

ATTACHMENT 1

PROFILE OF JINAN

Jinan is situated approximately 300 kilometres south of Beijing. Jinan is the capital city of the Shandong Province of eastern China and the political, economic, cultural, scientific, educational and financial centre of Shandong Province. It is also a city at the vice-provincial level and a coastal exoteric city ratified by the central government. Jinan Municipality governs 6 districts and is recognised as the “Spring City” for its famous springs. The City’s symbolic tree is the willow as this tree grows prolifically along the banks of the natural water system. The lotus flower is known as the city flower another native species to the area.

In 2002 Jinan registered a population of 5.76 million people with population growth at approximately 4%. There are 42 different nationalities in Jinan, 98% of people are Han Nationality.

History and culture

Jinan is recognised as an essential birthplace of the civilization in China. Shun, a chieftain of the pristine tribe was born and lived around Jinan. Chengziya in eastern Jinan has its origins dating back to the Longshan civilization that existed from 4600- 4000 BC. This was in the Neolithic age and evidence shows that basalt was the symbol of this civilization. At this site about 200 of China’s oldest relics were discovered.

Jinan has a history of more than 4000 years with many historic sites such as the relics of the Shun Civilization and the Qi Great Wall, which is China’s oldest structure built in the third century BC is older than the Qin Great Wall of China.

The first emperor of the Qin Dynasty introduced the Shire and County System and Jinan belonged to the Jibei shire. At the beginning of the Han Dynasty the Jinan Shire was founded. Consequently, Jinan got its name. Since the Ming and Qing Dynasties, Jinan has been the capital of Shandong Province.

Structure of Municipal Administration

The City of Jinan was formed in July 1929. Led by the Communist Party of China (CPC), citizens in Jinan have the right to vote and the right to stand for election. Jinan’s People Congress and its standing Committee exercise state power in the area. Deputies to the People’s Congress at the district and county levels are chosen through direct election. Deputies to the Jinan Municipal People congress are elected by the district and county peoples congress. The Municipal Peoples Congress elects a standing committee to serve as its permanent body and at the same time elects the mayor and vice mayors. The tenure of a congressman is five years.

The People's Government of Jinan is the executive body of the Jinan Municipal People's Congress and the administration body exercising state power in the area. Its major responsibilities are to carry out the resolutions of the Peoples Congress and its standing Committee, regulate administrative measures, issue decisions and orders, lead the different departments, district and county governments, implement plans and budgets of national economy and the society, administrate the economic, educational, scientific, cultural, sanitary, sport, urban and rural construction, financial, civil, public security, judicial, censorial affairs of this administrative area under its jurisdiction. The Municipal Governments consist of the mayor, vice mayors, secretary-general and directors of various committees, offices and bureaus.

Jinan Municipal Committee of the Chinese Peoples Political Consultative Conference (CPPCC) is the organisation of patriotic united front work. Led by the Jinan Municipal Committee of the Communist Party of China it comprises representatives from various democratic parties, non-party democrats, representatives from all circles. Compatriots from Taiwan, Hong Kong, Macau and overseas Chinese and guest members.

Natural Environment

Jinan is near Mount Tai to the South and neighbours the Yellow River on the north. It covers an area of 8,177 square kilometres with 3,257 square kilometres of urban area. The terrain of Jinan slopes down from the south to the north and the landforms vary with hills and inclined plains as well as alluvial plains of the Yellow River. There are two major water systems in Jinan – the Yellow River and the Xiaoqing River. The Daming Lake and the Balyun Lake are major lakes.

Economic Development

In 2002, GDP of Jinan is in excess of 120 Billion Yuan (20 billion Aus Dollars) and a growth rate of 13.2% was experienced. Primary industry is 9.87 billion Yuan, secondary industry is 50.16 billion Yuan and tertiary industry is 59.97 billion Yuan, which is increasing at a rate of 14% percent. Jinan is a booming industrial city for the province and one of the major industrial cities in China. Under the policy of "Base the City on Industry", Jinan boasts a range of industrial systems, including metallurgy, machinery, light textiles, chemicals, engineering, electronics, construction, materials, medicines and foodstuff processing. Jinan has 1125 large scaled industrial enterprises, including heavy duty trucks, machinery, tools, large punching machines, experimental machinery, washing machines, televisions and electronic weighing apparatus.

