

AGENDA

International Relations Advisory Committee Meeting Wednesday, 19 January 2022

I hereby give notice that an International Relations Advisory Committee

Meeting will be held on:

Date: Wednesday, 19 January 2022

Time: 10:30am - 12:00pm

Location: Microsoft Team Meeting

Click here to join the meeting

Scott Waters
Chief Executive Officer

INTERNATIONAL RELATIONS ADVISORY COMMITTEE MEMBERS

Lord Mayor of City of Darwin the Hon.Kon Vatskalis

CEO of Darwin International Airport Tony Edmondstone

CEO of Darwin Port Darren Lambourn

GM of Darwin Convention Centre Peter Savoff

Chairman of the Board of Darwin Waterfront Corporation Richard Fejo

Sister City Chair Ms Vida Goodvach

Top End Tourism Board member Ms Rachel Beaumont-Smith

Migration NT Pompea Sweet

Austrade Stephanie Smith

Department of Foreign Affairs and Trade, NT Office Sandra Henderson

Acting General Manager Innovation Dr Alice Percy

OFFICERS

Ms Cherry Cai

Order Of Business

1	Meeting Declared Open5				
2	Acknowledgement of Country				
3	Apologies and Leave of Absence				
4	Electronic Attendance				
5	Declaration of Interest				
6	Confirmation of Previous Minutes				
7	Actions Arising From Previous Minutes				
8	entations	6			
9	Officer Reports				
	9.1	2022 Darwin Dragon Boat Festival	7		
	9.2	Membership Update	g		
	9.3	Congrats Letter from International Relations Advisory Committee	10		
10	Member Reports				
	10.1	Seven Seasons, Seven Senses Incubator Program	11		
	10.2	Darwin International Virtual Trade Show 2022 update	70		
	10.3	International Bid Champion Grant Program	73		
11	General Business				
	11.1	Verbal Updates	74		
12	Next l	Meeting	75		
13 Closure of Meeting					

1 Meeting Declared Open

2 Acknowledgement of Country

3 Apologies and Leave of Absence

3.1 Apologies

CEO of Darwin International Airport Tony Edmondstone CEO of Darwin Port Darren Lambourn Austrade Stephanie Smith

3.2 Leave of Absence

Nil

3.3 Leave of Absence Notified

Nil

4 Electronic Attendance

GM of Darwin Convention Centre Peter Savoff
Chairman of Larrakia Nation Richard Fejo
Ms Vida Goodvach
Ms Rachel Beaumont-Smith
Migration NT Pompea Sweet
Department of Foreign Affairs and Trade, NT Office Sandra Henderson
Acting General Manager Innovation Dr Alice Percy

5 Declaration of Interest

6 Confirmation of Previous Minutes

International Relations Advisory Committee - 27 October 2021

7 Actions Arising From Previous Minutes

As in the below report.

8 Presentations

Nil

9 OFFICER REPORTS

9.1 2022 DARWIN DRAGON BOAT FESTIVAL

Author: Manager International Business Relations

Authoriser: Executive Manager Growth & Development Services

Attachments: Nil

RECOMMENDATIONS

THAT the report be received and noted.

That the International Relations Advisory Committee appoints _____ to represent at the 2022 Dragon Boat Festival Working Group.

Purpose

The report is for the Committee to appoint a member representing the Working Group and report back to the Committee on the progress of this event.

Background

City of Darwin received \$89,000 from the National Foundation for Australia – China Relations to deliver the 2022 Darwin Dragon Boat Festival. City of Darwin will provide a cash contribution of \$10,000 to match the funding as per the Funding Agreement. The Grant allows us to deliver this event in June 2022 or 2023 if international travel is impossible. Please see Grant Recipients.

Event Brief

The 2022 Dragon Boat Festival (the Festival) will be held in Darwin in June 2022 or June 2023 if the international delegation cannot travel to Darwin in 2022. The Festival will be a two-day program consisting of the Darwin Excellence Showcase Day and the Dragon Boat Racing Day.

