



# Hastings District Council

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**OPEN**

## **A G E N D A**

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### **INTERNATIONAL ADVISORY GROUP MEETING**

Meeting Date: **Monday, 15 October 2012**

Time: **3.30pm**

Venue: **Landmarks Room  
Ground Floor  
Civic Administration Building  
Lyndon Road East  
Hastings**

<b>Members</b>	<b>Chair:</b> Councillor Watkins Mayor Yule and Councillor Henderson Mrs S Russell (Deputy Chair), Mr B Young; Mrs S Padfield, Mr D Brownrigg, Mr Tong and Mrs Jenny Too; Ms R Speekenbrink, Mr D Bromwich and Mr J Morgan
<b>Officer Responsible</b>	Project Manager: Executive Office – Cheryl Paget
<b>Secretary</b>	Carolyn Hunt (Ext 5634)



**HASTINGS DISTRICT COUNCIL**  
**INTERNATIONAL ADVISORY GROUP MEETING**

**MONDAY, 15 OCTOBER 2012**

**VENUE:** Landmarks Room  
Ground Floor  
Civic Administration Building  
Lyndon Road East  
Hastings

**TIME:** 3.30pm

**A G E N D A**

**1. Apologies**

An apology from Mayor Yule has been received.

Leave of Absence had previously been granted to Councillor Watkins

**2. Conflict of Interest**

Members need to be vigilant to stand aside from decision-making when a conflict arises between their role as a Member of the Council and any private or other external interest they might have.

**3. Consideration of General Business Items**

**4. Confirmation of Minutes**

Minutes of the International Advisory Group held 20 August 2012.  
*(Previously circulated)*

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|--|-----------|
| <b>5. Membership of the International Advisory Group</b>                     | <b>1</b>  |
| <b>6. Sister City and International Activity Report</b>                      | <b>3</b>  |
| <b>7. International Advisory Group Account Balance to end September 2012</b> | <b>9</b>  |
| <b>8. Trade with China: Verbal Update</b>                                    | <b>11</b> |



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**REPORT TO: INTERNATIONAL ADVISORY GROUP**

**MEETING DATE: MONDAY 15 OCTOBER 2012**

**FROM: PROJECT MANAGER: EXECUTIVE OFFICE  
CHERYL PAGET**

**SUBJECT: MEMBERSHIP OF THE INTERNATIONAL ADVISORY  
GROUP**

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## **1.0 SUMMARY**

- 1.1 The purpose of this report is to inform the International Advisory Group about the membership of the Group.
- 1.2 The Council is required to give effect to the purpose of local government as prescribed by Section 10 of the Local Government Act 2002. That purpose includes the promotion of the social, economic, environmental and cultural wellbeing of communities. The Council seeks to meet this obligation and the achievement of community outcomes through the strategic objectives set out in the 2012-2022 Long Term Plan. The matters raised in this report are administrative in nature and relate to all elements of the strategic objectives.
- 1.3 This report concludes by recommending that the report be received.

## **2.0 CURRENT SITUATION**

- 2.1.1 The Guilin Sister City Board of Directors became the International Advisory Group on 6 December 2011, by resolution of the Finance and Operations Committee.
- 2.1.2 The Mayor has recommended that Cr Watkins (chair) and Cr Henderson, who were the Council appointees to the Guilin Sister City Board of Directors, are appointed to the International Advisory Group as Council's representatives. Cr O'Keefe who was appointed to the Board of Directors has indicated that he does not wish to remain on the International Advisory Group. The number of councillors appointed to the Guilin Board was 3, but the number of councillors appointed to the Group is 2.
- 2.1.3 Officers recommend that Cr Watkins continue as chair of the International Advisory Group, and Mrs Sally Russell remains as deputy chair. This will enable continuity and a smooth transition from the Guilin Board of Directors to the International Advisory Group.

## **3.0 RECOMMENDATIONS AND REASONS**

**That the report of the Project Manager: Executive Office titled "Membership of the International Advisory Group" dated 15/10/2012 be received.**

### **Attachments:**

There are no attachments for this report.