Jinan has nurtured the concept of promoting the industrial economy, through scientific and technical improvements. Partnering with Universities, colleges and scientific research institutes in the county and province, major efforts have been made to promote enterprises by science and technology in order to reform traditional industries and to create new products meeting high standards and added value. Jinan has established cooperative relations with 26 universities, colleges and institutes and has founded 6 technological centres at the state level. Jinan High Tech Development Area has established special administrative areas for overseas students as well as scientific and technological development for Universities, environmental protection science and technology are all catered for within the centres. Qilu Software Technology Park is a leading centre for world software development companies.

Jinan is among the nine biggest financial regions in China. By the end of 2002, the year-end balance of deposits came to 201 billion Yuan, representing a growth factor of 26.8% from the previous year. The insurance industry has enjoyed sustained growth as people's consciousness of the value of insurance has increased and growth in this industry is recorded at 26.1% on previous years.

Foreign Economic Cooperation and trade

Jinan has established a multilevel development pattern of opening to outside world. In 2002, 133 contracts involving foreign investment were signed showing a growth rate of 11.9% on previous years. 13 of the 500 most powerful enterprises in the world have invested in Jinan including Japan, Korea, Southeast Asia, the United States and the European Union are all major trading partners of Jinan.

Tourism

Jinan is endowed with abundant tourist resources and possesses 72 springs. In 2002, Jinan welcomed 10.277 million tourists, an increase of 21% from the previous year. The total income derived was 7.87 billion Yuan. To date Jinan has 5 officially recognised "beauty spots" that have received a Level A rating award by the national level of government in China.

Science and education

Jinan pursues the strategy of 'developing the city by relying on science and education. In 2002, Jinan scored 266 scientific and technological achievements with 30 reaching national level recognition. Expenditure on scientific research reached 30.7 million Yuan. Education is thriving in Jinan. Elementary education, quality-oriented education and adult education are among the best nationwide.

Medical and Health Care

Medical services have developed remarkably. By the end of 2002, there were 1707 medical care institutes, including 125 hospitals and 36,000 people engaged in various medical fields. In addition, the sanitation, anti-epidemic and emergency treatment networks are being augmented. The special emergency line 120 offers professional and immediate treatment to patients. The basic level of medical insurance policies for employees has started and the overall healthy target level for both urban and rural citizens of Jinan is at the forefront of large cities in China.

ATTACHMENT 2**DETAILS ON THE MEETING WITH AUSTRALIAN EMBASSY OFFICIALS IN BEIJING****Increasing debt ratio**

China has grown its debt ratio from past lending experiences and will open up its banking sector to the rest of the world by 2007. Managing the ever-widening income divide between west and east China is a significant challenge. It is expected that 300 million people will move from rural lifestyles in the west of China to the industrialised Cities in the east over the next 20-30 years. China will require 75 new cities to be constructed over the next 30 years in order to accommodate the migration.

Free Trade Agreement – Australia-China

China and Australia are currently entering into negotiations for a free trade agreement. Bilateral relations between China and Australia are strong and positive with both Governments presently working to accelerate the free trade agreement. This will ensure that anti-dumping legislation will apply to Chinese traders and will also facilitate better access in the service and agriculture sectors. China is the second largest merchandising supplier to Australia, which currently represents 25 billion dollars. Education and Tourism are fast becoming the leading industry sectors between the two countries.

In relation to Jinan and Shandong Province, Embassy officials advised that Jinan is a second tier City for the Australian Federal and State governments with most resources to date being focussed on the first tier Cities of Beijing and Shanghai. The officials noted that the Joondalup delegation would have positive outcomes, as it would facilitate the opening up of relations with second tier Cities.

Visa Applications

The Department of Immigration has experienced increasing demand for visas granted to Australia, with more than 100,000 issues per annum and rising. In regards to Shandong Province, it was reported that very good relations exist with the Shandong Foreign Affairs Office with increasing demand for short stay 3 months visa issues for study and education purposes. Shandong Province is looking for trusted third party agreements to be established to accommodate their growth in demand for education and training services. The Australian Embassy advised that a new visa type is being introduced for professional development purposes.

