

**BUSINESS AND INTERNATIONAL
RELATIONS COMMITTEE REPORT**

Agenda Item 5.1

12 September 2006

**MELBOURNE INTERNATIONAL STRATEGY 2005/6 –
OUTCOMES REPORT**

Division Marketing, Tourism & Major Events

Presenter Jane Sharwood, Manager Melbourne International

Purpose

1. To provide an outcomes report on the implementation of the Melbourne International Strategy for 2005-06.

Recommendation

2. That the Business and International Relations Committee receive the report of the outcomes of the Melbourne International Strategy 2005/6.

Key Issues

3. The outcomes of the Melbourne International Strategy 2005-06 are described in Attachment 1.
4. The Melbourne International Strategy delivered significant outcomes for Melbourne in 2005/6. Highlights included:
 - 4.1. successful development and delivery of a range of initiatives to support the 25th anniversary of the Melbourne Tianjin sister city relationship including the Lord Mayor mission to Tianjin, September 2005; Melbourne Children's Garden in Tianjin; Tianjin Government leader training and work placement program, ongoing program of high level civic interactions with visiting Tianjin delegations in Melbourne;
 - 4.2. consolidation and ongoing growth of business and civic profile of the Melbourne Office Tianjin in both Melbourne/Victoria and Tianjin;
 - 4.3. successful delivery of the inaugural China In-country Professional Development Program April 2006 with 12 fee paying participants;
 - 4.4. increased community involvement in sister city events such as Tianjin Dancing Kite Festival (January 2006), Opening of Piazza Italia (January 2006) and Osaka Twilight Festival (February 2006);
 - 4.5. the delivery of successful Games City program as part of the 2006 Melbourne Commonwealth Games including extensive civic hosting program for national and international stakeholders, Games city welcome ceremonies for representatives from participating nations;

- 4.6. significant progress towards the formation of a strategic alliance between the City of Melbourne and the National Capital Territory of Delhi as a legacy of the 2006 Melbourne Commonwealth Games;
- 4.7. launch of the Melbourne Boston Medical Research Fellowship – joint Council/Melbourne Boston Sister City Association Inc in partnership with Royal Melbourne Hospital and Partners HealthCare (Boston) project with Dr Sharon Van Doormun undertaking the inaugural fellowship in Boston;
- 4.8. ongoing development of Melbourne Milan sister city activities – including the presentation of Parading Milan in Melbourne as part of Motorola Melbourne Spring Fashion Week, 2005 and development of *Melbourne a Milano* program for February 2007; and
- 4.9. 344 events/activities were coordinated by Council during 2005/6, to support Melbourne's Capital City role and contribute achieving the Council's vision of international recognition for the opportunities it offers all Victorians to live, learn work and prosper.

Time Frame

5. The Melbourne International Strategy outcome report covers 2005/6.

Relation to Council Policy

6. The objective under Strategic Direction 1.3 in *City Plan 2010* is to strengthen and develop long term strategic partnerships with sister cities, Business Partner Cities and other key partners.
7. The Melbourne International Strategy identifies the following themes:
 - 7.1. opening doors to business;
 - 7.2. encouraging excellence through education;
 - 7.3. attracting international visitors;
 - 7.4. welcoming visitors and special guests;
 - 7.5. levelling the playing field through sport and arts;
 - 7.6. empowering young people; and
 - 7.7. supporting communities.

Consultation

8. Implementation of the Melbourne International Strategy involves close consultation and working relationships across many areas of the Council. Regular working and strategy meetings are held between Melbourne International and Business Melbourne to ensure the effective implementation of the program. Many elements of the program were delivered with existing and new partners with community, government, business, educational and civic organisations, both in Melbourne and internationally.

Government Relations

9. The Council works in close partnership with the Commonwealth and Victorian Governments as well as other local governments in the development and delivery of Melbourne International Strategy.
10. Excellent working relationships have been established with Council counterparts in each of the sister cities and key international partner organisations.

Finance

11. Operating expenditure of \$1,256,721 was incurred in 2005/06 for Melbourne International Relations. Slightly offset by revenue of \$58,318.

