

Update on International Relations Activity

Palmerston North City Council - Economic Development Committee

Monday 11 February 2019

This report provides an update on International Relations activities and outcomes managed through the Palmerston North City Council (PNCC) international relations office, over the past 6 months.



Building and managing
key relationships

Global City Partnerships

Missoula, Montana, United States of America (Sister City since 1982)

What we've been up to

- The Mayor led a city delegation to Missoula in October 2018 to revitalise the connection and identify areas of cooperation. (See SCNZ newsletter article attached for a full report).
- The Mayor was joined by the Mayoress (self-funded), the PNCC International Relations Manager, Wiremu and Trieste Te Awe Awe (representing Rangitāne iwi), and Hone Morris of Massey University.
- The visit reignited several areas of common interest, including indigenous connection and exchange, international education, sister schools, business cooperation, city management and the arts.
- Regular communication has been established with the new office of Global and Cultural Affairs in Missoula.
- The Mayor of Missoula is preparing to lead a reciprocal 12-15-member delegation to Palmerston North in late

Where we're going

- We are working with Missoula to plan a visit programme that will further the identified areas of cooperation.
- This includes working with iwi and education providers to advance specific cultural and education partnerships.
- We are in discussions with Massey University about PNCC-funded travel grants (out of existing budget) to encourage further outbound travel of Palmerston North students to university partners in our Sister Cities, who can provide a city ambassadorial role.
- We are also talking to CEDA and the Chamber of Commerce about business, tourism and education leads resulting from the revitalised relationship.
- Creating an information display about Missoula that will be showcased at the Festival of Cultures, allowing members of the public to learn more about our

March for the 2019 NZ Sister Cities
Conference and Festival of Cultures.

international partnerships.

Guiyang, Guizhou Province, China (Sister City since 1992)

What we've been up to

- The Mayor of Guiyang has been invited to send a delegation to Palmerston North for the 2019 SCNZ conference and Festival of Cultures.
- The size and composition of the Guiyang delegation is yet to be confirmed, but will include representatives from the Guiyang Tourism Bureau to explore opportunities via the 2019 China NZ Year of Tourism.
- In September 2018, the Mayor and Deputy Mayor hosted a meeting with the leadership of Guiyang University, which was visiting Palmerston North to sign a new MOU with UCOL.
- In November 2018, the Mayor hosted a Council Chamber welcome for Chinese Agricultural Academics training at Massey via the Chinese Scholarship Council. This included an academic from Guizhou University in Guiyang.
- The Mayor also headlined a welcome reception, organised by CEDA, for new education agents visiting Palmerston North on a familiarisation tour. This included an agency from Guiyang, resulting from the 2018 city education mission to China.

Where we're going

- We are working with Guiyang to plan a visit programme that will further our common priority areas of cooperation – including international education, agriculture & IT/ big data, tourism and trade.
- This includes discussions with Massey, CEDA and other organisations keen to leverage the Guiyang visit to promote business, industry, education and tourism opportunities.
- CEDA is working in partnership with PNCC and education providers to develop a local “study tour” package that will be promoted in Guiyang during the Year of Tourism.
- We are in discussions with Massey University about PNCC-funded travel grants (out of existing budget) to encourage further outbound travel of Palmerston North students to university partners in our Sister Cities, who can provide a city ambassadorial role.
- We are also creating an information display about Guiyang that will be showcased at the Festival of Cultures, allowing members of the public to learn more about our international partnerships.

Kunshan, Suzhou Region, China, (Friendship City since 1996)

What we've been up to

- Kunshan has offered yet another generous full-tuition Duke Kunshan

Where we're going

- We are working with the Palmerston North Youth Ambassador to advance friendship

University scholarship to a student from Palmerston North for 2019, valued at over \$300,000.

- The PNCC international relations office supported two local students to apply for this opportunity by the January 2019 deadline.
- The first student (from 2018) successfully started her first term at DKU in August 2018. She has also met with the Kunshan Foreign Affairs office to discuss her Palmerston North Friendship City Youth Ambassador role.

city youth connection.

- CEDA is working with local tertiary and secondary schools interested in Kunshan partnerships following the July 2018 Central Regions Education NZ mission.
- We are creating an information display about Kunshan that will be showcased at the Festival of Cultures, allowing members of the public to learn more about our international partnerships.

