

10 December 2019

**Participation in Korea Foundation Program for Distinguished Guests,
Deputy Lord Mayor, Arron Wood, South Korea, September 2019**

Presenter: Deputy Lord Mayor, Arron Wood

Purpose and background

1. The purpose of this report is to inform Council on the outcomes of the Deputy Lord Mayor, Arron Wood's participation in the Korea Foundation Program for Distinguished Guests, and other meetings, while in South Korea in September 2019.
2. In January 2019, the Deputy Lord Mayor was formally invited by My Sunghyo-Kim, Consul-General of the Republic of Korea to visit South Korea to participate in the Program for Distinguished Guests.
3. On 27 August 2019, Council approved the proposal for Deputy Lord Mayor to undertake travel in September to participate in the Korea Foundation Program for Distinguished Guests, which was organised by the Korea Foundation. The Deputy Lord Mayor was invited to attend the program as part of the Political Affairs Group.
4. The Korea Foundation funded the program and the Deputy Lord Mayor's airfare and accommodation.

Key issues

5. As a leading public diplomacy organisation, the Korea Foundation aims to leverage its experience and strengths gained over the past 25 years of establishment to creatively develop distinct and specialised programs to meet the demands of changing times. Included as Attachment 2 is an outline of key outcomes from this year's Korea Foundation program as well as details from other meetings the Deputy Lord Mayor attended while in South Korea. Highlights included the following:
 - 5.1. Meeting with the Vice Mayor of Political Affairs of Seoul Metropolitan Government and a presentation on the Seoul Transportation Operation System and Information Service
 - 5.2. Courtesy Call with the Director General of Climatic Environment
 - 5.3. Televised interview on one of South Korea's national programs Arirang TV
 - 5.4. Meeting with the Global Green Growth Institute Director Ms Kim Jin-young
 - 5.5. Meeting with the Asiana Airlines board to discuss opportunities to enhance bilateral connectivity through direct flights to Melbourne
 - 5.6. Courtesy Call with Australian Ambassador to South Korea Mr James Choi
 - 5.7. Meeting with the Victorian Commissioner for North Asia Mr Adam Cunneen.
6. On return from the Program, the Deputy Lord Mayor met with the following to advance discussion on ideas and opportunities for Melbourne:
 - 6.1. Minister of Tourism, Martin Pakula to discuss commercial and collaborative leads on priority areas including waste management, sustainability, international students and innovation, enhancing bilateral connectivity (direct flights) and the prospect of a popular Korean television program to film in Melbourne.
 - 6.2. Chief Executive Officer of Melbourne Airport, Lyell Strambi to seek support from Melbourne Airport to accommodate direct flights between Melbourne and Seoul.

Recommendation

7. That Council notes the report by the Deputy Lord Mayor, Arron Wood on travel to South Korea for the 2019 Korea Foundation Program for Distinguished Guests and associated meetings in September 2019.

Attachments:

1. Supporting Attachment (Page 2 of 6)
2. Overview of key outcomes (Page 3 of 6)

Supporting Attachment

Finance

1. The cost of the Deputy Lord Mayor's airfare and accommodation was funded by the Korea Foundation and included airfare (\$6756.32) and accommodation (\$4,696). Council covered incidental costs (\$463.54).

Conflict of interest

2. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Health and Safety

3. Deputy Lord Mayor, Arron Wood undertook standard safety precautions associated with international travel.

Relation to Council policy

4. The General Manager Governance and Organisational Development has confirmed that the travel costs accord with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.
5. The objectives of the travel aligned with the Council Plan goal of *A Prosperous City: that Melbourne is a global city*.

Environmental sustainability

6. The carbon emission resulting from air travel to South Korea was offset with the purchase of credits.

THE KOREA FOUNDATION PROGRAM FOR DISTINGUISHED GUESTS IN POLITICAL AFFAIRS AND RELATED MEETINGS, SOUTH KOREA, SEPTEMBER 2019

Overview of key outcomes

Representing and promoting the City Of Melbourne, gaining geo-political insights, sharing information and exploring future opportunities

- Meeting with the Vice Mayor of Political Affairs of Seoul Metropolitan Government and a presentation on the Seoul Transportation Operation System and Information Service.
- Visiting the Ministry of Foreign Affairs to promote the City Of Melbourne's international engagement business development strategies and the importance of maintaining a strong relationship with the Asian region.
- Courtesy Call with the Director General of Climatic Environment to share City Of Melbourne's approach to Climate Change and sustainability through our Mitigation Strategy, Melbourne Renewable Energy Project and our Waste and Recovery Strategy.
- Meeting with the Global Green Growth Institute Director Ms Kim Jin-young which provided the opportunity to share City Of Melbourne's approach and success with sustainability and greening our city initiatives.
- Visiting the Mapo Resource Recovery Plant to understand Seoul's approach to waste management through innovation and technology.
- Televised interview on national program Arirang TV which broadcasts to approximately 140 million households in 105 countries. The Deputy Lord Mayor appeared on the [Heart To Heart](#) program hosted by Jennifer Clyde. Cr Wood spoke about why the City Of Melbourne was voted the World's Most Liveable City for 7 years in a row, the City of Melbourne's approach to sustainability and climate change, Melbourne Renewable Energy Project and our smart city innovations and solutions. Cr Wood also promoted the City of Melbourne as the leading destination of choice to visit, live and study.
- Prospect of Korean TV program to film in Melbourne:

