

**Report to the Future Melbourne (Small Business, Retail and Hospitality Portfolio) Committee**

**Agenda item 6.4**

**Proposed travel by Cr Riley to the Seeds&Chips Conference, Milan, May**

**16 April 2019**

**Presenter:** David Livingstone, Manager International and Civic Services

**Purpose and background**

1. The purpose of this report is to seek committee approval for Cr Riley to travel to the Seeds&Chips: Global Food Innovation Summit (6-9 May), in Milan, Italy, during May 2019. Melbourne is a global city, and its international connections significantly contribute to Melbourne's prosperity. This trip will provide an opportunity for City of Melbourne to strengthen its positioning as a global leader in food innovation and related industries.
2. An important context for Cr Riley's trip to the Seeds&Chips conference is that Seeds&Chips is a partner of the Global Table: Feeding Our Future Conference, to be held in Melbourne 3-6 September 2019. The conferences are complementary, bringing together a wide range of global industry leaders, innovators and companies from across retail, hospitality and the agri-business supply chain.
3. Cr Riley's participation in the Seeds&Chips conference will also contribute to Melbourne's valuable sister city relations with Milan. As one of the big four international centres of fashion, Milan has provided Melbourne with global platforms for Melbourne's fashion and design industries. In addition to consolidating that important relationship, Cr Riley's participation in Seeds&Chips will signal our commitment to collaboration with Milan, and leveraging its reputation, in food innovation and hospitality. The City of Melbourne interests promoted through this opportunity are at Attachment 2.

**Key issues**

4. The proposed trip aligns with Council Plan 2017–2021, Goal: A Prosperous City, where Melbourne prospers through global business relationships and investment attraction. Additionally, it supports Council's strategic international engagement approach for enhancing trade and investment, through projecting to international markets Melbourne's great strength as a global centre of food innovation, quality and diversity.
5. Councillor Riley will represent the City of Melbourne at a significant global forum on food innovation. Importantly, while in Milan Cr Riley will have the opportunity to welcome Seeds&Chips to Melbourne as the next host city. Councillor Riley will be part of a delegation led by Food+Wine Vic, in collaboration with Austrade, Food Innovation Australia and the Victorian Government.
6. With technology-led disruption is overturning traditional business practices and models, it is vital to engage with global leaders in industries that are the foundation of the City of Melbourne's prosperity. At Seeds&Chips, Councillor Riley will have the opportunity to gain valuable insights and knowledge that will greatly benefit Melbourne. Areas covered in the conference agenda include premium quality delivers premium pricing; advances and trends in retail and hospitality; the next wave of innovation; the role of start-ups and agile businesses in growing the food economy; and sustainability.
7. Councillor Riley will be well placed to showcase Melbourne as a global leader in these fields, in particular hospitality as it relates to Melbourne's vibrant and innovative food and design culture. In doing so, Councillor Riley will contribute to Melbourne's international trade and ability to attract foreign investment, talented individuals and knowledge-based companies, and know-how that will sustain the Melbourne's diverse food-related industries.
8. It is proposed that a senior officer accompany Councillor Riley to facilitate introductions and assist through coordinating on-the-ground logistics and arrangements. The senior officer would also have the important function of liaising with Seeds&Chips organisers regarding their partnership with Melbourne's Global Table event in September.
9. The trip is arranged in collaboration with the Victorian Government, Austrade and DFAT to maximise the economic benefits of the trip and ensure the efficient allocation of resources. Council is expected to incur total costs of up to \$13,230 for Councillor Riley's travel.

**Recommendation from management**

10. That the Future Melbourne Committee:
  - 10.1. Approves travel by Councillor Riley to attend the Seeds&Chips Conference in Milan in May 2019.
  - 10.2. Approves an amount of \$13,230 to cover Councillor Riley's travel costs.
  - 10.3. Notes that Councillor Riley will prepare a report to the Future Melbourne Committee or Council within 60 days of return from travel.

**Attachments:**

1. Supporting Attachment (Page 3 of 5)
2. City of Melbourne interest promoted through participation in Seeds&Chips (Page 4 of 5)
3. Letter of invitation (Page 5 of 5)

**Supporting Attachment**

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**Finance**

1. The total estimated costs associated with this proposed travel for Councillor Riley are up to \$13,230 and will be met from within the approved 2018-19 overseas travel budget.

**Conflict of interest**

2. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

**Health and Safety**

3. Councillor Riley will undertake standard personal safety and awareness precautionary steps which apply to overseas travel.

**Relation to Council policy**

4. The Director, City Economy and Activation has confirmed that the travel proposal accords with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.
5. The trip aligns with Council Plan 2017–2021, Goal: A Prosperous City where global city to city and other partnerships will contribute to the city's business prosperity and attracts investment.

