THREE YEAR FORWARD PLAN FOR KEY INTERNATIONAL CITY TO CITY RELATIONSHIPS

Division Commerce and Marketing

Presenter Jane Sharwood, Manager - Business and International

Purpose

1. This report is to seek Business and International Relations Committee’s endorsement of the three year program for Council’s key international city to city relationships.

Recommendation from Management

2. That the Business and International Relations Committee recommends that Council:

   2.1. endorses the three year program for Melbourne’s key international city to city relationships; and

   2.2. endorses further development of international in-country representation models for consideration by the next Council.

Background

3. City of Melbourne has six sister city relationships and one strategic alliance:

   3.1. Osaka (Japan) – sister city since 1978;

   3.2. Tianjin (China) – sister city since 1980;

   3.3. Thessaloniki (Greece) – sister city since 1984;

   3.4. Boston (USA) – sister city since 1985;

   3.5. St Petersburg (Russia) – sister city since 1989;

   3.6. Milan (Italy) – sister city since 2004; and

   3.7. Delhi (India) – strategic alliance since 2008.

4. These relationships have been developed over a period of more than 30 years. Key benefits to Melbourne and to the community include:

   4.1. raising Melbourne’s international profile in the areas of business, arts and culture, education, tourism and sports;

   4.2. knowledge sharing and capacity building through exchanges in government, business and non government organisation sectors;
4.3. tangible export, investment and partnership outcomes for Melbourne businesses; and

4.4. enhanced social harmony through the celebration of ethnical and cultural diversity of Melbourne.

Key Issues

5. Projects involving international partners usually require longer lead time to prepare, deliver and evaluate. The proposed 3 year timeframe for the program will allow adequate time to plan, consult and engage external and international partners for the successful delivery of major projects. Such a program aligns with the objectives of *Advancing Melbourne’s Interests – Business and International Strategy 2008-2012.*

6. The three year program aims to assess the strengths of the current relationships, identify projects of mutual interest and focus on the areas that will deliver tangible benefits to the people and City of Melbourne. These are identified in detail in attachment one.

7. Areas of focus for each relationship are summarised as follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Focus Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Osaka</td>
<td>Arts and culture, sports, education, business (Information Communications Technology, biotech and sustainable development technologies)</td>
</tr>
<tr>
<td>Tianjin</td>
<td>Business (urban planning, sustainable development technologies and biotech), education, arts and culture and sports</td>
</tr>
<tr>
<td>Thessaloniki</td>
<td>Community, arts and culture, sports and education</td>
</tr>
<tr>
<td>Boston</td>
<td>Medical research, biotech, education and arts and culture</td>
</tr>
<tr>
<td>St Petersburg</td>
<td>Arts and culture, education, community, tourism, business, education</td>
</tr>
<tr>
<td>Milan</td>
<td>Business (industrial, furniture and fashion design), arts and culture and community</td>
</tr>
<tr>
<td>Delhi</td>
<td>Business, arts and culture, sports and community</td>
</tr>
</tbody>
</table>

8. As a result of evaluating the strength of the current relationships, it is apparent that the strengths of Melbourne’s relationship with its sister cities vary. The focus, priority and commitment of sister city relations often change over time, due to the changing interests of the key decision makers of the city administrations, and business and trade ties between the two cities.

9. In order to ensure that Melbourne’s sister city relationships realise their full potential and the projects are delivered with expected outcomes, it is proposed that Council explore models of in-country representation to supplement existing working relationship between the city administrations of Melbourne and its sister cities. Such in-country representation could take the form of a permanent office (in the case of Tianjin), an Honorary Representative (in the case of Delhi) or other forms of representation (through partnerships with Victorian Government Business Offices).

10. City of Melbourne’s international program will continue to build stronger synergies with Council’s other programs such as arts and culture, events, tourism, sustainability and business programs.

11. The three year program for each of the international relationship is outlined in attachment one.
Time Frame

12. The program covers the period of January 2009 to December 2011. It will be reviewed and reported to Council on an annual basis as part of Advancing Melbourne’s Interests – Business and International Strategy 2008-2012.

Relation to Council Policy

13. The program is closely aligned with Advancing Melbourne’s Interests – Business and International Strategy 2008-2012 (Theme 2), which was adopted by Council in March 2008.

14. The program is also aligned with the key themes of the Global Melbourne: Taking Melbourne to the world and bringing the world to Melbourne as presented to Business and International Relations Committee’s November meeting.

Caretaker Policy

15. The request for Three Year Forward Plan for Key International City to City Relationships is neither a major policy decision nor a significant decision for the purposes of the caretaker policy.

Consultation

16. Consultations have taken place (both formally and informally) with key stakeholders for each international relationship, including community groups, bilateral chambers of commerce, consular representatives. Many stakeholders have been identified as potential project partners.

17. It is intended once the forward program has been endorsed by the Business and International Relations Committee, formal commitment will be sought from potential project partners.

Government Relations

18. Consultation has also taken place with Commonwealth Department of Foreign Affairs and Trade, Austrade, and Victorian Department of Innovation, Industry and Regional Development, and counterparts in sister cities.

Finance

19. All projects for the current financial year are to be funded within the existing budget of the Business and International Branch.


Legal

21. No direct legal issues arise from the recommendation made in this report.

Attachment:
1. Three Year Forward Program Key International City to City Relationships
3-Year Forward Program
Key International City to City Relationships

City of Osaka (sister city since 1978)

Existing City to City Connections:

The Melbourne–Osaka sister city relationship is Melbourne’s oldest of its type and has been built over the 30 years into a broad–based relationship based on mutual trust and respect. The relationship is strong with both sides continuing to work closely together on projects such as the Melbourne–Osaka Cup (due to be held again in 2011), the Melbourne–Osaka Future Leaders Exchange Program and Kimono – Osaka’s Golden Age exhibition. It is hoped this successful museum exchange – a first for the relationship – will form the basis for ongoing exchange between our institutions.

- Melbourne–Osaka Future Leaders Program
- Business Partner Cities Network member city
- Osaka Twilight Festival
- Melbourne–Osaka Yacht Race
- Osaka City English Speech Competition winner visit
- Osaka Board of Education exchange visits

Opportunities:

- The City of Osaka is currently entering a ‘renaissance’ period where urban areas are being actively revitalised in a bid to kick–start the local economy, beautify the surroundings and provide sustainable solutions in heavily populated areas. This represents a significant opportunity for the City of Melbourne not only from the perspective of providing insight to Osaka officials visiting to discover new methods of urban transformation but for our related service industries to engage industry in Osaka as service providers.
While Japan as whole is experiencing a slow growth period, its ‘soft power’ – from fashion to manga/anime to design continues to progressively strengthen throughout the world. Osaka has a strong background in these areas of pop-culture and continues to be a centre of innovative design and production. The potential to learn and share our ideas through exchange with a ‘soft power’ centre presents for the City of Melbourne and its citizens, a truly unique opportunity.