Legal

12. No direct legal issues arise from the recommendation in the report.

Sustainability

13. The Melbourne International Strategy and key projects undertaken through the strategy have a strong likelihood of short and long term positive outcomes. Environmental concerns are an increasing priority in countries such as China and the 25th anniversary activities with Tianjin were used as an opportunity to promote Melbourne's credentials in environmental management practices and building techniques and technologies eg CH2.
14. The strong educational theme of the Melbourne International Strategy also provides opportunities to continue to incorporate environmental themes, for example into the Melbourne Osaka Yacht Race, as well as offering young people experiences that will enhance their personal and professional growth.

Background

15. The former Business and Marketing Committee approved the Melbourne International Strategy 2005-06 at its meeting on 10 May 2005. A half year status report was presented to the Business and Marketing Committee in February 2006.
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Attachment:

1. Outcome Report

OSAKA

| PROJECT | STATUS As at June 2006 | STRATEGY PRIORITY AREAS |
|---|--|--|
| Osaka speech competition winner visit to Melbourne. | Fully Achieved - Yuko came to Melbourne and stayed with two host families and attended English school. She also attended a courtesy call with Cr Brindley and attended Huntingdale Bi-Lingual School for one day to help with students there. | Education Youth Civic welcoming |
| Ongoing support for sister school activities – particularly focusing on 2006 year of exchanges between Australia and Japan. | Fully Achieved – Planning completed for to involve schools in 2006 Year of Exchange activities including proposed visit of Bunraku theatre, Osaka Hiro Gakuin Kimono to Melbourne in August 2006. | Education Tourism Youth |
| Finalisation of Melbourne Osaka Cup program for 2007 and development of business and tourism opportunities. | On target - Report submitted to Business and Marketing Committee on 15 November 2005 outlining progress. Race management and budget structures confirmed. Planning commenced for pre race events in Melbourne Docklands, March 2007. MOC Organising committee established in July 2006. | Business Education Tourism Cultural and sporting links Youth programs Humanitarian programs Civic welcoming Community |
| Participation in the Osaka-Melbourne Air Services Working Group with the aim of securing direct air services from Osaka. | On target - Kansai International Airport and Osaka aviation delegation visited Melbourne in August 2005 to promote direct flights between Kansai and Melbourne. Visits to Osaka by representatives of Melbourne Airport. | Business Tourism |
| Development of Square to Square Project in cooperation with Fed Square Management – live cameras in Melbourne and Osaka. | Deferred - Negotiations held with Osaka. However, it is unlikely that Osaka will proceed with the project. | Tourism Cultural links |

Melbourne International Strategy 2005-06
Report of outcomes

OSAKA

| PROJECT | STATUS As at June 2006 | STRATEGY PRIORITY AREAS |
|---|--|---|
| Osaka summer festival (as part of the Summer Fun in the Parks program). | Fully Achieved – Osaka Twilight Festival delivered 19 February – over 5000 participants. Strong support for the event from the Japanese Consulate General and community organisations. Event marked start of Melbourne’s contribution to 2006 Australia Japan year of exchange. | Cultural links Youth Community |
| Plan and implement activities to support Australia/Japan year of exchange 2006 in cooperation with the City of Osaka. | Fully Achieved - Planning finalised for major events in Melbourne – August 2006 including Bunraku puppet performances, workshops in Melbourne and Ballarat. Kimono parade in partnership with the Lady Mayoress’ Committee. | Cultural links Education Tourism Youth Community |
| Australia Japan Society scholarship winner travel to Osaka on three-month scholarship. | Not Achieved - The City of Osaka has withdrawn support for the program citing a lack of suitable reciprocal exchange candidates on Osaka side. | Education Youth Community |
| Sporting and community exchanges. | Partially Achieved – Project planning commenced for visit by Kansai Soccer Federation team to Melbourne – August 2006. Partners included RMIT University soccer team and Football Federation of Victoria as part of the 2006 Year of Exchange. | Education Cultural and sporting links Youth Community Civic welcoming |

