

**BUSINESS AND INTERNATIONAL  
RELATIONS COMMITTEE REPORT**

Agenda Item 5.2

12 September 2006

**MELBOURNE OFFICE TIANJIN – 2005/6 BUSINESS PLAN  
OUTCOMES**

**Division** Marketing, Tourism and Major Events

**Presenter** Jane Sharwood, Manager Melbourne International

**Purpose**

1. To report on the outcomes of the 2005/6 Business Plan for the Melbourne Office Tianjin.

**Recommendation from Management**

2. That the Business and International Relations Committee endorse the outcomes of the 2005/6 Business Plan for the Melbourne Office Tianjin.

**Key Issues**

3. During the past 12 months, the Melbourne Office Tianjin has fully achieved the Key Performance Indicators (KPI) included in the 2005/6 business plan. The momentum of achievements during the past 12 months has continued and built on the advantages generated by the opportunities presented during the celebration of the 25<sup>th</sup> anniversary of the Melbourne Tianjin sister city relationship in 2005.
4. Attachment 1 reports achievements against the business KPI as at 30 June 2006.
5. The Melbourne Office Tianjin achieved outstanding outcomes during 2005/6 in light of the business plan and also maximised legacy opportunities arising from the 25<sup>th</sup> anniversary celebrations.

**Time Frame**

6. This report covers the outcomes achieved during the 2005/6 financial year.

**Relation to Council Policy**

7. An objective under the Strategic Direction 1.3 in *City Plan 2010* is to strengthen and develop long-term strategic relationships with sister cities, Business Partner Cities and other key partners.
8. The Melbourne Office Tianjin contributes to achieving one of the key themes of the Melbourne International Strategy, to *open doors to business*, through sister city connections.

### **Consultation**

9. External parties involved in the development and delivery of the outcomes of Melbourne Office Tianjin business plan include the Australia China Business Council (Victoria), RMIT University and business clients.

### **Government Relations**

10. There is regular contact with Victorian Government and Federal Government departments about the operation of the Melbourne Office Tianjin, particularly the Victorian Department of Innovation, Industry and Regional Development and Department of Foreign Affairs and Trade.
11. The Melbourne Office Tianjin has played a vital role in the delivery of a number of Victorian Government missions to China including the visit of former Governor John Landy to China.
12. The Melbourne Office Tianjin has also been given Trade Correspondent Status by the Australian Trade Commission (Austrade) to act as a trade facilitation office.

### **Finance**

13. Funding of \$99,000 was provided in the 2005/06 budget for the Melbourne Office Tianjin.

### **Legal**

14. No direct legal issues arise from the recommendation of this report. Legal advice has and will continue to be provided on issues arising from the Melbourne Office Tianjin.

### **Sustainability**

15. The Melbourne Office Tianjin is the central point for all formal exchanges between Melbourne and Tianjin under the sister city relationship. These involve civic, cultural, educational and youth exchanges.
16. The Melbourne Office Tianjin is supporting access by Melbourne and Victorian businesses to opportunities in Tianjin and China. The Melbourne Office Tianjin also acts to attract investment into Melbourne.
17. One of Melbourne's strengths being promoted in Tianjin is environmental management. This has led to strong interest in the CH2 project and the agreement reached during the recent 25<sup>th</sup> anniversary mission to Tianjin that it is to become China's first municipality to actively collaborate with the Cities for Climate Protection Program. This is a joint project between the International Council for Local Environmental Initiatives, City of Melbourne, Tianjin Environmental Protection Bureau and other agencies to develop effective local strategies to address environmental issues in Tianjin.
18. In June 2006, a MOU was signed between the City of Melbourne and the Tianjin Environment Protection Bureau to further enhance and develop the environmental protection cooperation. This is likely to involve the Council as a mentor during the refurbishment of the Tianjin Environment Protection building following the principles used in the construction of CH2.

