

Overarching Goal:

Relevant and effective international relationships contribute to the growth of Hobart and its community.

| Outcome | Actions | Measure / Reporting |
|---|---|--|
| <p>1. Knowledge – <i>Hobart has used its friendship city relationships and potential international contacts to increase knowledge and learning for the benefit of its community.</i></p> | <p>1.1. Maintain an active program of communication and visits with Hobart’s existing sister cities of Yaizu and L’Aquila.</p> <p>1.1.1 Open discussions with L’Aquila and the Abruzzese Association with regards to the existing sister city arrangement between Hobart and L’Aquila and ongoing intentions.</p> <p>1.2 Maintain an active program of communication and visits with Hobart’s existing friendship city (Xi’an) and soon to be friendship city (Fuzhou) for the five year terms of the relationships.</p> <p>1.3. Commit to undertaking sister / friendship city visits at least every two years, or as appropriate where the city makes an equivalent commitment.</p> | <p>Council considers relationships to be active.</p> <p>Discussions commence and reported in annual update to Economic Development and Communications Committee (EDCC).</p> <p>Council considers relationships to be active.</p> <p>Sister / friendship city visits undertaken, economic and cultural value measured (actions 2.1 and 3.1) presented to EDCC in annual update.</p> |

**All reporting to be done to Economic Development and Communications Committee as part of an annual update report, or more frequently if required.*

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| | <p>1.4. Participate in international activities that will provide opportunities for the Council to gain knowledge for the benefit of the City.</p> <p>1.4.1. Consider participation in the biennial World Cities Summit and associated Mayors' Forum in Singapore.</p> <p>1.4.2. Investigate and resolve whether to lead the re-establishment of the Antarctic Gateways Cities Group of Hobart, Christchurch, Ushuaia, Punta Arenas and Cape Town for the purpose of sharing information.</p> <p>1.5. Develop agreed actions with government, education and business sectors on specific outcomes required from existing and potential relationships.</p> <p>1.5.1. Develop and implement an agreed plan with the State Government as to the City's role in supporting State Government policy outcomes in existing and future international trade.</p> <p>1.5.2. Develop and implement an agreed plan with UTAS as to the City's role in supporting UTAS's existing and future international growth.</p> | <p>Council decision to be made.</p> <p>Council decision to be made.</p> <p>Plans finalised and implementation commenced (1.5.1 and 1.5.2). Report to EDCC as part of annual update.</p> |

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| | 1.5.3. Hold an annual forum with Hobart's key business leaders to discuss opportunities for Hobart, overseas. | Report key points to EDCC. |
| 2. Cultural – <i>Hobart has sought to enrich its community through cultural exchange and connection</i> | <p>2.1. Measure the cultural value of international relationships annually and report to the Economic Development and Communications Committee.</p> <p>2.2. Understand the culturally important aspects of Hobart's sister / friendship cities and seek to promote them in Hobart.</p> | <p>Number of cultural events hosted / facilitated relating to the friendship city (e.g. Art exhibition, stand at the Taste of Tasmania etc).</p> <p>Number of school, college, university student / teacher exchanges between Hobart and friendship city.</p> <p>Level of activity of local sister city committees and their engagement with activities.</p> <p>Number of delegations sent to and received from the friendship city.</p> <p>Report on 2.2.1-2.2.3 to EDCC annually.</p> |
| | 2.2.1. On a biennial basis hold a cultural 'weekend / | |

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| | <p>day' for each sister / friendship city, whereby representatives from the sister / friendship city and local community are invited to promote aspects of their city's culture and life to Hobart and Tasmania. Alternatively, collaborate with existing local activities i.e. Festa Italia festival or the Australian Wooden Boat Festival and The Taste of Tasmania.</p> <p>2.2.2. Promote local community involvement in sister / friendship city activities through relevant associations and community groups.</p> <p>2.2.3. Seek to investigate options for developing and sustaining international relationships via social media channels, expatriate networks and other appropriate methods, as a means of increasing knowledge and reinforcing relationships between visits</p> <p>2.3. Actively engage with UTAS to understand its Global engagement aspirations.</p> <p>2.3.1. Develop and implement an agreed plan with UTAS as to the City's role in supporting UTAS's existing and future international growth.</p> | <p>Plan developed and implemented.</p> |

