

**15 June 2004**

## **MELBOURNE MILAN SISTER CITY RELATIONSHIP - UPDATE**

**Division** Marketing & Corporate Affairs Division

**Presenter** Mark Drew, Manager Customer & International Relations

### **Purpose**

1. The purpose of this report is to provide an update on the status of the Melbourne Milan sister city relationship.

### **Background**

2. The Melbourne Milan sister city relationship was signed on 4 March 2004 by the Lord Mayor and Salvatore Carrubba, Commissioner for Culture, Museums and International Relations (representing the Mayor of Milan).
3. A three-year indicative program had been developed in the lead up to the signing of the relationship in consultation with the City of Milan, the Italian community in Melbourne and key business, cultural and community organisations. This plan has been considerably developed since the formalisation of the relationship with the support of a much broader range of Melbourne-based organisations in the fields of business, education, arts and culture and sport.

### **Issues**

4. Melbourne Milan sister city activities undertaken in 2003-2004 are outlined in Attachment 1. The updated program of activities proposed in 2004-2005 is described in Attachment 2.
5. The outlook for the relationship is extremely positive and is already demonstrating the benefits that can result from sister city relationships that have strong community support.

### **Time Frame**

6. This update report on programs to date and the proposed program of activities for 2004-2005.

### **Relation to Council Policy**

7. An objective under 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.

### **Consultation**

8. There has been extensive work with a wide range of Italian-based organisations and community organisations in Melbourne. The Sustainable Business and Trade Development Branch, the City Project, Arts and Culture Division and other work areas also actively support the relationship.

## **Government Relations**

9. The Consul General for the Republic of Italy played an instrumental role during the development of the sister city proposal and continues to be consulted on a regular basis. Consultation continues with the Victorian Government, particularly in relation to a consistent approach to Italian-related business activities. Consultation with Tourism Victoria has resulted in the identification of opportunities for joint projects. Regular updates have been forwarded to the Australian Ambassador to the Republic of Italy and the State Director of the Department of Foreign Affairs and Trade. The Australian Ambassador has indicated strong interest and support for the program.

## **Finance**

10. The draft 2004-2005 budget allocation for the Milan relationship is \$126,000.

## **Legal**

11. The report is for noting only and there are no legal issues that arise from the recommendation.

## **Sustainability**

### **Connected and Accessible City**

12. There is no significant sustainability impact

### **Inclusive and Engaging City**

13. Strong likelihood of medium impact. The relationship with Milan provides opportunities to engage the Melbourne business, cultural, educational and general community.

### **Innovative and Vital Business City**

14. Strong likelihood of positive impact. The relationship has the potential to provide opportunities for local companies in the Milan, northern Italy and potentially European markets. Also the opportunity to develop strategic partnerships with institutions and businesses in Milan.

### **Environmentally Responsible City**

15. Low likelihood of positive impact. One of Melbourne's strengths is environmental management. This could lead to exchange of information between the cities and possible opportunities for Melbourne companies involved in environmental management services.

## **Recommendation**

16. That the Marketing, Business Development and Major Events Committee note the status of the Melbourne Milan sister city relationship as outlined in Attachments 1 and 2 of the report.

### **Attachments:**

1. [Melbourne Milan – Update on Current Activities](#)
2. [Melbourne Milan – 2004-2005 Program](#)
3. [Sustainability Attachment](#)