The City of Melbourne enjoys strong links with our Osaka counterparts. This represents a very good opportunity for SME’s looking to penetrate the Japanese market as they have the ability to piggyback our relations with organisations such as the City of Osaka, Business Partner Cities (BPC) Council in Osaka and the Osaka Chamber of Commerce and Industry (OCCI) to find real insight into market conditions and tap into established networks to discover potential partners and networks.

Potential Partners and Stakeholders:

- City of Osaka
- Utage Festival Organising Committee
- BPC Osaka/Osaka Chamber of Commerce and Industry
- BPC Network Priority cities
- Port Bureau of Osaka
- Rotary Club of Melbourne
- Rotary Club of Osaka
- Nakanoshima International Music Festival
- Japan Club of Victoria (JCV)
- Melbourne Food and Wine Festival
- Melbourne Recital Centre
- Osaka Cup sponsorship partners
- Australian Industry Group
- Consulate-General of Japan in Melbourne
- Japan Foundation International House Foundation Osaka
- Post of Melbourne Corporation
- Australia-Japan Society of Victoria (AJSV)
- Essendon Football Club
- Design Institute of Australia / National Design Centre
- Yachting Victoria
- Japan Sailing Federation

Main Areas of Our Focus:

- Arts & Culture
- Sports
- Education
- Business (ICT, Biotech and sustainable environment technologies)

**Proposed Projects & Activities:**

<table>
<thead>
<tr>
<th>2008/09</th>
<th>2009/10</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td><strong>Timeline</strong></td>
</tr>
<tr>
<td>Project 1 Osaka Twilight Festival</td>
<td>22 Feb 2009</td>
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<tr>
<td>Project 2 Osaka–Melbourne Chef Exchange – Utage Festival Osaka</td>
<td>April 2009</td>
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<tr>
<td>Project 3 BPC Network</td>
<td>ongoing</td>
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<tr>
<td>Project 4 Melbourne–Osaka City Guide of Design</td>
<td>March 2009</td>
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<tr>
<td>Project 1</td>
<td>Melbourne–Osaka Cup</td>
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<tr>
<td>Project 2</td>
<td>Melbourne–Osaka Future Leaders Program</td>
</tr>
<tr>
<td>Project 3</td>
<td>Japanese Language Speech Competition</td>
</tr>
<tr>
<td>Project 4</td>
<td>Essendon Football Club Leadership Program</td>
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<tr>
<td>Project 5</td>
<td>Melbourne–Osaka Recital Series</td>
</tr>
<tr>
<td>Project 6</td>
<td>Melbourne Japanese Film Festival</td>
</tr>
<tr>
<td>Project 7</td>
<td>Osaka Twilight Festival</td>
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<tr>
<td>Project 8</td>
<td>Midosuji Openfesta StreetArt/Jazz</td>
</tr>
<tr>
<td>Project 9</td>
<td>BPC Network</td>
</tr>
<tr>
<td>Project 1</td>
<td>Melbourne–Osaka Future Leaders Program</td>
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<td>Project 5</td>
<td>Melbourne–Osaka Yacht Race</td>
</tr>
<tr>
<td>Project 6</td>
<td>Osaka–Melbourne Chef Exchange</td>
</tr>
</tbody>
</table>
| Project 7 | Osaka Twilight Festival | February 2011 | ^Build awareness of the M-O sister city relationship  
- Introduce a trade element | ^Increase community involvement and appreciation of Japanese culture  
- Enhance Melbourne’s reputation as multicultural city |
| --- | --- | --- | --- | --- |
| Project 9 | BPC Network | ongoing | ^Raise profile of BPC network in Melbourne  
- Develop leverage from the network to provide market access to Melbourne SME’s  
- Interact with IBPC Osaka to further develop BPC ML  
- Fostering staff exchanges | ^Provide access to new markets for Melbourne’s small to medium sized enterprises (SME)  
- Increase the value of export and investment of Melbourne’s SME’s. |
## City of Tianjin (sister city since 1980)

### Existing City to City Connections:

Melbourne and Tianjin established the sister city relationship in 1980, the first such relationship between an Australian city and a city in the People's Republic of China.

Business and cultural relations between the two cities have been further strengthened with the opening of the representative office in Tianjin. Established in January 1998 the Melbourne Office Tianjin (MOTJ) has made great contribution to the two-way business and investment activities and exchanges of education, culture, sports and personnel between the two cities.

In 2004, MOTJ became a Trade Correspondent of the Australian Trade Commission Beijing, which further highlights the strength and confidence of the office in developing two-way trade between Australia and China.

Key existing projects include:

- Tianjin Government Leaders Training Program / Work Placement Program
- Tianjin Dancing Kite Festival
- Melbourne Office Tianjin
- AFL development in Tianjin and China
- Inbound and outbound business and education delegations between two cities

### Opportunities:

Since 1980, the City of Melbourne has invested significant resources in the development of its strong sister city relationship with Tianjin. Given high levels of recognition of Melbourne in Tianjin and strong people to people networks established there are significant opportunities to build further opportunities for Melbourne:
The Tianjin Binhai New Area is emerging and will become the logistics and service hub for north-east China. The City of Melbourne has extensive contacts in government (including state-owned enterprises) and business sectors, giving Melbourne-based organisations a distinct competitive advantage seeking business opportunities there.

MOTJ has access to Tianjin's highest levels of business and government networks through the close sister city relationship. There is significant potential to capitalise on this competitive advantage.

With more than 170 participants from the Tianjin Government Leaders Training Program and Tianjin Work Placement Program, an alumni network has been developed by MOTJ to ensure a growing interest and awareness of Melbourne in Tianjin government and key industry sectors. This network remains a key asset of the sister city relationship.