The relationships developed between Chinese and Australian Governments at all levels is required to be based on facts and honesty about the circumstances or agreements being developed. Chinese protocols require letters of invitation to be open and transparent.

Tourism

Tourism is another sector that is experiencing growth in visa demand. Australia has approved destinations within China, which provide for group tourism to Australia. Since 1999 six new regions have emerged and are expanding in economic activity.

Crime and terrorism

The Australian Federal Police (AFP) advised that crime could rise from increasing immigration activity between the two countries into the future and screening programmes would need to be increased. The AFP advised that Chinese Security Services considers it has no immediate, significant terrorist concerns and is generally very safe for foreign visitations. Forgery is one of China's major problems, which is likely to be related to social issues and disparity in economic wealth of Chinese citizens.

Educational reforms

The Counsellor for Education and Training advised that China is undergoing educational reforms and expanding its post-secondary participation. In 1998, participation was 1.8 million and in 2003 this grew to 3.8 million. The opening of China to globalisation is driving the boom in education as citizens increase their wealth they are then focussed on the best education for their children. Chinese organisations are also seeking to further train and develop staff and they face the challenges of finding quality education versus the infrastructure costs to supply the growing demand. Australia currently has 41,000 students from China and in Western Australia at June 2004 there were 2148 enrolled. The Chinese have not yet recognised Western Australian education provision as well as in the eastern states as a quality study option and the promotion of Western Australian education services to China holds great opportunity.

Australians entering China to deliver partnership programs to China include joint degree partnerships through broad bi-lateral relationships are proving to be an excellent commercial opportunity. The partnership provides a better understanding of Chinese requirements. The greatest barrier is still financial resource and the Chinese are dealing with issues of returns on education investments and better surety from partners. Academic partnerships should be focussed on in the first instance and work toward joint infrastructure projects into the longer term. Research and collaborative projects is increasing in both directions from China to Australian and vice versa.

Government support: Positioning Joondalup and Western Australia in China

Positioning Western Australia and in particular Joondalup will require high-level government support. Presently, Western Australia does not have a high profile in China, therefore the work being undertaken by the City of Joondalup assists in raising the profile of WA in general and the significant benefits generated will be well worth continued effort into the future. The relationships with China can be maintained through regular visits, hosting delegations and research delegations exchange programs.

Austrade – Current and future relationships

Austrade advised that the Australian Federal Government was dealing mostly with large companies products and prototypes in Jinan. Jinan is recognised for the Shandong Energy Corporation producing solar panels in the locality. Austrade recognise that the Australian Governments relationship is not particularly strong in Shandong, as they tend to focus on the first tier Cities of Beijing and Shanghai.

Austrade plan to do more with Small and Medium enterprise and will commence promotions at trade fairs to build long-term benefits. They recognise that the need to build relationships in China is paramount and will always precede trade agreements. The promotion and relationship that can potentially be built from the relationship between Joondalup and Jinan is significant and the Australia Embassy Officials acknowledged this.

ATTACHMENT 3

INDUSTRY SECTOR REPORTS FROM DELEGATES

1. Industry Sector Report for Tertiary Education – by Professor Patrick Garnett, Deputy Vice Chancellor (Academic) Edith Cowan University

Key findings from the visit

- Jinan, with a population of 5.7 million, is situated in Shandong Province (population 80 million) approximately 500 km south of Beijing.
- The Chinese economy continues to grow strongly at about 9% per annum despite government attempts to slow this growth.
- A Free Trade Agreement (FTA) between the People's Republic of China and Australia is proposed for the middle of 2005.
- There appeared to be a genuine commitment and desire amongst key party and city personnel to progress the Jinan/Joondalup relationship to the mutual benefit of both cities.
- The President of Jinan University expressed an interest in a relationship with Edith Cowan University, including the possibility of 2 + 2 educational programs.
- There was a genuine interest amongst Jinan University students in an 'Australian' university experience.
- There was a perceived need to provide intensive training for English teachers in Jinan and Shandong.
- There was a perceived need for postgraduate courses for those involved in city administration and business.

