

Report to the Future Melbourne Committee

Agenda item 7.1

Post travel report by Councillor Philip Le Liu, Beijing, China, July 2019

1 October 2019

Presenter: Councillor Philip Le Liu

Purpose and background

1. To report to the Future Melbourne Committee on the travel undertaken by Councillor Philip Le Liu, Chair International Engagement portfolio to Beijing, China to participate in a series of meetings and delegations led by Melbourne Airport with the People's Republic of China (PRC) Ministry of Culture and Tourism for the period 3 to 7 July 2019.
2. On 2 July 2019, the Future Melbourne Committee approved the proposal for Councillor Le Liu to travel to Beijing, China.

Key issues

3. Melbourne Airport was presented with an opportunity to meet with the PRC Ministry of Culture and Tourism to discuss future collaboration and support for the growing Chinese market in Melbourne.
4. The meeting focused on Melbourne as a tourism destination as well as Melbourne's reputation as the Arts and Culture capital of Australia.
5. During the meeting, it was identified that the majority of the people from the Ministry had never visited Melbourne but all had heard great things about the 'most liveable city in the world' through their colleagues, friends and relatives living in Melbourne. An invitation was extended to visit Melbourne at any time.
6. The meeting provided an opportunity for Councillor Le Liu to note recent successful cultural attractions in Melbourne including the Terracotta Warriors at the National Gallery of Victoria and Chinese concert pianist, Lang Lang's, performance with the Melbourne Symphony Orchestra, both of which fall within the Ministry's responsibilities.
7. The Ministry appreciated the presence of an elected representative from the City of Melbourne as it showed commitment to developing the relationship and the Ministry welcomed the opportunity to work more closely in the future between government to government.
8. To further promote Melbourne as a preferred destination, Councillor Le Liu and Melbourne Airport representatives held meetings with several Chinese airlines to discuss an increase in the number of direct flights from China to Melbourne and to also provide confidence in the Melbourne routes. Visit Victoria (China branch) also attended and participated in these meetings.
9. Councillor Le Liu, Melbourne Airport representatives and Visit Victoria also met with Key Opinion Leaders (KOLs) and influencers to help promote Melbourne Fashion Week (MFW) to China. This year, MFW celebrated 25 years and held its first Asian runway in Chinatown. With the assistance of Melbourne Airport, China Eastern became a sponsor of MFW and MFW was heavily promoted in the airport to new arrivals.

Recommendation

10. That the Future Melbourne Committee notes the report by Councillor Philip Le Liu in participating in a series of meetings and delegations led by Melbourne Airport in Beijing, China in July 2019.

Attachments:

1. Supporting Attachment (Page 2 of 4)
2. Photographs of meetings and briefings (Page 3 of 4)

Supporting Attachment

Finance

1. The total costs associated with Councillor Philip Le Liu's travel to Beijing, China was \$4763.80 which included business class airfare (\$3429.80), accommodation for four nights (\$1155.04) and incidentals (\$178.96).
2. Due to unforeseen circumstances, this post travel report was prepared greater than the period of 60 days after travel as required under the Councillor Expenses and Resources Guidelines.

Conflict of interest

3. 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.

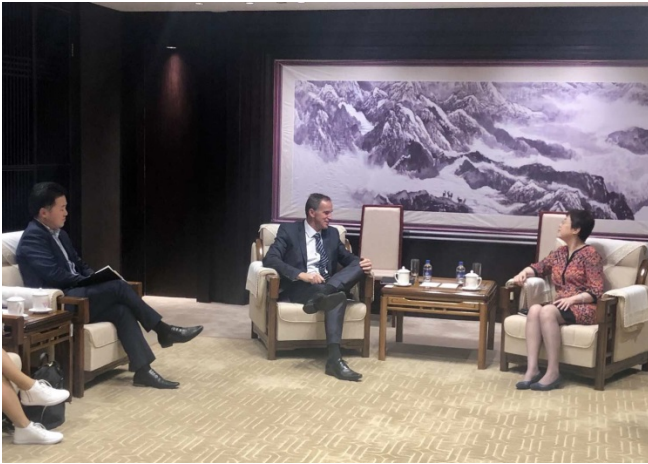
Relation to Council policy

4. The Manager of Governance and Legal has confirmed that the travel costs accord with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.
5. Participation in the delegation supported efforts and objectives aimed at fostering global business relationships and investment attraction. It also supports the principles that underpin Council's *Melbourne Doing Business Globally*, which seeks to increase trade and investment opportunities for businesses from Council's international activities

Environmental sustainability

6. The carbon emissions resulting from air travel were offset with the purchase of credits.

PHOTOGRAPHS - MEETINGS AND BRIEFINGS



Meeting with the Director of Republic of China (PRC) Ministry of Culture and Tourism in Beijing, China.



Meeting with the Republic of China (PRC) Ministry of Culture and Tourism in Beijing, China.



With colleagues from Visit Victoria, Melbourne Airport and Air China.



China Eastern pop-up during Melbourne Fashion Week.



Councillor Le Liu with Key Opinion Leaders (KOL's) at the China Eastern pop-up during Melbourne Fashion Week.



Promotion of Melbourne Fashion Week at Melbourne Airport by KOLs.