



City of Perth

Looking West

An International Engagement Strategy for
– Australia's Indian Ocean capital





Lord Mayor's Foreword



The Right Honourable the Lord Mayor

LISA-M. SCAFFIDI

I am pleased to present the City of Perth's vision for international engagement.

The City has modernized its approach to international relations with *Looking West: An International Engagement Strategy*. This document was prepared in response to the City's desire to develop a strategy that guides and directs work and efforts in international relations.

As the Lord Mayor for the City of Perth, I am passionate and committed to building and fostering international relationships that promote cultural, educational and commercial advantages to ratepayers, businesses of the City, and more broadly, all Western Australians as well as our partners abroad.

Long-term sustainable economic success is increasingly affected by what happens in our cities. At the City of Perth we understand that we operate in a global economy; competing beyond the domestic market for skilled workers, students, tourism and investment.

This is advocated in the City of Perth's *Strategic Community Plan - Vision 2029+* which aims for Perth to be "recognised internationally for its significance in the region and as a gateway to Australia" and supports the theme of "a city on the move and for its liveability, talented people, and centres of excellence and business opportunities". *Looking West* will guide this vision and the expansion of international partnerships that promote Perth as a globally connected city.

Thank you to all who have participated in its preparation by sharing your knowledge and opinions which collectively will assist the City in realising and reaching its full potential on the international stage.

Continued collaboration is the key to its ongoing success and is reliant on positive working relationships with both the public and private sectors and the community as a whole.

As an ambassador for the City in the area of international engagement, it is my great pleasure to share this Strategy with you. I look forward to promoting the delivery of successful international outcomes for the City in the future.

A handwritten signature in black ink, reading 'Lisa-M. Scaffidi'.

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Page 1: Aerial panorama of central Perth. Courtesy of Lofty Visions Aerial Media. loftyvisions.com.au

Page 3: Budda's Birthday celebrations. Courtesy of Buddha's Light International Association of WA inc.

Page 5: City of Perth CBD from above. Courtesy of City of Perth

Page 12: China Town, Northbridge. Courtesy of City of Perth

Page 16: Aerial panorama of central Perth. Courtesy of Lofty Visions Aerial Media. loftyvisions.com.au



Introduction

Looking West is the City of Perth's key strategic document to guide the expansion of international partnerships that promote Perth as a globally connected city, leveraging cultural and business networks to enhance the economic and social development of the City of Perth.

This Strategy advocates a clear and distinct role for the City of Perth, Australia's Indian Ocean capital, in its engagement with the international community.

The Strategy has clear aims:

- to build global partnerships;
- to promote international trade and investment, community, sporting, cultural and civic ties for the benefit of Perth and Western Australia;
- to showcase Perth's strengths; and
- to adapt and respond to changing global circumstances.

Through developing city-to-city relationships, Perth will be at the centre of a network that helps attract quality investment, growth and innovation in mining, oil & gas, agriculture, education, research, tourism, retail and the arts.

The City will help enable opportunities to connect corporate and professional expertise based in Perth to increase capability within identified developing cities, primarily in the Indian Ocean region. It will also share knowledge of best practice initiatives particularly in education, research, innovation and the creative industries.

As a capital city and a gateway between Australia, Asia and the Indian Ocean region, Perth has the opportunity to play a significant role in international and regional relationships. Although it is geographically one of the most remote capital cities in the world, Perth does not need to be isolated within the international community, particularly in our own region.

The purpose of *Looking West* is to improve institutional responses to the changing local and global environment, and to further integrate the City into the global community of knowledge, talent and discovery.

Finally, this Strategy will establish a methodology for reporting the benefits of the City's international engagement to ensure that ratepayers, businesses, stakeholders and the wider community are engaged in the vision and support the outcomes.

Context

The City of Perth has been formally involved in international engagement activities since the formation of its first Sister Relationship in 1974. However, Perth's growth and development as a city has long been tied to the benefits of international relationships and experiences, through immigrations, trade and knowledge exchange.

As part of the City's *Strategic Community Plan Vision 2029+*, the City articulated its long-term vision for Perth to be "recognised internationally for its significance in the region and as a gateway to Australia." Similarly, one of the City's six themes from *Vision 2029+* aspires for Perth to be "recognised internationally as a city on the move and for its liveability, talented people, centres of excellence and business opportunities."

A strategic priority resulting from this theme is to "maintain a strong profile and reputation for Perth as a city that is attractive for investment."

Looking West considers the future of existing and potential relationships the City should have with other cities and how the City should position itself and operate across the world, with an emphasis on both onshore and offshore activities.

This Strategy has been developed through extensive consultation with both internal and external stakeholders, a review of international best practice, research into emerging markets, and comparative analysis between the programs of the City and other Australian capitals.

Globally Connected



SISTER CITIES

Perth has ongoing relationships through Sister City Agreements or Charters of Mutual Friendship.



WORLD ENERGY CITIES PARTNERSHIP (WECP)

The World Energy Cities Partnership was established in 1995 and is a non-profit organisation with a membership formed from cities that are globally recognised as being international energy capitals.