Potential opportunities identified

Opportunities for ECU include the following:

1. A 2+2year Jinan University / ECU program which could be formally established when the Jinan delegation visits Joondalup in November 2004. To be maximally effective ECU should exploit the sister-city relationship in targeted marketing within Jinan University.
2. The possibility of the Jinan Education Bureau funding teacher groups to visit ECU for semester or year programs in English language.
3. The possibility of postgraduate training for Jinan Personnel Department staff associated with an on-the-job mentoring program designed in association with the City of Joondalup and IIBT.
4. The possibility of training public safety officials in collaboration with the WA Police Academy (at Executive leadership level).

Future directions

1. DVC(Academic) to investigate relationships between IIBT and ECU in relation to English teaching and postgraduate offerings to Jinan Personnel Department.
2. DVC(Academic) to liaise with DVC(SA&I) and the International and Commercial Office regarding the preparation of an agreement relating to a 2+2 Program.
3. DVC(Academic) to liaise with Professor Robert Harvey regarding possible opportunities in police executive training.
4. DVC(Academic) to liaise with Professor Bill Loudon regarding possible opportunities in English Teacher Training.
5. DVC(Academic) to liaise with International and Commercial and Faculty Offices regarding possible follow ups during other business trips to China.
6. ECU to prepare for the visit of the Jinan delegation to Joondalup in November and sign an agreement establishing a 2+2 relationship with Jinan University.
7. DVC(Academic) to liaise with DVC(SA&I) regarding WA's lack of presence in China compared with initiatives by other states.

2. Industry Sector Report for Vocational Education – presented by Mrs Sue Slavin, Executive Director, West Coast College of TAFE

Key findings from the visit

The Jinan visit provided West Coast TAFE with a wonderful first hand opportunity to see how the College might identify and meet the needs of the vocational education and training market in China. Insights gained include impressions of a massive, burgeoning economy, which has an appetite for worldwide technological and lifestyle/ consumer trends. With the spread of western middle class aspirations evident in Beijing and Jinan, industrialisation and a massive increase of university graduates, I believe now 30 per cent, there were many obvious skills gaps and training opportunities for TAFEWA in general and West Coast TAFE in particular.

The trip proved to provide more opportunities for observation than direct negotiations, although initial contacts were made with the Jinan Education Bureau Director, Liu Yuan Gang and the Director of the Foreign Affairs Office at Jinan University, Liu Jinsheng, as well as useful visits to the Jinan Hospital and the Jinan Chinese Traditional Medicine Hospital.

Potential opportunities identified

Obvious opportunities include Business and Management Training, Hospitality and Tourism Training (ideally in conjunction with ECU given excellent articulation arrangements with the university), and Enrolled Nursing (again possibly in conjunction with ECU) – both on and offshore. Since my return senior West Coast TAFE staff and I have met with Dr Glenn Watkins of the International Institute of Business and Technology on two occasions and have identified the full range of College courses and discussed an early proposal for enrolled nursing training in China. The College is currently putting together a proposal for the latter in Chennai India which might provide a useful model for Jinan.

A Jinan study tour of alternative medicine through West Coast TAFE, similar to a wellness course run by Challenger TAFE in India, would be an attractive option and I have raised this with Dr Watkins.

Further I benefited from the relationships developed with other delegates during the tour and am currently further develop partnerships which would be of mutual benefit to organisations and the city.

Overall impressions

Jinan and further, China, was far more technologically and economically advanced, and much more open to western trends and traditions than I had expected. The rapid development has brought with it some social and environmental problems, which will need urgent attention. It is highly likely that Western Australian education and training providers could have a part to play in this.

Future directions

I think the return visit by the Jinan delegation will help to cement relationship and provide opportunities for all partner organisations to showcase and develop business. The College would be pleased to host a lunch with the assistance of the College training restaurant either alone or with ECU as is deemed appropriate.