Following the Deputy Lord Mayor's meeting with Ambassador Choi, Cr Wood committed to advocating to the relevant government and corporate stakeholders to financially support popular Korean cooking show *Mom's Touch* to film an episode in Melbourne. The purpose of the episode is to teach Korean nationals who are living in Melbourne how to cook food that reminds them of home and appeal to their nostalgia. Cr Wood connected Asiana Airlines to the show's producers to continue the conversation of providing financial support.

The Deputy Lord Mayor also met with Minister Pakula to advocate for the Korean TV show to film an episode in Melbourne.

Enhancing bilateral connectivity

- Asiana Airlines recently announced it will be scheduling seasonal direct flights between Melbourne Airport and Incheon Airport (Seoul) for eight weeks over the 2019-2020 summer period. The success of this seasonal service will determine if Asiana Airlines will consider establishing an ongoing service commencing in 2020 or 2021. Various Victorian agencies are contributing marketing assistance funds to promote Victoria and this service on Asiana Airlines. The objective is to ensure the success of the 2019-20 seasonal flights and secure the ongoing flights for Melbourne.

- On Saturday 2 November, Cr Philip Le Liu met with the Minister for Jobs, Innovation and Trade and the General Manager of Asiana Airlines for Australia to discuss long term planning for a direct Victoria service.

Building relationships with other cities and government leaders

- The 2019 Korea Foundation Program for Distinguished Guests in Political Affairs hosted 15 guests from 14 countries. Other guests included current and former Mayors and Deputy Mayors from other cities, Governors, Deputy Ministers, Directors and professionals with knowledge and experience in political, governmental and foreign affairs.

Deputy Lord Mayor's visit to South Korea – photo library



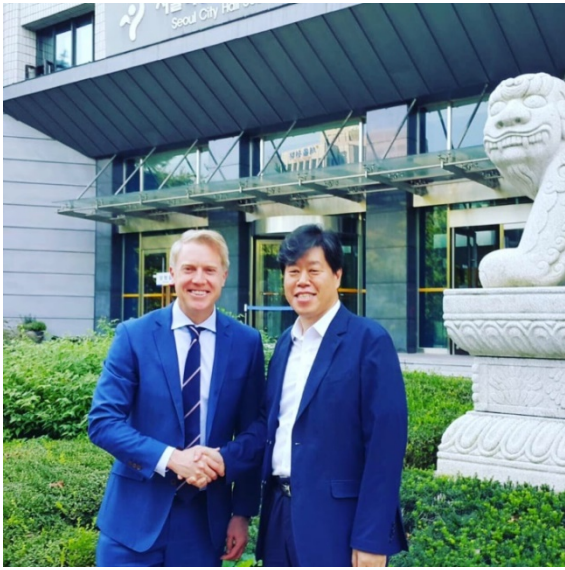
Australian Ambassador to South Korea, James Choi



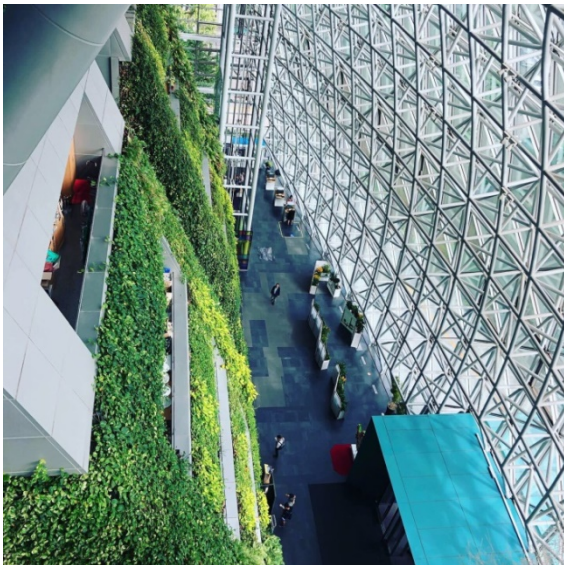
Director for Asia and UAE Country Representative of Global Green Growth Institute, Jin Young Kim and Analyst Aarsi Sagar



Airang TV host for popular program Heart to Heart, Jennifer Clyde
[*link to video*](#)



**Seoul Metropolitan
Government Assistant
Mayor of Climate and
Environment
Headquarters, Eui Seung
Kim**



**Aerial view of Seoul
Metropolitan City**