## Comments

19. The Melbourne Office Tianjin currently operates under an agreement between the City of Melbourne, the Australia China Business Council, RMIT and Taylors College. The office is registered in the name of the Australia China Business Council because of previous legal issues in operating an off-shore office in China in the name of the Melbourne City Council.
20. Advice has been received on recent changes to Chinese Government representative office registration processes, which may assist in transferring the current registration of the office from the Australia China Business Council (Victoria) to the Council.
21. This advice will be considered in conjunction with an investigation of the feasibility of establishing a wholly-owned Council company to manage the operations of the Melbourne Office Tianjin, as per the *Local Government Act 1989*.
22. All current parties to the agreement will be consulted prior to the development of a new management model. A report will be prepared for consideration by the Business and International Relations Committee in due course.
23. The Melbourne Office Tianjin is located in Tianjin central business district, on the 10<sup>th</sup> floor of the Tianjin International Building. This location is close to key government partners and leading company headquarters.
24. The Melbourne Office Tianjin employed four locally engaged staff in 2005/6. A Chief Representative, Senior Business and Trade Representative (who also undertook projects on behalf of Austrade) and two Project Officers.
25. As part of the annual business plan review (including an assessment of operational requirements) an office restructure has been recently been implemented.
26. From 1 September 2006, in addition to the Chief Representative, there will be two Project Coordinators, one focusing on business and trade development (including Austrade activities) and the second focusing on civic and sister city projects and an office manager to provide administrative and business support to the Melbourne Office Tianjin. The cost of this restructure has been accounted for in the 2006/7 Melbourne Office Tianjin budget allocation.

## Background

27. The Melbourne Office Tianjin was opened in January 1998 with the following aims.

### **Facilitate the entry of Melbourne, Victorian and Australian businesses into the Tianjin market and vice versa**

28. A major strength of the office is its access to and understanding of Tianjin's highest levels of business and government networks through the 26-year sister city relationship and Melbourne's presence on the ground in China. The office provides business support services to visiting Melbourne companies and facilitates research and action of opportunities through a range of programs and existing contacts. The office is now also operating under Trade Correspondent status on behalf of Austrade.

**Support education exchange and recruitment of students for Melbourne institutions**

29. A major success for the office has been its role in supporting the Tianjin Government Leaders training program, which has resulted in seven groups of up to 20 leaders studying in Melbourne for periods of three months. The eight group of Tianjin Government leaders completed their program in Melbourne in July 2006. The Council will be hosting three senior Tianjin government officials for a three-month work-based trainee program from October to December 2006.
30. Based on the success of the Tianjin Government Leaders program, there has been a significant increase in the demand for the office to support the development of additional management training programs for various Tianjin government departments.

**Support the Melbourne Tianjin sister city relationship**

31. The office has become a key component of the sister city relationship and is the conduit and facilitator for all official sister city activities. The office has a strong working relationship with the Tianjin Foreign Affairs Office and has played a vital role in developing and implementing celebrations for the 25th anniversary of sister city relationship in 2005 and legacy projects arising from these celebrations.
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**Attachment:**

1. Melbourne Office Tianjin Outcomes Report 2005-2006

## MELBOURNE OFFICE TIANJIN OUTCOMES REPORT 2005-2006

### Melbourne Office Tianjin 2005-06

**Objective 1:** Facilitate trade and investment between Melbourne / Victorian businesses and Tianjin counterparts

**Objective 2:** Facilitate education and professional development programs for Melbourne based institutions

**Objective 3:** Develop and deliver active sister city exchanges including 25<sup>th</sup> anniversary celebrations in Tianjin and legacy outcomes and benefits

**Objective 4:** Effective operation and management of the Melbourne Office Tianjin

#### \* Commonly Used Acronyms

MOTJ: Melbourne Office Tianjin  
TMBEC: Tianjin Melbourne Business Exchange Centre  
MI: Melbourne International Branch  
BM: Business Melbourne Branch