**REPORT TO:** INTERNATIONAL ADVISORY GROUP

**MEETING DATE:** MONDAY 15 OCTOBER 2012

**FROM:** PROJECT MANAGER: EXECUTIVE OFFICE  
CHERYL PAGET

**SUBJECT:** SISTER CITY AND INTERNATIONAL ACTIVITY REPORT

Item 6

## 1.0 SUMMARY

- 1.1 The purpose of this report is to inform the Advisory Group (Group) about Sister City and other international activity since the last meeting.
- 1.2 The Council is required to give effect to the purpose of local government as prescribed by Section 10 of the Local Government Act 2002. That purpose includes the promotion of the social, economic, environmental and cultural wellbeing of communities. The Council seeks to meet this obligation and the achievement of community outcomes through the strategic objectives set out in the 2012-2022 Long Term Plan. The matters raised in this report relate to those elements of the strategic objectives identified in the following table.

Strategic Objectives	Achieved By
<i>Our Lifestyle and People</i> <ul style="list-style-type: none"> <li><i>Strong district identify</i></li> </ul>	Fostering civic pride in our community by developing our relationship with Guilin, China and other international communities.

- 1.3 This report concludes by recommending that the report be received.

## 2.0 ACTIVITY UPDATE

### 2.1 International Advisory Group membership and delegations

- 2.1.1 The District Development Committee received a report on the International Advisory Group membership and delegations at their meeting on 4 September 2012, as per the recommendations made by the Group on 20 August 2012. The recommendations in the report were accepted, and invitations to join the Group were sent on 21 September 2012. The membership of the Group is therefore:

Group	No.
The Hastings District Mayor	1
Hastings District Councillors	2
New Zealand China Friendship Society	2
Hawke's Bay Chinese Association	2
Education Link Group	1
Hastings District Youth Council	1
Hawkes' Bay Ethnic Association	1
Hawke's Bay Settlement Support	1
Iwi	1
A representative with experience of developing strategic international relations	1

2.1.2 The Group may like to identify people suitable for the Council to appoint to the group, in respect of the “representative with experience of developing strategic international relations.”

2.1.3 Attached is a copy of the Implementation Plan for the Group **Attachment 1**, with a report against each activity area detailing progress to date. The Group should note despite the time taken to approve the delegations, much of the activity is already well underway.

## **2.2 Education Link Group**

2.2.1 Following the successful teachers’ delegation to Hastings 31 July-3 August, koha cheques have been sent to the home hosts and to Don Clark, who drove the bus, to acknowledge and thank them for their support during the visit.

2.2.2 Invitations to join the Education Link Group have been sent to Richard Yang of the Royal Business College and Andrew Shortcliffe of Hastings Intermediate School. They were both involved with the delegation visit, and have expressed an interest in joining the group. The next Education Link Group meeting is on 17 October 2012.

2.2.3 Geraldine Travers and Jill Frizzell of Hastings Girls’ High had planned a visit to Guilin in October 2012 to visit their Sister School, Zhongshan Middle School. Following the success of the delegation visit to Hastings, and subsequent to conversations that Officers had with Andrew Shortcliffe, it was proposed that he join Geraldine and Jill on their visit to Guilin. This was agreed upon, and Officers have assisted the delegation to prepare for the visit to Guilin, from 14-21 October 2012. Mayor Lawrence Yule will join the delegation in Guilin, and will host a banquet for the delegation, and invited guests from the schools, and education agents. Hamish Whyte of Furnware will also join the delegation in Guilin.

2.2.4 The delegation will visit Zhongshan Middle School, Guilin Middle School and the Guilin No1 Middle School, teachers from these schools were members of the Guilin delegation. Andrew intends to sign a sister schools agreement with the Guilin Middle School on his visit to Guilin.

2.2.5 Officers have prepared, with the schools, marketing material (in Chinese) for distribution in Guilin, assisted with translating business cards and liaised with the Guilin Foreign Affairs office on the finer details of the trip. We have also made arrangements for the delegation to use NZ Central in Shanghai, where the delegation will meet with education agents to engage them in sending students to Hastings to study.

2.2.6 The delegation visit will not only strengthen, and create new sister school relationship, but is intended to increase the number of students to Hastings from Guilin, and Shanghai.

## **2.3 Friendship Cities Cooperation Award**

2.3.1 Mr Paul Duffy collected the award on our behalf at the conference in Chengdu in September 2012, as agreed at the last meeting. He Xin of Guilin Foreign Affairs reported

*"I was just back from the conference. It was a surprise that I met Paul on the stage! Until the last moment I've been trying to contact Paul and waiting for him to show up. I presumed that he was not at the conference and had to walk onto the stage when Hastings was called and receive (with great honour) the award from Madam Li Xiaolin, President of CPAFFC and CIFCA. When I was still on the stage waiting for a group photo, Paul was taken to my place and we met right there! It was quite dramatic!"*