Guiding Principles

Guiding principles for the City's international engagement activities include:



**Benefit City of Perth ratepayers,
residents and businesses**



Strengthen trade connections



**Link key decision-makers and
businesses in international markets**



Attract foreign investment



**Focus on the international
promotion of the City of Perth**



**Position Perth as a great place to live,
work, study, visit and do business**



**Develop closer relationships with
other international cities**



**Add to the exchange of cultural
awareness, knowledge, skills and
experiences**



**Provide advice and promote Western
Australian expertise to cities on policy
issues such as the management of
population growth, transport planning
and urban planning for environmental
sustainability**



STRATEGY AIMS AND GOALS

The goals of this Strategy are to:

- work with key stakeholders to develop relationships that meet identified common goals;
- collaborate with state and federal government agencies to integrate international engagement efforts;
- facilitate community and private sector involvement in international activities and relationships;
- develop relationships and connections that attract quality investment, growth and innovation in mining, oil & gas, agriculture, education, research, retail, and tourism;
- assess the potential for different types of international relationships to achieve the best outcomes for the City;
- identify opportunities to utilise Perth-based corporate and professional expertise to increase capability within identified developing cities, particularly in the South Asia and Indian Ocean region;
- establish a methodology for reporting the benefits and outcomes of international relations work; and
- facilitate the capture and exchange of best practice initiatives, particularly in education, research, innovation and the creative industries.

To achieve the aims and the goals of this Strategy and promote Perth as a regional leader, Perth will need to enhance its worldwide connections through:

- international partnerships;
- cultural, educational, sporting and community relationships;
- humanitarian and capacity building projects; and
- economic diplomacy activities.

International Engagement Activities



SISTER CITIES

The City will regularly review the Sister Cities program to assess the expectations of what can be achieved by Perth in the relationship and whether the program is meeting both partners' expectations and the aims and goals of this Strategy.

Review criteria will be developed based on a cost-benefit analysis model:

- **A robust monitoring and reporting system** – Interactions with Sister Cities will be recorded and reported as part of the annual budget process.
- **Quantitative analysis** – Benefits and outputs will be measured, such as the number and extent of joint activities including meetings, conferences, communications, seminars, business delegation exchanges, cultural exchanges, increases in inbound tourism from partner cities and requests for assistance or introductions to Perth community and business stakeholders.
- **Qualitative analysis** – Cultural and economic alliances entered into, preferential trading arrangements, the commencement of new trade, cultural and sporting activities, and new financial investment in Perth or Western Australian-based companies or projects will also be measured.

MULTILATERAL PARTNERSHIPS

The primary objective for the City of Perth is to become a pre-eminent city in the Indian Ocean region. Alongside our current relationships, the City will look to focus future efforts on countries within the region which includes Indonesia, Singapore, Malaysia, Thailand, India, the Gulf States and East Africa, as well as major trading partners China, South Korea and Japan.

To build Perth's reputation as a globally connected city, the City may consider membership and more active engagement with global networks and associations.

This will allow the City to leverage maximum benefit from its international engagement activities.

Through these connections, Perth will be able to further enhance its capability to foster innovation, global best practice, information exchange in areas of priority, and help generate solutions to globally-shared problems.

HOSTING INBOUND DELEGATIONS

The City of Perth plays a major role in hosting and welcoming delegations to Perth. Delegations include official visits from Sister Cities, cultural and business delegations, and official government study tours. The City of Perth will consider expanding this role to assist inbound delegations in coordinating arrangements prior to arrival, agenda planning, and providing cultural and protocol information.

The City will act as a facilitator with private service providers to ensure international delegations get maximum benefit from their visit. Some services will be offered on a fee-for-service basis. They may include arranging translation services, business matching services, business-to-business briefings,

presentations on the City and State Government and arranging transport services related to official delegation business.

Visiting delegations will be invited to apply to the City of Perth to host their visit and specify which services they require. This model has been adopted by cities in Australia with

a high number of international delegation visits. Due to the large number of delegations hosted by the City, visiting delegations should apply at least one month prior to the date of arrival.

Interactions with delegations will be recorded and reported as part of the annual budget process.

WORLD ENERGY CITIES PARTNERSHIP (WECP)

The World Energy Cities Partnership is an example of the strength of multilateral agreements. The only Australian member city, Perth became a founding member of the WECP in 1995, and is one of 19 globally recognised 'energy cities' around the world.

The WECP partnership promotes the exchange of industry knowledge and economic development expertise and strategies between its member cities. Each city supports the common task of encouraging the local energy sector. The partnership also offers opportunities for exchange beyond the energy industry and facilitates the exploration of opportunities for mutual

development in a variety of strategic areas such as energy related technology, education, food processing and marketing, environmental technology, medicine and bio-science, and tourism development.

Being a member of the WECP has raised awareness and the profile of Perth and Western Australia and has provided business development

opportunities, international business networking, trade missions, joint projects and sharing of information.

The City will continue to use its involvement in the WECP as part of its objective to make Perth a recognised world energy city and centre for excellence in energy research, production capability and construction.

ANNUAL + FOUR YEAR REVIEWS

The City will ensure that annual reviews and reporting on the progress of the City's international engagement activities are employed in the annual budgetary process and that there is a formal comprehensive review of this strategy every four years.

This will ensure *Looking West* can be updated and added to as global market demand changes and opportunities arise.

COMMUNICATION

It is critical to the core economic interests of the State Government and the City of Perth that stakeholders understand the supportive role the City plays in international engagement and the benefits that can be achieved.

The City will develop and implement a communications plan using mainstream and social media to inform and engage stakeholders and the public of its international engagement initiatives and benefits.

WORK PLAN

The City will develop a work program to implement specific actions and initiatives arising from this Strategy and its aims and objectives. This program and associated actions will form part of the ongoing work of the Economic Development Unit and will be integrated into future Unit business planning.



City of Perth

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