Melbourne International Strategy 2005-06
Report of outcomes

TIANJIN

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|--|--|--|
| Melbourne Office Tianjin – ongoing support of business, cultural, educational and sister city activities undertaken by the office (KPIs to be developed in 2005-06 business plan). | Fully Achieved - Half-yearly report submitted to Business and Marketing Committee on 6 December 2005 and 2005/6 outcome report will come to Business and International Relations Committee, November 2006. The Melbourne Office Tianjin played a key role in the successful 25 th anniversary events. | Business Education Tourism Cultural and sporting links Youth Humanitarian Civic welcoming Community |
| Support for the Myra Roper Foundation – research project involving post graduate from Tianjin doing research in Melbourne | Fully Achieved - Ms Joy Woo (Tianjin student) arrived in late February 2006 to study Masters of Education, staying at University College and actively participating in Melbourne Tianjin activities including Tianjin Government Leader Training Program Group 8 | Education Community |
| Three month professional placement program for three Tianjin Government Leaders within the City of Melbourne. | Fully Achieved - Three Tianjin Government Leaders undertook work placements from September to December 2005. Placements developed strong partnership with ICLEI, identified opportunities for further educational partnerships between Melbourne and Tianjin. Planning commenced for work placements in 2006/7 with City of Melbourne and partner organisations (ICLEI, education and finance institution). | Business Education Civic welcoming Community |

Melbourne International Strategy 2005-06
Report of outcomes

TIANJIN

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|--|--|--|
| Tianjin Government Leaders management training program | Fully Achieved - Group 8 completed program at RMIT University – May to July 2006. Melbourne International responsible for the delivery of eight site visits and civic welcome and farewell components of the project. Melbourne International team actively participate in program management and review meetings on a weekly basis with RMIT university and group leaders. | Business Education Tourism Cultural and sporting links Youth Humanitarian Civic welcoming Community |
| China In-country Professional Development Program | Fully Achieved – 12 paid participants in professional development program delivered in Beijing, Tianjin and Shanghai. Participants participated in a targeted program of business meetings, workshops, challenges and networking events in Beijing, Tianjin, and Shanghai. Evaluation indicated positive feedback from program participants. | Business Education Community |
| Support Tourism Victoria's <i>Targeting Tourism – China 2005 & Beyond Strategy</i> . | Fully Achieved - Tourism Victoria supported the 25 th anniversary celebrations in Tianjin in September, including the staging of the Australian Film Festival. Extensive Chinese media coverage of Melbourne during 25 th anniversary activities. | Tourism |
| Development of proposal for Youth Ambassador for 10 month placement in Melbourne Office Tianjin under AusAID AYAD Program. | Achieved and on going – Melbourne Office Tianjin hosting the placement of Thomas Mattessi appointed as Project Officer (Health & Physical Education). Strong partnership developed with Tianjin Sports Bureau and relevant teaching colleges in the development of Auskick program with trainee physical education teachers. | Business City to city Community Sporting links |
| Explore opportunities for sporting links between Melbourne and Tianjin such as training and team exchanges. | Achieved and on going – Sporting exchanges identified as an outcome of visit of Vice Mayor Sun (responsible for sport) and Tianjin Sports Bureau visiting Melbourne during Commonwealth | Tourism Sporting links Community |

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Report of outcomes

TIANJIN

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|--|---|--|
| | Games., Exchanges likely in soccer, tennis, water polo. Strong support for the development of AFL in Tianjin including possible demonstration match in future. | |
| Major Melbourne mission to Tianjin in September 2005 for 25 th anniversary celebrations – to include business, civic, government, tourism, cultural, photographic exhibition and citizens components. | <p>Fully Achieved - Report submitted to Council on 22 November outlining successful Melbourne mission to Tianjin.</p> <p>Largest business, trade and cultural mission ever undertaken by the City of Melbourne. Substantial outcomes documented in November report.</p> | Business Education Tourism Cultural and sporting links Youth Humanitarian Civic welcoming Community |
| Build legacy projects from 25 th anniversary celebrations (in particular from missions to Melbourne and Tianjin). | <p>Achieved and on going: Legacy projects following bi-lateral visits in 2005 include establishment of Melbourne Children’s Garden in Tianjin (approved by Council on 13 December). Commitment by Tianjin to establish Tianjin Business Office in Melbourne (Tianjin official visited Melbourne in December to explore options). Melbourne Football Club is committed to visiting Tianjin in the future to support the development of AFL in China.</p> <p>Range of environmental programs well underway including ICLEI Cities for Climate Protection, Sustainable Accounting (Green GDP), MOU signed between Maunsell and Tianjin Environment Protection Bureau and further MOU signed between Tianjin Environment Protection Bureau and City of Melbourne regarding this project.</p> | Business Education Tourism Cultural and sporting links Youth Humanitarian Civic welcoming Community |
| Incorporation of Tianjin component into Chinese New Year celebrations in Melbourne. | Fully Achieved - Huaxia Weilai Art and Culture troupe (from Tianjin) did participate in Chinese New Year public celebrations. | Community |