3. Industry Sector Report for Police and Security Services – by Mr Graeme Lienert, Assistant Commissioner, Corruption Prevention and Investigation, WA Police Services

Key Findings From Visit

People's Republic of China (PRC) has a central government, 23 governing provinces and 4 cities with its own government (Beijing, Shanghai, Tianjin and Chingqing)

The population of China is 1.3 billion – with 19 million births per years

Jinan has a population of 5.7 million and is situated in Shandong Province approximately 500 kms south of Beijing

Chinese economy is strong at 9.1%. The government is attempting to slow growth.

Agriculture and services – a free trade agreement between PRC and Australia is proposed for mid 2005.

Key Outcomes from the visit

Sister city agreement signed between Joondalup and Jinan

Joondalup will host a visiting delegation from Jinan to Perth in November 2004.

Jinan would like students to study in Perth, and are prepared to discuss the potential for their Public Safety Officials to train at the WA Police Academy at executive leadership level. Any such training to be linked with advanced tertiary training such as with ECU.

Key Areas

Public safety – PRC seeks economic integration with Australia. Fall out from any such integration may lead to issues with drugs, economic crime, and immigration compliance. Terrorism is considered low (Source AFP delegate Australian Embassy Beijing)

Tourism – 100,000 visas issues per year - 3-month visa issues for training purposes. Jinan officials would like to negotiate direct air flights from Jinan to Perth. Shandong is looking for trusted third party agreements (joint ventures). Jinan hosted the PRC National Tourism Trade Fair with 12 sister city representatives presents including Joondalup.

Education – influenced by China Reform program to expand post-educational delivery (increase from 55 to 17%). In 1998 - 1.7 million students moved into tertiary studies and in 2003 – 3.8 million moved.

For Western Australia the focus on China has been on gas and natural resources. There is now opportunity to extend that focus to education, training and services. Note visas will be issued for professional development. (Source: Australian embassy officials). Due to demand for tertiary education, Chinese students look overseas for education options (UK, USA, Australia). 75,000 students were granted visas to Australia in 2003, 2148 of them studied in Western Australia.

- Australian implications in education terms:
- Joint degree programs in partnership with Chinese universities
- WA has opportunity to lift market share to Australia.

Industry – Jinan is advanced in products and prototype development such as solar power and computer chip development and is second- tier city for smaller companies.

75% of the Chinese market goes to Sydney and Melbourne. Queensland have strong State Government input with China and have recently placed Queensland representatives in China to increase market share. (Source: Australian embassy Beijing)

Policing – Discussion held with Director of the Public safety Bureau, Mr Meng:

Leadership training at WA Police Academy – co-located with ECU

Safety and security

Police structure and hierarchy (PRC) 3 levels – municipal, provincial and national:

-1.7 million police in PRC

-8,800 police in City of Jinan

-Police changes uniforms from khaki (military style) in 1999, - to blue (based on western style)

-Police are Answerable to law – monitored by the media

-National conference of all municipal, provincial and national policing representatives was held in Jinan in 2004, the

outcome of which is that police are given higher status in the -

-PRC national standing

-Focus: working with community for public safety

-Mayor Bao of Jinan is supportive of police delegation/ training at WA Policy Academy

Site visitation tour of Police Headquarters

Viewed training display

Urban police stations are focussed on citizens service. Security at stations has been removed in order that citizens can see the face of police – ‘zero space between police and citizens face’.

Traffic command and control centre, Note: police responds to all calls for assistance (dial 110) using sophisticated computer video technology. Urban police – 3 minute response

If police assistance not required, then the call is diverted to other emergency services, or government departments as required. Traffic control lights are monitored from the same centre.

A major operation in management of the Asian Soccer Cup final was undertaken recently in Jinan.

Dedicated traffic personnel (1500) won awards as best in PRC

NOTE: Tianjin police also interested in sending a delegation to Australia in November – Queensland is currently at the forefront to gain this business.

Future Directions

WA Police Officials will meet with Jinan Officials in November 2004 to advance proposals for Academy attendance.

4. Industry Sector Report for Tourism – by Mr Alan Green, Acting President, Sunset Coast Tourism Association

As a member of the recent City of Joondalup Delegation to Jinan CHINA, I offer my opinion on the visit, which was totally funded personally

During the recent visit to China 1/9/04 - 5/9/04 the thirst for knowledge of western business concepts and indeed western culture was most apparent, during our exposure to an International trade fair in Jinan, a heavy industrialised city, set on the eastern coast of China, around one hour's flight south from Beijing.