The Dragon Boat Festival aims

- To provide a platform for direct engagement with the Chinese government at the local and municipal level;
- To bring together participants of Chinese heritage and those from the broader Australian community in the spirit of friendship and sporting competition
- To promote cultural understanding and appreciation between Australia and China;
- To support the City of Darwin's wider community engagement and multicultural program;
- To develop, promote and strengthen business and community ties between Australia and China.

On Dragon Boat Racing Day (friendship type of boat race), the Chinese dragon boat teams and official delegations from Darwin's Sister and Friendship Cities in greater China (Haikou, Qingdao, Guangzhou, Shenzhen, and Yuexiu District) will be invited to participate in the Festival together with local dragon boat teams, communities, and businesses in Darwin. The Darwin Excellence Showcase Day will promote Darwin and Australia to the visiting Chinese delegation.

It will comprise cultural exchange programs including food, performances, games, market stall, and an itinerary/program for the Chinese delegation will include a welcome reception, site visits,

Item 9.1 Page 7

tours, darwin business showcase and cultural activities to deepen their understanding of Darwin and the Australian culture.

Dragon Boat Festival Working Group

The Dragon Boat Festival Working Group (The Group) is set up to advocate, inform, and support Council to plan and deliver the Darwin Dragon Boat Festival. The Group provides support, knowledge, information, and connection to the City of Darwin to host the Dragon Boat Festival in June 2022 or June 2023 if the international delegation cannot travel to Darwin in 2022.

The role of the Group is to:

- Provide support and advice to City of Darwin on the planning and delivery of the Dragon Boat Festival
- Share knowledge, information, expertise, and connection to City of Darwin to achieve its strategic outcomes of the Festival

Membership will be representatives of Darwin's Chinese community and other key stakeholders and will reflect the skills and expertise required to meet the purpose and objectives of the Festival. The below stakeholders have been invited to the Working Group.

Organisation		
Australia China Business Council NT		
Chinese Chamber of Commerce Northern Territory of Australia Inc.		
Charles Darwin University Confucius Institute		
Australia China Friendship Society NT Branch		
Australian Dragon Boat Federation and NT paddler representatives		
Chung Wah Society Inc (TBC)		
Sister City Advisory Committee (TBC)		
International Relations Advisory Committee (TBC)		
Top End Tourism (TBC)		

The Working Group meeting frequency will be confirmed at the first Working Group meeting in January. The International Relations Advisory Committee is invited to appoint a member representing the Working Group and report back to the Committee on the progress of this event.

Item 9.1 Page 8

9.2 MEMBERSHIP UPDATE

Author: Manager International Business Relations

Authoriser: Executive Manager Growth & Development Services

Attachments: Nil

RECOMMENDATIONS

That the report be received and noted.

This is to update the Committee that the Committee Member, Josh Sattler, former General Manager of Innovation Growth Development Services(IGDS), is no longer working for the City of Darwin. Dr Alice Percy, Acting General Manager of Innovation and Executive Manager of Growth and Development Services, will represent from City of Darwin at the International Relation Advisory Committee.

Item 9.2 Page 9

9.3 CONGRATS LETTER FROM INTERNATIONAL RELATIONS ADVISORY COMMITTEE

Author: Manager International Business Relations

Authoriser: Executive Manager Growth & Development Services

Attachments: Nil

RECOMMENDATIONS

That the report be received and noted.

That the Committee endorses to provide a congratulation letter to Stephanie Smith for having a baby.

This report is to update that Committee member Stephanie Smith from Austrade is currently on maternity leave, and this report is seeking endorsement from the Committee to write a congratulation letter to her on having a baby.

Item 9.3 Page 10

10 MEMBER REPORTS

10.1 SEVEN SEASONS, SEVEN SENSES INCUBATOR PROGRAM

Author: Executive Manager Growth & Development Services

Authoriser: Executive Manager Growth & Development Services

Attachments: 1. Tourism Vision

2. Tourism Framework

3. Revised Seven Seasons, Seven Senses Vision

RECOMMENDATIONS

Council Officers will be recommending the following recommendations at a subsequent Council meeting:

1. THAT the report entitled Seven Seasons, Seven Senses Incubator Program be received and noted.

PURPOSE

The purpose of this report is to provide Council with information regarding the Seven Seasons, Seven Senses Incubator Program recently developed through the Destination Darwin Tourism Vision and Framework in response to Darwin's COVID-19 tourism emergency and in support of the NT Tourism's regional destination management planning.

