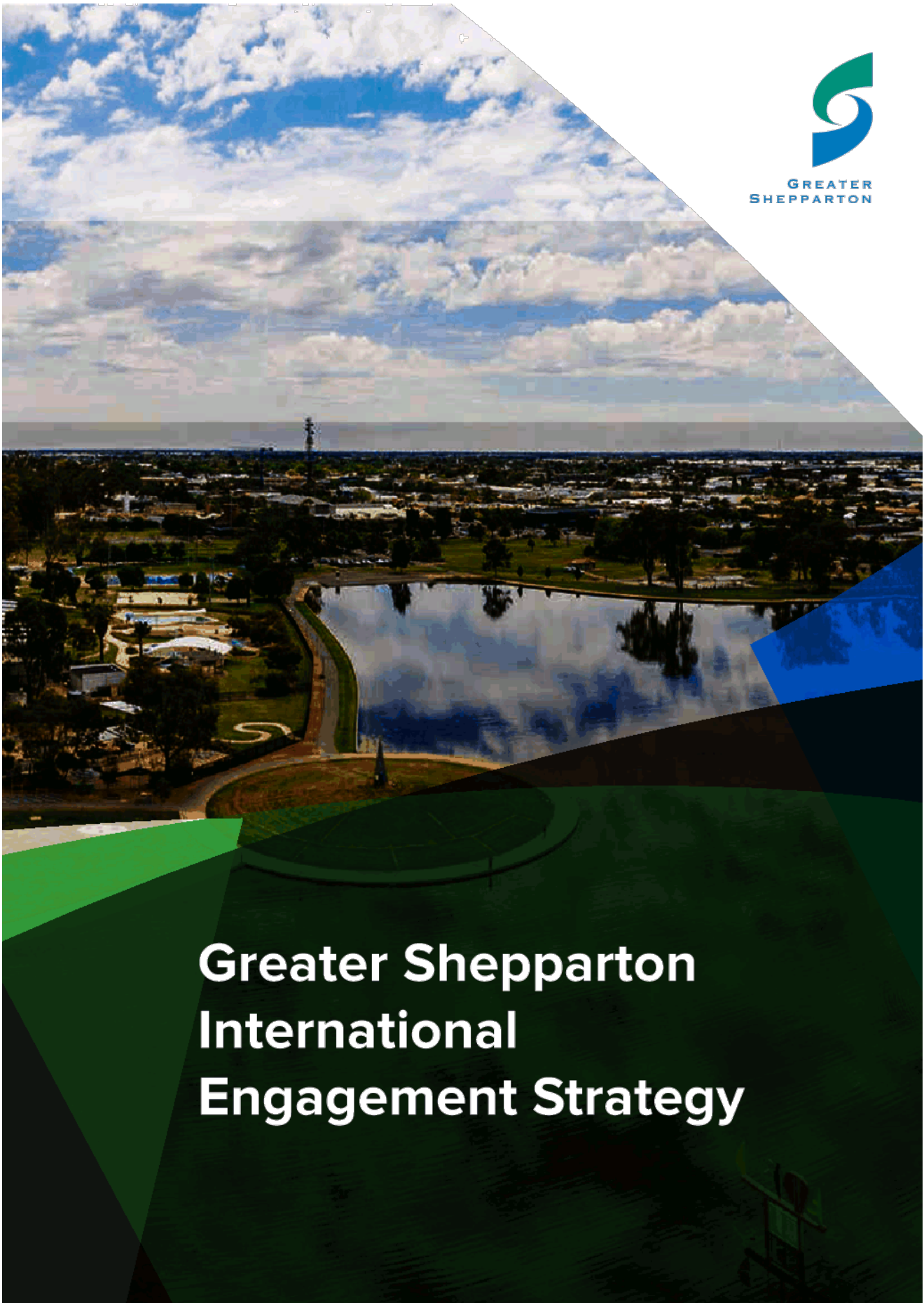


# **ATTACHMENT TO AGENDA ITEM**

**Ordinary Meeting**

**20 March 2018**

<b>Agenda Item 10.7</b>	<b>2018 China Delegation and Asia Fruit Logistica</b>
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# Greater Shepparton International Engagement Strategy





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## Vision

*Increased economic & cultural activity by:*

- ▶ *Business growth through access to international markets*
- ▶ *Attraction of international investment*
- ▶ *Pursuit of cultural & educational opportunities*



## Greater Shepparton

Greater Shepparton is a vibrant, diverse community located approximately two hours north of Melbourne in the heart of the Goulburn Valley, the Foodbowl of Australia.