<b>Objective 1.</b>	<b>FACILITATE TRADE AND INVESTMENT BETWEEN MELBOURNE / VICTORIAN BUSINESSES AND TIANJIN COUNTERPARTS</b>
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<b>STRATEGY 1 FURTHER PROMOTE TIANJIN MELBOURNE BUSINESS EXCHANGE CENTRE (TMBEC)</b>		
Tianjin Melbourne Business Exchange Centre is a membership based organisation established in Tianjin in partnership with the MOTJ and China Council for the Promotion of International Trade (CCPIT).		
No.	KPI	Achievement
1.	<b>Maintain number of members at 25</b>	<i>KPI – Target achieved</i>
2.	<b>Deliver tailored events in Tianjin for TMBEC members: Minimum 10</b>	<i>KPI – Target achieved</i>  7 events took place; including; Sustainable Urban Development Mission to Tianjin in Sept 05, and BPC mission led by Cr Fiona Snedden, Geoff Lawler and Tim Piper from AIG, Sept 05. Lord Mayor's mission including biotech and business delegations.
3.	<b>Develop and deliver visits by TMBEC members to Melbourne: Minimum 3.</b>	<i>KPI – Target exceeded</i>  4 visits of TMBEC members to Melbourne took place.
4.	<b>MOUs/Agreements signed by Melbourne companies and TMBEC members: Minimum 2.</b>	<i>KPI - Target largely achieved</i>  Jindong Group signed the agreement regarding importing wine from Australia

<b>STRATEGY 2 EXPORT FACILITATION SERVICES TO MELBOURNE / VICTORIA BASED CLIENTS</b>		
No.	KPI	Achievement
1.	<b>Effective relationships built with 20 major importers/buyers (private sector) in Tianjin, especially in the areas of building materials, architectural/urban design services, automotive components and biotechnology.</b>	<i>KPI – Target exceeded</i>  21 relationships were formed; (2) landscape architecture, (5) dairy industry, (7) architecture and property development, (1) biotech, (1) construction, (2) golf course development, (1) development (2) banking and finance
2.	<b>6 strong business leads identified and presented to Melbourne based companies</b>	<i>KPI – Target Achieved</i>  6 business lead were identified and presented to Melbourne based companies in areas of professional training, architecture, law services, business consulting, English teaching training
3.	<b>Monthly Market intelligence reports back to Melbourne</b>	<i>KPI – Target achieved</i>  Monthly reports sent to Business Melbourne and Melbourne International

<b>STRATEGY 3 MARKET MELBOURNE AS AN INVESTMENT DESTINATION</b>		
<b>No.</b>	<b>KPI</b>	<b>Achievement</b>
1.	<b>Effective relationships built with 10 major companies in Tianjin, which have overseas expansion plans.</b>	<i>KPI – Target largely achieved</i> With 6 effective relationships built. (2) pharmaceutical, (2) winery, (1) architecture, (1) commodity trading,
2.	<b>On-going profiling of Melbourne's capability on the ACBC (Victoria) website – Melbourne Office Tianjin Section.</b>	<i>KPI – Target achieved</i> MOTJ well profiled on ACBC Website as part of LM's September mission

<b>STRATEGY 4 TIANJIN BUSINESS DELEGATIONS TO MELBOURNE</b>		
<b>No.</b>	<b>KPI</b>	<b>Achievement</b>
1.	<b>Facilitation of at least 2 business, government, education and culture delegations from Tianjin to Melbourne.</b>	<i>KPI – Target exceeded</i> 5 business delegations, 8 government delegations, 6 Cultural and 2 education delegations visited Melbourne in 2005-2006

<b>STRATEGY 5 AUSTRADE TRADE CORRESPONDENT STATUS</b>		
<b>No.</b>	<b>KPI</b>	<b>Achievement</b>
1.	<b>Austrade Trade Correspondent Activities</b>	<i>KPI - Target achieved</i> The Austrade Trade Correspondent was actively involved in a number of Austrade specific projects including on the ground investigation, attending meetings, networking functions and conferences, assisted in trade missions to Tianjin and arranging meetings between key business and government officials in Tianjin and Australian business people.
2.	<b>Austrade Export Impacts : Minimum 6 achieved</b>	<i>KPI – Target achieved</i> 6 EIs were signed, including plans to set up a joint venture enterprise to import dairy cattle from Australia to Tianjin. Other EIs include, purchasing of printing machines, and 2 architectural projects.