Potential Partners and Stakeholders:

- Melbourne business groups and organisations
- Melbourne higher education providers – The University of Melbourne, RMIT University, TAFE and other institutions
- Melbourne based Chinese communities
- AFL
- Australia China Business Council
- Confucius Institute at University of Melbourne
- Chinese Museum
- Tianjin Government
- Tianjin Culture Bureau
- Tianjin Sports Bureau
- Tianjin Binhai New Area
- Tianjin higher education providers – Tianjin University, Nankai University, Tianjin Conservatory of Music and other educational institutions

Main Areas of Our Focus:

- Business (urban planning, sustainable environment technologies and biotech)
- Education
- Arts & Culture
### Sports

**Proposed Projects & Activities:**

<table>
<thead>
<tr>
<th>2008/09</th>
<th>Description</th>
<th>Timeline</th>
<th>Intended Outcomes</th>
<th>Benefits to the City of Melbourne</th>
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<tbody>
<tr>
<td><strong>Business</strong></td>
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</tr>
</tbody>
</table>
| **Project 1** | MOTJ Marketing Collaterals  
- MOTJ brochure  
- Investment & relocation guide  
- Client information form | February 2009 | - Raise profile of Melbourne to Tianjin/China business and trade investors | - Promote Melbourne as an investment destination to potential investors in Tianjin/China |
| **Project 2** | Tianjin Buyers Group  
- To organise an inbound buyer delegation to Melbourne with a key focus on Australian food and wine  
- To participate in the Melbourne Food and Wine Festival 2009 | March 2009 | - Further promote Australia's food and wine.  
- Provide an opportunity for Melbourne businesses to network/establish contacts with their Chinese counterparts. | - Increase awareness of Melbourne's international reputation in food and wine |
| **Project 3** | Tianjin Media's visit  
- To report on the Melbourne Food and Wine Festival 2009 to Tianjin local media | March 2009 | - Media exposure of Melbourne’s food and wine to Tianjin audiences  
- Offer opportunity to promote Melbourne's food and wine industry | - Further promote Melbourne as business and investment destination |
<table>
<thead>
<tr>
<th>Project 4</th>
<th>Tianjin Business Development Managers Program</th>
<th>Mid 2009 – 2011</th>
<th>- Offer opportunity to Melbourne businesses to deliver a 6–week research and business development program in Tianjin</th>
<th>- Encourage Melbourne businesses to interact with counterparts in Tianjin and explore China’s market</th>
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</table>

### Education, Cultural and Sports Exchanges

<table>
<thead>
<tr>
<th>Project 5</th>
<th>Tianjin Government Leaders Training Program Research Project (joint program between the City of Melbourne, Tianjin Government and RMIT University)</th>
<th>October 2008 – May 2009</th>
<th>- Evaluate the ongoing government leaders training program and identify key outcomes and ways for improvement</th>
<th>- Improve mutual understanding between the City of Melbourne and Tianjin Government</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Seek possible opportunities and collaborations based on the alumni networking</td>
<td>- Showcase of people-to-people exchanges between two cities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project 6</th>
<th>Tianjin Government Leaders Training Program</th>
<th>April/May – July/August 2009</th>
<th>- Continue to deliver 12–week high standard management training program for young Tianjin Government &amp; business leaders.</th>
<th>- Strengthen connections and linkages between the City of Melbourne and Tianjin Government</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Develop awareness of Melbourne to Tianjin next generation leaders</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Project 7</th>
<th>AFL International Cup &amp; Exchange Programs</th>
<th>Ongoing</th>
<th>- Participate in the AFL International Cup</th>
<th>- Promote Australian Football development in Tianjin and China</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Develop awareness of Australian Football in Tianjin</td>
<td>- Raise profile of Melbourne as a sports city</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project 8</th>
<th>Tianjin Dancing Kite Festival</th>
<th>18 January 2009</th>
<th>- Part of the Summer Fun in the City and school campaign delivered by the City of Melbourne</th>
<th>- Develop awareness of Melbourne–Tianjin sister city relationship through annual cultural activities and media exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Increases community involvement and</td>
<td>- Promote Melbourne as a prosperous city</td>
</tr>
</tbody>
</table>
| Project 9 | Lunar New Year Concert in Melbourne | 26 January 2009 | - Celebrate the Chinese New Year as well as Australian National Day in Melbourne communities  
- Introduce Chinese artist performances to Melbourne communities | - Encourage arts & culture exchange in Melbourne  
- Raise awareness of the sister city relationship |

### 2009/2010

#### Business

<table>
<thead>
<tr>
<th>Project 1</th>
<th>Tianjin Business Development Managers Program</th>
<th>Mid 2009 – 2011</th>
<th>- Offer opportunity to Melbourne businesses to deliver a 6-week research and business development program in Tianjin</th>
<th>- Encourage Melbourne businesses to interact with counterparts in Tianjin and explore China’s market</th>
</tr>
</thead>
</table>
| Project 2 | Melbourne Vocational Education Exhibition in Tianjin | November 2009 | - Showcase Melbourne’s vocational education capability directly to interested students and parents in Tianjin | - Promote Melbourne’s vocational education to overseas market  
- Promote Melbourne as a knowledge city |
| Project 3 | Business Investment Delegation to Melbourne | February 2010 | - Organise an inbound potential investors delegation to Melbourne  
- Attract potential investors to Melbourne | - Promote Melbourne as a prosperous city (attractive for new business and supportive of business) |
| Project 4 | Melbourne’s Participation at World Expo Shanghai 2010 | May – October 2010 | - Participate in and exhibit within the Australian pavilion at World Expo in Shanghai | - Showcase Melbourne’s the world’s most liveable city;  
- Promote Melbourne’s capability and credential in sustainable development, urban design, sports, arts & culture, |
<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Date/Duration</th>
<th>Goals</th>
</tr>
</thead>
</table>
| 5       | Discover Your Business Opportunities In Tianjin | June 2010 | - Introduce business opportunities and how to set up business in Tianjin  
- Promote MOTJ services  
- Encourage Melbourne’s businesses to explore overseas market |
| 6       | Melbourne Graduate School of Management – Global Business Practicum | July 2009 | - Offer Melbourne GSM Masters Students a 2-week work placement stint in leading organisation in Tianjin  
- Encourage education exchanges between two cities |
| 7       | Tianjin Leaders Work Placement Program | Ongoing Sep – Dec 2009 | - Continue to deliver high standard training program for Tianjin Government & business leaders  
- New strategy on providing structured benefits to Melbourne community  
- Strengthen connections and linkages between the City of Melbourne and Tianjin Government  
- Develop awareness of Melbourne to Tianjin next generation leaders |
| 8       | Confucius Institute Mandarin Education Program | 2010 | - Work with Confucius Institute and Victorian Schools to deliver educational cultural and language exchange programs to Tianjin  
- Encourage culture and education exchange between two cities  
- Promote Melbourne as a knowledge city |
| 9       | AFL International Cup & Exchange Programs | Ongoing | - Participate in the AFL International Cup  
- Develop awareness of Australian Football in Tianjin  
- Promote Australian Football development in Tianjin and China  
- Raise profile of Melbourne as a sports city |
| 10      | Tianjin Dancing Kite Festival | January 2010 | - Part of the Summer Fun in the City and school campaign delivered by the City of Melbourne  
- Increases community involvement and  
- Develop awareness of Melbourne-Tianjin sister city relationship through annual cultural activities and media exposure  
- Promote Melbourne as a prosperous city (global city as well as events city) |