During a meeting of small business operators in Jinan, a constant enquiry was, how do we link up with Australian business people to further develop business relationships for long term mutual benefits. At the trade fair booth that City of Joondalup had set up a display, 500 of my business cards went in one hour!

Having access to ministerial level players was a bonus for myself as a tourism and small business representative, alongside James Chan, who owns the Joondalup Resort Hotel and David Curry who is President of JBA.

The Chinese business establishment in Jinan are very keen to further develop relationships with small business in Joondalup.

One area I indicated to them they could improve was their weak Brand Awareness of Chinese products, in fact they were unable to name a global Chinese company with household familiarity as compared to the Japanese companies SONY HONDA etc., when pressed they spoke about Qindong Motor Cycle Co?

I let them peruse the Hanson brochures indicating the recent Brand Management and Australian Style Guide input from Compac Marketing, also the use of the internet in advertising.

Being still a very closed society politically, I have another business website www.seascapes.com.au that has translations into Chinese, the translations on the website were blocked, as it uses "babelfish" an area of the search engine ALTA VISTA which is blocked in China

The Chinese delegation will be visiting Joondalup in November, as part of their visit I will recommend to CoJ we offer access to Compac Marketing to allow them to meet with the Design team who were involved in the re-branding of Hanson, (a global company).

The number of visitors to Joondalup will grow from China, with Jinan having a population of 5.7 million people with a further 88 million living in the region known as Shandong Province, with land space equivalent to the Joondalup and Wanneroo regions

The Chinese are set on westernising their country to become the World's Factory, they are very purposeful on their intent on obtaining for the population, a place in the sun, as the opportunity arises, to travel to countries which are part of the Chinese Foreign Affairs areas of access, Australia is one of those listed, this will open up new possibilities for services, trade and tourism.

Sunset Coast Tourism Association is dedicated to improving the awareness of visitors to Australia and our part of the world; the visit to China will help this awareness campaign

Compac Marketing has proven ability in Brand Management, this is a very important opportunity to work on, and consolidate our skills, in presenting to the Chinese delegation a Western Australian Version of Brand Awareness and how we can help them identify their brands/regions/services as icons for global consumption

The quality and preparation of the delegation to Jinan was one of most professional I have been part of, the leadership by John Paterson was exemplary, with support from Rhonda Hardy and the rest of the team, showing that Joondalup is a world class player on the international arena in terms of a community in harmony.

5. Industry Sector Report for Hospitality – by Mr James Chan, Managing Director, Joondalup Resort

Key Findings from Visit

- Phenomenal economic growth during the last 20 years.
- Growing urban affluence amidst rural poverty.
- People very keen to find out more about Australia, especially beautiful beaches and cleanliness.

Potential Opportunities Identified

- A rapidly growing class of travellers yearning to see the Western world.
- Jinan Government is very keen at promoting inbound and outbound tourism
- Jinan is rich in historical sites (eg. Confucius Temple) and springs – This can be a strong attraction for Australians wishing to tie in their visit to Beijing to see the Great Wall or for business.

General Information

- People are extraordinarily hospitable and eager to assist.
- Jinan is under-marketed and needs more world wide promotions.

Future Directions

- Together with Alan Green, we plan to set up meetings with our local travel agents to meet up with the Jinan Tourism Officials' visit here in Perth in November. It can both be for inbound and outbound tourism purposes.
- Need to work out the best way to finalise obtaining tourist visas – into Australia and vice versa.

6. Industry Sector Report for Health – Mr Kempton Cowan, Director of Health Joondalup Hospital

The visit was considered a success by all involved, which were primarily the Joondalup Key Stakeholders Group (12 in total). Local government officials from the City of Jinan (population 6M) and the Province of Shandong (population 17M) were extremely enthusiastic and hospitable. The main purpose of the visit was to sign a sister city agreement with the City of Jinan, which received positive media coverage throughout Shandong.