**Objective  
2.**
**FACILITATE EDUCATION AND PROFESSIONAL DEVELOPMENT PROGRAMS FOR MELBOURNE BASED INSTITUTIONS**

<b>STRATEGY 1 TIANJIN TRAINING PROGRAMS IN MELBOURNE</b>		
<b>No.</b>	<b>KPI</b>	<b>Achievement</b>
1.	<b>Tianjin Government Leaders Training Program: 1 per year</b>	<i>KPI – Target achieved</i> The 8 <sup>th</sup> group of the young leaders arrived in Melbourne on 13 May and the training program concluded on July 27 2006
2.	<b>Tianjin Government Leaders Work Placement Program: Minimum 3 leader placements with the City of Melbourne</b>	<i>KPI – Target achieved</i> The three leaders from Tianjin Education Commission, Tianjin Environmental Protection Bureau and Tianjin Baodi District Personnel Bureau completed their 12-week work placement in December 2005. Outcomes: <ul style="list-style-type: none"> <li>• Ongoing work being done on the Cities for Climate Control project between Tianjin EPB and ICLIE</li> <li>• Ongoing work being done on projects between Tianjin and Melbourne educational institutions.</li> </ul>
3.	<b>Additional training programs from Tianjin (eg youth, sports management, retail, etc): 3 per year</b>	<i>KPI – Target exceeded</i> 4 training programs took place in Melbourne with 2 from the Dagang Oilfeild English Teachers Groups and, 2 from the Tianjin Trade Union Federation.

<b>STRATEGY 2 PROVIDE SUPPORT SERVICES FOR VISITING MELBOURNE EDUCATION INSTITUTIONS</b>		
<b>No.</b>	<b>KPI</b>	<b>Achievement</b>
1.	<b>Organise program for visiting Melbourne educational institutions: Minimum 2.</b>	<i>KPI – Target exceeded</i> The MOTJ arranged 12 separate visits by Melbourne educational institution representatives to Tianjin. All visits were extremely positive with a number of potential educational programs to be furthered discussed, including academic research collaboration, student/teacher exchanges, junior tennis training programs, short term training programs and an event management course to take place in Tianjin.
2.	<b>Educational agreements (MOU) signed between Melbourne and Tianjin: Minimum 2</b>	<i>KPI – Target largely achieved</i> 1 MOU was signed between William Angliss Institute of TAFE and China Tourism Management Institute to deliver a diploma of Event Management in Tianjin. Further MOUs are currently being negotiated



<b>STRATEGY 3 DEVELOP TIANJIN GOVERNMENT LEADERS ALUMNI CLUB</b>		
<b>No.</b>	<b>KPI</b>	<b>Achievement</b>
1.	<b>Organise and deliver focused alumni functions in Tianjin for graduates of the Tianjin Government Leaders Training Program: Minimum 3.</b>	<i>KPI – Target Achieved</i> 3 functions were held by the City of Melbourne or the Melbourne Office Tianjin in which Tianjin Government Leaders alumni attended including a function during the Lord Mayor' mission and the 25 <sup>th</sup> Anniversary Gala dinner
2.	<b>Maintain / track and update alumni database: annual update</b>	<i>KPI – Target Achieved</i> Alumni database of 7 <sup>th</sup> group of Tianjin Government Leaders was updated

<b>STRATEGY 4 HOST SPORT DEVELOPMENT OFFICER THROUGH AUSTRALIAN YOUTH AMBASSADOR PROGRAM</b>		
<b>No.</b>	<b>KPI</b>	<b>Achievement</b>
1.	<b>Work with Education Development Officer to develop long-term education project as legacy from 25<sup>th</sup> anniversary: Minimum 1</b>	<i>KPI – Target Achieved</i> Mr Tom Mattessi, Youth Ambassador started working in Tianjin in April 06 and will work at the MOTJ with Binhai Vocational College and Tianjin Normal University where he will be training and coaching Australian Football to students. This is a collaboration between The City of Melbourne, Melbourne Football Club, MOTJ and The Tianjin Sports Bureau. This is a 10 month program.