- Greater Shepparton is a regional centre in Victoria extending over 2,421sq kilometres. 60+ localities.
- Greater Shepparton's population is almost evenly split between the main urban centres of Shepparton and Mooroopna (53%) and the surrounding rural areas (47%).
- Greater Shepparton's population is approximately 64,803 and is forecast to grow to 77,974 by 2031 (ABS).
- Cultural diversity



Greater Shepparton has a state of the art irrigation system, ideal climate, quality soils and produces 25% of Victoria's agricultural product. It is the largest producer of nashi, pear and peach crop in Australia. The central location of Shepparton gives it a competitive advantage compared to other regional cities, demonstrated with 25% of Victoria's truck registrations occurring within Greater Shepparton. Greater Shepparton has a strong manufacturing sector with SPC, Pactum Dairy, Tatura Milk, Campbell Soups and Unilever. Greater Shepparton has a significant opportunity to develop relationships with overseas investors and to encourage investment within the region.



## The International Strategy

International trade has generated a significant amount of interest in recent times due to the numerous economic opportunities that exist outside of Australia. Major population growth, particularly in Asia has presented a plethora of opportunity for the Greater Shepparton region. Both State and Federal Governments are dedicating resources and expertise towards enhancing knowledge of the opportunities for trade and Greater Shepparton City Council is driven towards making such opportunities available to local business and industry.

The China Free Trade Agreement (2014) provides a strong incentive for increased trade of foods and services between Australia and China. There is also increasing visits from Chinese Government officials and business groups seeking trade opportunities. Greater Shepparton City Council will establish a contact person to co-ordinate incoming and outgoing delegations and business groups.

In addition there are many private organisations and consultants seeking to facilitate trade. One such trade platform is the annual Gulfood tradeshow hosted in Dubai UAE. Gulfood is the world's largest annual food & beverage exhibition which presents Greater Shepparton with the opportunity to promote trade between more than 120 countries and showcase the trends and innovations that are shaping the future of food and beverage consumption worldwide.

The International Engagement Strategies purpose is to strategically increase the economic and cultural prosperity of the Greater Shepparton region through relationship building, facilitation of business growth via access to international markets, and the attraction of international funds for economic growth.

The strategy highlights outcomes that can be achieved within the region and details associated action plans.

The strategy features five major themes which include developing best practice in attracting investment to the region, drive investment and employment growth in the food industry to capitalise on exporting opportunity, diversifying the economic base and capturing investment in emerging industries, growing the export economy through improved knowledge and export servicing.





### 1. Support

Support Greater Shepparton businesses by facilitating:

- Education
- Training
- Mentoring
- Funding Opportunities,
- Business Visits
- Participation in trade shows

To foster and strengthen international relationships

#### Actions

Item	Action	Timeline	Responsible Department	Budget
1.1	Regularly liaise with Austrade, FIAL, ACBC, State Government, Federal Government, Victorian Trade Office and RDV regarding export, development and delegation (inbound and outbound) opportunities.	Ongoing	Economic Development	\$2,000
1.2	Utilising data from Action 2.2 ascertain the business appetite to increase export business and attract investment.	Ongoing	Economic Development	\$2,000
1.3	Educational and training opportunities made available to support development and knowledge regarding standards, free trade and exports.	Ongoing	Economic Development	\$3,000
1.4	Creating opportunity for local business to participate in delegation visits and trade expos.	Ongoing	Economic Development	\$2,000
1.5	When the opportunity arises, connect potential buyers with locals who have demonstrated an interest in trade / investment.	Ongoing	Economic Development	\$2,000
<b>Sub Total</b>				<b>\$11,000</b>



### 2. Business

The Greater Shepparton International Engagement Strategy will seek to identify businesses that are investment or export ready and to assist in increasing their level of knowledge, to aid trade facilitation and identify those that need assistance to become export ready.

#### Actions

Item	Action	Timeline	Responsible Department	Budget
2.1	Survey business and industry to determine current and future export interest, activity and readiness.	Ongoing and conducted yearly	Economic Development	\$1,000
2.2	Develop a business database which outlines our businesses: - Products - Export capabilities - Desire to increase or commence exporting - Desire to attract investment - Current Export Activities  Document and maintain this database.	Feb 2017 - Ongoing	Economic Development	\$2,000
2.3	Establish a database of export ready businesses interested in hosting delegations and discussing export opportunities with overseas delegations.	Feb 2017 - Ongoing	Economic Development	\$2,000
2.4	Encourage businesses to become involved in professional memberships (such as the Australia China Business Council) and activities with the objective of increasing export capabilities.	Ongoing	Economic Development	\$1,000
2.5	Regularly engage with business to gain understanding regarding Council's priorities and ensure that they align with business objectives.	Ongoing	Economic Development	\$2,000
2.6	Establish an internal support group dedicated to assisting local business to increase international economic outcomes.	Ongoing	Economic Development	-
<b>Sub Total</b>				<b>\$8,000</b>





### 3. Promotional

Promote region as 'investment ready' and opportunistic towards exporting our clean and green produce.