**Education, Cultural and Sports Exchanges**

<table>
<thead>
<tr>
<th>Project</th>
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- Increases community involvement and  
- Develop awareness of Melbourne-Tianjin sister city relationship through annual cultural activities and media exposure  
- Promote Melbourne as a prosperous city (global city as well as events city) |
| Project 11 | Melbourne – Tianjin 30th Anniversary – Tianjin Arts & Cultural Exhibition in Melbourne | January 2010 | - Coincide with Tianjin Dancing Kite Festival to showcase Tianjin traditional cultural and art activities in Melbourne  
- Develop culture & arts exchanges between two cities to celebrate the 30th anniversary | - Develop awareness of Melbourne–Tianjin sister city relationship  
- Promote Melbourne as a prosperous city (global city as well as events city) |
|-------------|-------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Project 12 | Tianjin Government Leaders Training Program | April/May – July/August 2010 | - Continue to deliver 12-week high standard management training program for young Tianjin Government & business leaders. | - Strengthen connections and linkages between the City of Melbourne and Tianjin Government  
- Develop awareness of Melbourne to Tianjin next generation leaders |

**2010/2011**

**Business**

| Project 1 | Melbourne – Tianjin 30th Anniversary Celebration – Business | 2010 | - Develop a series of business programs to mark the celebration  
- Achieve business leads | - Promote Melbourne as a prosperous city (attractive for new business and supportive of business) |

**Education, Cultural and Sports Exchanges**

| Project 2 | Tianjin Leaders Work Placement Program | Ongoing Sep – Dec 2010 | - Continue to deliver high standard work placement program  
- Develop diversified programs based on the current ongoing program if possible | - Strengthen connections and linkages in government and key industries between Melbourne and Tianjin  
- Encourage people-to-people exchange |
<p>| Project 3 | AFL International Cup &amp; | Ongoing | - Participate in the AFL International Cup | - Promote Australian Football development |</p>
<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Start Date</th>
<th>Objectives</th>
</tr>
</thead>
</table>
| **Project 4** | Melbourne – Tianjin 30th Anniversary Celebration – Education Tour | 2010 | - Develop awareness of Australian Football in Tianjin  
- Promote Melbourne as a sports city  
- Attract international students to study in Melbourne  
- Showcase Melbourne as a knowledge city |
| **Project 5** | Tianjin Dancing Kite Festival/ Cultural & Arts Exhibition & Festival | January 2011 | - Develop awareness of Melbourne–Tianjin sister city relationship through annual cultural activities and media exposure  
- Introduce Chinese culture to Melbourne local communities  
- Promote Melbourne as a prosperous city (global city as well as events city) |
| **Project 6** | Chef’s Exchange Program – Asian Stars | 2011 | - Potential for Chef’s from Tianjin to be involved in Asian Stars Chef's exchange program.  
- Showcase Melbourne’s multiculturalism and food reputation |
| **Project 7** | Tianjin Government Leaders Training Program | April/May – July/August 2011 | - Continue to deliver 12-week high standard management training program for young Tianjin Government & business leaders.  
- Strengthen connections and linkages between the City of Melbourne and Tianjin Government  
- Develop awareness of Melbourne to Tianjin next generation leaders |
City of Thessaloniki (sister city since 1984)

Existing City to City Connections:

The Melbourne – Thessaloniki relationship is strongly supported by the local Greek Community. Sister city activities, including the annual sister city festival, are coordinated primarily by the Thessaloniki ‘White Tower’ Association. The City of Melbourne has an excellent relationship with the ‘White Tower’ Association and the City of Thessaloniki.

Opportunities:
There are many opportunities to highlight and promote the cultural, historical and community linkages between Melbourne and Thessaloniki, which underpins the existing sister city relationship.

Potential Partners and Stakeholders:

- Thessaloniki Association
- Modern Greek Teachers Association of Victoria
- Pan-Macedonia Association
- Serres Association
- Association of Chalkidiki “Aristotelis Stageiritis”
- Ministry of Makedonia–thrace
- City of Thessaloniki
- Greek Consulate General in Melbourne
- Experimental School of the Aristotle University of Thessaloniki
- Hellenic Museum
- Hellenic Studies Centre, La Trobe University
- World Council of Hellenes Abroad (SAE–Oceania)
- Melbourne and Thessaloniki schools
- Immigration Museum
- Greek Community of Victoria
- Thessaloniki and Melbourne Cultural organisations
- Palace Cinema
- Museum of Vergina
- Melbourne Victory
- Melbourne Writers Festival
Main Areas of Our Focus:

Melbourne has been claimed to be the third largest ‘Greek City’ in the world and is an important overseas centre of Hellenism. The strong community links between Greece and Australia are the main focus of the sister city relationship.

- Community
- Arts & Culture
- Sports
- Education

Proposed Projects & Activities:

<table>
<thead>
<tr>
<th>2008/09</th>
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<th>Timeline</th>
<th>Intended Outcomes</th>
<th>Benefits to the City of Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1</td>
<td>Thessaloniki (24th) Festival – Federation Square</td>
<td>November 2008</td>
<td>Celebrate 24th anniversary of sister city relationship</td>
<td>Celebration of sister city relationship; Community and civic engagement</td>
</tr>
<tr>
<td>Project 2</td>
<td>Prefect of Thessaloniki &amp; City of Thessaloniki representatives visit to Melbourne – Unveiling of Stele in Lonsdale Street</td>
<td>November 2008</td>
<td>Build awareness of the sister relationship within the local community and in Thessaloniki. Support the redevelopment of the Greek Precinct.</td>
<td>Celebration of sister city relationship; Community and civic engagement</td>
</tr>
<tr>
<td>Project 3</td>
<td>“The Spirit of Anzac : Greece 1941 – 2008” Photographic Exhibition at the Hellenic Museum</td>
<td>November – December 2008</td>
<td>Exhibition celebrates the enduring historical link resulting from the involvement of Australian troops in the defence of Greece during WWII.</td>
<td>Increase community awareness of historical linkages between Melbourne and Greece</td>
</tr>
<tr>
<td>Project 4</td>
<td>Oceania Pan – Hellenic Youth Games in Melbourne</td>
<td>February 2009</td>
<td>Sport and Youth exchange/Cultural celebration</td>
<td>Develop people to people linkages between Melbourne and...</td>
</tr>
<tr>
<td>Project</td>
<td>Title</td>
<td>Dates</td>
<td>Type</td>
<td>Notes</td>
</tr>
<tr>
<td>---------</td>
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</tr>
<tr>
<td>5</td>
<td>Student Art Exchange – Display in Thessaloniki</td>
<td>May – June 2009</td>
<td>Youth exchange</td>
<td>Promote Melbourne as the sports capital of Australia; Develop long lasting people to people linkages between Melbourne and Thessaloniki</td>
</tr>
<tr>
<td>6</td>
<td>Melbourne in Thessaloniki</td>
<td>May/Jun 2009 (TBC)</td>
<td>Cultural &amp; Youth exchange; Civic exchange;</td>
<td>Celebration of the 25th anniversary of the relationship; Promotion of Melbourne as tourist, business destination</td>
</tr>
<tr>
<td>2009/2010</td>
<td>Immigration Museum – Celebration of Greek Immigration; festival; exhibition</td>
<td>2009 (TBC) (Coincide with visit of Thessi city reps in November)</td>
<td>Celebration the contribution of the Greek community to Melbourne</td>
<td>Raise awareness of the sister city relationship</td>
</tr>
<tr>
<td>2</td>
<td>Staff Exchange/Artist Residency program</td>
<td>September 2009</td>
<td>Strengthen connections between organisations</td>
<td>Enhance linkages of Melbourne arts and cultural institutions with Thessaloniki</td>
</tr>
<tr>
<td>3</td>
<td>Greek Film Festival of Australia</td>
<td>September 2009</td>
<td>Cultural Exchange</td>
<td>Raise awareness of the sister city relationship</td>
</tr>
<tr>
<td>5</td>
<td>Thessaloniki (25th) Festival – Federation Square/Lonsdale Street (tbc) Incl. visit by City of Thessaloniki delegation</td>
<td>November 2009</td>
<td>Celebration of the 25th anniversary of the relationship; Cultural &amp; Youth exchange; Civic exchange</td>
<td>Celebration of sister city relationship; Community and civic engagement</td>
</tr>
<tr>
<td>6</td>
<td>u/21 Thessaloniki Soccer team to</td>
<td>November</td>
<td>Sporting Exchange</td>
<td>Promote Melbourne as the sports capital of Australia</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Project 1</th>
<th>Melbourne Writers Festival – Greece/Thessaloniki focus</th>
<th>August 2010</th>
<th>Cultural exchange</th>
<th>Increase community awareness of cultural linkages between Melbourne and Greece;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 2</td>
<td>Thessaloniki (26th) Festival – Federation Square/Lonsdale Street (tbc)</td>
<td>November 2010</td>
<td>Celebration of the 26th anniversary of the relationship; Cultural &amp; Youth exchange</td>
<td>Celebration of sister city relationship; Community and civic engagement</td>
</tr>
</tbody>
</table>
Existing City to City Connections:

- the Melbourne Boston Medical Research Fellowship Program has fostered an ongoing relationship between the Royal Melbourne Hospital and Partners Healthcare Boston;
- iGEM Melbourne University/Bio 21 and MIT;
- Melbourne–Boston Sister Cities Association and the equivalent in Boston, Boston–Melbourne Sister Cities Association;
- CoM with American Australian Association New England and Advance Organisation;
- Emerging – discussions between the fund management sectors in Boston and Melbourne and also between the Victorian College of the Arts and the Boston Arts Academy.

Opportunities:

To further strengthen and expand the relationship the City of Melbourne will need to continue to identify and engage external stakeholders that have links directly into Boston that can build support for mutually beneficial programs; such as initiatives undertaken by the Melbourne–Boston Sister Cities Association.

Potential Partners and Stakeholders:

- Educational & cultural Institutions;
- Australian and American community & business organizations in Melbourne & Boston
- Victorian Government
- Austrade
- Melbourne Boston Sister City Committee
- Boston Melbourne Sister City Committee
- American Australian Association (AAA) New England Region
- City of Boston
Main Areas of Our Focus:

- Medical research / biotech
- Education
- Arts/Culture

Proposed Projects & Activities:

<table>
<thead>
<tr>
<th>2008/09</th>
<th>Description</th>
<th>Timeline</th>
<th>Intended Outcomes</th>
<th>Benefits to the City of Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1</td>
<td>iGEM University of Melbourne/Bio21 Supporting iGEM team to compete in the MIT Jamboree in Boston</td>
<td>November 2008</td>
<td>Facilitate cooperation on an educational project at the cutting edge of technology between University of Melbourne and MIT</td>
<td>Enhance Melbourne’s global connections, through education and science</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Improve people to people links</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Promote Melbourne as a leading global city in the field of biotech</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Engaging youth</td>
</tr>
<tr>
<td>Project 2</td>
<td>World Class Cities Partnership TBC – The City of Melbourne to be invited to join the WCCP and initiative of NU, Boston. The purpose is to bring together civic, business and university leaders to address common challenges.</td>
<td>2009</td>
<td>Creating partnerships between Mid-sized metropolitan areas, centres of knowledge economies, centres of culture and the arts, with the active engagements of mayors and council staff.</td>
<td>Enhance Melbourne’s global connections, through two way partnerships in city management, culture, education, people to people exchanges.</td>
</tr>
<tr>
<td>Project 3</td>
<td>Medical Research fellowship</td>
<td>Early 2009</td>
<td>Create opportunities for future</td>
<td>Strengthen Melbourne's reputation</td>
</tr>
</tbody>
</table>
| 2009/10 | Project 1 | Medical research fellowship program | Create opportunities for future research and collaborations.  
- Encourage relationships between medical institutions in Melbourne/Boston. | Strengthen Melbourne's reputation in medical excellence.  
- Enhancing Melbourne's international reputation. |
|---------|-----------|-------------------------------------|-------------------------------------------------|-------------------------------------------------|
|         | Project 2 | G'Day USA  
Identify opportunities that target/promote a satellite event in Boston while complimenting G'Day USA program. | Jan 2010 – 25th anniversary program  
- Taking Melbourne to Boston.  
- Business development/networking | Promote Melbourne as a leading global city that offers all business the opportunity to prosper. |
|         | Project 3 | Exploratory stage of Chef Exchange  
March 2010 – 25th anniversary program | Supporting events that celebrate Melbourne’s sister city connections. | Encourage broader community access/support for sister-city programs  
- Enhance Melbourne’s international profile as a centre of cuisine and hospitality |