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TIANJIN

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|---|---|---|
| Develop project for the construction of Melbourne Children's Garden in Tianjin. | Fully Achieved - City of Melbourne contribution approved by the Council on 13 December 2005. Excellent working relationship established between City Projects and Tianjin Landscaping Bureau in the development of project. Garden opened in July 2006. Cr Shanahan attended on behalf of Lord Mayor. | Education Cultural links Youth Community |
| Stage Tianjin Dancing Kite Day in Royal Park as part of Summer Fun in Parks. | Fully Achieved – Largest kite festival in Melbourne. Event staged on 15 January with estimated attendance of 5 000 people. | Cultural links Youth Community |
| Encourage sister school activities with Tianjin. | Achieved and on going – Dr Liu Xin visited a number of sister schools and is currently drafting a list of formal exchanges with Toorak College (Mt Eliza) likely to sign agreement with Tianjin Yaohua Middle School. Schools visit to Melbourne – supported with opportunities for civic welcome at the Town Hall by the Lord Mayor or his representative which demonstrate Council's continuing commitment to program. | Education Youth Community |
| Continuing Dragon Trails program of China-related events in Melbourne. | Fully Achieved – Program delivered during December 2005 to March 2006 period highlighting the range of family orientated events including the Tianjin Dancing Kite Festival is the City of Melbourne's major involvement in the program. Other events include Dragon Boat Festival, Chinese New Year and exhibitions at the Chinese Museum and National Gallery of Victoria. Planning to commence for 2006/7 program. | Education Cultural links Youth Community |

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THESSALONIKI

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|--|---|--|
| Proposed visit of the Mayor of Thessaloniki to Melbourne for Dimitria Festival in October 2005. | <p>Fully Achieved - Mayor did not travel to Melbourne in October 2005 due other commitments. The 4th District President and Manager of Thessaloniki attended in his place. A major Thessaloniki cultural event was held at Federation Square on 23 October 2005 attended by more than 30 000 people. Extensive media and publicity generated for the Thessaloniki relationship.</p> <p>On going collaboration between the Thessaloniki Association and Melbourne International to identify opportunities to promote the sister city relationship.</p> | Business Education Tourism Cultural and sporting links Youth Humanitarian Civic welcoming Community |
| Antipodes Festival 2006 – incorporate Thessaloniki component. | Partially Achieved - Thessaloniki cultural event held at Federation Square in October 2005 (which was an addition to the sister city program). | Cultural links Community |
| Encourage sister school activities with Thessaloniki. | Fully Achieved - Through the Melbourne Thessaloniki Student Art Exchange (see below), Melbourne schools are participating in programs which continue their contact with Thessaloniki. | Education Cultural links Youth Community |
| Continued support for <i>Sailability Hellas</i> in Thessaloniki. Support fund raising efforts by local Greek community for donation of additional Access Dinghies to Thessaloniki. | Fully Achieved - \$6,500 raised by local Greek communities for <i>Sailability Hellas</i> . Three Access Dinghies to be shipped to Thessaloniki in late 2006 to correspond with the Dimitria Festival. | Humanitarian Community |

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THESSALONIKI

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|--|---|---|
| Student Art exchange between Melbourne and Thessaloniki schools. | Fully Achieved - Over 200 students from Melbourne and Thessaloniki produced over 300 photographs and paintings depicting their interpretation of the themes “What my City means to Me” and “What the Olympics means to Me”. Eight schools from Melbourne participated and over 200 people attended the exhibition at ArtPlay in Melbourne. Work produced by Melbourne students is being sent to Thessaloniki in mid 2006 for display during Thessaloniki’s “41 st Dimitria” which runs from 1 September to mid December 2006. | Education Cultural links Youth Community |
| Research potential City of Melbourne involvement in 2007 International Thessaloniki Film Festival. | Deferred - Did not proceed this year due to significant commitment to Thessaloniki cultural event held at Federation Square in October 2005 and liaison with Thessaloniki Association to run cultural event again in 2006 (which are both additions to the sister city program). To be considered for next year. | Cultural links |
| Research potential City of Melbourne involvement in 2007 Thessaloniki International Trade EXPO. | Deferred – Melbourne International and Business Melbourne will reconsider priority of any involvement in 2006/7 year. | Business |