Promotional material should be showcased to international markets promoting Greater Shepparton's products, strengths and interest in trade.

#### Actions

Item	Action	Timeline	Responsible Department	Budget
3.1	Produce a short video of fruit product available for export in multiple languages.	March 2017	Marketing & Communications	\$5,000
3.2	Produce hard & soft copy prospectus in multiple languages.	June 2017	Marketing & Communications	\$5,000
3.3	Promote the international opportunities that present themselves to business	Ongoing	Marketing and Communications and Economic Development	\$5,000
3.4	Continue to promote Greater Shepparton as a place to invest through the Great Things Happen Here Campaign	Ongoing	Marketing and Communications and Economic Development	\$5,000
3.5	Create a web page which identifies export ready businesses & products with contact details.	October 2017	Marketing & Communications	\$1,000
<b>Sub Total</b>				<b>\$21,000</b>

### 4. Visitation

Trade delegations are an important promotional tool for the implementation of the international strategy. To maximise returns it is essential that the coordination of delegations be carefully considered, well organised and properly leveraged.

Inbound and outbound Trade delegations are often resource intensive, however are an integral way of building relationships and increasing economic and cultural opportunities. With limited budget and resources, it is imperative that participation is evaluated based on economic and cultural benefit.

#### Actions

Item	Action	Timeline	Responsible Department	Budget
4.1	Develop a policy that provides guidance on assessment of participation in inbound and outbound delegations and assess each invitation based on this policy.	March 2017	Economic Development	-
4.2	Participate in one outbound delegations per year in accordance with policy 4.1	Ongoing	Economic Development	\$15,000
4.3	Maintain dialogue with state and federal government regarding delegations and trade show opportunities and provide opportunity for local business to participate.	Ongoing	Economic Development	\$5,000
4.4	Offer opportunity to participate in both inbound and outbound delegations to relevant business.	Ongoing	Economic Development	\$5,000
<b>Sub Total</b>				<b>\$25,000</b>





### 5. Friendship Cities

Greater Shepparton City Council currently has a Sister City relationship with the following cities:

- Baguio, **Philippines**
- City of Tieling, **China**
- City of Toyoake, **Japan**
- Oshu City, **Japan** (formerly Esashi City)
- Florina, **Greece**
- Lijiang City, **China**
- Novato, **USA**
- Resen, **Yugoslavia**
- Shangqiu City, **China**
- Shepperton, **England**
- Korce, **Albania**

Greater Shepparton City Council currently has a Friendship City Agreement with the following cities:

- Shangqiu City, **China**

A number of these cities have relationships with local schools, universities and TAFE.

#### Actions

Item	Action	Timeline	Responsible Department	Budget
5.1	Proactively research opportunities to enter into agreements, to increase economic & cultural opportunities in accordance with policy development in action 4.1	Ongoing	Economic Development	\$5,000
5.2	Circulate quarterly Council reports to cities with Friendship Agreements and maintain regular communication.	Ongoing	Economic Development	\$5,000
5.3	Monitor Friendship/Sister City agreements to ensure economic/cultural objectives are being achieved.	Ongoing	Economic Development	-
5.4	Host Friendship/Sister Cities to continue to build the relationship and promote Greater Shepparton as a place to invest, visit and enhance trade opportunity.	Ongoing	Economic Development	\$10,000
5.5	Review current Sister City and Friendship City Relationships and determine which relationships should remain active in accordance with action 4.1.	April 2017	Economic Development	-
			<b>Sub Total</b>	<b>\$20,000</b>

### 6. Resources to Implement International Strategy

Most actions within the International Strategy will be resourced and supported by the existing Economic Development and Market and Communications departments. Actions such as 1.1, 1.3, 1.4, 1.5, 3.3, 4.2, 4.3 and 5.1 will require expert assistance and guidance from international contacts that Council has dealt with previously.

### 7. Review

This strategy will be reviewed annually to measure performance against these actions and the key performance indicators are listed below.

Item	Measure
7.1	Number of local businesses assisted in export endeavours
7.2	Number of international investment opportunities
7.3	Degree of cultural and education exchange interest generated













11 January 2018

Attention: Peter Harriot

CEO  
City of Greater Shepparton  
90 Welsford St  
SHEPPARTON VIC 3630

Dear Peter

**LETTER OF SUPPORT FRUIT INDUSTRY REPRESENTATION AT THE 2018 ASIA FRUIT LOGISTICA**

I write on behalf of Radevski Coolstores P/L to express our support for fruit industry representatives to attend the 2018 Asia Fruit Logistica on behalf of the City of Greater Shepparton.