## **2.4 Asians in the Bay**

- 2.4.1 The Asians in the Bay Awards evening on 25 August 2012 at the Shakespeare Room of the Hawke's Bay Opera House was a great success. The original ticket allocation of 80 was exceeded, and 90 tickets were sold with still more demand for tickets, indicating that there is potential for this event in the future.
- 2.4.2 The evening was opened by Kaumatua Jerry Haphku followed by singing of the National Anthem. Speakers included Leah Burling and Lexino van der Hoek from Asians in the Bay, Kevin Watkins, Tong Too of the Ethnic Association and Murali Kumar from the Ministry of Social Development. Entertainment was provided by children from the Te Kura O Mangateretere School and the Chinese Christian Service Centre, and the Hawke's Bay Thai and Buddhist Community.
- 2.4.3 There were 25 nominations in 3 award categories. The winners were: Sook Hua Lee (Carlisle Dowling Award for Best Asian Practising Professional), Sanjeev Bhatia (Master of India Award for Best Asian Entrepreneur), and the Hawke's Bay Chinese Association (Settlement Support Hawke's Bay Award for Best Asian Community Group) and the Thai Buddhist Community (Asians in the Bay Award for Best Asian Community Group.)
- 2.4.4 The working group have agreed to hold this event next year, to capture the momentum gained with this event, which was well received by the Asian community.

## **2.5 Other activity**

- 2.5.1 Cr Kevin Watkins attended a reception at the Wellington Town Hall on 26 September to celebrate the 63<sup>rd</sup> Anniversary of the Founding of the People's Republic of China and the 40<sup>th</sup> anniversary of China-New Zealand diplomatic relations, at the invitation of the Ambassador, Mr Xu Jianguo.

## **3.0 RECOMMENDATIONS AND REASONS**

**That the report of the Project Manager: Executive Office titled "Sister City and International Activity Report" dated 15/10/2012 be received.**

**With the reasons for this decision being that the objective of the decision will contribute to the Council's Strategic Objectives by:**

### **Attachments:**

**Item 6**

Implementation Plan for the International Advisory Group						
Encourage international business to business contact				Business Investment Strategy		
Activity	How	Who	When	Cost	Completed	Progress
Support the development of trade delegations to China, or other countries to showcase Hawke's Bay businesses	Working with regional partners to identify opportunities and funding	HDC Economic development, Mayor, Chamber of Commerce, Business Hawke's Bay	Now and on-going	Business contributions	n/a	Mayor leading delegation to China October 2012 supporting Arataki Honey, Alpha Domus & Chinese language school. Potential Business Hawke's Bay delegation November 2012, food beverage and aviation focus. China Edge commissioned to research economic opportunities in Guilin area - food, beverage, education.
Develop regional relations with the New Zealand Institute for Plant & Food Research, Hawke's Bay Winegrowers, Chamber of Commerce, Iwi and EIT, to utilise Sister City links for the benefit of businesses in Hastings District, and Hawke's Bay	Invite representatives to attend meetings as co-opted members for specific business focused activity	As required	Now and on-going		n/a	Regular Officer representation at Business Hawke's Bay, created 2011 with aim of strengthening China links
Investigating internal tourism opportunities by working with Chinese and international travel agencies to include Hawke's Bay in tours of New Zealand	By working with Tourism HB, Tourism NZ, Commercial Operators	Cr Watkins HDC Marketing and Comms	2012 - ongoing	To be determined/Annual Plan submission	n/a	Not started
Engage with Chinese business investors to develop key projects in Hastings District	Investigate opportunities as they arise	Mayor, Chief Financial Officer, HDC Economic Development	Now and ongoing	To be determined/Annual Plan submission	n/a	Support given to Royal Business college to develop college here
Encourage stronger links between the Guangxi Institute of Botany and the New Zealand Institute for Plant & Food Research Limited and other research and development institutions.	Continuing discussions, developing another exchange scheme	Cr Collin HB NZ-China Friendship Society (Dave Bromwich & Sally Russell)	2012-ongoing	May be costs identified if an exchange scheme is developed	n/a	Mayor to visit Institute October 2012 to build on relationship, follow up to visit made September 2011. Investigations made into Guilin strain of Sweet Osmanthus for use in Hastings
Opportunities for other trade relationships in other countries or cities or regions within China	Investigating opportunities as they arrive	International Advisory Group	n/a	Unknown	n/a	Mayor following leads in yantai, Quingdao, Hong Kong, Shanghai, Zhaoqing
Opportunities for other sister city relationships in other countries or cities or regions within China	Investigating opportunities as they arrive	International Advisory Group	n/a	Unknown	n/a	Approach from Zhaoqing for friendship city relationship
Raising awareness of Sister City/international activity				Marketing, Visitor and Events Strategy		
Activity	How	Who	When	Cost	Completed	
Develop a web presence informing the community of Sister City and international activity to generate civic pride	Improving the HDC Sister City webpage	HDC Marketing and Comms team	January 2012	Small	June 2012	<a href="http://www.hastingsdc.govt.nz/sister-city">http://www.hastingsdc.govt.nz/sister-city</a> and <a href="http://www.visithastings.co.nz/china/">http://www.visithastings.co.nz/china/</a> under development
Adding value to the International Cultures Day and other similar events	Investigating funding from the Sister City budget for lights in the Osmanthus Garden and promoting the event further	Chair of Marketing and Promotions Committee	January 2012	\$5,000	March 2012 International Cultures Day	Osmanthus garden lit March 2012 to coincide with International Cultures Day (cancelled due to weather)
Promoting successes of business activity, educational exchanges etc to generate civic pride	Using Council communications tools such as Community Link, press releases etc	HDC Marketing and Comms team	Now and on-going	Small	n/a	Several positive press releases, including Guilin teachers delegation, and Hastings delegation.
Identifying key events in the Hastings District and inviting Sister City or international participation	Inviting delegations to key events	International Advisory Group, Mayor	Now and on-going	\$10,000 to cover travel and accommodation etc	n/a	Invites sent to key Chinese contact to attend FAWC 2012