I met with the Vice President of the Jinan Public Health Bureau (Jiren Ma), which is responsible for health services for the 17M people in Shandong, on several occasions, and toured the Jinan Central Hospital twice.

From a personal perspective, the trip was fascinating and well worth taking a week's annual leave. From a company perspective, the benefits include:

- Increased support from key stakeholders. The trip was led by John Patterson, the State Government appointed Chairman of Commissioners of the City of Joondalup, who is held in high regard by the current State Government. A strong bond was formed between the key stakeholders involved, which will undoubtedly result in more widespread support for JHC (including its redevelopment) from Community Leaders.
- The Jinan Central Hospital (JCH) is keen to sign a friendship agreement with JHC, as a prelude to possible medical and nursing exchanges
- JCH is also keen to leverage off Australian technical knowledge.
 - At the latter meetings, the Vice President also suggested there may be substantial privatisation opportunities as (or if) the relationship develops

We are also exploring the possibilities in high net worth patients travelling to Perth for elective surgery.”

7. Industry Sector Report for Business – by Mr David Curry, President, Joondalup Business Association

Key Findings From Visit

There is a need to raise awareness and change perceptions of China from within Australia. The existing perceptions of China are generally not accurate and this is an issue for Australia and its governments.

The Sister City relationship has provided a “passport” for the business community to develop trade relationships with both the city of Jinan and Shandong Province.

The contacts we have made need to be developed so that they become mutually beneficial long standing relationships.

The Joondalup Stakeholder Group has become more unified than before and will be able to operate more effectively in its role to assist in progressing the City of Joondalup.

Potential Opportunities Identified

Key contacts have been made with business and government leaders from the City of Jinan and Shandong Province together with the China–Australia Chamber of Commerce in Beijing.

Much of the prior work done with China has been at the ‘higher end’ of business i.e. oil, gas, iron ore. The contacts made by this delegation will be valuable in assisting small to medium size businesses to develop future trade links.

The China Chamber of International Commerce (Shandong Chamber) are looking to form an official agreement with the Western Australian Chamber of Commerce. The WA Chamber of Commerce has been presented with a draft agreement for consideration.

Western Australia, as a State can benefit from the groundwork laid by the City of Joondalup delegation.

Future Directions

The long-term sustainability of the relationship between Joondalup and Jinan must be able to cut across future political barriers and processes. Future leaders to the City must recognise that they need to give ongoing support to this initiative moving forward. A long-term plan will go some way to achieving sustainability.

8. Industry Sector Report for Retail – by Mr Peter Flatt, Senior Asset Manager, ING real estate

ING Real Estate has a presence in China

ING Real Estate sees it has a role to support the City of Joondalup in a joint initiative to its planned destiny to be the second CBD to Perth

The Jinan Government is very serious about forming strong relationships through highly professional approaches to its visiting delegations

The City of Joondalup has shown vision and entrepreneurship in the way it has progressed its relationship with Jinan. Future Directions

ING Real Estate is looking forward to being involved in reciprocal relations of the two Cities

ING real Estate sees a role in joining with industry leaders in promoting tourism for Joondalup.

9. Industry Sector Report for Private Education – by Dr Glen Watkins and Mr David Xu, Directors, International Institute of Business Technology

Key Findings From Visit

The Joondalup Delegation has created a very positive image in Jinan

The Chinese want continuity in their relationship and as they have a central Government they need assurance that we will be a good partner and maintain positive long term relations

Significant difference in the two delegations that have visited Jinan. This delegation was more effective through the presence of industry leaders in attendance and the strong leadership, a real agenda, interest and commitment shown by the Chairman of Commissioners and all members to the delegation.

The preparation and organisation in bringing the visit together was outstanding.

The Mayor of Jinan advised he was very happy with meeting the Delegates and advised he had the happiest day with a delegation that displayed elegance and sensitivity.

Future Directions

The Jinan Government is currently training their senior staff in Maryland USA. The Government are keen to move their attention to Joondalup for future public service training. A number of senior level government officers have been granted budgets for further education at ECU.