**Environmental sustainability**

6. The mission will showcase Council's sustainability initiatives and commitment to the environment will be profiled during the mission. The carbon emission resulting from air travel to Milan will be offset with the purchase of credits.

### City of Melbourne interest promoted through participation in Seeds&Chips

1. Through Councillor Riley's participation, the City of Melbourne will leverage the strong global branding of Milan and the Seeds&Chips conference by announcing its link to Melbourne's Global Table conference in September. In doing so, Councillor Riley will position Melbourne as an equal global leader in food innovation and related industries, and encourage commercial partners and other stakeholders to participate in Melbourne's Global Table.
2. The subject matter covered by Seeds&Chips is extensive and directly relevant to the City of Melbourne's economic interests in food and related sectors.
3. The Seeds&Chips conferences' subject matter includes:
  - a. **Retail and hospitality**, which face challenges in the continuously evolving consumer marketplace;
  - b. **Innovation**, which will feature as it relates to new developments and trends in food, and importantly, also in relation to fostering food-related business accelerators and linking them to investors;
  - c. **Premium quality** produce and the development and protection of global branding to justify a premium price point for producers;
  - d. **Diversity** in relation to culture and environmental factors that foster innovation and originality;
  - e. **Artisan Spirit**, which is one of Melbourne's great strengths, and a quality that has an increasing global profile and following for bespoke offerings in food and food-related industries;
  - f. **Global connections**, intended in the program as an opportunity to demonstrate the global nature of food innovation, and which will provide a valuable platform to showcase not only Melbourne's global connections, but also its global origins, including reference to Melbourne as a successful multicultural society;
  - g. **Sustainability** is a key feature of the conference and will provide insights and experiences on issues including food security, food waste management, clean water, precision agriculture (an area where several City of Melbourne-based start-ups are gaining international success), renewable energy, urban planning, and smart cities. Councillor Riley will be well placed to also showcase City of Melbourne's achievements in these areas; and
  - h. **Food as an economic eco-system** covering research and development, innovation, logistics, start-ups (including areas of tracking and provenance technologies, blockchain and precision agriculture), and developments in retail and hospitality, including the challenge and utility of e-commerce.
4. Councillor Riley will gain valuable knowledge and contacts in these sectors, and be well placed to showcase Melbourne's achievements and enhance its global network and reach.
5. Being in Milan, Councillor Riley's participation will add valuable substance to senior level visits that underpin our valuable sister city relations with Milan. Councillor Riley will be able to strengthen our collaboration on fashion and design through meetings with key people, and explore how Melbourne can best leverage our connections with Milan to better promote Melbourne's vibrant food, hospitality and retail economy internationally.



To the kind attention of  
Ms. Sally Capp  
Lord Mayor  
City of Melbourne

April 2<sup>nd</sup>, 2019

RE: Invitation to Seeds&Chips – The Global Food Innovation Summit

Dear Ms. Capp,

we are honored to invite you to join us as a speaker at the 5<sup>th</sup> Annual Seeds&Chips - The Global Food Innovation Summit, which will be held on May 6th-9th, 2019 in Milano, Italy. The Summit is the largest food innovation event in the world and has grown into an international meeting point for innovators and global leaders to develop solutions for our common good.

Seeds&Chips gathers international policy makers, startups, entrepreneurs and investors that are bringing innovation to the food system and have the potential to make a positive and significant impact, delivering solutions which can actively contribute to achieve the targets set by the **Sustainable Development Goals (SDGs)**. Through topics such as sustainability, circular economy, waste reduction, food security, agtech and nutrition, we provide a platform to explore how the synthesis between **public policy and the business sector**, together with technology and increased connectivity can and will impact our future.

Our 2017 Keynote Speaker, President **Barack H. Obama**, delivered inspiring remarks on the importance on food innovation and the impact of climate change and sustainable practices on our global food system. The 2018 edition saw former US Secretary of State **John Kerry**, **Howard Schultz**, Founder & Chairman of Starbucks and **Nathan Myhrvold**, Founder of Intellectual Ventures, speak to thousands of people from around the world about their work, their beliefs, and their vision for progress.

Your participation at Seeds&Chips will strengthen the **Australian ecosystem** representation at the Summit and further remark the importance of the path leading to the September event in Melbourne. Milano and Melbourne are "twin towns" as of 2004, and the Summit can be an opportunity to highlight this relation in the framework of the 70<sup>th</sup> anniversary of the diplomatic relations between Australia and Italy.

We hope that you will **join us in crafting the solutions** that will transform the global food chain into a healthier, more equitable, and more sustainable system. For any further information, please do not hesitate to contact us at [giacomo@seedsandchips.com](mailto:giacomo@seedsandchips.com).

We are looking forward to seeing you in Milano.

Kind regards,

Marco Gualtieri  
Founder & Chairman

A handwritten signature in blue ink, appearing to read 'Marco Gualtieri', is written over the printed name and title.