Item 6

Attachment 1

Investigating personnel exchanges between Sister City local governments or businesses	Open dialogue with Guilin Foreign Affairs	HDC, Mayor	March 2012	To be determined/Annual Plan submission	n/a	Not started
Inclusion of the Hastings District Chinese community in Sister City activity	Work with the Chinese Association	International Advisory Group	2012 and on-going	Small	n/a	Increase membership of Chinese Association on IAG to 2 members, to be discussed further
<b>Encouraging an understanding of diversity and supporting educational initiatives</b>				<b>Youth Connect Policy</b>		
<b>Activity</b>	<b>How</b>	<b>Who</b>	<b>When</b>	<b>Cost</b>	<b>Completed</b>	
Student exchange programme	Promoting the Nova Lowe bequest	Education Link Group, Schools	Now and on-going	As per application to the bequest	n/a	Education Link Group developing application criteria and form
Develop and promote Sister Schools activity	Developing marketing material for use in Guilin schools	Education Link Group, HDC Marketing and Comms	Now and on-going	To be determined	n/a	Delegation to Guilin, Hastings Girl's and Hastings Intermediate October 2012, marketing material developed for both schools
Support an International School in Hastings District if it develops	Keep aware of potential developments	HDC or external companies	Now and on-going	To be determined/Annual Plan submission	n/a	Support to develop a college in Hastings, including information about prime sites
Teacher exchange programme to build teacher enthusiasm and knowledge sharing with colleagues and students	Reciprocal teacher study groups and individual placements between Guilin and Hastings District schools	Education Link Group	Now and on-going	School or individual contributions	n/a	In development following teachers' delegation to Hastings. Education Link Group to develop further.
<b>Cultural Activity</b>				<b>Arts, Culture and Heritage Strategy</b>		
<b>Activity</b>	<b>How</b>	<b>Who</b>	<b>When</b>	<b>Cost</b>	<b>Completed</b>	
Cultural performances	Inviting international performing artists to Hastings District, and encouraging reciprocal visits by New Zealand performing groups	Cr Watkins, NZ Sister Cities, International Advisory Group	Now and ongoing	Applications to external funders		Discussions in progress regarding sending a cultural group to Guilin for 2014 exchange
Supporting and including ethnic community groups in Hawke's Bay to promote and share their culture with the wider community.	Offering grants and event management help as appropriate	Sister City Co-ordinator	2012/12 financial year	Up to \$10,000 per ann		Financial and Officer support for Destination Thailand event April 2012 and Asians in the Bay August 2012.
					<b>General Activity</b>	
<b>Activity</b>	<b>How</b>	<b>Who</b>	<b>When</b>		<b>Completed</b>	
Induction for new Councillors on International and Sister City activity	Including a short workshop and paper in the Councillor Induction Programme	Sister City Co-ordinator	Post 2013 local election	small	2013-2014	n/a
Increase funding for Sister City activity	Apply for funding for specific projects, e.g. from Asia New Zealand Foundation and local trusts.	Sister City Co-ordinator, International Advisory Group	2012 on-going	n/a	n/a	Successful application to Asia New Zealand Foundation for financial support for Asians in the Bay
Further develop links with Guilin	Engage in biannual delegation visits between the two cities And define who should be invited to make up that delegation	HDC, International Advisory Group	Now and on-going	To be determined	n/a	Planning started for 2013/2014 exchange, to be discussed further
Annual Guilin forum	Meeting at a suitable venue for all people interested in international/Sister City activity	Sister City Co-ordinator, International Advisory Group	Annually in December 2011 and on-going	Up to \$1000 catering costs	n/a	Date set 10 December 2012

