is a significant and growing source market for Australia and the Sunshine Coast. Chinese outbound tourism to Australia will grow to approximately \$1.4 billion by 2023 (2014 Tourism Research Australia).
- Routes Asia allows for airports and airlines to meet in one place for an intense two days of "speed dating" type meetings of 20 minutes each to establish initial connections for further follow up.

### Mission representatives

- Mr Peter Pallot, General Manager, Sunshine Coast Airports

### Budget

Item	Cost
<b>Total</b>	<b>\$4,086</b>
Approved Budget	\$16,000

### Program

This intensive three day program saw the Sunshine Coast Airport representative meet formally with 15 Airlines (see details below). Airline delegates were very keen to learn more about the Sunshine Coast, its airport and the opening up of short and long term opportunities.

The series of meetings followed on from Routes Asia 2016 and the recent Trade Mission to China by the Airport General Manager. Meetings focussed on delivering new services post 2020 utilising the performance capabilities of the new runway.

Airline	Objectives/Discussion Items
Indonesia Air Asia	Indonesia is seen as a significant source market of the future for tourism destinations such as Australia and New Zealand, with the New Zealand airports targeting this market strongly. The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions.
Air China	The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions in addition to discussing the potential for new services post 2020.
Air New Zealand Auckland	Air New Zealand has flown for the past four years seasonally into Sunshine Coast Airport and in fact, this route was the result of the only other Routes Asia conference attended by Airport representatives. The discussion centred on the current performance of the route.
Beijing Capital Airlines	Throughout meetings with Chinese based carriers there was significant interest in destinations offering a nature based experience and while there was little awareness of the Australia's Nature Coast product, there was interest in learning more and the opportunities to fly directly into the destination. The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions.
Cebu Pacific Air	Discussion focussed on delivering new services post 2020 utilising the performance capabilities of the new runway
China Eastern Airlines Co. Ltd	Throughout meetings with Chinese based carriers there was significant interest in destinations offering a nature based experience and while there was little awareness of the Australia's Nature Coast product, there was significant interest in learning more and the opportunities to fly directly into the destination. Meetings focussed on delivering new services post 2020 utilising the performance capabilities of the new runway
China Southern Airlines Company Limited	Throughout meetings with Chinese based carriers there was significant interest in destinations offering a nature based experience and while there was little awareness of the Australia's Nature Coast product, there was interest in learning more and the opportunities to fly directly into the destination. China Southern was interested in the ANC product and keen to stay in touch as Council gets closer to delivering the new runway.
China Airlines Group	The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions in addition to discussing the potential for new services post 2020.
Fiji Airways	The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions. Discussion focussed on delivering new services post 2020 utilising the performance capabilities of the new runway
Garuda Indonesia	The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions. Discussion focussed on delivering new services post 2020 utilising the performance capabilities of the new runway
Hainan Airlines Co. Ltd. Beijing	Hainan Airlines was interested in the Australia's Nature Coast product and is keen to stay in touch as Council gets closer to delivering the Sunshine Coast Airport expansion project. Hainan Airlines does not currently fly to Australia but does have aspirations to do so through a regional airport gateway. It is also a target for the charter market in the future.
Hong Kong Airlines Limited	This meeting was a follow up to a meeting held with the Mayor in Hong Kong in May 2014 and meetings conducted at Routes Asia in 2015 and 2016. Hong Kong Airlines (which is part of the Hainan Airlines Group) is interested in attractive tourism destinations in Australia and while it does not currently fly to Australia, it is keen to establish an entry point through a regional location.
Lion Air	The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions. The delivery of new services post 2020 utilising the performance capabilities of the new runway was discussed.

Airline	Objectives/Discussion Items
Malindo Air	The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination with abundant natural attractions in addition to discussing the potential for new services post 2020.
Virgin Australia Airlines	The meeting presented an opportunity to showcase the Sunshine Coast as a growing region and a relaxing leisure destination and discuss opportunities post 2020.