## Melbourne Milan – Update to June 2004

<b>Business and Economic Development</b>	
<b>Project title</b>	<b>Status report</b>
RMIT Industrial Design graduates	<p>Participated at the Salone del Mobile (Milan Furniture Fair) in April 2004. Mayor Gabriele Albertini, Mr Mario Bellini and Professor Carmelo di Bartolo (Design Innovation) visited the fair and met the RMIT graduates.</p> <p>Lord Mayor and Councillors to host welcome home function for graduates and key supporters – June/July 2004.</p>
Business activities	A number of Melbourne-based business enquiries have been received following the signing of the sister city relationship. These have been referred to the Sustainable Business and Trade Development Branch and the Italian Chamber of Commerce and Industry – Melbourne for action.
Lord Mayor's speech – Italian Chamber of Commerce and Industry, 2 June	Lord Mayor addressed a breakfast meeting of the Italian Chamber of Commerce and Industry to celebrate Italian National Day.
Australian Tourism Exchange (June 2004)	Milan based agents attending the Australian Tourism Exchange 2004 were 'targeted' to promote the Melbourne/Milan link and 'sell' the Melbourne story.
Promoting Melbourne as a tourist destination in Milan	<p>Joint Melbourne Milan promotion at a major travel trade show in Milan in February 2004 was an outstanding success with extensive media coverage and consumer response (media report available for viewing). This has given a strong base to develop further opportunities to promote Melbourne as a visitor destination in Milan</p> <p>The trade show is an annual event and work is continuing with Tourism Victoria (Europe) and Australian Tourist Commission (Italy) on this and other opportunities to promote Melbourne in Milan.</p>

International Specialist Skills Institute (ISS) – founded in 1989, the Institute fills skills and knowledge gaps in industries and enterprises particularly in areas of design, traditional and leading edge technology.,	<p>Council hosted networking luncheon during fellowship of Marc Krusin, Milan-based designer in Melbourne. Mr Krusin’s fellowship was supported by Victoria University and focused on furniture design and manufacture.</p> <p>Continuing discussions with ISS about possible fellowships with City of Melbourne support into the future.</p>
<b>People to People activities</b>	
<b>Project title</b>	<b>Status report</b>
Public relations	<p>Display in the foyer of the Melbourne Town Hall of photographs taken during the signing ceremony.</p> <p>Milan Melbourne display was mounted at the Melbourne Observation Deck to celebrate Italian National Day.</p>
‘Postcards’ program	<p>Agreement has been reached with Channel 9 and the City of Milan on the filming of a one-hour ‘Postcards in Milan’ special celebrating the sister city relationship.</p> <p>Emirates is supporting the program. The Channel 9 presenters and crew depart Melbourne on 2 July on Emirates’ inaugural direct Melbourne-Dubai service. The special is likely to screen in October.</p>
Community connections	Support has been provided for Melbourne Rotary Club to establish a sister club relationship with a Rotary Club in Milan.
<b>Arts and Cultural activities</b>	
<b>Project title</b>	<b>Status report</b>
Design in Italy – 1945 to 2000. Exhibition from Triennale di Milano at Melbourne Museum	<p>Council support for public program including seminar featuring Professor Arturo Dell’Acqua Bellavitis and Professor Carmelo Di Bartolo from Milan. Design master class conducted by Professor Bellavitis.</p> <p>Exhibition was linked to the forthcoming establishment of the relationship with Melbourne.</p>
Mario Bellini – Architect and Designer exhibition – National Gallery of Victoria – International	Council support to a wide range of public program activities associated with the exhibition. Exhibition was linked to the forthcoming establishment of the relationship with Melbourne.
Melbourne Conversation – Mario Bellini	Free public lecture given by Mario Bellini, describing key projects through out his career and describing the design philosophy for the reinvigoration of the National Gallery of Victoria – International. Program was linked to the forthcoming establishment of the relationship with Melbourne.