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BOSTON

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|---|---|--|
| 20 th anniversary of Melbourne Boston sister city relationship - events in Melbourne and Boston. | Fully Achieved - Key event included launch of Melbourne Boston Medical Research Exchange and official visit of Deputy Lord Mayor to Boston prior to BIO2005 conference. Meetings with key officials in Boston. | Business Cultural and sporting links Youth Civic welcoming Community |
| Explore opportunities for links between cultural institutions in Boston and Melbourne. | Substantially Achieved - Deputy Lord Mayor met with senior cultural representatives in Boston including Massachusetts College of the Arts re possible exchange with Victorian College of Arts. Request for financial support has been received from VCA for exchange program | Cultural links Community |
| Support Melbourne Boston Sister City Association to develop strategic plan including partner organisations in Boston. | Substantially Achieved - Sister city association identified four priority projects to pursue. Mr Hugh Rogers, founding Chairman of the Melbourne Boston sister city association retired after 20 years to become Chairman, Emeritus. Mr Robert Trenberth, become Chairman of the sister city association. Ongoing discussion with key individuals in Boston re possible formation of Boston Melbourne committee to act as catalyst for activities in Boston. . | Business |
| Encourage sister school activities with Boston. | Fully Achieved - Opportunity identified to support a choir project between the Boston City Singers and the Young Voices of Melbourne – ongoing project 2006/7 | Education Youth Community |
| Links with ANZAACNE – BIO tech events associated with BIO2005 conference, building on existing connections. | Fully Achieved – Business Melbourne lead development and delivery of program as part of Boston Bio-Relationship conference including sponsorship of dinner and key note address. Strong partnerships developed with key players in Boston. | Business |

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BOSTON

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|--|--|--|
| Develop legacy outcomes from June 2005 biotech mission to Boston. | Partially achieved - Student and staff exchanges between VCA and Massachusetts College of Arts discussed between respective college directors. Development of the program dependent on securing funding in 2006/7 budget or from external sources. | Business |
| Develop proposal for personnel exchanges/leadership program between City of Boston and City of Melbourne. | Not achieved - No response from City of Boston to proposal prepared by City of Melbourne. | Business Community |
| Melbourne Medical Research Fellowship – through the City of Melbourne/Melbourne Boston sister city committee and Royal Melbourne Hospital. | Fully Achieved - Council and Melbourne Boston sister city association jointly funded first Melbourne Boston Medical Research Exchange. First recipient Dr Sharon Van Doormun undertook fellowship in June/July 2005 and established key connections with counterparts in Boston. Presentation of fellowship outcomes February 2006. Partners HealthCare Boston has indicated they will support reciprocal fellowship in 2006. Melbourne Boston sister city association indicated ongoing financial support for this fellowship exchange program in 2006/7 | Humanitarian Community Education |

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ST PETERSBURG

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|---|--|------------------------------------|
| Encourage school involvement in Melbourne St Petersburg relationship, including student internet exchange. | Partially Achieved - Limited opportunity to pursue programs to date. Opportunities identified for potential university exchanges – with possible partnership with University of Melbourne. | Education Youth Community |
| Work with Russian community organisations in the development of projects to support the Melbourne St Petersburg relationship. | Fully Achieved - Excellent working relationship with Russian Ethnic Representative Council and other organisations including supporting Russian festival at Federation Square, February 2006. | Community |
| Build links with business and education organisations working with Russia/St Petersburg. | Partially Achieved –Australian Honorary Consul in St Petersburg, visited Melbourne in April 2006, where opportunities for future business/education projects were discussed. Deferred to 2006-07 program and likely to be in conjunction with proposed first official visit from Governor of St Petersburg in September/October 2006. Other opportunities for projects may occur during 2007, as Australia is chairing of APEC in 2007. Russia is also a member of APEC. | Business Education |