Mihara, Hiroshima, Japan – friendly relations (informal)

What we've been up to

- PNCC's Head of Emergency Management, Stewart Davies, visited Mihara in November 2018 (SCNZ newsletter article attached) for an emergency management knowledge exchange. This reciprocated a visit by Mihara's Emergency Management Superintendent to Palmerston North in March 2018.
- The reciprocal visits have established a strong connection between our emergency management teams, and ongoing exchange of disaster management knowledge and insight.
- In July last year Mihara was impacted by severe flooding and landslides causing extensive damage and loss of life. PNCC staff and community members raised \$2000 towards a relief fund for Mihara, which was gratefully received.
- The Hiroshima New Zealand Friendship Society sponsored Palmerston North triathlete David Martin to take part in the Sagishima Triathlon in Mihara in August 2018. (SCNZ newsletter article attached)

Where we're going

- A Mayoral-led delegation from Mihara (at least 8 members) is planning a visit to Palmerston North in late March for the 2019 NZ Sister Cities Conference and Festival of Cultures.
- We are working with Mihara to plan a visit programme that will further our common priority areas of cooperation – including international education, agriculture & IT/ big data, tourism and trade.
- IPU's Japan Campus has proposed a comprehensive English language teaching programme to Mihara preschools, primary and secondary schools attached to Hiroshima University, which aims to increase future international education pathways. This MOU will be signed at the SCNZ conference.
- We are creating an information display about Mihara that will be showcased at the Festival of Cultures, allowing members of the public to learn more about our international partnerships.
- The international relations office is drafting advice and recommendations to Council on the opportunity to formalise the Mihara partnership at the SCNZ conference.

Wageningen, Gelderland, The Netherlands (scoping relations)

What we've been up to

- Initial Sister City discussions evolved into a proposal for a Strategic City Partnership, focussed on supporting cooperation between our food tech sectors.
- In December 2018, Palmerston North received a high-profile visit from Wageningen University President - Professor Louise Fresco (organised by the Riddet Institute and Massey University). Professor Fresco expressed support for greater city-to-city cooperation.

Where we're going

- Correspondence with Wageningen City Council continues to build off this visit and scope up a value-driven partnership proposal.

Contribution to the International Relations Plan objectives and actions:

- *Develop agreements with existing international partner cities, and support their implementation*
- *Develop cooperation roadmaps that plan out key activities with our priority partner cities*
- *Promote our city's interests, objectives and brand to international partners.*
- *Facilitate the establishment of Sister School relationships between local schools and international partner cities.*
- *Welcome and encourage quality overseas international education providers that are partnering with institutions in our city.*
- *Sponsor scholarships to help local education providers to attract international students and encourage exchange.*
- *Coordinate with community partners (e.g. Massey, UCOL, IPU, business networks, firms and community groups) to organize international activities and visits, and to identify ways for PNCC to add value to local efforts*
- *Work with iwi regionally to identify opportunities for Māori business and cultural exchange via international relationships and partnerships*
- *Acquire valuable knowledge and insight from international partners in areas of mutual interest (e.g. city management, environmental sustainability, emergency management).*
- *Help local businesses to access new export markets, integrate with global value chains and connect to international knowledge networks.*

Domestic activities overview

Sister Cities New Zealand (SCNZ)

PNCC is one of the newest city members of the SCNZ organisation, but has quickly become one of the most active. PNCC's Sister City activities have been showcased regularly through the bimonthly SCNZ newsletter (also attached to this report).

Palmerston North has been selected as the host city for the 2019 Sister Cities New Zealand conference to be held at the Conference and Function Centre from 21-23 March 2019. PNCC is working in close partnership with SCNZ to prepare for this event.

The theme of the 2019 conference is "Prosperity Through Partnership", focussing on economic development opportunities of international city relationships. The agenda and speaker programme is being developed by PNCC, while SCNZ is leading on the conference administration and logistics. The conference is fully funded by conference registration fees and external sponsorship.



Contribution to International Relations Plan objectives and actions:

- *Partner with national agencies, including MFAT, MBIE, NZTE, LGNZ, the diplomatic corps, Sister Cities NZ and the Asia NZ Foundation to align objectives and make the most of central resources and networks.*

Palmerston North Global Ambassador Programme



The International Relations Office, in conjunction with the Student City and Welcoming Communities coordinators, launched a young Palmy Global Ambassador's programme in October 2018.

The aim of the PNCC Global Ambassador Programme is to actively involve young people in support of the city's international partnerships, and in telling our region's story to the world. It also gives local and international students the opportunity to access work experience and skills relevant to the global marketplace.

Eight local students (both domestic and international) have been accepted into the first cohort of Global Ambassadors. As part of the programme they are volunteering for a range of exciting projects including sister city activities and visits, welcoming communities programmes and the Festival of Cultures.

The Global Ambassadors gain valuable international skills, networks and knowledge along the way, and will be awarded with an official Palmerston North Global Ambassador certificate at the conclusion of the programme in July 2019.