## Objective 3. ACTIVE SISTER CITY EXCHANGES

STRATEGY 1 25 <sup>TH</sup> ANNIVERSARY SISTER CITY CELEBRATIONS		
No.	KPI	Achievement
1.	<b>Develop and deliver activities in Tianjin for 25<sup>th</sup> anniversary in September 2005 on following themes.</b>	
1.1	<b>Business: Minimum 3 activities</b>	<i>KPI – Target Achieved</i> 3 activities took place during the 25 <sup>th</sup> Anniversary celebrations including the Sustainable City Development Forum, BioMelbourne Mission to TEDA and Binhai New Area, and the Tianjin-Melbourne Biotechnology Exchange Seminar
1.2	<b>Cultural: Minimum 2 activities</b>	<i>KPI – Target achieved</i> Tianjin Photographic Exhibition and the Australia Film Festival took place.
1.3	<b>Education: Minimum 1 activity</b>	<i>KPI – Target exceeded</i> Two groups from Toorak College Melbourne and Wesley College visited Tianjin.
1.4	<b>Civic: Minimum 2 activities</b>	<i>KPI – Target exceeded</i> 4 civic events took place as part of the 25 <sup>th</sup> anniversary celebrations, including 2 Melbourne citizens visits to Tianjin, the Lord Mayor's mission to Tianjin and the anniversary gala dinners which took place in both Tianjin and Melbourne
2.	<b>Provide logistic support for visiting Melbourne delegations during the 25<sup>th</sup> anniversary celebrations.</b>	<i>KPI – Target exceeded</i> 5 separate Melbourne delegations visited Tianjin as part of the 25 <sup>th</sup> anniversary celebrations including the Sustainable City Development Mission, Melbourne Biotechnology Mission, Committee for Melbourne delegation, Lord Mayors Delegation and the 2 Melbourne citizens groups.

<b>STRATEGY 2 DEVELOP LEGACY OUTCOMES AND BENEFITS FROM 25<sup>TH</sup> ANNIVERSARY ACTIVITIES</b>		
<b>No.</b>	<b>KPI</b>	<b>Achievement</b>
1.	<b>Develop specific projects and outcomes discussed and raised as part of 25<sup>th</sup> anniversary: Minimum 2 projects / activities</b>	<i>KPI – Target exceeded</i> Altogether 6 legacy outcomes developed from the 25 <sup>th</sup> Anniversary activities. Some of these include the Melbourne Children’s Garden in Tianjin, and the ANZ Bank signing of the strategy collaboration agreement with Tianjin City Commercial Bank and the MOU between Tianjin Environmental Protection Bureau and the City of Melbourne.

<b>STRATEGY 3 POTENTIAL FOR TOURISM ATTRACTION</b>		
<b>No.</b>	<b>KPI</b>	<b>Achievement</b>
1.	<b>Self funded tourism groups under ADS program to Melbourne: Minimum 3 groups</b>	<i>KPI – Target largely achieved</i> 100 Tianjin citizens visited Melbourne in Jan 06 and the Tianjin Cathy Future Children’s Arts Troupe performed in Melbourne, Sydney and Perth as part of Chinese New Year celebrations.
2.	<b>Initiate activities to promote Melbourne to out bound tourism operator in Tianjin in partnership with Tourism Victoria and Australian Tourism Commission: Minimum 1 activity</b>	<i>KPI – Target partially achieved</i> Tianjin TV Station/Tianjin Satellite TV Channel is planning to do a travel program in Melbourne which will give Tianjin people a glimpse of Melbourne,
3.	<b>Promote Tianjin in Melbourne through targeted media and other events as a tourist destination; Minimum 1 activity</b>	<i>KPI – Target achieved</i> Cox’s Big Break did a show on Tianjin. 2 Melbourne citizen’s tours visited Tianjin
4.	<b>Support Tianjin’s development of inbound tourism Market through organising Melbourne citizens tour: Minimum 2 groups</b>	<i>KPI – Target achieved</i> 2 Melbourne citizens groups (44 people in total) visited Tianjin in Sept 06