KEY ISSUES

- Darwin is facing a tourism emergency and the experiences unique to our municipality have been under developed for a long period of time.
- At a workshop in October 2020, City of Darwin in collaboration with key stakeholders developed a vision and preliminary framework for Darwin as a destination.
- This vision has now evolved into development of a Seven Seasons, Seven Senses Incubator
 Program led by City of Darwin in collaboration with key stakeholders. This provides City of
 Darwin with an opportunity to foster and build capability in an important economic sector for
 our city at a time of significant importance and opportunity in responding from the global
 pandemic
- Tourism NT is currently developing a series of regional destination management plans and is sub categorising Greater Darwin within this regional planning as a unique destination. The Seven Seasons vision has been included within their draft destination management plan.

DISCUSSION

Discussions with Tourism NT and Tourism Top End in early October 2020 proposing the development of a vision for Darwin as a destination were met with enthusiasm and welcomed the opportunity as such to align with the current development of the regional destination

management plans being delivered across the Northern Territory at present.

It was proposed by City of Darwin to facilitate a workshop to investigate with a key cohort of stakeholders the strengths and weaknesses and also the opportunities and threats the City of Darwin presents in 2021-2030. The workshop was facilitated by the team at Travconsult and the attached vision and the development of a preliminary framework was proposed. Refer **Attachment 1** Framework and **Attachment 2** vision presentation.

Continued discussions with key stakeholders have led to development of an updated vision (Attachment 3) with seven seasons and *seven* senses (sight, sound, taste, touch, scent, spirit and being) and development of the Seven Seasons, Seven Senses Incubator Program.

The goal of the Seven Seasons, Seven Senses Incubator Program is to develop and share distinctly Darwin experiences with domestic and international visitors via the unique lens of the Larrakia people. A journey of seven seasons to awaken the seven senses; to engage with stories of the past, celebrate those of the present and together, create new guest experiences for future generations.

The Program will:

- Develop local business capabilities to deliver compelling seven seasons, seven senses experiences and empower industry with the tools and skills necessary to deliver the vision.
- Educate stakeholders on how to incorporate the seven seasons, seven senses vision and concepts into building unique experiences with correct and consistent messaging.
- Create market share by educating key trade partners and potential visitors on seven seasons, seven senses.
- Develop high quality experiences with captivating stories that showcase the seven seasons, seven senses.
- Build high level service standards at the tourism face to meet and exceed service needs and expectations of visitors.
- Monitor the results of marketing and visitor satisfaction.
- Monitor the extent to which the program increases the visitor length of stay and the spread of stay across the seven seasons.
- Continually improve capacity, capability and consistency and encourage growth, innovation, changing needs and expectations of domestic and international markets.

This is an opportunity to build capability of local businesses, promote Darwin as a unique destination and extend the visitor season across the year ultimately leading to further investment and economic growth for Darwin businesses and the greater Darwin region. With an estimated 10 per cent increase in just domestic visitor nights this leads to additional direct effects of:

- \$82.5 million in expenditure
- 315 long term jobs
- \$35.8 million in value added expenditure

Larrakia Nation, the Darwin Convention Centre, Hospitality NT, Neuron and NT Airports have confirmed that they are keen to be involved in the Program.

The Seven Seasons, Seven Senses Incubator Program will be delivered in stages, with Stage 1 'Introducing the Seven Seasons, Seven Senses vision' already underway by TravConsult. Stage 1 includes a gap analysis, support with building awareness in the community, and delivery of a stakeholder engagement workshop in February 2022 with selective tourism businesses (small, medium, large) to ensure buy-in at all levels so that the businesses understand what is in it for them and are ready to collaborate, partner and move forward with a launch in the dry season

when the Discover Darwin website is launched.