**REPORT TO: INTERNATIONAL ADVISORY GROUP**

**MEETING DATE: MONDAY 15 OCTOBER 2012**

**FROM: PROJECT MANAGER: EXECUTIVE OFFICE  
CHERYL PAGET**

**SUBJECT: INTERNATIONAL ADVISORY GROUP ACCOUNT  
BALANCE TO END SEPTEMBER 2012**

Item 7

## 1.0 SUMMARY

1.1 The purpose of this report is to update the Advisory Group about the balance of accounts to the end of September 2012.

1.2 Please note that the account codes have changed from "Sister City Board of Directors" and "Sister City Cultural Activity" to "International Advisory Group" and "IAG Cultural Activity" allocations respectively. This more accurately reflects the work of the International Advisory Group.

1.3	International Advisory Group allocation	\$10,000
	Less expenditure to date	\$ 318
	<b><u>BALANCE</u></b>	<b><u>\$ 9,682</u></b>
	IAG Cultural Activity allocation	\$15,000
	Less expenditure to date	\$ 2,860
	<b><u>BALANCE</u></b>	<b><u>\$12,140</u></b>

## 1.4 Delegated authority

1.4.1 Historically, the Council's Sister City Co-ordinator has sought approval from the Board for expenditure from these budgets. However, largely due to the change from the Sister City Board of Directors to the International Advisory Group, and the change in focus of the group, several times the Project Manager: Executive Office has contacted the group to authorise expenditure for small sums of money. This is time consuming and often delays decisions being made.

1.4.2 It is proposed that in future the officer responsible for these budgets (currently the Project Manager: Executive Office) be delegated to authorise expenditure up to \$1,000, provided the expenditure is discussed with the Chair of the Group first. This will be a more efficient way of authorising small items of expenditure. All expenditure is counter-signed by the Group Manager: Corporate and Customer Services, providing a balance-and-check mechanism. All expenditure will still be reported to this group in the usual manner.

## **2.0 RECOMMENDATIONS AND REASONS**

- A) That the report of the Project Manager: Executive Office titled “International Advisory Group Account Balance to end September 2012” dated 15/10/2012 be received.**
  
- B) That the officer responsible for the “International Advisory Group” and “IAG Cultural Activity” budgets (currently the Project Manager: Executive Office) be delegated to approve expenditure up to \$1,000.00**

**Attachments:**

There are no attachments for this report.

**REPORT TO: INTERNATIONAL ADVISORY GROUP**

**MEETING DATE: MONDAY 15 OCTOBER 2012**

**FROM: ECONOMIC AND SOCIAL DEVELOPMENT MANAGER  
STEVE BREEN**

**SUBJECT: TRADE WITH CHINA: VERBAL UPDATE**

Item 8

## 1.0 SUMMARY

- 1.1 The purpose of this verbal report is to update the Group about recent trade activity with China.
- 1.2 This update arises from officer efforts to keep the Group informed of Council activity in this area.
- 1.3 The Council is required to give effect to the purpose of local government as prescribed by Section 10 of the Local Government Act 2002. That purpose includes the promotion of the social, economic, environmental and cultural wellbeing of communities. The Council seeks to meet this obligation and the achievement of community outcomes through the strategic objectives set out in the 2012-2022 Long Term Plan. The matters raised in this report relate to those elements of the strategic objectives identified in the following table.

Strategic Objectives	Achieved By
<i>Our Economy</i> <ul style="list-style-type: none"> <li>• <i>Enhanced traditional economic base</i></li> </ul>	Development trade opportunities with China

## 2.0 RECOMMENDATIONS AND REASONS

**That the report of the Economic and Social Development Manager titled "Trade with China: Verbal Update" dated 15/10/2012 be received.**

### Attachments:

There are no attachments for this report.