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MILAN

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|--|--|--|
| Build on legacy outcomes from April 2005 visit to Milan by Deputy Lord Mayor. | Fully Achieved and ongoing- Continuing project and partnership development relating to projects identified in April 2005. Further discussion of key project 'Melbourne in Milan – February 2007' during visit of Commissioner Bozzetti's visit to Melbourne in August/September 2005. Visit of President Vincenzo Giudice, President of Milan City Council January 2006 for opening of Piazza Italia, provided opportunity for further discussion of project elements. | Business Education Tourism Cultural and sporting links Youth Humanitarian Civic welcoming Community |
| Profile Melbourne and Victoria design and manufacturing capabilities at Salone del Mobile in April 2006. | Partially Achieved- Liaison with key agencies/organisations involved in Salone del Mobile to promote Melbourne/Victorian design, no formal involvement by Council in 2006 event. | Business Education Youth |
| Follow up activities to City of Milan Award for Young Foreign Designers 2005 - ensure ongoing legacy outcomes. | Fully Achieved - Ms Linda Jukic, winner of the City of Milan award for young foreign designers completed 3 month professional development placement in Milan December 2005. Project consolidated links with City of Milan, PROMOS and useful demonstration model for future projects. | Business Education Youth |
| International Specialist Skills Institute – fellowship program between Melbourne and Milan. | Ongoing - Continue to explore opportunities for specialist skills development programs that will benefit Melbourne/Milan relationship. In-kind support for visiting fellows from Milan/Italy to Melbourne through promotion and publicity. | Business Education |
| Continue initiatives to promote Melbourne as a tourist destination in Milan. | Substantially Achieved and ongoing- Development of joint project with City of Milan for public event in Milan promoting sister city relationship and Melbourne as a tourist destination. No formal participation with Tourism Victoria and Tourism Australia during BIT trade exhibition in Milan, February 2006. | Tourism |

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Report of outcomes

MILAN

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|--|---|--|
| Melbourne Prize Trust – 2005 Prize for urban sculpture Development of Milan residency as part of International Travel Prize. | Fully Achieved - Winners of the Melbourne Prize for Urban Sculpture announced November 2005. Ongoing liaison with City of Milan on professional development visit to Milan later in 2006/7 | Culture Business Civic |
| Melbourne Milan visual arts - study to identify potential partners for joint projects. | Fully Achieved - Comprehensive report received identifying opportunities for future visual arts exchanges between key institutions in Melbourne and Milan. Study focused on opportunities for emerging artists. Recommendation provided on future collaborations formally considered by Arts and Culture Branch and other external agencies. Massimiliano Gioni, Curator from Milan, invited as key note speaker at Melbourne Art Fair. | Cultural links |
| Visit by City of Milan municipal delegations to Melbourne in August/September 2005. | Fully Achieved - Successful visit by Commission Bozzetti and City Councillor delegation. Key events focusing on city management exchange (city safety, multicultural services), involvement in Melbourne day events, high profile event during Melbourne Spring Fashion Week 2005. | Business Tourism Cultural links Civic Community |
| Official visit by President of Milan City Council to participate in opening of Piazza Italia project and other sister city activities. | Fully Achieved - President Giudice of the Milan City Council represented Mayor of Milan at the opening of Piazza Italia at Argyle Square on 29 January 2006. Event supported by the Italian Consulate General and the Italian Institute of Culture. Event promoted Melbourne Milan sister city relationship and recognised the significant contribution of Italian community to Melbourne. Other events during official visit – meeting with key Italian organisations (Consulate General of Italy, Italian Chamber of Commerce and Industry, Italian Institute of Culture) and National Gallery of Victoria (Australia) regarding possible Australian art | Business Education Tourism Cultural and sporting links Youth Humanitarian Civic welcoming Community |