I have received very good comments from industry colleagues on how the COGS team represented themselves at the 2017 event.

Hence, we should not allow this momentum to subside. If we want to keep Greater Shepparton on the world stage, we must continue to develop and market our region as part of the "GREAT THINGS HAPPENING" marketing campaign. What better way is there than the 2018 ASIA FRUIT LOGISTICA.

I have had several conversations with Rohan Sali regarding the 2018 event. There are many opportunities that exist for Council to further develop relationships in the agriculture space and in particular enticing international agricultural businesses to make Shepparton their Australian bases.

I advised Rohan that the best outcome would be to share a stand with Apple Pear Australia Ltd (APAL) for the 2018 Expo. The Shepparton area is one of APAL's largest source of income in regards too agricultural levies. This lends itself to a possible subsidy through Horticulture Australia and APAL. COGS would be silly not to apply for funding or atleast contribute some funds to have local representation at the expo.

Radevski Coolstores perceives that to keep our fruit industry thriving we must continue creating relationships throughout Asia for export opportunities. Our fruit industry reliance on the Australian supermarkets cannot be sustained. We must drive Shepparton to "Greater" achievement. I happy to discuss this with you further. Thankyou for your time.

Yours sincerely



**Peter Radevski**  
General Manager  
0402 039877 / [peter@radevskicoolstores.com.au](mailto:peter@radevskicoolstores.com.au)



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Greater Shepparton City Council  
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East Melbourne, VIC 3002

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E [ea@apal.org.au](mailto:ea@apal.org.au)

January 11<sup>th</sup> 2018

**RE: Letter in support of Greater Shepparton City Council  
holding a booth at Asia Fruit Logistica 2018**

Dear Peter,

APAL is an industry representative body and non-profit membership organisation that supports Australia's commercial apple and pear growers. I write to you on behalf of Apple and Pear growers to express my support for the Greater Shepparton City Council holding a booth at Asia Fruit Logistica for the purposes of promoting exports of the region's horticultural products.

Asia Fruit Logistica is the premier trade event for the international trade of fresh produce in Asia and an ideal opportunity for industry bodies, growing regions, exporters and associated businesses to promote their products and services. It will next be held on the 5<sup>th</sup> to 7<sup>th</sup> September 2018 in Hong Kong. In holding a booth, Greater Shepparton City Council will be able to promote the export of apples and pears from the Goulburn Valley region and provide growers, packers and exporters a highly visible 'base' from which to conduct business.

I strongly recommend that Greater Shepparton City Council hold a booth in conjunction with Taste Australia to maximise exposure, minimise expense and capitalise on the expertise of Hort Innovation in promoting Australian horticultural products. APAL will be holding a booth in conjunction with Taste Australia.

If you have any questions, please contact me on 0438 899 469 or [amandemaker@apal.org.au](mailto:amandemaker@apal.org.au)

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Andrew Mandemaker', is written over a large, faint, stylized circular graphic that resembles a stylized apple or pear.

Andrew Mandemaker  
Head of Global Quality and Innovation

[www.apal.org.au](http://www.apal.org.au)





22 January 2018,

City of Greater Shepparton,  
90 Welsford Street,  
SHEPPARTON VIC 3630

Dear Sir/Madam,

LETTER OF SUPPORT IN COGS ATTENDING ASIA FRUIT LOGISTICA 2018

I am writing this letter to show that Fruit Growers Victoria Ltd. fully support the attendance of the City of Greater Shepparton at Asia Fruit Logistica being held in Hong Kong in September 2018.

Asia Fruit Logistica is Asia's leading trade show for the international fresh fruit and vegetable industry. The Goulburn Valley is often referred to as the "Food Bowl" as approximately 25% of the total value of Victoria's agricultural production is generated in this area. To have Council represent the region would be an amazing opportunity to promote the Goulburn Valley and its fresh produce.

Having Council attend at this premier event would not only offer support to our grower members in attendance but to all Goulburn Valley businesses present. It will give Council representatives the opportunity to network with buyers and sellers at the expo and build relationships that may benefit our region.

Kind Regards,

**FRUIT GROWERS VICTORIA LTD.,**



Fruit Growers Victoria Ltd  
ACN 113 584 615 ABN 39 113 584 615  
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Office: 2 Rumbalara Road, Mooroopna, VIC 3629 Phone: 03-5825-3700 Email: office@fgv.com.au