



REPORT 5
(1215/11/IM)

Report of the Strategy and Policy Committee
Meeting of Thursday 15 August 2013

Members: Mayor Wade-Brown, Councillors Ahipene-Mercer, Best (Deputy Chair), Cook, Coughlan, Eagle, Foster (Chair), Gill, Lester, McKinnon, Marsh, Morrison, Pannett, Pepperell and Ritchie.

THE COMMITTEE RECOMMENDS:

1. **ITEM 215/13P POLICY ON INTERNATIONAL RELATIONS**
(1215/52/IM) (REPORT 3)

RESOLVED:

THAT Council:

- 1. Adopt the final International Relations Policy attached as appendix 1 of the report of the Committee.*

Andy Foster
Chair

International Relations Policy

1. Purpose

The purpose of Wellington City Council's International Relations Policy is to enhance Wellington's reputation as an attractive city for migrants, a great place to invest and do business. While the Council's international relations policy has traditionally focused on cultural ties and tourism, this policy puts more emphasis on economic development.

2. Policy Objectives

- Strategic focus: support the Council's strategic vision – Wellington Towards 2040: Smart Capital.
- Economic development: pursue new city-to-city relationships that offer economic opportunities.
- Productive relationships: build on existing city-to-city relationships to develop economic partnerships and projects.
- Foster linkages: provide local businesses with access to new markets and networks.
- Promotion of the city: raise the profile of Wellington internationally as an attractive city and a great place to work, invest, visit, do business, learn and live.
- Identity: Enhance Wellington's character and prosperity through well planned and managed relationships, partnerships and activities.
- Engagement: enhance opportunities for international dialogue.

3. Principles

- a) All international relationships must fit with the Council's strategic vision: Wellington Towards 2040: Smart Capital.
- b) Any new economic partnerships or projects must fit with the common priorities and objectives as agreed between the Council and its international relations stakeholders (i.e. local business, tourism, education and political and diplomatic leaders).
- c) New international relationships should be assessed on their potential to provide demonstrable benefits for Wellington.
- d) Decisions on allocating the Council's limited international relations resources must be made with confidence that the city derives sufficient value to justify Council engagement.

4. Benefits

International relationships contribute to Wellington's:

- *Economy* – access to markets, commercial opportunities, international investment in Wellington and the attraction of skilled migrants and international students and tourists all contribute to the city's economic prosperity.
- *Community and culture* – people that visit and settle in Wellington support the vision for a creative, knowledge-based city and contribute to the capital's reputation for being diverse and open.

5. Policy outline

The Wellington City Council can use a variety of mechanisms to ensure effective international relations. The use of these will be guided by the following:

5.1 *Focus international relations resources where Council has a distinct role and can make a difference*

International relations activities will focus on opportunities and initiatives where the Council does not displace other actors and is best placed to be a facilitator, political or community leader.

Decisions on allocating the Council's international relations resources must be made with confidence that the ratepayer derives sufficient social, cultural or economic value to justify Council engagement (partly demonstrated by assessment of actual or likely stakeholder participation, engagement and resource commitment).

5.2 *Encourage local, regional, national and international collaboration*

A key principle underlying the policy is partnering with local, regional, national and international organisations, recognising that the Council cannot act alone in achieving the aims. Significant skills and resources exist in other agencies (e.g. New Zealand Trade and Enterprise). Just as it is important for Council to focus effort on where it adds most value, it is important to ensure Council continues to be well linked in to key national agencies and to diplomatic missions, and to ensure our stakeholders can fully capitalise on the advantages of being the nation's capital. Specifically, the Council will leverage its relationships and agreements with institutions (ie WOW) to promote Wellington internationally.

5.3 *Council and stakeholder perspectives*

There is a wide range of stakeholders who may participate in developing and maintaining Wellington's international relations. Stakeholder perspectives can inform Council's planning by helping to:

- Identify and prioritise opportunities
- Establish the level of stakeholder commitment to supporting International Relations activities. (Stakeholder commitment to engage directly in supporting international relations activities provides a useful proxy for stakeholder assessments of the value of specific initiatives.)

The following table identifies the main categories of stakeholders, their possible roles and interests, and Council's potential roles in respect of each category. This is not a complete list and other key stakeholders may emerge over time. Council will engage with stakeholders to inform forward planning of international relations activities:

Categories of stakeholders	Council's potential role(s)
Central and local government agencies.	Support local business – government interface. Ensure synergies between council and national government priorities. Leadership role as capital city. Collaboration with other Wellington region local authorities.

APPENDIX 1

Local/ regional tourism, education and economic development agencies.	Cooperate to promote local and regional tourism, education and business opportunities.
Wellington businesses, business organisations.	Brokering, facilitation, political representation.
Individuals (visitors, overseas students in Wellington, Kiwi Expats Abroad)	Ensuring visitors/ students engage and positively identify with Wellington. Potentially facilitating ambassador role through easy access to relevant information material on Wellington.