| 2010/11 | Project 1 | Continued support for exchange program/s –  
Medical exchange  
Cultural – Boston arts academy/VCA | Enhancing Melbourne’s international reputation. | Enhance Melbourne’s global connections, through education/science, and improve people to people links. |
<table>
<thead>
<tr>
<th>Project 2</th>
<th>Exploratory stages – Cultural component Boston Pops in Melbourne Bring Boston to Melbourne with performances by the Boston Pops Orchestra.</th>
<th>Late 2010 – 25th anniversary program</th>
<th>• Supporting cultural events that celebrate Melbourne’s sister city connections.</th>
<th>• Enhance Melbourne’s global connections, through two way partnerships in culture, and people to people exchanges.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 3</td>
<td>G’Day USA</td>
<td>Jan 2011</td>
<td>• Taking Melbourne to Boston. • Business development/networking</td>
<td>• Promote Melbourne as a leading global city that offers all business the opportunity to prosper.</td>
</tr>
<tr>
<td>Project 4</td>
<td>Exploratory – Cultural program between Melbourne Museum and Boston. E.g. Boston Children’s Museum</td>
<td>Early 2011</td>
<td>• Provide young people with the opportunity to learn about other cultures.</td>
<td>• Supporting programs that encourage the involvement of young people.</td>
</tr>
</tbody>
</table>
City of St Petersburg (sister city since 1989)

Existing City to City Connections:

Since 2003, the Melbourne – St Petersburg relationship has been relatively inactive with only minimal contact with the City of St Petersburg and the local Russian community in Melbourne.

The visit by City of Melbourne representatives to St Petersburg in 2008 resulted in establishing initial connections with key government, business, education and social organisations.

The 20th anniversary of the relationship in 2009 will provide an opportunity to grow the initial connections made with the City Administration and organisations in St Petersburg. It will also provide an opportunity to build connections with the local Russian community.

Opportunities:

It is intended that the City of Melbourne and the City of St Petersburg work together to facilitate connections so that sister city activities are developed and delivered by individuals and organisations in each city.

- Arts and Culture – reflecting the synergies between the cities this is the main area of focus. Sustainable cultural programs will be prioritised i.e. collaborative projects; exchanges of exhibits
- Education – exchanges between academic organisations and students, and the delivery of education services
- Community – people to people exchange

Other areas that may be considered:

- Business – Niche business opportunities will be explored in conjunction with partners in Austrade and the Victorian Government. Upon the establishment of the Melbourne Chamber of Commerce the initiation of a sister-organisation relationship with the St Petersburg Chamber of Commerce will be explored. (n.b. There are no Australian companies based in the north-west region of Russia, and there are currently no identified business connections between Melbourne and St Petersburg)
• Tourism – is a key component of each cities economies

Potential Partners and Stakeholders:

- City of St Petersburg
- Australian Honorary Consulate in St Petersburg
- St Petersburg Association for Intercultural Communications;
- Melbourne and St Petersburg schools
- Russian Ethnic Representative Council
- Royal Botanic Gardens
- St Petersburg Botanical Gardens
- Russian Museum
- Hermitage
- St Petersburg Conservatory
- St Petersburg and Melbourne cultural organisations
- Victorian Agent-General in London
- Chamber Music Australia
- Victorian College of the Arts (University of Melbourne)
- Tourism Australia
- Tourism Victoria
- NGV
- Arts Victoria
- Melbourne Writers Festival
- Yarra Trams
- Immigration Museum
- Melbourne Museum

Main Areas of Focus:

- Arts and Culture
- Education
- Community
- Business
- Tourism

Proposed Projects & Activities:

<table>
<thead>
<tr>
<th>2008/09</th>
<th>Description</th>
<th>Timeline</th>
<th>Intended Outcomes</th>
<th>Benefits to City of Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1</td>
<td>Homeless World Cup – Host St</td>
<td>December</td>
<td>Develop links with Community</td>
<td>Develop people to people linkages</td>
</tr>
<tr>
<td>Project</td>
<td>Description</td>
<td>Start Date</td>
<td>End Date</td>
<td>Key Details</td>
</tr>
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<td>---------</td>
<td>-----------------------------------------------------------------------------</td>
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<td>------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Project 2</td>
<td>&quot;Maslenitsa&quot; Pancake Festival – (Activities to be coordinated with local Russian Community)</td>
<td>March 2009 - (TBC)</td>
<td></td>
<td>Celebration of Russian culture and the sister city relationship</td>
</tr>
<tr>
<td>Project 2</td>
<td></td>
<td></td>
<td></td>
<td>- Increase community awareness of cultural linkages between Melbourne and Russia;</td>
</tr>
<tr>
<td>Project 2</td>
<td></td>
<td></td>
<td></td>
<td>- Promote sister city relationship</td>
</tr>
<tr>
<td>Project 3</td>
<td>Visit of St Petersburg organist – Daniel Zaretsky.</td>
<td>March 2009</td>
<td></td>
<td>Cultural Exchange</td>
</tr>
<tr>
<td>Project 4</td>
<td>Student Art Exchange – Display in St Petersburg &amp; Melbourne</td>
<td>April 2009</td>
<td></td>
<td>Youth exchange</td>
</tr>
<tr>
<td>Project 5</td>
<td>Royal Botanic Gardens – St Petersburg Botanical Gardens Seed Gift</td>
<td>TBC</td>
<td></td>
<td>Organisation link</td>
</tr>
<tr>
<td>Project 6</td>
<td>&quot;Days of Melbourne&quot; in St Petersburg – involving VCA/St Petersburg Conservatory Music Exchange Concerts</td>
<td>TBC</td>
<td></td>
<td>Celebration of the 20th anniversary of the relationship; Cultural &amp; Youth exchange; Civic exchange;</td>
</tr>
<tr>
<td>Project 6</td>
<td></td>
<td></td>
<td></td>
<td>- Celebration of sister city relationship</td>
</tr>
<tr>
<td>Project 6</td>
<td></td>
<td></td>
<td></td>
<td>- Promotion of Melbourne as tourist, business destination</td>
</tr>
</tbody>
</table>

