

Kagoshima and Perth: An Enduring Friendship 40 Year Sister City Anniversary 2014

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Signing of the Kagoshima - Perth Sister City Agreement



1974 Councillors' visit to Kagoshima; Mayor Sueyoshi and Lord Mayor Lee-Steere; Sister City Affiliation ceremony.



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Perth is “In the Zone”

- The time zone shared by 60% of the world's population and the nations that promise the greatest economic growth of the 21st Century.
- A buoyant resource sector and good geographic and commercial links to Asia.
- Undergoing immense growth and redevelopment, thriving on international business and investment.



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Active Capital City international relations program



Kagoshima Sister City Delegation

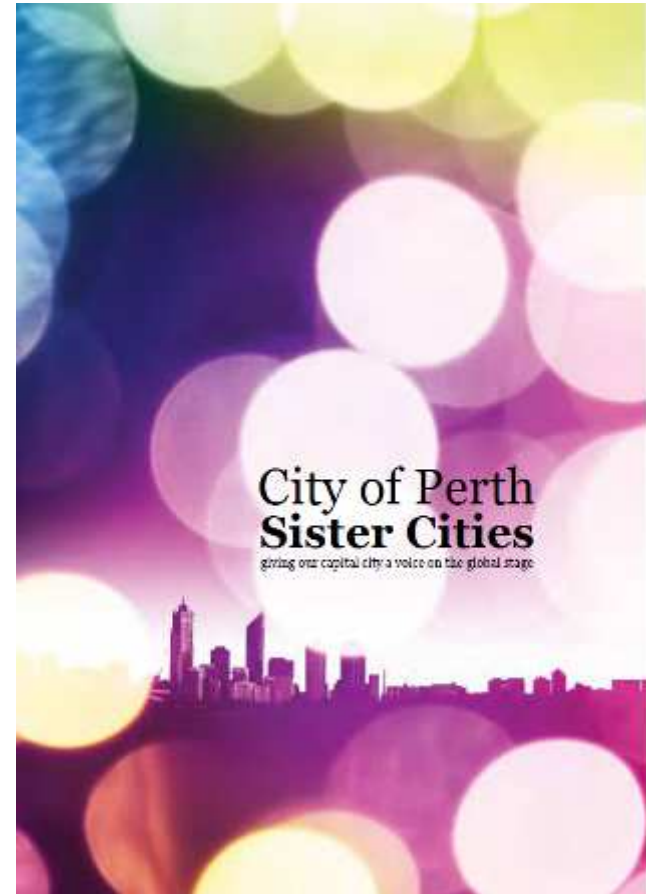
- Objective is to strengthen the position of the City of Perth internationally and develop beneficial social, cultural and economic relationships.
- Operate a number of programs:
 - economic development
 - visiting dignitary program
 - Sister City programs
 - educational exchanges
 - cultural events and exchanges
 - municipal study tour programs

Policy/Strategy

- Sister City Relationships Policy objectives:
 - to foster international peace and goodwill;
 - to seek a wider understanding of other nations, their traditions, customs and cultures;
 - to promote Perth and, where appropriate, assist in fostering economic development, tourism and trade relations.
- Vision 2029+ Strategic Community Plan:
 - Perth as a Capital City:- The City is recognised internationally as a city on the move and for its liveability, talented people, centres of excellence and business opportunities.
- Dedicated International Relations budget.



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Cover City of Perth Sister Cities brochure



Sister Cities and Charters of Mutual Friendship

1. Kagoshima, Japan (1974)
2. Houston, Texas (1984)
3. Rhodes, Greece (1984)
4. Kastellorizo/Megisti, Greece (1984)
5. San Diego, California (1987)
6. Vasto, Italy (1989)
7. Nanjing, China (1998)
8. Taipei, Taiwan (1999)
9. Perth, Scotland (2006 - Charter)
10. Seocho, Korea (2008 - Charter)
11. Chengdu, China, (2010)



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Perth and Kagoshima

- Formal agreement signed 23 April 1974.
- Unique connections of sharing the same degree of latitude, 32 degrees, but in northern and southern hemispheres.
- Key focus of relationship has been on cultural, education and government-to-government based activities.
- Exploring business development opportunities.
- Strong commitment, both philosophical and budgetary, from both Kagoshima and Perth.