5.4 *City-to-city relationships*

The purpose of city-to-city relationships is to foster cultural, historical, educational, sporting and economic links. Wellington City Council's city-to-city relationships fall into four sub-categories:

- *Sister city*: a formal, long-term relationship based on diverse linkages between the two cities including cultural, educational and business links. Sister city relationships require a high degree of commitment on both sides, and active involvement of a community committee.
- *Historical sister city*: Relationship based on historical or ceremonial links.
- *Friendly city*: Less formal and lower profile relationship than a sister city relationship. Likely to be a long term relationship, but the level of community support and involvement is not sufficiently high to warrant a full sister city relationship.
- *International social, cultural or sporting partnership*: A timebound relationship which is based on a specific non-economic project or initiative in which the city shares a significant interest with Wellington.

5.5 *City-to-city economic development partnerships and projects*

The purpose of economic development partnerships and projects is to facilitate investment in either ideas or capital in Wellington, to assist in the development of business and promotional opportunities for Wellington businesses in overseas countries, to promote people exchange (visitors, temporary and permanent migrants, and students) and to assist in the transfer of technical expertise and knowledge.

These would normally be a time-bound relationship which is based on economic development objectives in which the city shares a significant interest with Wellington. This category could include exchanges of technology and expertise (eg a city like Melbourne may not have sufficient cultural difference to Wellington to justify investment in improving cultural understanding, but may have sufficient common interest (e.g. earthquake technology) or common areas of business focus (e.g. leading edge information technology) to justify an economic development partnership.

5.6 *Leading, hosting and participating in international delegations*

Council supports and participates in both inward and outward delegations with a wide range of business, political, educational and cultural purposes. Support for, or initiation of, delegations will be determined by an assessment of their fit with

this policy. It is acknowledged that official approaches by sending countries will be appropriately supported as part of generic hosting obligations.

Wellington City Council will work with mana whenua as appropriate for formal delegations to ensure international visitors receive the best possible understanding of the cultural dimensions that is unique to New Zealand.

6. Other mechanisms and relationships

The international relations policy has connections with other strategies and council activities including.

6.1 Tourism promotion, attractions and events

The Council funds tourism promotion, major and iconic events and support facilities that draw visitors to the city.

6.2 An integrated approach to attracting and retaining talent

Destination Wellington is a core component of the Economic Development Strategy that recognises the need to extend marketing beyond tourism. The initiative aims to target attraction of talent, businesses and investment to promote Wellington as the business capital of New Zealand. The Council is working with its tourism promotion and economic development agencies to deliver this.

6.3 Cultural and settlement activities

The Council's community, recreational and cultural activities provide opportunities for people to engage and feel connected to the city.

6.4 International connections and networks

The Council is a member of a number of international networks and institutions, and connects with others around the world across a variety of fields to share knowledge, information and expertise, combine efforts to resolve common problems and learn about best practice. These relationships are generally not city-to-city, are activity or industry focused, are generally informal, time-bound, and may not need formal ongoing relationships or commitments.

7. Monitoring and review

Monitoring will include:

- committee report backs on the outcomes of international delegations.
- quarterly and annual reporting on initiatives and relationships relative to that period.

The policy will be reviewed as and when required.

Work Programme

<i>Short-term priority work programme</i>	
Strengthen China	25 years of sister city relations with Xiamen, 6 years with Beijing, and recent agreements with Tianjin and Zhejiang are long-term investments that are resulting in business successes and opportunities for Wellington firms. Regular contact is important as this demonstrates a commitment to the relationship. Regular (ie annual visits) would be a way of demonstrating this.
Sustain Japan	The city has 18 year of relations with Sakai. This means the city is well positioned to support any business initiatives that arise.
Grow Australia	Wellington has an existing relationship with Sydney. Australia is a key market and opportunities to expand business and attract investment and talent exits. Given proximity, similar values, culture and priorities, growing the relationship with Australia is possible without higher formalities. Business and civic connections are and can be readily made.
Connect with US western coast	Explore opportunities to strengthening institutional and agency connections between Wellington and the wider West Coast of the United States through agencies such as Grow Wellington, Ministry of Foreign Affairs and Trade and New Zealand Trade and Enterprise and pursue a relationship with San Francisco to enhance business collaboration – particularly to support digital and earthquake technology sectors. The entire west coast of the United States offers opportunities to support Wellington’s creative tech sectors.
Build strategic relationships in New Zealand	<p>Develop a programme of work to better engage and connect with:</p> <ul style="list-style-type: none"> • Wellington’s national institutions • embassies and consulates • expats overseas • government departments (and their strategies, resources and connections) • other core cities in New Zealand • Wellington institutions and businesses. <p>By working together more closely, we can collaborate, and align work to maximise opportunities, effort and resources. A more active engagement programme with stakeholders and regular focus groups will allow potential opportunities to be identified and assessments made for what role the council can play.</p>
<i>Long-term work programme</i>	
Explore India	India is an emerging world power. There may be merits in the council leveraging our capital city status to partner with Delhi (or other city) in the long term. This could act as a platform for economic and social developments. While there are no immediate plans to enter in to formal relations with Delhi it is considered appropriate to continue to engage in conversations with Indian Community in Wellington to identify areas of cooperation.
Consider other relationships	Investigate the possibility of establishing a relationship with Singapore. Singapore is a city where air links could be established to support the Councils long-haul strategy.