### 2009/10

<p>| Project 1 | Melbourne Writers Festival – Russian/St Petersburg focus                   | August 2009 |          | Cultural exchange                                                                            |
| Project 2 | St Vladmir’s Ball                                                          | August 2009 - (TBC) |          | Celebration of the 20th anniversary with the local Russian Community                          |
| Project 3 | Tram Naming; Decoration                                                     | September - December 2009 |          | Increased awareness of the sister city relationship &amp; synergies b/w the cities               |
| Project 4 | &quot;Days of St Petersburg” in                                                  | October 2009 |          | Cultural &amp; Youth exchange;                                                                  |
| Project 4 |                                                                          |             |           | - Celebration of the 20th anniversary of the sister city relationship                         |</p>
<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Dates</th>
<th>Exchange Type</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>NGV – Hermitage Exhibition (possible staff exchange program incorporated)</td>
<td>October – December 2009</td>
<td>Cultural exchange</td>
<td>Facilitate exchanges between two key arts institutions; Increase community awareness of cultural linkages between Melbourne and St Petersburg / Russia</td>
</tr>
<tr>
<td>7</td>
<td>Visit of St Petersburg Conservatory of Music student orchestra – Master Classes and concerts</td>
<td>2010 – February (TBC)</td>
<td>Cultural Exchange</td>
<td>Increase community awareness of cultural linkages between Melbourne and St Petersburg / Russia</td>
</tr>
<tr>
<td>8</td>
<td>Visit of Russian outbound tourism operators; Russian journalists for media famil – to coincide with St P Conservatory tour</td>
<td>2010 – February (TBC)</td>
<td>Awareness of sister city relationship in St Petersburg</td>
<td>Promotion of Melbourne as a tourist destination;</td>
</tr>
<tr>
<td>9</td>
<td>“Maslenitsa” – Pancake Festival (Activities to be coordinated with local Russian Community)</td>
<td>March 2010 (TBC)</td>
<td>Celebration of Russian culture and the sister city relationship</td>
<td>Increase community awareness of Russian culture and sister city relationship</td>
</tr>
<tr>
<td>10</td>
<td>Global Classroom Project – b/w students in St Petersburg &amp; Melbourne</td>
<td>April 2010</td>
<td>Student/Youth Exchange</td>
<td>Building people to people linkages through youth exchange</td>
</tr>
<tr>
<td>11</td>
<td>Immigration Museum – Development of Russian language program; Community festival; exhibition</td>
<td>2010 (TBC)</td>
<td>Celebration of Russian culture and the sister city relationship</td>
<td>Increase community awareness of Russian culture and sister city relationship</td>
</tr>
</tbody>
</table>

**2010/11**

<p>| Project 1 | Melbourne Museum | 2010 (TBC) | Cultural Exchange | Promotion of sister city relationship; |</p>
<table>
<thead>
<tr>
<th>Project 2</th>
<th>Melbourne student (competition winner) to participate in St Petersburg Conservatory Annual International Competition</th>
<th>October 2010</th>
<th>Cultural exchange</th>
<th>Building people to people linkages through youth exchange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 3</td>
<td>Russian Resurrection Film Festival</td>
<td>November 2010</td>
<td>Cultural Exchange</td>
<td>Increase community awareness of Russian culture and sister city relationship</td>
</tr>
<tr>
<td>Project 4</td>
<td>“Maslenitsa” –Pancake Festival (Activities to be coordinated with local Russian Community)</td>
<td>March 2011</td>
<td>Celebration of Russian culture and the sister city relationship</td>
<td>Increase community awareness of Russian culture and sister city relationship</td>
</tr>
<tr>
<td>Project 4</td>
<td>Staff Exchange/Artist Residency program or young leaders exchange program</td>
<td>2011</td>
<td>Strengthen connections between organisations</td>
<td>Building people to people linkages through youth exchange</td>
</tr>
</tbody>
</table>
### City of Milan (sister city since 2004)

**Existing City to City Connections:**

- City-to-city connections have improved over the last eight months as there has been staff movements at the City of Milan and continuity has been an issue, however various contacts have been very accommodating/responsive.
- There are strong connections between the Melbourne design community and activities associated with Salon del Mobile.

**Opportunities:**

- Current projects in the development stages include a CoM sponsored fashion design award Instituto Marangoni; in consultation with Orchestra Victoria, organizing for a Milanese musician/conductor for a series of performances in Melbourne; sponsorship featuring the works of Melbourne designers to be exhibited during Salon del Mobile in 2009.
- Utilise the local Italian community in the development and delivery of sister city activities.
- Future opportunities – Milan is the centre for biotech in southern Europe, opportunity to explore possible partnerships between the sectors in Milan and Melbourne.

**Potential Partners and Stakeholders:**

| Educational & cultural Institutions; | Italian Institute of Culture, Melbourne |
| Local Italian community;            | Italian Consulate General, Melbourne   |
| Victorian Government                | Italian Trade Commission, Melbourne   |
| Austrade;                          | Italian Chamber of Commerce and Industry in Melbourne |
| Business & business networks;       |                                       |
Main Areas of Our Focus:

- Business – industrial, furniture, fashion design
- Culture
- Community

Proposed Projects & Activities:

<table>
<thead>
<tr>
<th>2008/09</th>
<th>Description</th>
<th>Timeline</th>
<th>Intended Outcomes</th>
<th>Benefits to the City of Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1</td>
<td>ABIE Italy 2008 Investment Mission visit to Melbourne</td>
<td>Nov 2008</td>
<td>Business development</td>
<td>Promote Melbourne as a business and investment destination.</td>
</tr>
<tr>
<td>Project 2</td>
<td>Circus Oz performance in Milan (for approx three weeks)</td>
<td>December 2008</td>
<td>Broad appeal for Milanese audiences to experience Australian arts/culture. Encourage future export opportunities for Circus Oz into Italy.</td>
<td>Enhance Melbourne’s global connections, in culture, and people to people contacts. Attracting international visitors. Highlight the Melbourne Milan relationship and showcases Melbourne as the arts/culture capital.</td>
</tr>
<tr>
<td>Project 3</td>
<td>Annual Fashion Design Award Establish an annual CoM fashion design award open to final year graduates to undertake a three week placement with Instituto Marangoni.</td>
<td>To be announced at the commencement of the academic year 2009 – award to be</td>
<td>To establish relationships between Melbourne fashion design schools and Italian fashion design schools.</td>
<td>Promote Melbourne as the leading city in Australia for design.</td>
</tr>
<tr>
<td>Project 4</td>
<td>Melbourne Designers Exhibition in Milan</td>
<td>22–27 April 2009</td>
<td>▪ Create potential export opportunities for emerging/established export ready Melbourne based designers to exhibit during Salon del Mobile, Milan.</td>
<td>▪ Promote Melbourne as the leading city in Australia for design. ▪ Business development.</td>
</tr>
<tr>
<td>Project 5</td>
<td>Cultural institution exchange program</td>
<td>To be selected 2009 – taken up late 2009</td>
<td>▪ Create lasting ties between an institution in Melbourne and Milan through an exchange program aimed at mid level staff to work on a collaborative project between institutions.</td>
<td>▪ Enhance Melbourne’s global connections, in culture, and people to people contacts. ▪ Highlight the Melbourne Milan relationship and showcases Melbourne as the arts/culture capital.</td>
</tr>
</tbody>
</table>