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MILAN

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|---|---|---|
| | exhibition in Milan and attendance at the final of the Australian Tennis Open. | |
| Support Milan involvement in annual Italian National Day celebrations. | Fully Achieved – Council sponsored and assisted in the delivery of Italian national day and particularly Milan involvement. A presentation of Melbourne Milan sister city activities ran on the big screen at the Italian National Day celebrations on 28 May 2006. | Business Cultural links Community |
| Support the development of sporting connections between Melbourne and Milan, for example Inter Milan football training clinics in Melbourne and links between clubs and organisations in Melbourne and Milan. | Achieved and Ongoing - Communications support for Inter Milan youth training clinics in January 2006. Actively seeking opportunities for junior and women's team exchanges with teams from Milan. | Sporting links Community |
| Support planning for visit by Melbourne Symphony Orchestra to Milan in 2007. | Ongoing - Liaison with City of Milan regarding MSO visit and other activities to support Melbourne in Milan events in February 2007. | Business Tourism Cultural links. |
| Support development of fashion exchanges between Melbourne and Milan in cooperation with Victorian and Australian government agencies. | Fully Achieved - <i>Parading Milan in Melbourne</i> – highlight of the Motorola Melbourne Spring Fashion Week 2006. Parade of graduate garments from Istituto Maragoni supported by the City of Milan. Commissioner Bozzetti invited graduates from RMIT Fashion to participate in Milano Studia del Moda, November 2005. Positive response to Melbourne graduate garments and excellent connections established with key fashion education institutions in Milan. | Business |

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MILAN

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|--|--|------------------------------------|
| Melbourne Milan business opportunities (new activity) | Achieved and ongoing – successful visit to Melbourne by inwards investment mission coordinated by Australian Business In Europe (Milan), Invest Australia and Invest Victoria in November 2005. Key events included meeting with Melbourne, Victorian companies and identification of investment opportunities. Feedback from ABIE indicated strong likelihood of ongoing projects. | Business |

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OTHER INTERNATIONAL PARTNERSHIPS

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|---|--|---|
| Ongoing development of cooperative relationship with the Nanjing Municipal People's Government – in particular training programs and business activities. | Ongoing - Support for visits of key delegations from Nanjing Municipal People's Government to Melbourne through networking meetings with education and business contact to promote opportunities to build stronger connections. Relationship supports the sister state relationship between Victoria and Jiangsu Province. | Business Education Sporting links Civic welcoming |
| Ongoing development of cooperative relationship with the Fengxian City Government – in particular training programs and business activities. | Ongoing – support for visiting delegations and meeting with key partner organisations. | Business Education |
| Activities with the City of Port Louis, Mauritius eg support for annual La Faya Festival at Federation Square. | Partially Achieved – significant changes in Port Louis following national and local government elections in 2005 have limited progress. Awaiting the appointment of an honorary Consul following the death of Mr Richard Hammerton in May 2005 to activate projects. | Business Education Cultural links Humanitarian Civic welcoming Community |
| Develop a mechanism to support Tsunami rebuilding efforts in Sri Lanka. | Significant achievement – cooperative agreement approved by Council in December 2005, between Melbourne and Southern Province of Sri Lanka. Work continues on the three core projects, these include redevelopment of a regional school and mobile library facilities for both Galle and Hambantota. Funding of an additional \$100,000 has recently been secured for the school project, to finalise construction of a new school wing. Construction is well under way and completion is expected in October 2006. Galle Mobile library has been operational since February 2006 and the Hambantota facility is close to being launched. There are some issues in relation to ongoing operational funding but it is hoped that these will be resolved in the next few weeks. | Humanitarian Community |

OTHER INTERNATIONAL PARTNERSHIPS

| PROJECT | STATUS as at June 2006 | STRATEGY PRIORITY AREAS |
|---|---|--|
| Explore options to develop increased business, cultural, educational and sporting links with India. | <p>Significant achievement – strong relationships established with key Indian community organisation in Melbourne in the development of ‘Adopt a second team program’ for India including Indian festival on 11 March 2006 attracting over 10 000 people.</p> <p>Strong working relationship established with Delhi 2010 organising committee and Confederation of Indian Industry and support of each group during Melbourne 2006 Commonwealth Games including information sessions for visiting officials, site visits and meetings with key partners.</p> <p>Positive discussion between Lord Mayor and Chief Minister of the National Capital Territory of Delhi on the development of a strategic city alliance between Melbourne and Delhi as legacy of Commonwealth Games. Formation of the Lord Mayor Delhi Working Party of key Indian community organisations in Melbourne to provide high level advice on the proposed alliance.</p> <p>Positive response from Mayor Farhad Suri, Municipal Corporation of Delhi to strategic alliance proposal – discussion held during MAPES, May 2006.</p> | Business Education Tourism Cultural and sporting links Youth Humanitarian Civic welcoming Community |
| Support for Indian Cultural Festival as part of Melbourne 2006 Commonwealth Games. | Fully Achieved – strong partnership with Events Melbourne and Commonwealth Games Unit in the development and delivery of successful Indian Festival on 11 March 2006 as part of Adopt a Second Team program. | Cultural links Community |

