



REPORT TO COUNCIL REGARDING THE CITY'S DELEGATION TO CHINA IN 2015

From: Han Jie Davis

Date: 11 December 2015

From 6th Oct to 16th Oct 2015, the City's delegation visited Linfen City in Shanxi Province, Zhoushan and Hangzhou City in Zhejiang Province of China.



The delegation was headed by Ken Diehm, CEO of the City of Greater Geraldton (CGG), and included Cr Shane Van Styn, Brian Robartson, Manager Economic, Land and Property Development of CGG, Han Jie Davis, Economic Development Officer of CGG, Fiona Shallcross, Project Manager of Mid West Development Commission, Jacinta Shen, Marketing Officer of Geraldton Air Charter, Barry Humfrey, Managing Director of Humfrey Land Development, and John Gooch, Managing Director of Shine Aviation.

Total cost for the 5 delegates of the City and the Midwest Tourism Alliance is \$16,387 (e.g. \$3277 per delegate). Cost for Fiona Shallcross is covered by the MWDC. Mr Barry Humfrey and Mr John Gooch joined the delegation at their own expenses. The Zhoushan City Government generously agreed to meet all conference costs for all delegates from Geraldton, including registrations, accommodation, meals, and travel whilst in China during the Conference. Linfen City Government covered the cost for transportation and meals in Linfen City.

External delegates have provided the City with a report on the delegation and are attached for reference.



Visit to Linfen

- Itinerary

From 9th Oct to 10th Oct, the delegation visited Xiangfen County, Tao Temple Historical Relics, Ding Village Fork Museum, State Museum of Jin and Fen River Landscape Park. A signing ceremony and introduction meeting was held by Linfen City Government.



Mr Yue Puyu, Mayor of Linfen and Ken Diehm, CEO of City of Greater Geraldton on the Strategic Partnership signing ceremony in Linfen on 9th Oct 2015

- Outcomes and actions

1. The Agreement of Establishing Friendship City Relationship between the City of Greater Geraldton and Linfen City in Shanxi Province of China is formalised in Linfen City during the visit.

Action: with this Agreement, the two cities will carry out exchanges and cooperation in the fields of economy, trade, science and technology, culture, tourism, education, sports, health, personnel etc. to promote common prosperity and development.

2. China Connect (E-Commerce Project)

During the visit to Linfen City, the delegation met with Mr Wu, Dr of Central Queensland University, who is helping Linfen City on an E-commerce project, which enables direct communication without language barriers and transaction online. This online platform is equivalent to T-mall system exclusively between Australia and China, which is almost the same with our China Connect project.

Actions: To continue the liaison with Dr Wu to see how the City may be able to leverage this system to trade our products and services directly with China.



3. Bonded Zone in Houma

Houma is located in the centre of the “small triangle” formed of Linfen, Yuncheng and Jincheng. Houma is a city which gathers merchants from all over China, a dry-port which aggregates thousands of vehicles of goods.

Shanxi Fanglue Bonded Logistics Centre in Houma is the only nationwide bonded logistics centre of pilot project which government set up the stage and let a private corporation operates.



The scope of its import and export business covers more than 20 countries and regions, such as Australia, Brazil, Indonesia, Mexico, the Philippines, Colombia, Japan, South Korea, Europe, the United States, Southeast Asia and other places.

With China Connect to be the ‘heart’, this logistic Centre would be the ‘blood’ for produces and services trade between the Midwest and China.

Action: the City to follow up with Shanxi Fanglue Bonded Logistics Centre in order to establish direct trade between Midwest and China.

4. The delegation visited the new Airport that has just been completed in Linfen that is yet to open. Discussion took place on the feasibility of chartering a plane between Linfen and Geraldton to enable direct goods, tourist exchange and showcase Midwest tourism products.

Action: To instigate a prefeasibility study with the Linfen City Government to explore the possibility of chartering airplane between the two cities, to enable direct goods, tourist exchange and showcase Midwest tourism products.

5. Mr Barry Humfrey delivered a PowerPoint presentation to over 40 board members of Shanxi Jianbang Group and enterprises from Houma.

6. Cooperation between MWCCI and Chamber of Commerce & Industry of Linfen (LFCCI)

Background: During August meeting of Australia China Business Council Midwest Committee, MWCCI expressed their interest in establishing partnership with Chinese Chambers of Commerce.

During the City’s delegation to Linfen, the group tabled this idea with LFCCI (Mr Wu is the Deputy Chair). LFCCI is keen on this initiative and very timely, Mr Wang, Deputy Mayor of Linfen City, who is in charge of tourism and trade, will be coming to visit Geraldton in Dec 2015 or Jan 2016.