**2009/10**

<p>| Project 1 | Celebrating Children’s Week | Oct 2009 | ▪ Provide young people with the opportunity to learn about other cultures. | ▪ Supporting programs that encourage the involvement of young people. |
| Project 2 | Visit by Mayor Moratti or delegation from the City of Milan | Late 2009 | ▪ Civic &amp; protocol activities | ▪ Civic hospitality for high level visitors. ▪ Affirming and generating support for the relationship. |
| Project 3 | Milanese musician /conductor to feature in orchestral concerts in Melbourne | October 2009 | ▪ Increased community access/engagement with sister-city related events. | ▪ Supporting cultural events that celebrate Melbourne’s sister city connections. |
| Project 4 | Melbourne Designers Exhibition in Milan | 14–19 April 2010 | ▪ Create potential export opportunities for emerging/established export ready Melbourne based | ▪ Promote Melbourne as the leading city in Australia for design. ▪ Business development. |</p>
<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Start Date</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project 1</strong></td>
<td>Exploratory – Young leaders program</td>
<td>Early 2010</td>
<td>▪ Using the Osaka Future Leaders Exchange Program as a model for Milan offering successful applicants from both cities the opportunity to visit Melbourne or Milan taking part in work placements, professional and social networking activities. ▪ Promote Melbourne abroad. ▪ Engaging youth and encouraging people-to-people contacts.</td>
</tr>
<tr>
<td><strong>Project 2</strong></td>
<td>Melbourne Designers Exhibition in Milan</td>
<td>April 2011</td>
<td>▪ Create potential export opportunities for emerging/established export ready Melbourne based designers to exhibit during Salon del Mobile, Milan. ▪ Promote Melbourne as the leading city in Australia for design. ▪ Business development.</td>
</tr>
<tr>
<td><strong>Project 3</strong></td>
<td>Annual Fashion Design Award</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To establish relationships between Melbourne fashion design schools and Italian fashion design schools. ▪ Promote Melbourne as the leading city in Australia for design.
New Delhi (strategic alliance since 2008)

Existing Connections:

- Australia–India Industry sector focussed seminar series
- Working with Confederation of Indian Industries (CII) to facilitate Inbound/Outbound business delegations
- City of Melbourne Honorary Representative in Delhi

Opportunities:

There will be many opportunities in the future once the relationship with Delhi and India is fully developed. Australian Rules Football is another area which can offer opportunities not only to promote the game but will also help in promoting City of Melbourne in India. North Melbourne Football Club has expressed interest in working with City of Melbourne as partners to promote the game in India.

Potential Partners and Stakeholders:

- Australia India Business Council (AIBC)
- Confederation of Indian Industry (CII)
- Monash Asia Institute
- Austrade
- Indian Consulate General in Melbourne
- AFL / North Melbourne Football Club

Main Areas of Our Focus:

- Business (various industry sectors)
- Arts and culture
- Sports
- Community
### Proposed Projects & Activities:

#### 2008/09

<table>
<thead>
<tr>
<th>Project 1</th>
<th>Description</th>
<th>Timeline</th>
<th>Intended Outcomes</th>
<th>Benefits to the City of Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“it’s just not cricket” seminar series</td>
<td>On going</td>
<td>Increase awareness of the Indian market and business opportunities in India</td>
<td>Improve Melbourne business community’s understanding of the Indian market</td>
</tr>
<tr>
<td>Project 2</td>
<td>Business Delegations</td>
<td>On going</td>
<td>Facilitate inbound/outbound business delegations through Confederation of Indian Industries (CII)</td>
<td>Increase the value of export and investment of Melbourne businesses</td>
</tr>
<tr>
<td>Project 3</td>
<td>Australia India Cultural Program</td>
<td>On going</td>
<td>Facilitate people to people and cultural exchanges between Melbourne and India</td>
<td>Enhance Melbourne’s reputation as a multi-cultural city; Enhance social cohesion and harmony among residents, especially Indian students and migrants.</td>
</tr>
</tbody>
</table>

#### 2009/10

<table>
<thead>
<tr>
<th>Project 1</th>
<th>Description</th>
<th>Timeline</th>
<th>Intended Outcomes</th>
<th>Benefits to the City of Melbourne</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In–country representation in Delhi</td>
<td>July 2009</td>
<td>Explore options of in–country representation models</td>
<td>Establish the most cost effective in–country representation model for Delhi; Supplement working relationship between city administrations</td>
</tr>
<tr>
<td>Project 2</td>
<td>Business Delegations</td>
<td>On going</td>
<td>Facilitate inbound/outbound business delegations through Confederation of Indian Industries (CII)</td>
<td>Increase the value of export and investment of Melbourne businesses</td>
</tr>
<tr>
<td>Project 3</td>
<td>AFL / North Melbourne Football Club</td>
<td>Early 2010</td>
<td>Visit of North Melbourne Football Club to Delhi</td>
<td>Assist with AFL games development in Delhi; Promote Melbourne as the sports capital of Australia</td>
</tr>
</tbody>
</table>
| Project 4 | Australia India Cultural Program | On going | Facilitate people to people and cultural exchanges between Melbourne and India | - Promote Melbourne as a tourism destination  
- Enhance Melbourne’s reputation as a multi-cultural city;  
- Enhance social cohesion and harmony among residents, especially Indian students and migrants. |
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>2010/11</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project 1</td>
<td>Delhi 2010 Commonwealth Games</td>
<td>October 2010</td>
<td>High level civic participation in Delhi 2010 Games</td>
<td>- Reaffirm linkages with Delhi</td>
</tr>
<tr>
<td>Project 2</td>
<td>Business Delegations</td>
<td>On going</td>
<td>Facilitate inbound/outbound business delegations through Confederation of Indian Industries (CII)</td>
<td>- Increase the value of export and investment of Melbourne businesses</td>
</tr>
</tbody>
</table>
| Project 3 | Australia India Cultural Program | On going | Facilitate people to people and cultural exchanges between Melbourne and India | - Enhance Melbourne’s reputation as a multi-cultural city;  
- Enhance social cohesion and harmony among residents, especially Indian students and migrants. |
The financial implications are noted in the body of the report.

Joe Groher
Manager Financial Services
LEGAL ATTACHMENT

THREE YEAR FORWARD PLAN FOR KEY INTERNATIONAL CITY TO CITY RELATIONSHIPS

No direct legal issues arise from the recommendation made in the 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:

“(a) to promote the social, economic and environmental viability and sustainability of the municipal district;” and

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

Finally, the role of the Council under section 3D(2) of the Act includes:

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

Kim Wood
Manager Legal Services