

Report to Council

Agenda item 7.1

Participation by Councillor Philip Le Liu in the China-Australia Millennial Project Summit, Shanghai and Sydney, March and June 2017

28 March 2017

Presenter: Councillor Philip Le Liu

Purpose and background

1. The purpose of this report is for Council to ratify the urgent approval granted by the Lord Mayor for Councillor Philip Le Liu to participate in the China-Australia Millennial Project (CAMP) Summit.
2. Following a selection process, Councillor Le Liu was invited to participate in the program that brings together young leaders who are passionate about social innovation and strengthening the Australia-China relationship.
3. The program commences in Shanghai with sessions between 21 to 28 March and concludes in Sydney between 12 to 16 June 2017. Due to timing of the Shanghai leg of the program, urgent approval by Lord Mayor was sought and obtained on 14 March in accordance with the Councillor Expenses and Resources Guidelines.

Key issues

4. CAMP is a unique and dynamic program connecting leaders in bilateral innovation incubators and providing the tools to address real-world global challenges. The program allows participants with an opportunity to forge long lasting cross-cultural connections and to activate future-focused solutions across borders.
5. CAMP's initiatives focus on aspects of the Australia-China relationship and developing solutions to global issues through people-to-people networks. This focus is of particular relevance to City of Melbourne strategies focusing on international cultural connections and business opportunities, namely *Melbourne – Doing Business Globally*.
6. Through his role as Portfolio Chair International Engagement and desire to support Council's broader vision around a smart, innovative and global city, Councillor Le Liu aims to bring back to City of Melbourne learnings, ideas and concepts that will facilitate future strategic discussions on opportunities for Melbourne. This can be done through fostering strong social and cultural connections, an area of particular interest to Councillor Le Liu. Melbourne's cultural diversity, entrepreneurship, reputation as a Knowledge City and emerging international connections, present real opportunities to reap rewards in a rapidly changing global community.
7. The cost to Council of Councillor Le Liu's participation is estimated at approximately \$6,644.48. This includes registration fee, accommodation and airfare to Shanghai. Councillor Le Liu is contributing approximately \$500 to cover airfare costs for the Sydney leg of the program.
8. Further details regarding the program can be found in Attachment 2.

Recommendation

9. That the Council:
 - 9.1. ratify the urgent approval provided by the Lord Mayor for Councillor Philip Le Liu to travel to Shanghai from 21 to 28 March and Sydney from 12 to 16 June 2017 to participate in the China-Australia Millennial Project (CAMP) Summit at a cost to Council of approximately \$6,644.48.
 - 9.2. notes that Councillor Philip Le Liu will prepare a report to the Future Melbourne Committee or Council within 60 days of return from travel.

Attachments:

1. Supporting Attachment (page 2 of 7)
2. Copy of the CAMP Summit Program (page 3 of 7)

Supporting Attachment

Finance

1. The cost to Council of Councillor Le Liu's participation is estimated at approximately \$6,644.48. The amount is less than anticipated when urgent approval from the Lord Mayor was sought.
2. The estimate includes registration fee, accommodation, airfare to Shanghai (\$6044.48) and incidentals (\$600). Councillor Le Liu is partially funding travel costs by contributing approximately \$500 to cover an airfare for the Sydney leg of the program. Councillor Le Liu will also fund any additional costs incurred during the program.
3. The estimated cost of the proposed travel will be met from the existing budget allocation.

Conflict of interest

4. 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.

Relation to Council policy

5. The Manager Governance and Legal has confirmed that the urgent approval and proposed travel accords with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.
6. The Program has particular relevance to the following:
 - 6.1. Council Plan goals of Prosperous City and Knowledge City;
 - 6.2. City of Melbourne strategies focusing on international cultural connections and business opportunities, namely *Melbourne – Doing Business Globally*.

Environmental sustainability

7. The carbon emission resulting from air travel to attend the program will be offset with the purchase of credits.

Background:

CAMP Summit is a 100-day program that brings together millennials who are passionate about social innovation and strengthening the Australia-China relationship. The China Australia Millennial Project (CAMP) is a program like no other – connecting dynamic, young leaders in bilateral innovation incubators and providing the tools to address real-world, global challenges.

Our vision

CAMP aims to forge lasting cross-cultural connections and activate future-focused solutions through transcending borders, empowering millennial talent and being an enabler of diverse, global networks. Driven by the principles of leadership, connection and innovation, CAMP:

Delivers a progress-focused, hi-tech and hi-touch, globally beneficial business model that challenges the status quo and promotes cross-cultural connections.
Creates an authentic, organic, optimistic, inclusive and transformative experience designed to empower those involved and foster friendships and support networks.
Harnesses diversity and experimentation through a unifying crucible to develop a personalised and positive – yet ultimately unknown – outcome.

The China Australia Millennial Project is more than just a project, it is a social movement. CAMP aims to strengthen the #auschina relationship by transcending borders, empowering millennial talent and forging long-lasting cultural connections.