Action: The City to work together with the MWCCI to facilitate an introduction session with the visiting group as a precursor to potential future relationship.

Visit to Zhoushan

- Itinerary

On the 12th Oct, a Geraldton City Day was held at the Australia Products Trade Centre in Zhoushan. CEO Ken Diehm delivered a speech to local audience and was interviewed by multiple local Medias. The group also visited Nandong Village in Dinghai District, a housing project on Long Island and Putuo No 2 Middle School (Sister School of Geraldton Grammar School)

On the 13th Oct, the delegation attended the 2015 International Islands Tourism Conference, CEO Ken Diehm also presented on the Mayor's Forum. The group participated in the Tourism Products Show by answering questions from both the audience and Medias, distributing promotional materials to Chinese travel agencies and individuals.

On the 14th Oct, the delegation was arranged to visit Putuo Mountain, which is the No1 drawcard of Zhoushan in terms of tourism attraction development.

- Outcome and actions

1. CEO Ken Diehm delivered a PowerPoint presentation to the 2015 International Islands Tourism Conference, which attracted over 60 international and local media (Internet, WeChat, newspapers, Radio and TV channels).



Links to relevant news on the internet:

[Geraldton City Day - Dinghai TV](#)

[Geraldton Delegation visit Nandong Village - Zhejiang News Online](#)

[Geraldton City Day - I AM ZHEJIANG - WeChat](#)

[Geraldton City Day - I AM ZHEJIANG – 12 Oct](#)

[Geraldton Delegation visit Putuo Mountain - I AM ZHEJIANG](#)

[Geraldton City Day - Zhoushan Time](#)

[Geraldton City Day - Zhoushan Evening News](#)

[Geraldton City Day - TV Channel of Zhoushan News](#)

[Phonics TV - Ningbo](#)

[Geraldton Delegation visit Nandong Village - Zhejiang News Online - Dinghai Branch](#)

[Geraldton delegation visit Putuo Mountain - Putuo News](#)

[Geraldton City Day - Zhoushan News - Dahai Net](#)

[Geraldton delegation visit Nandong Village - Zhoushan News - Dahai Net](#)

[Best Feedback from Attendees – Geraldton - Zhoushan News - Dahai Net](#)

Through attendance at the conference, Geraldton and the Midwest region have been promoted to:

- 25 countries
- Over 1000 attendees of the Conference
- 1.4 million Locals of Zhoushan,
- 550 million Locals of Zhejiang Province, and
- Millions of audience of International Medias, and Chinese Internet, radio and news apps.

2. City Day in Zhoushan –

As part of the Conference, only 3 cities (Geraldton of Australia, Athens of Greece and Male of Maldives) were selected among 25 countries for the City Day road show. The news of Geraldton City Day is on the cover page of Zhoushan Daily and Jinri Dinghai newspaper. Translated version of the articles within the newspaper is attached.



Over 30 promotional images and brochures about the Midwest region were displayed at the square adjacent to the Australia Products Trade Centre in Zhoushan. After the Geraldton City Day event, the delegation was given all the images (free of charge, by the organiser of the Conference) for future promotion in Australia.

3. Tourism products promotional stand:

- Displaying promotional video;
- Answering questions from Media, travel agencies and individuals;
- Distribution of promotional brochures;
- Distribution of 100 memory sticks to International travel agencies and hotels, cruise liners, airline companies and major Chinese travel agencies.

Promotional materials of the following organisations/projects were distributed at the promotional stand.

- Geraldton Airport Technology Park
- BCMII Concept Plan
- Station Square Landscape Concept Plan
- 2015 Chinese Holiday Planner -TWA
- Eco Abrolhos
- Mulla Mulla Design
- Imagery of the Australia's Coral Coast
- Promotional video of the Australia's Coral Coast
- Geraldton Air Charter
- Shine Aviation
- Humfrey Land Development

As a representative of the Midwest Tourism Alliance, Jacinta Shen promoted the Pink Lake and Abrolhos Islands to major Chinese travel agencies, and directly interacted with local audience in Mandarin, also assisted the group to communicate with Chinese media and government officials.

4. From the private sector, Mr John Gooch is convinced by his first-hand experience in China, he is now determined to obtain 'China-Ready' accreditation for the huge potential for Chinese tourism market.

Action: The City to engage with the Midwest Chamber of Commerce to lead the facilitation regarding 'China-Ready' applications for local tourism operators in the Midwest region.

5. In order to enhance the cooperation and exchange between Geraldton and our Strategic Partner City – Zhoushan, the delegation also visited Zhoushan Putuo No2 Middle School, which is the first Sister School of Geraldton Grammar School (GGS).