A Tender was released on the 16 December 2021 to deliver Stage 2 of the *Seven Seasons, Seven Senses Incubator Program* to build capability of local Darwin businesses to create unique seven Larrakia season, seven senses (sight, sound, taste, touch, scent, spirit and being) tourism experiences that will ultimately extend the visitor season across the year, leading to further investment and economic growth for the greater Darwin region.

Stage 3 – creating market share via demand and Stage 4 – ongoing support and marketing will be tendered at a later date.

The opportunity that a vision that not only promotes Darwin as a destination but also clearly outlines the framework for industry and stakeholders to build capability in the development of these experience marks a transformational shift for our city and as such accelerates the realisation of these benefits associated for our economy and our Coronavirus (COVID-19) recovery.

. eservery.					
PREVIOUS COUNCIL RESOLUTION N/A					
STRATEGIC PLAN ALIGNMENT					
CRITICAL DATES	Ongoing program				
BUDGET / FINANCIAL	Budget/Funding: \$160,000 Stage 1 and 2 Is Funding identified: Yes				
	Budget No:		Net	uron income	
	This initiative will be fur	nded l	by C	ity of Darwin.	
	Partners will also potentially contribute following succeand 2.			ss of Stage 1	
RISK ASSESSMENT	Assets & Infrastructur	re 🗆	E	nvironment & Waste	
	Financial		In	fo Comms & Tech	
	Legal & Compliance		0	ps & Service Delivery	
	Reputation & Brand	\square	W	ork Health & Safety	
In accordance with City of Darwin Risk Managen post treatment, mitigation risk is: Very Low					mework, the
Risks identified, in relation to this report, will partnership with stakeholders					managed in
LEGISLATION /	Legislation:	Loca	l Go	vernment Act 2019	
POLICY CONTROLS OR IMPACTS	Policy:	Policy No. 013 – Tourism Promotion			
RESOURCE IMPLICATIONS	Nil				
CONSULTATION &	Engagement Level: Involve				
ENGAGEMENT	Tactics: Workshop delivered in 2020 and further proposed workshop in February with industry and stakeholders.				

COMMUNICATION PLAN FOR THIS INITIATIVE	Internal Nil External Northern Territory Tourism, Tourism Top End, Larrakia Nation, NT Airport, Convention Centre, Hospitality NT and others.		
PLACE SCORE STATEMENT	Nil		
DECLARATION OF INTEREST	The report author does not have a conflict of interest in relation to this matter. The report authoriser does not have a conflict of interest in relation to this matter.		
	If a conflict of interest exists, staff will not act in the matter, except as authorised by the CEO or Council (as the case requires).		

distinctly DARWIN...

7 Seasons, 6 Senses











For Darwin to become the city of choice to visit any time of the year



compelled by a *sensory* and *experiential* journey of the Larraki 7 seasons, 6 senses





Jululliveligili (Lallakia).

Indigenous language for Darwin & the surrounding regions of Cox Peninsula & Gunn Point in the Northern Territory

Members of the Gulumoerrgin (Larrakia) language group, from the Darwin region in the Northern Territory, worked with CSIRO to create a calendar using their seasonal knowledge.

Let's explore how this calendar will serve as the foundation for sustainable & authentic tourism experiences to set Darwin apart from any other destination.

Gulumoerrgin (Larrakia) 7 Seasons Calendar

- Dalay (Monsoon season)
- Mayilema (Spear grass, Magpie Goose egg & Knock 'em down season)
- Damibila (Barramundi & Bush fruit time)
- Dinidjanggama (Heavy dew time)
- Gurrulwa (Big wind time)
- Dalirrgang (Build-up)
- Balnba (Rainy season)



Dalay: January/February
Monsoon season

Long awaited replenishment of our parched lar Floodplains become temporary lakes with birth new plants and life.

Big Red apple & Pink wild apple are fruiting. Breeding season for saltwater crocodiles & barramundi are multiplying upstream of the floodplains.

Mayilema: March/April Knock-em Down season

A season of plenty.