### Outcomes

- Throughout the meetings with China based carriers there was significant interest in learning more and the opportunities to fly directly into the destination.
- Sunshine Coast Airport's lack of curfew and exemption from bilateral arrangements were of interest to most airlines, especially those newer airlines looking to the Australian market via less traditional ports of entry.
- The Australia's Nature Coast product is seen as new and exciting with potential in the short term to add to other more traditional Australian destinations and as a direct source of visitors in the future once the Airport is able to accommodate the aircraft operating these routes.
- Short term opportunities will come from fostering through fares in the airlines' booking systems via code share or alliance partners via Sydney, Melbourne and Auckland. In the longer term (post runway completion) opportunities were discussed to operate to Denpasar, Singapore and a number of Chinese destinations. A number of airlines indicated a desire to meet further.
- The Airport General Manager also received the Routes Asia 2017 Marketing Award under 4 million pax category on behalf of Sunshine Coast Airport. The award recognises excellence in airport marketing in its category for the Asian Region and is the most prestigious marketing award in the industry. The award is voted for and judged by the Asian airline network planning community.
- It is anticipated that the airport will continue to engage with these airlines by building on these relationships through attendance at World Routes Barcelona in September and future annual Routes Asia conferences.

## 5. Sunshine Coast Investment Mission: 16 May – 8 June 2016

### Destination

Major Capital Markets - Hong Kong, China, South Korea and San Francisco

### Objectives

The primary objectives for this mission were to:

- showcase the Sunshine Coast, its economic credentials and investment opportunities in some of the most significant global capital markets;
- establish relationships with key financial institutions, professional advisors, institutional and other investors to facilitate investment interest in the Sunshine Coast;
- to generate investment and/or participant interest in SunCentral Maroochydore early stage precincts and the premium hotel and convention centre development;
- to inspect smart city developments in Incheon, South Korea; and
- to accompany the Premier of Queensland to Bio 2016 in San Francisco

### Rationale

- This provides a follow up to the investment missions undertaken by the Mayor in 2014 and 2015, furthering the development of key relationships in Hong Kong where Council has an MOU with the Hong Kong Real Property Federation and with parties in China who have already expressed an interest in aspects of the SunCentral Maroochydore Priority Development Area.
- This visit is timed to follow on from the Queensland Deputy Premier, Minister for Infrastructure, Local Government and Planning and Minister for Trade and Investments Mission to South Korea with the opportunity to explore Trade and Investment opportunities from the new Australia-South Korea FTA.
- South Korea hosts one of the leading smart city developments at Incheon and is also home to a number of global technology leaders, whom Council would like to encourage to establish a presence on the Sunshine Coast.
- The Queensland Premier is leading the Government's annual mission to Bio 2016 which will also promote Advance Queensland and the State's science and innovation sectors. The Premier has invited the Mayor to accompany her on this mission given the opportunity to promote the Sunshine Coast University Hospital development and health and medical research investment opportunities associated with the Kawana Health Precinct.
- The Queensland Trade and Investment Commissioner in the Republic of Korea and the Projects Chief Executive of the Department of State Development have offered to assist in regards to arrangements for key meetings. The major capital markets identified reflect 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
- Mr Craig Matheson, Chief Strategy Officer

## Budget

Item	Cost
<b>Total</b>	<b>\$35,240</b>
Approved Budget	\$30,000

## 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 networking luncheon hosted by the Mayor in Shanghai, and site visits to inspect smart city developments and innovation startup incubators and projects in Seoul, Incheon, Pango Tech Valley and San Francisco.

Company	Objective / Discussion Items
Far East Consortium International Ltd. (FEC)	This was a follow up meeting, providing an opportunity to update the Far East Consortium Chairman on progress with SunCentral Maroochydore, the Sunshine Coast Airport expansion project and Council's plans to secure an international broadband submarine cable landing in the region– with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site and the Kawana Health Precinct.
RH Mining Resources Limited	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
Trade and Investment Queensland Hong Kong and Macau	The Sunshine Coast delegation received a detailed briefing on current developments in the Hong Kong markets and more recent capital investment interests in Queensland.
MTR Corporation Limited	To establish an awareness of the Sunshine Coast Investment Prospectus and the region's 20-year economic plan and start a dialogue around relevant opportunities for MTR Limited on the Sunshine Coast. Specific discussions were held on opportunities associated with the Sunshine Coast Light Rail project.
Fleishman Media (Infrastructure Investor)	Media interview examining the infrastructure project opportunities in the Sunshine Coast region, focussing on the approved Sunshine Coast Airport expansion, and investment attraction to the region's major infrastructure projects. Council's plans to achieve the goals of the Regional Economic Development Strategy
CBRE	This was a follow up meeting, providing an opportunity to update CBRE executives on progress with SunCentral Maroochydore, the Sunshine Coast Airport expansion project with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site and the Kawana Health Precinct.
Fleishman Media (Pacific Rim Construction)	Media interview examining the infrastructure project opportunities in the Sunshine Coast region, focussing on the Maroochydore City centre, and the design of the smart city and the premium hotel and convention centre site