Contribution to International Relations Plan objectives and actions:

- *Coordinate with community partners (e.g. Massey, UCOL, IPU, business networks, firms and*

community groups) to organize international activities and visits, and to identify ways for PNCC to add value to local efforts.

- *Young people have the opportunity to learn about other cultures and languages through our international relationships and education providers, supporting their future participation in the global community and economy.*

Latino Fiesta Business Roundtable

PNCC worked in conjunction with the Palmerston North branch of the New Zealand Institute of International Affairs (NZIIA) to organise a business roundtable during the 2018 Latino Fiesta. This was held in the Globe Theatre, prior to the community Fiesta event in the Te Manawa carpark.

The roundtable was themed: The Manawatū Dialogue: Opportunities for NZ and Latin America – and its purpose was to explore the many growing local links including agriculture, trade, education, research and culture. During this roundtable, representatives from the Latin American Diplomatic corps, Manawatū Chamber of Commerce, Palmerston North City Council, Massey University and the local education and business community discussed the opportunities and challenges of this important regional relationship.



Contribution to International Relations Plan objectives and actions:

- *Promote our city's interests, objectives and brand to international partners.*
- *Help local businesses to access new export markets, integrate with global value chains and connect to international knowledge networks.*
- *Coordinate with community partners (e.g. Massey, UCOL, IPU, business networks, firms and community groups) to organize international activities and visits, and to identify ways for PNCC to add value to local efforts.*

MFAT 75th Anniversary Event

In November 2018, Massey University's Centre for Defence and Security Studies (CDSS), in collaboration with the Ministry of Foreign Affairs and Trade (MFAT) and the Palmerston North City Council (PNCC), hosted a public event to mark the 75th Anniversary year of the Ministry of Foreign Affairs and Trade. This symposium explored issues including biosecurity, agriculture, global trade challenges, the importance of the regions to New Zealand's international relations.

On conclusion of the symposium, there was a workshop further explore key issues identified during the morning. The insights from the workshop were reported back to MFAT, and will inform academic research agendas.

Contribution to International Relations Plan objectives and actions:

- *Partner with national agencies, including MFAT, MBIE, NZTE, LGNZ, the diplomatic corps, Sister Cities NZ and the Asia NZ Foundation to align objectives and make the most of central resources and networks.*
- *Coordinate with community partners (e.g. Massey, UCOL, IPU, business networks, firms and community groups) to organize international activities and visits, and to identify ways for PNCC to add value to local efforts.*
- *Help local businesses to access new export markets, integrate with global value chains and connect to international knowledge networks.*





Coordinating international visits

Since the establishment of the international relations office in October 2016, PNCC has been involved in over 58 international visits or meetings. These meetings have supported a range of important international connections for Palmerston North, including business (9 visits), education (28 visits), government (9 visits), diplomats (8) and community delegations (4 visits). Since the last report in February 2018, PNCC has been directly involved in the following 13 international visits/meetings:

When	Description	Country
Aug 2018	 Mayoral meeting with German Ambassador Gerhard Thiedemann	Germany
	NZIIA Roundtable with Korean Ambassador	South Korea
	 Hosted Singapore Institute of Technology students in the Council Chamber (supporting Massey)	Singapore
	 Hosted Japanese Education agents in the Council Chamber (supporting CEDA / Education providers)	Japan
Sept 2018	 Mayoral Welcome for International Students in the Council Chamber	Various
	Hosted Embassy of Japan JET Presentation in library events space	Japan
	 Meeting with Guiyang University leadership (supporting UCOL)	China
Oct 2018	Outbound Mayoral-led visit to Missoula Montana (see article)	USA
	Organised Latino Fiesta Business Roundtable (partnership with NZIIA)	Latin

			America
Nov 2018		Hosted China Council agricultural academics in the Council Chamber (supporting Massey)	China
		Mayor welcomed International Education Agents to Palmerston North (familiarisation visit organised by CEDA)	Various
		Hosted American Indian performers for a Palmerston North event, sponsored by the US Embassy	USA
Dec 2018		President of Wageningen University & Research – Lunch & Wild base tour with Mayor (supporting Massey)	The Netherlands
		Mayor and Councillors hosted Indonesian Dignitaries visit (supporting Massey)	Indonesia
		Hosted Chongqing Vocational College of Transportation (supporting CEDA, ZEV company and local tertiary education)	China

Contribution to the International Relations Plan objectives and actions:

- *Promote our city's interests, objectives and brand to international partners.*
- *Effectively manage inbound and outbound official delegations, and relationships with embassies and high commissions.*
- *Encourage and support international partners to actively participate in our local economy.*
- *Coordinate with community partners (e.g. CEDA, Massey, UCOL, IPU, business networks, firms and community groups) to organize international activities and visits, and to identify ways for PNCC to add value to local efforts.*