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|--|---|---|
| <p>Business Partner City network – identification of cultural, educational and tourism related activities stemming from Melbourne’s membership of the network.</p> | <p>Fully Achieved – support for projects linked with BPC members cities including Ho Chi Minh Young Artists Program (coordinated by Arts and Culture branch), program involvement in RMIT International Vietnamese Government leaders training program. .</p> | <p>Business Cultural links Civic welcoming</p> |
| <p>Collaborate with relevant NGOs in promoting humanitarian causes and supporting a range of international projects such as support for Timor–Leste, joint projects with Rotary International.</p> | <p>Deferred – due to capacity and volume of projects undertaken by Melbourne International team in 2005/6. Opportunities will be sought in 2006/7 to investigate and pursue such projects.</p> | <p>Humanitarian Community</p> |
| <p>Support for the Melbourne 2006 Commonwealth Games through the Host City Program, receptions for visiting dignitaries and arranging courtesy calls and relevant city briefings.</p> | <p>Fully Achieved – Delivery of high quality civic/city hosting program, on time and budget. International participants – Vice Mayor and delegation, Tianjin, China; Vice Mayor and delegation, Guangzhou, China; Secretary for Social Development, Abuja, Nigeria; Lord Mayor of Manchester, England (2002 Games host city). Hosted visits for up to three days for Lord Mayor or their representatives from Sydney, Brisbane, Adelaide, Perth and Darwin. City welcome ceremonies conducted for representatives from 26 Teams. Support for visiting civic delegation from National Capital Territory of Delhi and Delhi 2010 Organising Committee and bidding committees from Halifax, Canada and Glasgow, Scotland.</p> <p>Full implementation of recruitment and training program for staff volunteer programs to support the civic hosting program. 12 staff from across organisation assisted Melbourne International in delivery of program. Outstanding outcomes and build strong alliances across the organisation for future programs.</p> | <p>Business Education Sporting Civic welcoming</p> |

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| Visiting VIP local government delegations and diplomatic activities at the Town Hall. | Fully Achieved and ongoing – end of year outcomes – 344 projects delivered. (84 courtesy calls, 33 information sessions on Council projects, 24 meetings, 33 networking functions, 26 off site visits, 51 official visits, 50 public events, 24 roundtable events, 15 student visits and 4 Town Hall tours. | Civic welcoming |
| Support for staging of 4 th Mayors Asia-Pacific Environmental Summit to be staged in Melbourne in May 2006. | Fully Achieved – contribute to the civic component of MAPES conference including the visit of Mayor of Hiroshima and other key international local government partners. | Civic welcoming |

FINANCE ATTACHMENT

MELBOURNE INTERNATIONAL STRATEGY 2005/6 – OUTCOMES REPORT

Operating expenditure of \$1,256,721 was incurred in 2005/06 for Melbourne International Relations. Slightly offset by revenue of \$58,318.

Joe Groher
Manager Financial Services

LEGAL ATTACHMENT

MELBOURNE INTERNATIONAL STRATEGY 2005/6 – OUTCOMES REPORT

No direct legal issues arise from the recommendations of this report.

Section 3C(1) of the *Local Government Act* 1989 (“the Act”) provides that:

“The primary objective of a Council is to endeavour to achieve the best outcomes for the local community having regard to the long term and cumulative effects of decisions.”

Section 3C(2) of the Act provides that in seeking to achieve its primary objective the Council must have regard to facilitating objectives including:

“(d) to promote appropriate business and employment opportunities;”

Section 7 of the *City of Melbourne Act* 2001 provides additional objectives including:

“(a) to ensure a proper balance within its community between economic, social, environmental and cultural considerations within the context of the City of Melbourne’s unique capital city responsibilities;”

Section 3D(2) of the Act states that the role of a Council includes:

“(b) providing leadership by establishing strategic objectives and monitoring their achievement;” and

“(d) advocating the interests of the local community to other communities and governments.”

The subject-matter of the report is within the objectives, role and functions of Council.

Kim Wood
Manager Legal Services