CEO Ken Diehm and Cr Van Styn answered questions asked directly by students in English, and filled the gap between cultures with interesting guessing game with the kids.

The group also met with the 10 students who visited Geraldton in Aug, during the first student exchange program with GGS.

After the Tourism Conference, there is another school - Zhoushan Nan Hai Experimental School (NHES) proposed a Sister School relationship with a school in Geraldton, aiming to sign up a MOU and achieve the first student exchange (between 13 -18 years old, home-stay summer camp) in July or August 2016.

Action: The City has forwarded this proposal to GGS for their consideration and has been facilitating further communication and due diligence between the GGS and the NHES.

Visit to Hangzhou

- Itinerary

On 15 Oct, the delegation visited WA Trade Office in Hangzhou

- Outcomes

In order to promote investment opportunities in Geraldton and the Mid West region, the group managed to meet with Madam Dai, Director, Division of American & Oceanian Affairs of Zhejiang Provincial Foreign Affairs Office (Zhejiang Provincial FAO), and Mr Wang, Manager, WA Trade Office in Hangzhou.

In addition to the Government initiatives, John Gooch and Barry Humfrey, introduced their core business and investment opportunities in terms of tourism and land development in Geraldton and the Midwest.

Both Zhejiang Provincial FAO and WA Trade Office in Hangzhou have been most supportive and helpful to promote these opportunities among their networks in China.

Attachments:

- *Translated news regarding the City's delegation attending the 2015 International Islands Tourism Conference in Zhoushan*
- *Letter from Mr John Gooch, Shine Aviation*
- *Letter from Mr Barry Humfrey, Humfrey Development*
- *Letter from Ms Jacinta Ping Shen, Geraldton Air Charter*
- *Letter from Fiona Shallcross, Mid West Development Commission*



City of
Greater Geraldton
a vibrant future



舟山日报

13th Oct 2015

Experiencing exotic beauty, showing city friendship

City Day series of 2015 International Islands Tourism Conference



Different sea water, different beaches, different seafood, different culture, different skin, different language... 2015 International Islands Tourism Conference (IITC) City Day is truly an eye opener.

'This is awesome! I didn't know Australia has such an untainted, beautiful place, will have to go there have a look myself'. Mr Jin, a local a travel lover in Zhoushan said to us: 'really regreted that I only went to Sydney, Melbourne, Brisbane and Cairns in 2013 but didn't know that Geraldton is so beautiful!'

Yesterday morning, City Day for Geraldton of Australia, Athena of Grace and Maldives was held at the Direct Imported Goods Shopping Centre of Zhoushan Port Bonded Zone in Dinghai, Xincheng and Donggang Districts.

'Yayanong'! Mr Ken Diehm, CEO of City of Greater Geraldton impressed the crowd by saying 'thank you' in Zhoushan dialect at the end of his speech. After the opening ceremony, Mr Ken Diehm and his delegation promoted the wine, honey, formula and milk powder that imported directly from Australia, which generated stream of local buyers.



City of
Greater Geraldton
a vibrant future



今日定海

14th Oct 2015

Enjoy the beauty of Western Australia at your doorway

City Day series of 2015 International Islands Tourism Conference

On 12th Oct, the 2015 International Islands Tourism Conference (IITC) kicked off in Zhoushan City, Zhejiang Province of China. As the prelude of the IITC, Geraldton City Day is held at the Direct Imported Goods Shopping Centre of Zhoushan Port Bonded Zone. Mr Huang Guohua, Deputy Mayor of Zhoushan City, and Mr Ken Diehm, Chief Executive Officer of City of Greater Geraldton unveiled the Geraldton City Day program. Mrs Zhuang Jiyan, Vice Party Leader of Dinghai District and Mr Wang Tao, Deputy Mayor of Dinghai District also attended the opening ceremony.

Mrs Zhuang welcomed the guests from Australia and delivered a speech on the ceremony regarding tourism development in Dinghai District. 'As a coastal City, Geraldton has great synergy with Dinghai in terms of tourism resources and industry structure. Hope the two Cities enhance cooperation and both prosper from tourism development'. Mrs Zhuang said during her speech.

Similar to Zhoushan City, Geraldton is the economic hub of the Midwest region in Western Australia, with beautiful environment and rich natural resources. During the Geraldton City Day activities, there were 50 iconic scenery images displayed at the square adjacent to the Shopping Centre, which attracted stream of local people. 'Admire Australia for many years, especially want to try Australian Lobsters. Now I am so excited and eager to go there after watching these images, will definitely make a trip next year'. Mr Zhang, a local resident of Zhoushan said to us.