CAMP has four unique initiatives that focus on aspects of the AustraliaChina relationship and developing innovative solutions to global issues through people-to-people networks:

The China Australia Millennial Project works toward creating positive social impact by bringing together four different catalysts of change:

Why China and Australia?

21st century problems are too big for one country to tackle. CAMP activates the Asia-Pacific to collaborate across borders. Building trusted peer alliances, identifying shared challenges and empowering future leaders to create new solutions to the issues characterising the 21st century. Diversity and innovation are not only two critical drivers of the 21st century, they are two sides of the same coin. This potential is unlocked by the CAMP blueprint.

Why Millennials?

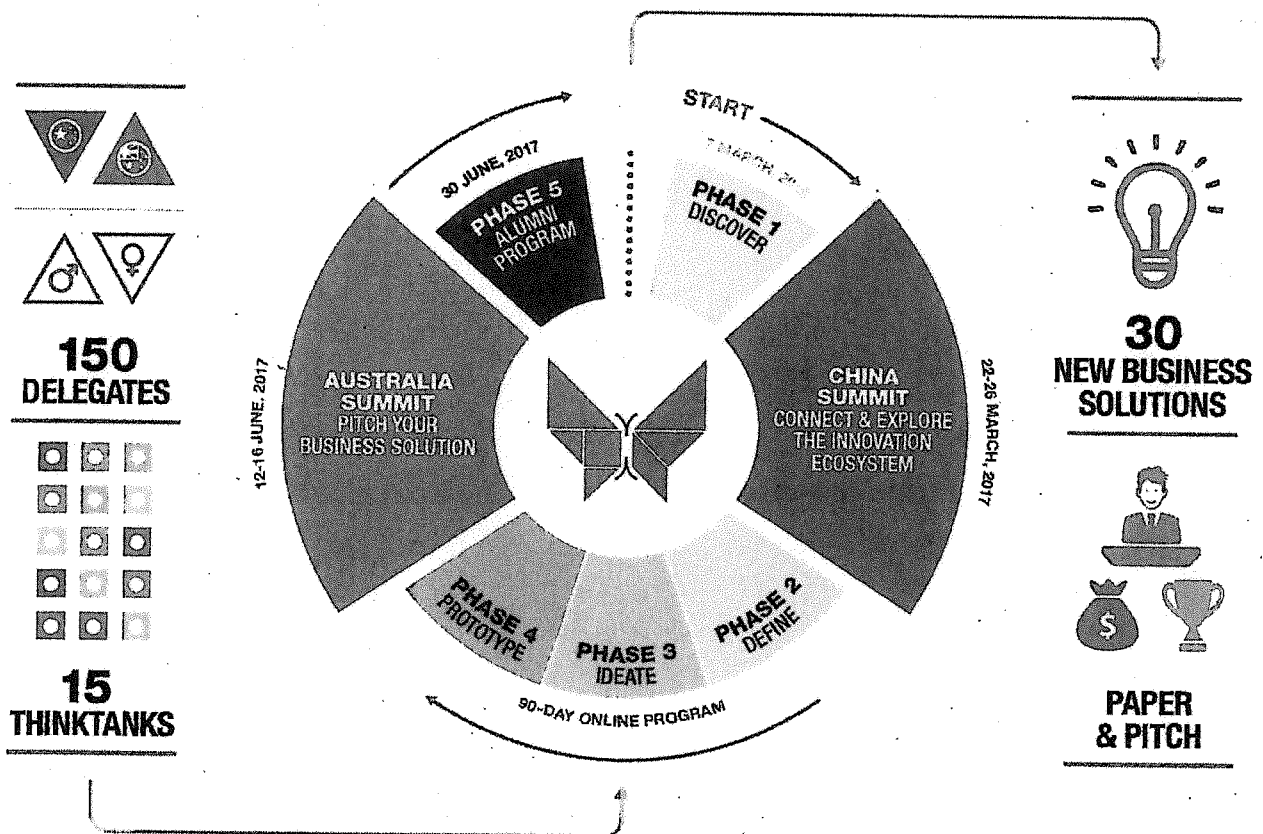
2.3 billion born between 1980 and 2000, Millennials are the largest generation, surpassing Baby Boomers. By 2025, the majority of the global workforce will be Millennials. This generation is now entering their earning years, at a time when global connection and access to information is unprecedented. CAMP seeds and socialises high-yield relationships between future global leaders early in their career.

Why ThinkTanks?

Cross-border multidisciplinary collaboration will characterise the 21st century. CAMP prides itself on bringing together the ideas and expertise on a wide range of industry professionals and young leaders in order to collaborate for long-lasting change.

Why startups?

The world is changing rapidly. Traditional industries now face disruption by new technologies and demands of the market. The world's best corporations are actively seeking new ways to bring innovation into their culture. Partnering with startups has become a powerful tool for corporates to innovate and disrupt; to rapidly turn fresh ideas.