Last Supper Exhibition – Block Arcade	Exhibition of the ‘Last Supper’ pictorial display in the Block Arcade – March 2004 as part of the sister city signing celebrations.
Melbourne Town Hall Grand Organ concert – Italian National Day 2 June	Maestro Maurizio Salerno from Milan was guest organist at the free public organ recital on Thursday, 3 June. Over 800 attended the concert.
Melbourne Prize Trust - development of a travelling scholarship	Cooperative project between the Council and the Melbourne Prize Trust. Letter of support from Deputy Lord Mayor accompanied letter from Executive Director of Melbourne Prize Trust to City of Milan. Assistance being sought from City of Milan to find partner institution and become a supporting partner.
Film culture	Initial contacts established between Melbourne International Film Festival and the Australian Centre for Moving Image. The Council will continue to facilitate these contacts.
Soccer links	<p>Negotiations held with the Victorian Soccer Federation about opportunities for developing projects with Milan-based soccer clubs particularly at the junior level.</p> <p>Melbourne Football Club and AC Milan soccer club are keen to maintain contact and explore exchange opportunities following the exchange of club jumpers during the Milan visit to Melbourne. Scope of these exchange opportunities being clarified.</p>
<b>City Management exchanges</b>	
<b>Project title</b>	<b>Status report</b>
Piazza Italia project	<p>Gift of the City of Milan unveiled at Piazza Italia on 4 March 2004 – by Lord Mayor of Melbourne and Commissioner Carrubba.</p> <p>Excellent working relationship has been established with Professor Carmelo di Bartolo, Design Innovation (Milan) and there will be a continuing exchange of ideas.</p>
Noise management project	City of Milan participating in Council’s Noise Management project, as a participant in the international survey.
<b>Educational activities</b>	
<b>Project title</b>	<b>Status report</b>
Sister school activities	Two primary schools, Carlton Gardens and Wembley Primary School (Spotswood), are being assisted in establishing sister school links with schools in Milan. Twelve (12) schools in Milan have registered an interest in becoming involved in a sister schools program. Matching of schools will commence soon.

	<p>Lord Mayor met with students from Genazzano College – returned from Milan December 2003. Students from College de San Carlo (sister school in Milan) will visit Melbourne, July 2004 and will pay courtesy call to the Town Hall.</p>
University connections	<p>Follow up discussions are taking place with universities about opportunities to build stronger connections with universities in Milan.</p> <p>Monash University – Faculty of Art and Design, seeking opportunity to develop links with key institutions in Milan.</p>
Education Roundtable – hosted by Italian Institute of Culture during the visit of Commission Carrubba, March 2004	<p>The aim of this activity was to consolidate links between institutions in Melbourne and Milan and to identify project opportunities for the future.</p>

## Melbourne Milan Proposed 2004-05 Program

<b>Business and economic exchanges</b>	
<b>Project title</b>	<b>Status report</b>
Melbourne business mission to Milan – focusing on design and innovation.	<p>Mission likely to be strongly linked with Salone del Mobile 2005.</p> <p>Work to commence with Italian Chamber of Commerce and Industry, Victorian Government and Austrade to identify key participants and priorities.</p>
Salone del Mobile 2005	<p>Melbourne events to be staged in Milan in April 2005 in conjunction with Salone del Mobile and other events to profile Melbourne and Victoria.</p> <p>A number of opportunities have been identified to work cooperatively with the Victorian Government. Possible City of Melbourne delegation to make first official visit to Milan April 2005 is included in the indicative plan.</p>
City of Milan Award for Young Foreign Designers 2005	<p>The City of Milan, Fondazione Triennale di Milano (Triennale Museum), will sponsor a competition for young Australian designers in 2005. An announcement of the winners is likely to take place during Salone del Mobile 2005 (April). Details of the competition program are currently being finalised by Milan.</p> <p>It is anticipated that two host institutions (museum and educational) will be involved as partners in the project from Melbourne. Competition will be Australia wide.</p> <p>Draft competition guidelines are being prepared by City of Milan/Triennale de Milano.</p> <p>Brief for consultant to coordinate the competition (Australia wide) being finalised.</p>
International Specialist Skills Institute – development of fellowship program between Melbourne and Milan	<p>Key skills sectors are being identified for the fellowship and development of a program that will maximise the outcomes for both cities.</p>