<b>STRATEGY 4 SUPPORT FOR SISTER CITY EXCHANGES</b>		
<b>No.</b>	<b>KPI</b>	<b>Achievement</b>
1.	<b>Support sister city exchanges outside the 25<sup>th</sup> anniversary celebrations: Minimum 4 activities/projects</b>	<i>KPI – Target exceeded</i>  2 projects with; The Melbourne Football Club in the process of arranging an exhibition match in October 06 and visit to Tianjin of Melbourne Tigers Basketball team coach, Lindsay Gaze organised China In-Country Professional Development Program (basketball) and Tianjin Orchestra performances in Melbourne

<b>STRATEGY 5 SUPPORT ENVIRONMENTAL EXCHANGES</b>		
<b>No.</b>	<b>KPI</b>	<b>Achievement</b>
1.	<b>Promote Melbourne's environmental management expertise to Tianjin: Minimum 2 activities. Support International Council for Local Environmental Initiatives (ICLEI) implementation of Cities for Climate Protection pilot program: Minimum 2 activities.</b>	<i>KPI – Target achieved</i>  Extensive work is being done on this project by our Work Placement Leader Dr. Liu Jie who worked with ICLEI from Sept-Dec 06. Since then work has continued between ICLIE and Tianjin EPB. Jeremy Maslin from ICLEI is currently working in Tianjin on this program.  Tianjin EPB and Tianjin Statistics Bureau are also in discussion with ICLIE about the Green GDP project.
2.	<b>Demonstrate CH2 capabilities to visiting Tianjin delegations: Minimum 2 site visits</b>	<i>KPI – Target achieved</i>  2 visits have been made to CH2 by senior Tianjin delegations including Mayor Dai and his group and the Tianjin Environment Protection Bureau delegation.  Tianjin Government Leaders Training program has included the CH2 presentation into their program.
3.	<b>Facilitate CH2 briefing in Tianjin: Minimum 1 activity</b>	<i>KPI – Target exceeded</i>  <b>David Pitchford, CEO of City of Melbourne, made presentation on CH2 at “Sustainable Urban Development” Forum in Tianjin and Geoff Lawler, Director of Sustainability &amp; Innovation City of Melbourne, witnessed the signing between Maunsell and Tianjin Environmental Protection Bureau on the Green Office Project.</b>
4.	<b>Tianjin Green GDP Project</b>	<i>KPI – Target achieved</i>  Deane Belfield, Director of Eco2sys, visited Tianjin in November 2005 and met with Tianjin Environmental Bureau, Tianjin Statistic Bureau and Tianjin Environmental Science Research Institute. They exchanged the experience of Green GDP in Tianjin and Melbourne. Ms Liu Jie, Division Chief of Complex Division, Tianjin EPB, met with Deane when she was in Melbourne in December 2005. In February 2006, Ms Liu Jie provided CoM and Deane relevant documents related to Tianjin Green GDP. Deane will provide Tianjin EPB his CV, project he undertook in Victoria for Ms Liu Jie's further evaluation.

**Objective**  
**4.**
**EFFECTIVE OPERATION/MANAGEMENT OF THE MELBOURNE OFFICE TIANJIN**

STRATEGY 1 RISK MANAGEMENT		
No.	KPI	Achievement
1.	Risk Assessment reviewed to City of Melbourne corporate standards	<i>KPI – Target largely achieved</i> Initial assessments undertaken ahead of further restructure.