Company	Objective / Discussion Items
Savills, Asia Pacific	To establish an awareness of the Sunshine Coast and the key investment opportunities emerging in the region. The specific focus of the presentation and discussions were on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the expansion of the Sunshine Coast Airport;
Colliers, Hong Kong	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
BGI, China	To establish an awareness of the Sunshine Coast and the key investment opportunities emerging in the region with a specific focus of discussions on the opportunities associated with the Kawana Health Precinct.
China National Genebank	To meet with key executives and receive a briefing regarding the genebank. Explore opportunities emerging in the region with a specific focus of discussions on the opportunities associated with the Kawana Health Precinct.
Shanghai Zhenhua Heavy Industries Co Ltd, China	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
Shanghai Keolis, China	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
AustCham Shanghai	Networking Luncheon which provided the opportunity to establish an awareness of the Sunshine Coast and the key investment opportunities emerging in the region. The specific focus of discussions were on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site, the region's export and trade capabilities and Council's plans to secure an international broadband submarine cable landing in the region.
China Taiping Insurance Group Ltd, China	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
Trade and Investment Queensland, South Korea	This meeting provided the opportunity to review the Seoul program, discuss specific targets and for the Commissioner to brief the Mayor on the Korean investor appetite for Queensland investment opportunities.
Hastings Funds Management, Seoul	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore and the Sunshine Coast Airport project.
Tourism Australia and Tourism and Events Queensland	To establish an awareness of the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
Pangyo Techno Valley and Pangyo Zero City	The Mayor received a briefing on the establishment of these developments, followed by a Site Tour.

Company	Objective / Discussion Items
Gyeonggi Centre for Creative Economy and innovation	Guided tour of this Centre and discussions with Principal Researchers from GCCEI
Pangyo Start-Up Campus	Site visit and Briefing received from Campus Manager
Korean Development Bank (Infrastructure Investments Asset Management Company) (KIAMCO), Seoul	To establish an awareness of the Sunshine Coast and the key investment opportunities emerging in the region. The specific matter for discussion focussed on the Sunshine Coast Airport expansion project and the timing and approach for sourcing an equity partner.
ENVAC's Eunpyeong Environmental Plant,	Site visit of ENVAC's Eunpyeong Environmental Plant – inspected both new and existing installations of their pneumatic waste systems.
Incheon International Airport Corporation	To establish an awareness of the Sunshine Coast with discussion focussed on the Sunshine Coast Airport expansion project and the timing and approach for sourcing an equity partner, followed by a site visit.
POSCO Engineering and Construction,	To establish an awareness of the Sunshine Coast and the key investment opportunities emerging in the region. The specific focus of the presentation and discussions were on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the expansion of the Sunshine Coast Airport;
CBRE, Seoul	To establish an awareness of the Sunshine Coast and the key investment opportunities that are emerging in the region – with a specific focus of discussions on the opportunities associated with the development of SunCentral Maroochydore, the premium hotel and convention centre site, the Sunshine Coast Airport and the Sunshine Coast Light Rail project.
Incheon Free Economic Zone (IFEZ)	To discuss the development of Songdo and the associated Smart city elements, some of which may be applicable to the new Maroochydore Smart city development.
Austrade, San Francisco	Council representatives briefed the Austrade Business Development Manager on Sunshine Coast investment opportunities and key export industry strengths so that Austrade representatives in San Francisco have a greater awareness of the Sunshine Coast's economy, investment opportunities and export capabilities followed by a tour of RocketSpace, the Austrade Landing Pad for Australian start ups in the USA.
The Honourable Anastacia Palaszczuk MP	Life Sciences Queensland Limited– VIP Global Leaders , Queensland VIP Welcome Reception – Bio 2016
iPug	Attend the launch of iPug US
Director-General, Queensland Department of the Premier and Cabinet	Briefing on Council's progress and some of the recent developments in the region, including major game changer projects such as the Light Rail project, Airport expansion project and the Submarine cable protection Zone.
UQ	Life Sciences Queensland Breakfast, showcasing Queensland innovation