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| <p>3. Economic – <i>Hobart has grown the number of economic outcomes achieved from its sister / friendship cities and international relationships</i></p> | <p>3.1. Measure the economic value of international relationships annually and report to the Economic Development and Communications Committee.</p> | <p>Number of meetings with local businesses to discuss how to become ‘China ready’. Number of meetings with ‘China ready’ businesses. Number of LGA based businesses accompanying delegations to sister / friendship city. Number of business referrals / introductions through the Xi’an and Fuzhou government to Hobart / Tasmanian businesses. Number of business referrals / introductions through the State Government and the City of Hobart to Xi’an and Fuzhou based businesses. Development of specific investor marketing material for overseas investors. Development of international student marketing materials in partnership with educational institutions such as UTAS and TasTAFE. Value of business contracts signed. Visitor numbers from sister /friendship cities (and associated spend). Student numbers from sister / friendship cities (and associated spend).</p> |
| | <p>3.2. Understand the State Government’s policy position on international relations and trade and seek, so far as appropriate, to actively support this.</p> | |

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| | <p>3.2.1. Develop and implement an agreed plan with the State Government as to the City's role in supporting State Government policy outcomes in existing and future international trade.</p> <p>3.2.2. Participate in State Government trade missions where potential value to the City of Hobart is likely in the short, medium or long term.</p> <p>3.3. Hold an annual forum with Hobart's key business leaders to discuss opportunities for Hobart, overseas.</p> <p>3.4. Actively discuss and explore economic opportunities with the City of Xi'an, China based on the action plan attached to the Friendship City Agreement.</p> <p>3.5. Actively discuss and explore economic opportunities with the City of Fuzhou, China.</p> <p>3.6. Engage with Business Events Tasmania and relevant groups in the bidding for and hosting of international events and conferences.</p> | <p>Plan developed and implemented.</p> <p>Economic value (as per 3.1 measured and reported annually).</p> <p>Forum held and feedback from participants measured.</p> <p>Economic value reported (3.1).</p> <p>Economic value reported (3.1).</p> <p>Number of international event bids won.</p> |
| | <p>3.7. Actively engage with UTAS to understand its Global engagement aspirations.</p> <p>3.7.1. Develop and implement an agreed plan with</p> | <p>Plan finalised and implemented – number of economic</p> |

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| | UTAS as to the City's role in supporting UTAS's existing and future international growth. | outcomes achieved (3.1). |
| <p>4. Civic – <i>the City has utilised its status as the Capital City to advance Hobart and Tasmania' international standing.</i></p> | <p>4.1. Continue to hold the annual Antarctic opening of the season reception and seek to broaden the international participation in it.</p> <p>4.2. Commit additional resource to the marking of the 40th Anniversary of the friendship with Yaizu in 2017.</p> <p>4.3. Commit additional resource to the marking of the 20th Anniversary of the friendship with L'Aquila in 2018.</p> <p>4.4. Host Civic receptions that will advance the City and State's international brand, particularly through the State Government priority sectors of:</p> <ul style="list-style-type: none"> a) Education; b) Tourism; c) Antarctic and Southern Oceans; d) Agriculture; and e) Aquaculture. | <p>Reception held and participant numbers together with stakeholder feedback.</p> <p>Report plans for both events (4.2 and 4.3) to Community, Culture and Events Committee.</p> <p>Number of receptions held, participant and stakeholder feedback.</p> |
| <p>5. New Opportunities – <i>the City has sought out and responded to opportunities to expand diverse</i></p> | <p>5.1. Develop on an annual basis for the Council's consideration a list of relevant cities that could be considered for future strategic relationships (these could be friendship city or a lesser commitment such as</p> | <p>Report to Council for all decisions relating to new opportunities (5.1-5.5) using Council policy 5.14.01 – <i>Guidelines for Future International Relations</i> for</p> |

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| <p><i>international relationships.</i></p> | <p>project based cooperative agreements).</p> <p>5.2. Commence investigations into a community development based relationship with a city in the Asia Pacific region.</p> <p>5.3. Commence investigations into a relationship with one or more of the Antarctic Gateway cities of Cape Town, Punta Arenas and Ushuaia.</p> <p>5.4. Commence investigations into relationships with international cities with distinct similarities / very strong learning opportunities e.g. Portland, U.S.A.</p> <p>5.5. Before agreeing to new sister / friendship city or strategic relationship, undertake a minimum 12 month period of investigation and knowledge gathering into potential linkages with Hobart, based on the criteria set out on Council policy 5.14.01.</p> | <p>criteria.</p> |

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