5-day Summit in China

Shortly after kicking off the CAMP program online, all 2017 CAMPers will converge in Shanghai. Over a 5-day summit, we will tour the innovation ecosystem of this amazing city, as well as visit Australia's Landing Pad for startups and Fishburners new co-working space. CAMPers will meet their team mates face to face and together participate in workshops, master classes and get some good quality social time together.

90-day Online Program

Our online program incorporates three distinct frameworks across the learning experience for every participant:

1. **INTERCULTURAL LEADERSHIP** – Build the skills needed to forge high-performing teams located in Australia and China
2. **INNOVATION** – via Stanford University's d.school's design thinking methodology
3. **ENTREPRENEURSHIP** – A blend of lean start-up methodology and project management, experience what it takes to start something amazing.

5-day Summit in Sydney

90 days later (roughly) after meeting each other for the first time, 2017 CAMPers will enter the final phase of CAMP, touching down in Sydney. Together once again, they will refine their co-created business concept and prepare for the final deliverable, pitching their project to a judging panel of VC's, angel investors, corporates, government, talent scouts and more.

15 ThinkTanks, 30 Co-created Projects

So for the ThinkTanks! A ThinkTank is the model in which leading businesses can pose a commercial challenge to the team in the form of a question. CAMP 2017 is running 15 ThinkTanks, each containing 10 CAMPers. Each ThinkTank is split into 2 project teams who each co-design a solution which will address the commercial challenge

Our ThinkTanks Solve Real Problems

In 2017, we will offer 15
of the following as chosen
by delegates:

ThinkTanks are proudly
mentored by EY.



- ▲ ChAFTA
- ▲ One Belt One Road Initiative
- ▲ Arts & Culture
- ▲ Gender Equality
- ▲ Global Talent
- ▲ Youth Employment
- ▲ Future Of Communications
- ▲ Play & Gamification
- ▲ Digital Disruption
- ▲ Agriculture & Agribusiness
- ▲ Ageing Population
- ▲ Future Of Energy
- ▲ Economic Inclusiveness
- ▲ Sustainable Resilient Cities
- ▲ Manufacturing & Retail
- ▲ Climate Change
- ▲ Renewable Energy
- ▲ Infrastructure
- ▲ Mental Health
- ▲ Smart Mining
- ▲ Future Of Tourism
- ▲ Health & Wellbeing
- ▲ Water Security
- ▲ Entrepreneurship
- ▲ Innovation In Education
- ▲ Creative Industries
- ▲ Innovation Partnerships
- ▲ Ideasboom -
Creating Innovative Nations
- ▲ Food Security &
The Future Of Food

The CAMP Package includes:

1. International flights
2. Accommodation
3. Most meals
4. A 100-day innovation program

Read on!

- CAMP's five-day face-to-face China summit including 6 nights accommodation at the CAMP Innovators Hub and most meals.
- CAMP's five-day face-to-face Sydney summit including 6 nights accommodation at the CAMP Innovators Hub and most meals
- A place in our world-first, award winning online innovation program, including quality time with industry mentors, EY innovation experts, facilitators, your incredible network of CAMP 2017 delegates and the CAMP alumni.
- 1 x China Eastern international economy return flight
- EY Innovation Expert mentorship
- Workshops and panel sessions designed to meet your needs as an emerging leader

- An opportunity to pitch the business concept you co-design with your team mates to a judging panel and audience of venture capitalists, impact investors, angel investors, our partners, government and business leaders
- VIP entry to the CAMP opening ceremony and closing gala dinner at Sydney's iconic Town Hall
- VIP entry to our Gala Awards night in Sydney's iconic Town Hall,
- 5 days working from the incredible, state-of-the-art UTS campus
- The potential to achieve investment for your team's idea
- The possibility of winning CAMP 2.0 final pitch contest including a trip to China or Australia for your project team!
- Membership of the 250+ strong CAMP alumni community including our online platform and social media channels.
- An unforgettable learning and personal development experience, lifelong friends and networks which will supercharge your future.

That's crazy good value, we know. We've worked hard to develop a model whereby we're able to offer high achievers an opportunity of a lifetime for a highly subsidised fee. Our partners are amazing and make this possible.

CAMP 2017 registration fee starts from \$5500+GST AUD

What's not included?

Aside from your CAMP registration fee, you will need to cover:

- Any domestic travel needed to attend the CAMP summits. eg if you live in Brisbane, you'll need to make your own way to Sydney.
- Some meals while you're in Sydney (approx. AUD\$100-\$150)
- Some meals while you're in China (approx. AUD\$100-\$150)
- Airport transfers in Sydney & Shanghai (approx. AUD\$60 each)
- Visa fees (approx. AUD\$150)
- Travel insurance
- Incidentals

What do I get for the Registration Fee?

ONLINE PROGRAM