Company	Objective / Discussion Items
Mission Bay Capital	To establish an awareness of the Sunshine Coast and the region's 20-year economic plan and start a dialogue around relevant opportunities to develop an innovation policy and ecosystem in the Sunshine Coast Region, followed by a site tour of QB3@953, the only "for profit" start up incubator in the USA.

Sunshine Coast Council Networking Luncheon organised by AustCham, Shanghai

Company
Elders
Carrington Day
Caterer Goodman
Contineo Marketing
Satori Investments Greater China
Beller China
Global Link China (GLC)
ISG Asia (China) Limited
Queensland Trade & Investment Office
Wadley Business Consulting
Asia Pacific Property

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.
- A number of the parties whom were engaged with during the mission will likely participate in the process to secure an equity partner in the Sunshine Coast Airport – enhancing the competitive tension that will exist in that process which will be beneficial to Council in securing the best possible outcome for the Airport asset and the ratepayer,
- Highly valuable connections established that will help to shape the city making agenda that Council is pursuing at SunCentral Maroochydore and for the broader Sunshine Coast,
- New relationships and contacts that will help shape Council's Innovation Policy;
- Two feature episodes on the Sunshine Coast were filmed and featured on Korea's premier travel program in May 2017, and
- A much stronger awareness for the Premier of Council's priorities and initiatives.

## 6. Sunshine Coast Trade Mission to China and Hong Kong: 3 May to 10 May 2017

### Destination

Beijing, China and Hong Kong.

### Objectives

The primary objectives for this mission were to:

- showcase the Sunshine Coast, its economic credentials and investment opportunities in Beijing and Hong Kong;
- 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 HOFEX 2017 in Hong Kong; and
- to accompany The Honourable Steve Bredhauer to HOFEX 2017 in Hong Kong, further strengthening the relationship between State and local government.

### Rationale

- The opportunity existed to re-establish the relationship with HNA Group in Beijing and explore the potential for investment in the Sunshine coast region with additional investors;
- The opportunity existed to leverage the Chinese export market via buyers at Asia's largest international food and beverage trade show, making the Coast more accessible to this market.
- HOFEX 2017 attracted over 40,000 visitors from more than 80 countries, with more than 12,000 buyers - including increasing numbers from South China, Taiwan, Philippines and Korea;
- The Sunshine Coast Food and Agribusiness network has successfully communicated this opportunity to local food and agribusiness companies who are seeking export markets in South Asia; and
- The invitation by Trade and Invest Queensland for the Deputy Mayor to join the Hong Kong sector of the Trade and Invest Queensland Mission to Hong Kong and Taiwan to support the five Sunshine Coast businesses which were attending HOFEX 2017.