Mayilema (speargrass) is knocked down by the tail end of the monsoon.

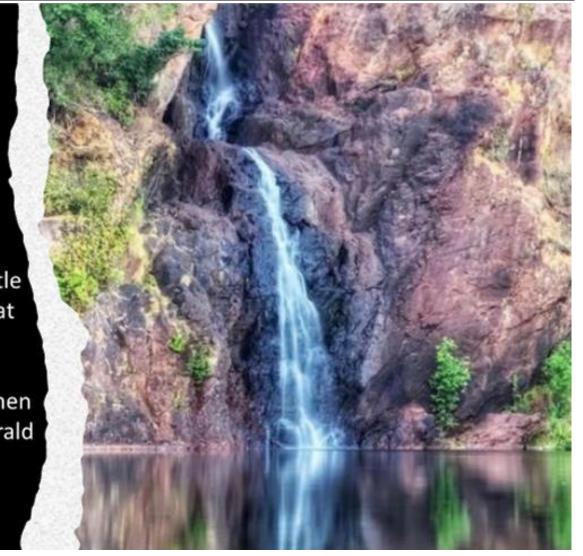
Dragonflies herald the end of rain. Floodplains drain into the ocean, creating the ideal ecosystem for barramundi as they move downstream, an abundance of salmon & red claw yabbies at creek & river mouths.

Goose eggs hatch as speargrass heads brown.

Flatback turtles lay eggs & at the time of the Easter full moon, we collect eggs responsibly.

Damibila: May/June Season of the Barramundi & Bush Fruit

The skies clear with high clouds, cold gentle winds blow down the blossoms, a sign that the flowers are calling the cold weather. It is a time for bush fruit like Billy Goat or Kakadu plums – plentiful & delicious for men & birds alike. Red-tail black cockatoos herald this season.





Dinidjanggama: June/July Heavy Dew Time This is the coldest & driest time of the year as paradoxically thick dew settles heavily at the dawn of each day. Dry woodland plant eucalypts bloom, native bees collect nectar for sugarbags. Bushfill lay bare the ground for regeneration of plants & grass — essential food for wallabies & kangaroos. Magpie geese feed with their young & as floodplains become parched, waterlilies are in full



Gurrulwa guligi: August/September Big Wind Time

Big winds blow from all directions, drying to country, finally settling with the northwest wind at the season end.

The long-necked turtle furrows into the sand, awaiting the next rains.

Wattles signpost stingrays and cockles are and plentiful. Cycad nuts are ready for harvest. It is a time for feasting on the plain Yellow Kapok flowers signify a time for ceremonies, celebrations of life, rebirth an rejuvenation of country and people.

Dalirrgang: September/October Build Up

Country is holding its breath. Thunder & lightning are spectacular, and humidity begins its crescendo. It is as if the skies are barely bound by an invisible bladder swollen with rain threatening to burst... It is a season of King Tides & box jelly fish. Red flowering Kurrajong tell us that sharks are fat, the flying foxes feast on juicy mangoes & the possum tucker, Cocky Apples, shed their flowers on the ground, a white perfumed carpet intensified by the



Balnba: November/December Season of the First Rains

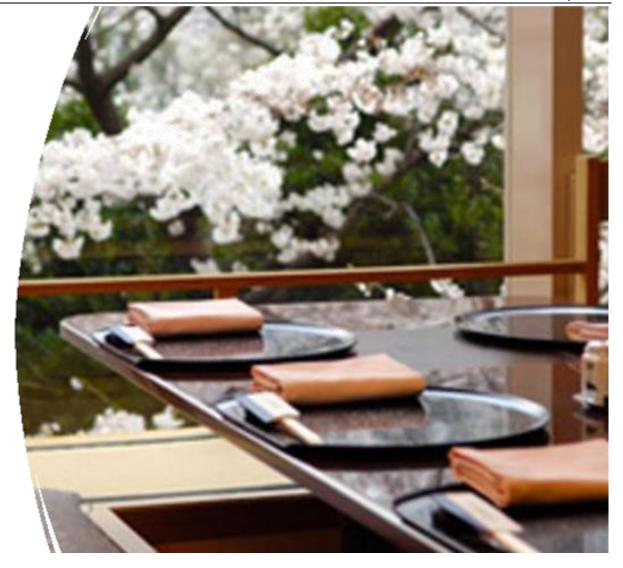
Finally. Release! Spectacular electric storms regularly light up the night skies, the exchange of negative and positive between the cloud and earth. Plums of all sorts abound. Mud crabs and favourite shellfish are exposed on the mud flats & collected in this season. Gulppula (green tree frogs) are at their most vocal, a karaoke party every night, Darwin's town crier that the Big Rains are coming!