Melbourne Spring Fashion Festival 2004 (September)	<p>An invitation from the Deputy Lord Mayor has been sent to Commissioner Bozzetti, Commissioner for Fashion and Tourism, for him and young Milan designers to participate in the Melbourne event.</p> <p>Informal advice has been received that Commissioner Bozzetti will visit Melbourne with an exhibition of work by young designers during Spring Fashion Week.</p> <p>This would also include a seminar about the Milan fashion scene for young designers and the Australian industry generally.</p>
<b>People to People</b>	
<b>Project title</b>	<b>Status report</b>
Promotion of Milan as a tourist destination	Promotional activities will be developed to coincide with the proposed visit to Melbourne by the Commissioner for Tourism for Milan in September 2004.
'Postcards' program	<p>Agreement has been reached with Channel 9 and the City of Milan on the filming of a one-hour 'Postcards in Milan' special celebrating the sister city relationship.</p> <p>Emirates is supporting the program. The Channel 9 presenters and crew depart Melbourne on 2 July on Emirates' inaugural direct Melbourne-Dubai service. The special is likely to screen in October (TBC).</p>
Promoting Melbourne as a tourist destination in Milan	Discussions underway with relevant partners about possible major Melbourne tourism promotion in Milan in September 2004.
Melbourne exhibition in Milan	A display will be developed for general public exhibition in Milan – focusing on what is 'uniquely Melbourne' is under way. The display will also have broader applications to other sister cities.
Community connections	A project is being developed to encouraging connections between community-based organisations and NGOs in Melbourne and Milan.
<b>Arts and Culture</b>	
<b>Project title</b>	<b>Status report</b>
Melbourne Prize Trust – 2005 Prize for urban sculpture	Development of Milan residency as part of International Travel Prize associated with the competition. The City of Milan has been approached as a key supporter in the development of program and institutional links.
Melbourne Milan visual arts opportunities	Development of project brief for curator in conjunction with Arts and Culture Branch for possible study to identify potential partner organisations for joint projects under the sister city program.
Musica Viva – links between Melbourne and	Performance in Melbourne by Ii Giardino (Milan based Baroque ensemble) and links with young musicians in



Milan	<p>Melbourne (October 2004).</p> <p>Developing opportunities for young Melbourne musicians to participate in the program/attend concerts through organisations such as Melbourne Youth Music, Melbourne Music Camp and National Academy of Music.</p>
Development of Melbourne Milan arts residency program	Project brief and proposal to be developed in conjunction with Gertrude Street Gallery and other agencies.
Victorian Arts Centre Trust – fact finding visit to Milan to identify opportunities for technical exchanges between similar centres in Melbourne and Milan	Likely visit in September 2004 – examination of performance possibilities, links with similar institutions and technical/professional development exchanges.
Proposed visit by the Melbourne Symphony Orchestra to Milan as part of its Italy/Europe tour in 2007	Commissioner Carrubba attended a Melbourne Symphony Orchestra performance during his visit to Melbourne. Work will continue with the MSO in the development of the visit program and particularly business and other cultural events to support the visit.
St Martins Youth Arts Centre – identification of institutions with similar programs in Milan with a view of future possible exchanges	Development of project brief and background work to be completed by St Martins.
<b>City Management</b>	
<b>Project title</b>	<b>Status report</b>
Piazza Italia project – finalisation of project plan, commissioning of art works for the square and construction	<p>Anticipated completion in Spring 2005.</p> <p>Activities to be developed for opening ceremony with link to Milan relationship.</p> <p>Programming at the Piazza to include Italian (including Milan) and community components.</p>
Development of sustainable development strategies – opportunities for information exchange	City of Milan has provided a copy of ‘Sustainable Development and Local Strategies and Governance: Indicators and Perspectives for Milan’ Agenda 21 report. International Relations to work closely with Environmentally Sustainable Development team to identify opportunities for joint projects/information sharing.

<b>Education</b>	
<b>Project title</b>	<b>Status report</b>
Sister school activities – development of links with Milan	Facilitating connections between schools in Melbourne and Milan for example Genazzano College and College de San Carlo.
Support for Victorian/Lombardy/Milan teacher exchange programs	Support for ongoing teacher exchange program.  Melbourne educational and promotional pack to be developed for Melbourne teachers undertaking exchange placements in Milan.

## **Sustainability Assessment Melbourne Milan - update report**

### **Theme: Corporate Themes**

#### **Question 1: Well managed, leading and financially responsible city**

Does this report assist the committee to manage corporate responsibilities? If yes, insert your comments below. Note: if the following questions are not directly relevant please select 'not applicable' from the Impact list.

#### **Comments:**

The report provides an update on the progress of the Melbourne Milan sister city relationship and 2004/5 projects.