### Mission representatives

- Cr Tim Dwyer Sunshine Coast Council
- Paul Martins Sunshine Coast Council

### Budget

Item	Cost
<b>Total</b>	<b>\$11,584</b>
Approved Budget	\$15,000

## Program

Company	Objective / Discussion Items
Austrade China	This meeting provided the opportunity to review the Beijing program, discuss specific targets and for the Senior Trade Commissioner to brief the Deputy Mayor on the local political and policy environment in China. Sunshine Coast Council representatives provided a briefing to establish an awareness of the Sunshine Coast and the key investment opportunities emerging in the region. The specific focus of the discussions were on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the expansion of the Sunshine Coast Airport and the region's export capabilities;
HNA Group Beijing	Following an introduction of the HNA Group and Tourism Group, the opportunity to provide a briefing on Sunshine Coast economy and airport expansion progress, and continue discussions on investment opportunities that might be recommended by Sunshine Coast
WANDA Group	To explore opportunities associated with the Ironman Asia Pacific series event.
Intercontinental Beijing	To explore opportunities linked to hotel investment in the Sunshine Coast
Trade and Invest Queensland, Hong Kong	This meeting provided the opportunity to review the Hong Kong program, discuss specific targets and for the Trade Commissioner to brief the Deputy Mayor on the local political and policy environment in Hong Kong. Sunshine coast Council representatives provided a briefing to establish an awareness of the Sunshine Coast and the key investment opportunities emerging in the region. The specific focus of the presentation and discussions were on the opportunities associated with the development of SunCentral Maroochydore; the premium hotel and convention centre site; the expansion of the Sunshine Coast Airport and the region's export capabilities.
Department of Foreign Affairs and Trade, and Austrade Hong Kong	Courtesy call on the Ambassador to Hong Kong and the Senior Trade Commissioner
Hong Kong Investor Luncheon	Opportunity to network with selected investors and provide a brief overview of the investment opportunities on the Sunshine Coast
Hong Kong Sports Commission	To receive a briefing on Hong Kong Government strategies and priorities and plans for enhancing sports education, training and exchanges. To gain an understanding of Programs funded by 2017-2018 Hong Kong Government budget. To explore opportunities for collaboration with the Queensland government and private sector and to provide a briefing on the Sunshine Coast's sports and sporting industry capabilities.
Trade and Invest QLD Networking Dinner	To meet and learn from the food service representatives and long term resident expatriates the Hong Kong market demand trends and insights.

### Foodservice Networking Dinner organised by Trade and Invest Queensland, Hong Kong

Company
Castelo Concepts
Chef's Garden Ltd
Great Food Hall
Novotel Hotels
The Langham, Hong Kong
Mr G. Rivers

### Outcomes

- The mission provided the opportunity to re-establish the relationship and continue discussions with key Chinese investors regarding potential investment opportunities on the Sunshine Coast;
- Sunshine Coast based company, Sunfresh Marketing signed a distributor agreement in Hong Kong and has shipped its first order to Hong Kong;
- Important investment and trade connections established with:
  - Corporate tourism, leisure and events focused investors in China
  - Agribusiness focused investors in Hong Kong
  - Buyers, Retailers, Distributors and Foodservice agents in Hong Kong, and
- Re-established networks of significant business, investment and other contacts, and Australian and Queensland government representatives in country who are fully briefed on the investment opportunities in the Sunshine Coast region and the export capabilities of the Sunshine Coast region's food and beverage exporters.

## 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 January 2016 and June 2017 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 entered into to foster business, cultural and educational exchanges for the Sunshine Coast community. During 2015, 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 a 20<sup>th</sup> anniversary ceremony attended by the Tatebayashi Council Chairman and delegation;
  - The exchange of 20<sup>th</sup> Anniversary gifts between each council as per the agreement; and
  - Council hosted a small delegation of Tatebayashi School students and teachers
- **March, Fenland District, England** which has had a Friendship City agreement with the Sunshine Coast Council (and the former Maroochy Shire Council) since 22 September 1997
  - Official visit by Cr Mike Cornwell on the occasion of the ceremony to recognise the bravery award issued to Pilot Officer, Jim Hocking
- **Xiamen, China** which has had a Friendship City agreement with the Sunshine Coast Council (and the former Maroochy Shire Council) since 29 September 1999
  - Sunshine Coast Council facilitated the participation by Sunshine Coast Football Zone in the inaugural Xiamen International Youth Football tournament; and
  - Council hosted a delegation of Judges from the Xiamen Intermediate Peoples Court
- **Mont Dore, New Caledonia** which has had a Friendship City agreement with the Sunshine Coast Council (and the former Maroochy Shire Council) since 2006
  - No activities were undertaken pursuant to this agreement during the year.