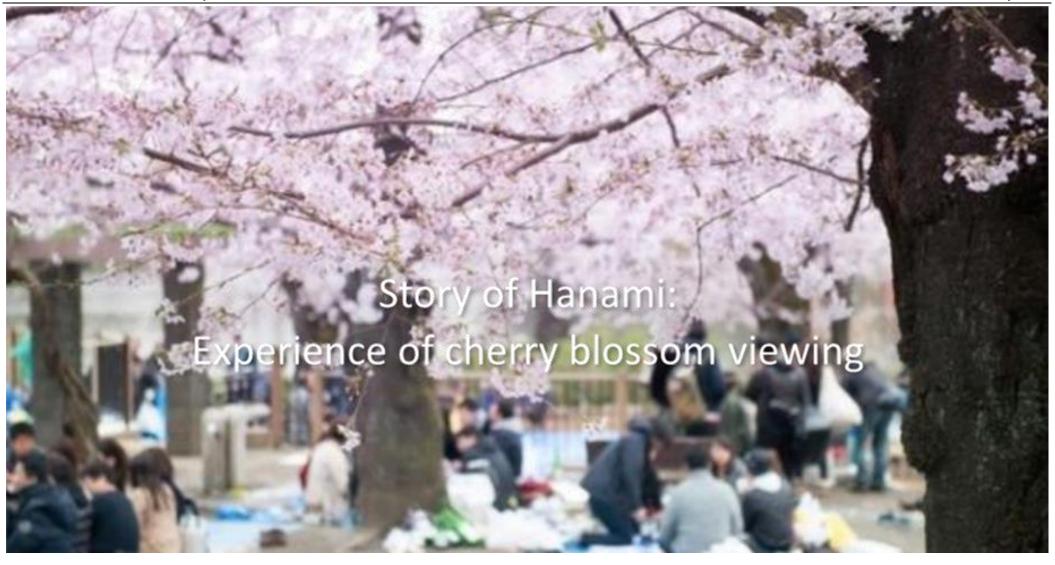
Marrying
7 Seasons as
described with
these 6 Senses:

- Smell
- Taste
- Sight
- Sound
- Touch
- Spirit

Case Study Japan:

Contextualizing the Story of Spring to delivering Experiences





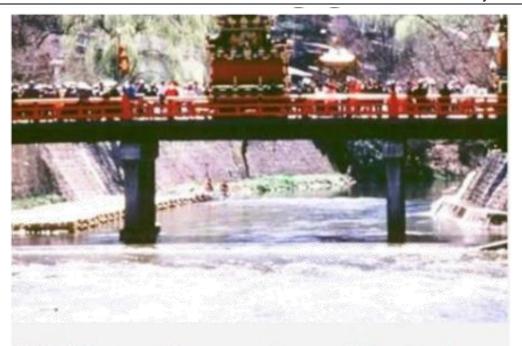


2022 Food & Cherry Blossom Tour of Kyushu, Japan

14 days

2022 Food & Cherry Blossom Tour of Kyushu, Japan An exceptional 14-day culinary tour through unique and exclusive experiences. You will meet a local farmer and fish monger, have a cooking lesson at chef's own home, and visit artisans' studios. The...

Departure Dates



2022 Cherry Blossom Tour of Central Japan

14 days

Journey through rustic alpine villages bursting with cherry blossoms and take part in the spectacular Takayama Festival. Once-in-a-lifetime experience!