Jinan is now a gateway where opportunity for others can be accessed for citizens of Joondalup
China has huge investment potential but they need to know how they can get their investments into other countries – Joondalup is now a step ahead in that the gateway is open

ATTACHMENT 4**DETAILS ON THE AUSTRALIAN SISTER CITY ASSOCIATION****Information relating to the Australian Sister City Association**

As the name denotes, the Australian Sister Cities Association (ASCA) is an association of towns, shires, cities, ports and even States that have a Sister City relationship. It keeps a register of all Australian affiliations, of which it is aware, and encourages their extension. The ASCA also takes an active role in matching cities in Australia with cities, both from overseas and within Australia, seeking a Sister City relationship. The ASCA is also the link between an Australian Sister City and the many projects and ideas that have been experienced here and abroad. Many municipalities in Australia have at least one Sister City relationship with a town or city overseas, or within Australia, and many have multiple arrangements.

The objective of ASCA is to provide an umbrella of support and to promote these affiliations. ASCA also aims to provide a forum for cultural, economic and educational interchange between communities and to encourage friendship, co-operation and understanding to improve peaceful coexistence worldwide.

**Origins of the Sister City Movement**

The Sister City movement, as a worldwide concept, came into its own very shortly after World War Two. National Sister Cities efforts were independently started on many different continents, but all had the same goal; to help develop enduring networks of communication between the cities of the world to cut across boundaries and reduce the likelihood of polarisation and conflict among nations. President Eisenhower's People to People program, which began in America in 1956, gave a huge boost to the concept of twinned cities. Some linkages occurred before that, but the Civic Committee of People to People (one of 40 People to People committees) which promoted town affiliations, eventually became Sister Cities International in 1974.

Because Sister Cities programs were initiated at the national level in many different countries during the same time period, approaches as to how the program would be structured and function varied. In Europe, the program enjoys great popularity and involves thousands of cities of all sizes linked with two, three and more partners. This is often known as Twinning or Twin Cities.

The links tend to be very formal with resolutions establishing them accompanied by documents of agreement detailing the kinds of exchanges to be undertaken. In many countries links have to be approved by the national governments.

In Australia, the appeal of “international understanding and friendship” has been attractive to community minded local citizens since at least the 1930’s. The Shire of Parkes, New South Wales, claims a Sister City affiliation with Coventry in England that originated in 1939. A relationship was established between Saddleworth in South Australia and Saddleworth Parish in the United Kingdom in 1941, while one has existed officially between Hunters Hill and Henley-on-Thames since 1950, and one between Bega, New South Wales, and Lyttleton, Colorado, United States of America, since 1956. Today Australian cities have nearly 470 Sister City Agreements throughout the world and this number increases every year.

History of the ASCA

In 1978 a group of like-minded people became aware that in the United States of America sister cities across that nation came together annually to discuss matters of mutual interest and benefit. Research disclosed that there appeared to be twenty-six sister city affiliations throughout Australia, but there was no interchange between them. They proposed to bring these cities together. The Newcastle Sister City Committee agreed and hosted the first Sister City Convention in September 1979.

It was decided at this convention that Sister City conventions should continue on a regular basis. A committee was formed at the Goulburn Convention in 1980 to consider the drafting of a constitution to enable delegates at the next convention, to be held in Hobart, to discuss whether a formal organisation was desirable. A second committee was appointed to refine the document for further consideration.

The general meeting of the proposed Australian Affiliated and Sister Cities Association was held on Wednesday, 29 September 1982, in Alice Springs and adopted an amended constitution, altered the name to the Australian Sister Cities Association and elected its first Executive Committee. Since then a conference has been hosted annually by different cities which have applied to be hosts.

Further conventions, later to be called conferences, have been held in Townsville in 1983, Bega in 1984, Albury in 1985, back to Hobart in 1986. Lake Macquarie hosted in 1987, Cairns in 1988, Shepparton in 1989, Darwin in 1990, Devonport in 1991, Penrith in 1992, Broken Hill in 1993, Belmont in 1994, Hobsons Bay in 1995, Cairns in 1996, Hobart in 1997 and Port Stephens in 1998. Darwin again hosted the conference in 1999 and it was held in Adelaide for the first time in the year 2000. Bunbury-Busselton hosted in 2001, Bendigo in 2002 and Orange in 2003.