### **The me: Inclusiveness and engagement**

#### **Question 2: Community Services**

What effect will the proposal have on the quality, quantity and accessibility of education, leisure, cultural, health and other community services?

**Impact:** positive **Likelihood:** strong **Magnitude:** minimum

#### **Question 3: Active and Engaged Community**

What effect will this proposal have on the development of a culturally diverse, healthy, equitable, active and involved community in Melbourne?

**Impact:** positive **Likelihood:** medium **Magnitude:** moderate

#### **Comments:**

Activities will promote the benefits of the Milan sister city relationship to the Melbourne business, cultural, educational and general community.

#### **Question 4: Cultural and Heritage Value of Built Form**

What effect will this proposal have on the cultural heritage of Melbourne's neighbourhoods and buildings?

**Impact:** no impact **Likelihood:** low **Magnitude:** minimum

#### **Question 5: Transport and Accessibility**

What effect will the proposal have on the level of public transport and number of transport options/connections with the City of Melbourne?

**Impact:** no impact

**Question 6: Welcoming and Safe Public Space**

What effect will the proposal have on the safety and amenity of the public environment eg streets, laneways, parks and gardens?

**Impact:** no impact

**Theme:** Environmental responsibility

**Question 7: Energy Use and Greenhouse Emissions**

What effect will the proposal have on energy consumption and greenhouse gas emissions associated with Council and/or community activities?

**Impact:** Positive **Likelihood:** low **Magnitude:** minimum

**Question 8: Resource Use and Waste Generation**

What effect will the proposal have on the total quantity and type of waste, including prescribed waste, generated by Council and/or community activities?

**Impact:** Positive **Likelihood:** low **Magnitude:** minimum

**Question 9: Pollution**

What effects will the proposal have on the use of hazardous materials and levels of pollution (air, noise, soil, and water) in the region?

**Impact:** Positive **Likelihood:** low **Magnitude:** minimum

**Question 10: Water Consumption**

What effect will the proposal have on the quantity of water consumed and disposed of by the Council and/or in the municipality?

**Impact:** Positive **Likelihood:** low **Magnitude:** minimum

**Question 11: Flora and Fauna**

What effect will this proposal have on flora and fauna in the City of Melbourne on private and public land and in the aquatic environment?

**Impact:** Positive **Likelihood:** low **Magnitude:** minimum

**Theme:** Innovation and Business Vitality

**Question 12: Development of Key Business Sectors**

What effect will the proposal have on the number and type of businesses and level of business investment in the City of Melbourne?

**Impact:** positive **Likelihood:** strong **Magnitude:** minimum

**Theme:** Connection and accessibility

**Question 13: Transport Infrastructure**

What effect will the proposal have on Melbourne's transport infrastructure?

**Impact:** no impact

**Question 14: Communications Infrastructure**

What effect will the proposal have on Melbourne's information technology and telecommunications infrastructure?

**Impact:** no impact

**Theme: Innovation and Business Vitality****Question 15: Business Innovation**

What effect will the proposal have on research and development in Melbourne?

**Impact:** positive **Likelihood:** low **Magnitude:** minimum

**Question 16: Job Creation**

What effect will the proposal have on the number and types of jobs available in the City of Melbourne?

**Impact:** positive **Likelihood:** medium **Magnitude:** moderate

**Comments:**

The sister city relationship has the potential to increase local companies connection with Milan, northern Italy and potentially European markets. Also opportunity to develop strategic partnership with institutions and businesses in Milan.

## **FINANCE ATTACHMENT**

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### **MELBOURNE MILAN SISTER CITY RELATIONSHIP – UPDATE**

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Funding of \$126,000 has been provided in the 2004/2005 draft budget for the Milan Project.

There are no direct financial implications arising from the recommendations in this report.

**Kerrie Jordan**  
Acting Manager Financial Services

**LEGAL ATTACHMENT**

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**MELBOURNE MILAN SISTER CITY RELATIONSHIP – UPDATE**

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The report is for noting only and there are no legal issues that arise from the recommendation.

**Kim Wood**  
Acting Manager Governance Service