The Imported Goods Shopping Centre was packed with local buyers who have been chasing directly imported goods from Australia. Australian baby formula, milk powder, wine and honey are the most popular products.

'Zhoushan is such a hidden Jewel to the western world, with such advanced urban planning and clean environment', Mr Ken Diehm commented. 'We are very proud of being the strategic partner of Zhoushan City, and believe IITS will trigger further cooperation between the two Cities , and the Zhoushan Port Bonded Zone will definitely be the most dynamic platform for trade between our two cities for many years to come.





Ken Diehm
Chief Executive Officer
City of Greater Geraldton
Geraldton WA 6530

Dear Ken,

I would like to express my appreciation to you and the City of Greater Geraldton for giving Geraldton Air Charter's marketing officer, Jacinta Ping Shen who is also the member of the Mid West Tourism Alliance, the opportunity to attend the 2015 International Islands Tourism Conference (IITC) in Zhoushan, China.

Over the last 12 months, Geraldton Air Charter has been working diligently to develop the Chinese market. IITC gave the opportunity of positive exposure of Geraldton through Chinese media, the opportunity for Jacinta to talk to travel agents and local audience directly in Mandarin to promote the famous attractions in Geraldton (mainly the Pink Lake and Abrolhos Islands), and the opportunity to promote tourism in Geraldton to government officials. From our point of view, promoting Geraldton is much more important than purely promoting our own products. We believe all the promotion of Geraldton made during the IITC will benefit the whole tourism industry in Geraldton.

We sincerely thank the City of Greater Geraldton for the support and engagement. We believe that Geraldton's tourism has a particularly promising future.

Your sincerely,

A handwritten signature in black ink that reads "Wendy Mann".

Wendy Mann
Chief Pilot and Managing Director
2th December 2015

Ken Diem
Chief Executive Officer
City of Greater Geraldton
Geraldton WA 6530

Dear Ken,

I would like to thank yourself and the City of Greater Geraldton for the opportunity of joining the delegation on its recent visit to China.

As a business owner in Geraldton I found the experience to be beneficial in not only establishing contacts for possible future business relationships however also gaining an understanding of the Chinese culture. The difference in cultural back grounds showed the importance the Chinese place on establishing a personal rapport in order to undertake business dealings.

The trip highlighted to me the importance the Chinese placed on our delegation by ease of transfers, meetings etc, a benefit that I would not have been afforded if travelling individually. Having interpreters accompany us throughout the visit was especially beneficial in overcoming the difficult language barrier and enabled effective communication between us.

A lot of the credit for the prior organisation of activities, travelling itineraries and meetings must go to Han Jie Davis. Her efforts throughout our time in China was outstanding and I know was greatly appreciated by all of us who attended.

Please pass on my sincere thanks to all from the City who made the trip possible and I look forward to seeing future positive outcomes resulting from the trip.

Yours sincerely



John Gooch
Managing Director

10th November 2015



7th November 2015

Mr Ken Diehm
Chief Executive Officer
City of Greater Geraldton
Durlacher St
Geraldton W.A. 6530.

Dear Ken,

The trip to China with the City of Greater Geraldton had some very good meetings in relation to, "How growing a better cultural understanding of not only how Government and business can benefit but also how school relationships can benefit all parties involved". I would like to thank the CGG for making this opportunity available to local businesses.

All delegates worked long hours to maximize their understanding of how to drive the Geraldton Chinese relationship further, none more so than Hanjie who worked on the next day's appointments and changes when we had all finished.

The meetings with different layers of Government instrumentalities in China gave me a much better understanding as to the structure that these people must deal with on a daily basis. I was very impressed in that it would seem that Australian businesses could learn a lot from the Chinese. The amount of money that is being invested in project's (both Government and private) must make China one of the all-time greats as a capitalist country.

The tourism conference was very informative, although it was disappointing that a day was not put aside so that each country that was participating had the opportunity to discuss their individual projects on a personal basis. To be invited into some different Chinese projects before and after the conference and have them explained was very enlightening. The business contacts that we made while in China were invaluable which could not have been achieved by myself.

It would be very beneficial for CGG to form a committee to look at progressing some of the Tourism initiatives that were shown to the CGG delegates. One of the facts that I found to be very interesting on talking with the Tongan delegate was the that 3

years ago Tonga only have 576 Chinese visitors, so far this year they have had over 17,600. There is no reason why this could not happen in Geraldton if it was driven for on Tourism alone.

If I can be of any assistance to the CGG when future China delegations arrive in Geraldton I would be very happy to oblige. Once again thank you for the opportunity.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Barry Humfrey', written in a cursive style.

Barry Humfrey
Managing Director.