Kagoshima Perth 35th Sister City anniversary



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Partnerships

- Consulate- General of Japan in Perth
- WA Department of State Development
- Tourism WA
- Department of Agriculture and Food WA
- Chamber of Commerce and Industry WA
- WA Government Japan Office
- Education and Training International
- StudyPerth
- Australia Japan Society
- Japan Association of WA
- Support Net Nijinokai
- Hyogo Prefectural Government Cultural Centre
- JETAWA
- Rugby WA
- Japan Australia News
- Yahoo Groups
- Corporate Sector



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Broader Japan

- Earthquake Fundraising Festival
- Japan Festival
- Civic Reception - Ambassador
- Australia Japan Joint Business Conference
- Tea House Donation
- Dolls' Exhibition
- Tohoku Photographic Exhibition
- Wedding Kimono
- IROM
- AJS



Wedding Kimono reception



Japanese Tea House donated



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Education



Minami IBS group Kagoshima



Immaculate Heart College students



Youthwings Student visit

- Immaculate Heart College
- Minami iBS Academy of Liberal Arts
- Youthwings
- U17 Prefectural Rugby
- Mater Dei College
- Ueno Kane Scholarship Foundation Teacher Training
- Kagoshima National College of Technology
- Edith Cowan University/ Kagoshima International University MoU



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Social/Cultural

- Kagoshima Park
- Numerous cultural events; "Tohoku – Through the Eyes of Japanese Photographers" and "Dolls of Japan" Exhibition.



Intricate: Japan's Consul-General Torao Sato admires two of the 70 rare dolls that will be displayed at the exhibition.
Picture: Bill Hattu



Kagoshima Park Burswood



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Kagoshima Perth Dori Perth street artwork

- Kagoshima citizens
- Perth Dori
- Guest Nation Pavilion



Guest Nation Pavilion



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Youth

- International Youth Ambassador Program



Large student excursion visit



International Youth Ambassador report



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Tourism



Student group with Consulate staff

- Partnership with Tourism WA to pursue outbound tourism opportunities from southern Japan, including the lucrative student excursion market.
- Support direct air services negotiations.
- "Australia Japan Tourism Exchange Year 2013" Homestay Tourism Package; partnership between Nishitetsu Travel, Gold Intercultural Learning, Kagoshima City, Tourism WA.
- Minister for Tourism official visit.

*"Australia Japan
Tourism Exchange
Year 2013"
homestay tourism
package*



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Medical

- Partnered with the WA Department of Health.
- Lord Mayor was keynote speaker at the 31st Joint Conference on Medical Informatics in Kagoshima, sharing WA best practise about Perth's public health system related to information, communication and technology.
- Collaboration between IROM, a Tokyo based medical institution that conducts clinical trials, and the WA Institute for Medical Research.



IROM Japan medical group and WAIMR



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Sport

- Western Force - Rugby
- University of WA - Judo
- Kagoshima Tennis Club Association/Royal Kings park Tennis Club - Tennis



Kagoshima U 17 Prefectural Rugby Team



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Business

- Kagoshima Bank agribusiness delegation:
 - 20 Japanese agribusiness operators explore import/export opportunities in WA.
 - Objective to reinvigorate agribusiness SMEs, expand business overseas and to engage in trade and investment with WA by leveraging the Sister City relationship.
 - Partnered with the DAFWA and the WATO Japan to coordinate.
 - Program included briefings on import/export regulations, manufacturing processes, retail store site visits and regional site visits with agriculture livestock breeders and food processors.
 - City of Perth hosted several networking events including all organisations involved with Japan-WA relations.
 - Five strong commercial in confidence contracts are being negotiated as a result of the visit.
- Support for incoming business delegations, eg, chambers of commerce, AJJBC, Nippon Gas Ltd, Boral Brick.



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Business



Kagoshima Bank agribusiness delegates



Kagoshima agribusiness delegates at DAFWA briefing



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Municipal Study Tours

- Regular Japanese local government visits, e.g Fukuoka visit re transportation and place marketing.



Fukuoka study tour



4 page coverage in Nishi Nihon Newspaper



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Measurement

- Outcomes measured against the Sister City Relationships Policy objectives and the Vision 2029+ Strategic Community Plan vision statement.
- Management Information System used to capture data to track trends in terms of priority markets and to measure the number of visits by category.
- Primarily role is that of a “facilitator” to “open doors”, both culturally and commercially.
- Increasingly partner with external organisations and rely on their feedback to measure the success, eg, value of media coverage generated, number of contacts/contracts established, number of investment leads provided etc.



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Future

40th anniversary of the Kagoshima-Perth Sister City relationship in 2014.



Kagoshima Perth 35th Sister City anniversary