Departure Dates

Ume | 梅

















Bonus mention: Sakura taiyaki | 桜たい焼き











RICH HISTORY OF PEOPLE, PLACE, PRODUCTS, EVENTS

42 unique experiences to be developed & shaped

from the 7 Seasons & 6 Senses

seasonal links back to Larrakia

E.g., Laksa Festival: Build Up of Heat

Military history – important dates linking back to the 7 seasons to deepen connection

E.g., Bombing of Darwin began in the Monsoon Season

BUSH PRODUCTS: Indigenous-led bush production usage, food experiences

Water is our Life: marine experiences

Dalay Monsoon: Celebrate the Sacred Saltwater Crocodile

Rig Wind Time: Darwin Festival

distinctly Darwin 7 Seasons, 6 Senses

- Include Darwin cultural events, festivals and activities to provide the local, authentic stories behind the journey
- Unique to Larrakia, unique to Darwin
- Provides template that can be used by Darwin tourism suppliers & greater businesses with interstate guests & when in the future, international markets
- Greater participation by Darwin tourism & greater business community
- Drive economic growth & tourism sustainability throughout the year



TravConsult Delivery Process for 7 Seasons 6 Senses Framework

PROPOSED PROJECTS					
PROJECT 1: ONBOARDING	PROJECT 2: CAPACITY & CAPABILITY BUILDING	PROJECT 3: CREATE MARKET SHARE VIA DEMAND	PROJECT 4: MONITOR OUTCOMES & IMPROVE EXPERIENCES		
Key Objective of Onboarding: To ensure buy-in at all levels so that everyone understands the 7/6, what's in it for them & are ready to collaborate, partner & move forward with the strategic action plan, develop online resource for 7/6	Key Objective of capacity & capability building: To educate & ensure industry understands how to apply Larrakia 7 seasons calendar with added depth & texture of 6 senses within tourism context; to empower industry with the tools & skills necessary to deliver the vision; educate Trade on 7/6	Key Objective of creating market share via demand To ensure we reach & attract the right target market for the 7/6 experiences & grow Darwin's visitor base into the future	Key Objectives of Monitoring outcomes & improving experiences To continually improve industry capacity/capability/consistency, prevent stagnation; encourage growth, 7/6 experience innovation, remain relevant as a destination for changing needs/expectations of domestic & international markets		
Project Responsibility: TravConsult in conjunction with City of Darwin (COD); collaboration with Toursim Northern Territory, Tourism Top End (TTE), Larrakia Leaders Proposed format: Phase 1: Gap Analysis, identify opportunities for 7/6 experience, commence online resource development Phase 2: Create Leader's Workshop to launch 7/6 Vision & to gain buy-in of all stakeholders "Better together: distinctly Darwin 7 Seasons 6 Senses" (Feb '21 – April '21)	Project Responsibility: TravConsult in conjunction with COD Collaboration with TNT, Tourism Top End (TTE), Larrakia Leaders, key stakeholders etc Proposed format: Phase 2 continued: Create Series of Workshops to build capability of all stakeholders (April '21 – June '21) - "Transforming distinctly Darwin experiences with the 7/6 Approach" (July '21 – June '22) - "distinctly Darwin Guest Experience" - "Discover distinctly Darwin Industry Challenge"	Ongoing responsibility: City of Darwin, Tourism NT, TTE Project Responsibility: TravConsult Proposed format: 1. Workshop event for trade partners, key opinion leaders, Instagram specialty groups "Discover distinctly Darwin Trade Challenge" 2. As international tourism resumes, these marketing opportunities need to be explored & tailored to suit new guests from Asia Proposed format: WORKSHOP (July '22 – Dec '22) "Asian Market Intelligence in the New World"	Ongoing responsibility: City of Darwin Project Responsibility: TravConsult Proposed format: WORKSHOP (Jan '23 – June '23) "distinctly Darwin 7/6 Experiences Innovation" - Innovate service delivery to domestic guests - Innovate service delivery to international guests		