STRATEGY 2 OFFICE RESTRUCTURING AND COST RECOVERY		
No.	KPI	Achievement
1.	Publicise new MOTJ fee for service policies and procedures	<i>KPI – Target partially achieved</i> Progress has been made and due to be completed in the first half of 2006-2007
2.	MOTJ legally and officially registered to trade commercially in China	<i>KPI – Target partially achieved</i> Progress has been made and due to be completed in the first half of 2006-2007
3.	Implement new fee for service structure.	<i>KPI – Target not achieved</i> Progress has been made and due to be completed in the first half of 2006-2007
4.	Increase in revenue over 2005-2006: Minimum increase 5%.	<i>KPI – Target achieved</i>

STRATEGY 3 PROFILING AND PROMOTING THE OFFICE		
No.	KPI	Achievement
1.	Increasing awareness of MOTJ among Melbourne/Victorian business community	<i>KPI – Target partially achieved</i> English and Chinese versions of MOTJ profile are finished and are waiting for feedback from City of Melbourne. Website regularly updated. Support of various business missions by high level Victorian Government. Work with Australian Embassy in Beijing Continued close working relationship with Victorian Government China Office.
2.	Increase MOTJ profile using corporate communication	<i>KPI – Target exceeded</i> 4 articles in Tianjin Daily/evening on 25 <sup>th</sup> Anniversary

	<b>tools: Minimum 4 articles</b>	Celebrations in Tianjin: 2 articles in Tianjin Daily/evening of State Governor of Victoria, John Landy's visit in Tianjin 5 articles in Tianjin Daily/Evening/Metro Express on Tianjin City Commercial Bank and ANZ Bank Articles in The Age and Financial Review.
3.	<b>Build MOTJ website in English targeting the Melbourne/Victorian/Australian business community</b>	<i>KPI – Target partially achieved</i> Website in progress
4.	<b>Articles/stories using ACBC, Austcham, VECCI and AIG communication outlets: minimum 4</b>	<i>KPI – Target partially achieved</i> China Professional Development Program participants

#### STRATEGY 4 MANAGEMENT AND STAFFING

No.	KPI	Achievement
1.	<b>Quarterly reviews of Chief Representative's projects/outcomes</b>	<i>KPI – Target achieved</i>
2.	<b>Develop and implement staff development program to meet identified needs of the MOTJ staff</b>	<i>KPI – Target achieved</i>
3.	<b>Visit to Melbourne by Chief Representative: minimum 2 visits</b>	<i>KPI – Target exceeded</i> Dr Wei visited Melbourne on 3 occasions in 05/06.
4.	<b>Visit to Melbourne by MOTJ staff for training and client development: minimum 1 visit</b>	<i>KPI – Target achieved</i> All three project coordinators visited Melbourne for 1 week at different times during 05/06, contributing to delivery of major projects including the 25 <sup>th</sup> Anniversary Celebrations and Commonwealth Games.
5.	<b>Visit to Tianjin by City of Melbourne staff: minimum 1 visit</b>	<i>KPI – Target exceeded</i> Due to the significance of 05/06 with the 25 <sup>th</sup> anniversary celebrations 6 staff visited Tianjin on different occasions with different responsibilities. Purpose of visits: David Pitchford and Tom Parker: 25 <sup>th</sup> Anniversary celebrations. Tom Parker - China Professional Development Program Phillipa Powell and Trudy McPhee: Led the 2 Melbourne Citizens Tours. Mark Drew: Lord Mayor's mission to Tianjin Edgar Dong: Business Mission

**FINANCE ATTACHMENT**

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**MELBOURNE OFFICE TIANJIN – 2005/6 BUSINESS PLAN OUTCOMES**

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Funding of \$99,000 was provided in the 2005/06 budget for the Melbourne Office Tianjin.

**Joe Groher**  
Manager Financial Services

## LEGAL ATTACHMENT

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### MELBOURNE OFFICE TIANJIN – 2005/6 BUSINESS PLAN OUTCOMES

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No direct legal issues arise from the recommendation to the report. Legal advice has and will continue to be provided on issues arising from the Melbourne Office Tianjin.

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;”* and

*“(b) to work in conjunction with the Government of the State on projects which that Government or the Council determines are significant to Melbourne”.*

The subject-matter of the report is within the objectives of Council.

**Kim Wood**  
Manager Legal Services