### Participation in international exhibitions, forums, seminars and trade events

Council officers participated in the following events:

- Australia China Business Council, China Business Briefing Series
- Export Council of Australia – China Export Workshop
- Asialink – China Cultural Workshops
- Asialink - E-Commerce Briefing
- Australia Korean Business Chamber – State of the Nation Briefing
- Austrade FreeTrade Agreement Workshops and Briefings (ChAFTA)
- Australia China Business Council Chinese New Year Dinner
- Visit Sunshine Coast - China Now Workshop
- Australia China Business Council – Canberra Ministerial Briefings

### Hosting Queensland Government Trade and Investment Commissioners

Council hosted the following Queensland Government Trade and Investment Commissioners during their visits to Queensland:

- Mr Oka Simanjuntak, Trade and Investment Commissioner, Jakarta, Indonesia
- Mr Daniel Kim , Trade and Investment Commissioner, Seoul, Korea

During the visits by the Commissioners, Council provided briefings on the regional economy and growth projections, major investment proposals and conducted site visits to the Sunshine Coast Airport, and the Kawana Health Precinct. The Commissioners also met with key regional exporters during visits arranged by the regional Tradestart Advisor based on the Sunshine Coast.

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 of the proposed 2017-2018 Missions Program.

### Hosting Australian Trade Commissioners

Council hosted an International Education Round Table which provided the opportunity for Sunshine Coast regional education exporters to participate in discussion centered on maximising opportunities in the education sector in Japan. Ms Leonie Muldoon, Senior Trade Commissioner, Austrade Tokyo provided a briefing and presentation on the education-related benefits of the Japan-Australia Economic Partnership Agreement (JAEPA) and more broadly, opportunities for education and training providers in Japan.

During the visit, Council provided briefings on the regional economy and growth projections, major investment projects and local business export strengths.

Representatives from the following local education providers attended the education roundtable on 15 April 2016.

Company
Moreton Bay Council
University of the Sunshine Coast
Lexis English
TAFE East Coast
Performance Training
Sunstate Forklift Training
Chancellor State College
Mountain Creek State High School
Nambour State College
Sunshine Coast Grammar School
Coolum State High School
Education Holding Ltd
Study Sunshine Coast



## Youth and Cultural Activities

### 2016 Xiamen International Youth Soccer Tournament

Sunshine Coast Council facilitated the participation of a Sunshine Coast Youth Football Team in the 2016 Xiamen International Youth Soccer Tournament, at the request of the Xiamen Municipal Foreign Affairs Office. The Sunshine Coast Youth Football Team's participation was managed by the Sunshine Coast Football Zone.

The tournament was managed by the Ministry of Education in Xiamen. A total of 12 international youth teams were invited to the 2016 Xiamen International Youth Soccer Tournament, with five international teams accepting; Sunshine Coast, the Czech Republic, South Korea, Malaysia and Thailand. In addition to the international teams, three teams from Xiamen Municipality and one from Shanghai Municipality were joined by teams from the Inner Mongolia Autonomous Region, Shandong Province, and the Jilin Province in the tournament. The Chinese teams represented all four regions appointed to pilot innovative soccer training programs in schools by the Ministry of Education.

The team from the Sunshine Coast won the tournament, defeating the soccer team of the Xiamen No 2 High School (ranked 2nd in National Youth Football in China in 2015) with the Czech Republic placing third.

Position	Name	Title & Organization
Head of Delegation/ Leading Official	Tony McCrae	Senior Standing Chair Sunshine Coast Football
Head Coach	Scott Grimshaw	Regional Development Officer Football Queensland
Assistant Coach	Iain Dalton	Premier Men's Coach Caloundra Football Club
Team Captain	Tyler Morse	Premier Men's player Buderim Wanderers Football Club
Team Coordinator	Mark Dixon	Committee Member Woombye Football Club
Player	Josh Wall	N/A
Player	Sean Pateman	N/A
Player	Addison Brader	Chancellor State College
Player	Alex Richardson	N/A
Player	Tyler Morse	N/A
Player	Ben Parkinson	University of the Sunshine Coast
Player	Blake Howden	N/A
Player	Shane Dixon	N/A
Player	Terone Wattegedara	Chancellor State College
Player	Kobe Fuller	Chancellor State College
Player	Jake Phillips	Chancellor State College
Player	Michael Cuttler	University of the Sunshine Coast
Player	Jake Nalder	Chancellor State College
Player	Taj Suffolk	Chancellor State College
Player	Jez Lofthouse	Pacific Lutheran College
Player	Marcus Worthington	Chancellor State College



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