

**Report to the Future Melbourne (Economic Development)  
Committee**

Agenda item 6.5

**Proposed travel by the Lord Mayor, Robert Doyle and two Councillors to  
Osaka, Japan and Beijing and Tianjin, China, March 2014**

11 February 2014

**Presenter:** Martin Cutter, Director, City Business

**Purpose and background**

1. The purpose of this report is to seek Committee approval for the Lord Mayor, Robert Doyle and two Councillors to travel to Osaka, Japan, and Tianjin and Beijing, China, to lead the City of Melbourne business mission from 23 to 30 March 2014.
2. At its meeting on 1 October 2013, the Future Melbourne Committee endorsed the proposed mission.

**Key issues**

3. The City of Melbourne business mission will focus on creating and closing export opportunities for key sectors within the city economy that have a global competitive advantage, including bio-technology, clean energy, urban design and sustainable building sectors.
4. The Lord Mayor and Councillors' attendance with the mission coupled with our longstanding city to city relationships will leverage access for participating Melbourne businesses to civic and business leaders in Osaka (36 years) and Tianjin (34 years). Business opportunities can be accelerated based on these strong networks of government and business connections.
5. Mission activities will include presentations about Melbourne's capabilities in the designated sectors. There will also be roundtable discussions with business organisations and one-on-one matching of Melbourne businesses to prospective customers and partners. The mission will also visit Beijing to foster connections with central Chinese government organisations and civic leaders. Attachment 2 outlines the draft itinerary.
6. The mission has the support of key organisations in the bio-technology, clean energy, urban design and sustainable building sectors, including BioMelbourne Network, Australian Institute of Architects (Victoria division) and the Green Building Council of Australia.
7. It is anticipated City of Melbourne staff accompanying the mission will be the Chief Executive Officer, Manager Business and International and a trade advisor. Their roles will be to facilitate introductions between Melbourne business executives and overseas counterparts, assist and advise the Lord Mayor and Councillors and coordinate on-the-ground logistics and arrangements. The Melbourne Office Tianjin will also provide in-country support in China.
8. Business mission delegates will pay a mission fee to cover their accommodation, meals and in-country transport.
9. The City of Melbourne is expected to incur a total cost of \$35,511 for the Lord Mayor and two Councillors to participate in the mission. This estimate comprises:
  - 9.1. Lord Mayor: Business class airfare \$6700, six nights accommodation \$3963 and \$1530 for day-to-day incidentals (\$255 per day).
  - 9.2. Councillor A: Business class airfare \$6700, six nights accommodation \$3429 and \$1530 for day-to-day incidentals (\$255 per day).
  - 9.3. Councillor B: Business class airfare \$6700, six nights accommodation \$3429 and \$1530 for day-to-day incidentals (\$255 per day).

**Recommendation from management**

10. That the Future Melbourne Committee:
  - 10.1. Nominates the Lord Mayor and two Councillors to undertake travel to Osaka, Japan and Tianjin and Beijing, China to lead the City of Melbourne business mission for the period 23 to 30 March 2014.
  - 10.2. Approves an amount of \$35,511 to cover the travel costs of airfares, accommodation and day-to-day incidentals.
  - 10.3. Notes that the Councillors undertaking the travel will prepare a report to the Future Melbourne Committee or Council within 60 days of return from travel.

**Attachments:**

1. Supporting Attachment
2. Draft itinerary

**SUPPORTING ATTACHMENT**

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**Finance**

1. The estimated cost of \$35,511 for the proposed travel will be met from the existing budget allocation.

**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.

**Relation to Council policy**

3. The Director City Business has confirmed that the travel proposal accords with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.
4. The proposed travel, as part of the City of Melbourne's business mission, aligns with Council Plan 2013–17. It aligns with Goal 3: a prosperous city and the four year plan outcomes of a sustainable and resilient municipal economy that is globally connected.
5. The International Engagement Framework, endorsed by Council in April 2010, has identified building prosperity through increasing exports and inwards investment in Melbourne 'key industry sectors' as a priority for its relationships with Osaka and Tianjin.

**Environmental sustainability**

6. The proposed travel, as part of the City of Melbourne business mission, will facilitate the creating and closing of export opportunities for Melbourne firms in the clean energy, urban design and sustainable building sectors, thus promoting environmental sustainability.

Date	Time	City	Proposed business mission activities
<b>Day 1</b> <b>Sun 23 Mar</b>	AM	Melbourne	Travel to Osaka
<b>Day 2</b> <b>Mon 24 Mar</b>	AM	Osaka	Austrade Market Briefing
	Noon	Osaka	Roundtable lunch with Osaka Chamber of Commerce and Industry, Kansai Economic Federation leaders
	PM	Osaka	Individual business meetings
	PM	Osaka	City of Osaka civic/business event
<b>Day 3</b> <b>Tue 25 Mar</b>	AM	Osaka	Individual business meetings/site visits
	PM	Osaka	Melbourne Liveability and 3-sector focus business promotion seminar
	PM	Osaka	Industry Networking Function
<b>Day 4</b> <b>Wed 26 Mar</b>	AM	Osaka	Travel to Beijing
	2.00pm	Beijing	Business roundtable with Beijing industry leaders followed by individual business discussion
	6.00pm	Beijing	Networking dinner (Australian Ambassador to China as chief guest TBC)
<b>Day 5</b> <b>Thurs 27 Mar</b>	8.00am	Beijing	Travel to Tianjin
	1.30pm	Tianjin	In-country briefing + concurrent business roundtable with Tianjin industry leaders
	5.00pm	Tianjin	Courtesy call with Mayor of Tianjin
	5.45pm	Tianjin	MoU Signing Ceremony witnessed by Lord Mayor and Mayor of Tianjin
	6.30pm	Tianjin	Networking event co-hosted with Tianjin Municipal Government
<b>Day 6</b> <b>Fri 28 Mar</b>	9.30pm	Tianjin	Individual business meetings
	2.00pm	Tianjin	Industry visit
	6.00pm	Tianjin	Networking event with local businesses and industry leaders
<b>Day 7</b> <b>Sat 29 Mar</b>	AM	Tianjin	City Orientation
	PM	Tianjin	Depart for Melbourne

*Please note this program is subject to change*