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PHASE	PROJECT 1: ONBOARDING DETAILED DESCRIPTION	TIMEFRAME	TRAVCONSULT FEE (GST Excl.)
Pre- liminary Phase	Deliver VISION EXPLANATION & PROPOSED STRATEGIC FRAMEWORK (attached PDF docs) Receive debrief from JS and COD from their presentation to stakeholders of Darwin's tourism vision, "distinctly Darwin 7 Seasons 6 Senses - Identify any issues that may prevent successful rollout of vision to Darwin's tourism industry, wider businesses and community - Determine final guiding principles for framework document	FEBRUARY '21	\$5,000.00
Phase 1	Visit Darwin: GAP ANALYSIS, IDENTIFY OPPORTUNITIES FOR 7/6 Experiences (existing & potential) - gain in-depth insights and learnings about Larakia Nation's 7 seasons via interviews & workshop with Larakia Nation elders - gain in-depth insights & learnings on Darwin's WW2 history (interviews with local WW2 historians etc) - gain in-depth insights & learnings from key members of Darwin's multi-cultural community – Greek, Filipino, Chinese etc debrief on findings & learning from above with JS & COD, key stakeholders (e.g., festivals, events, tourism leaders) - identify any issues that may prevent successful rollout of vision to Darwin's tourism industry, wider businesses and community work with COD &TNT to create structure, storage site & access permissions for online 7/6 Larrakia Calendar Knowledge Bank (7/6 LCKB) resource - begin adding intel & marketing collateral (e.g., logo, colour palette, designs to be created by Larrakia Nation in conjunction with COD) to 7/6 LCKB - Determine dates for Phase 4.	MARCH '21	Phases 1 – 3 (Mar '21 – Jun '21) \$60,000.00
Phase 2	Creation & Development - Create Leaders Level Presentation for launch of "Better together: distinctly Darwin 7 Seasons 6 Senses" - Create Workshop for rollout of "Transforming distinctly Darwin experiences with the 7/6 Approach" - Create Wider Business & Community Specific Workshops for rollout of "Better together: distinctly Darwin 7 Seasons 6 Senses" - continue adding intel & marketing collateral to online 7/6 LCKB	MARCH – APRIL '21	
Phase 3	Visit Darwin: Onboarding - Deliver 1 x Leaders Launch of "Better together: distinctly Darwin 7 Seasons 6 Senses"; introduce concept of online 7/6 LCKB & how-to-use - Deliver 2 x Sector-Specific Front-line Level Workshops "Transforming distinctly Darwin experiences with the 7/6 Approach" Deliver 1 x Wider Business/Community Workshop "Better together: distinctly Darwin 7 Seasons 6 Senses"	APRIL – JUNE '21	

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PHASE	PROJECT 2: CAPACITY & CAPABILITY BUILDING	TIMEFRAME	TRAVCONSULT FEE (GST Excl.)
Phase 4 Phase 5	Creation & Development - Create Workshop to create pride & passion in Darwin, vision & delivering high service standards "distinctly Darwin Guest Experience" - Create Workshop to lift product knowledge region, hidden gems of Darwin "Discover distinctly Darwin Industry Challenge" Online Resource Development Continue to develop 7/6 LCKB Visit Darwin: Capacity & Capability Building	JULY '21 - AUG '21 SEP '21 - JUNE '22	
	Deliver total of 6 x Industry Workshops "distinctly Darwin Guest Experience" 6 x Industry "Discover distinctly Darwin Industry Challenge"		
Phase 6	Written feedback immediately after each workshop Touch base with leaders/participants to follow up on who/what/how implementation of learnings to determine outcomes Gather stakeholders' guest feedback		
PHASE	PROJECT 3: CREATE MARKET SHARE VIA DEMAND	TIMEFRAME	TRAVCONSULT FEE (GST Excl.)
Phase 7	Creation & Development Workshop event for trade partners, key opinion leaders, Instagram specialty groups "Discover distinctly Darwin Trade Challenge" Work with COD & TNT, TTE, tourism industry to engage, organize event, logistics, marketing, collaborate Workshop to prepare Business Development Managers & Leaders for new Asian/international markets	JULY '22 – AUG '22	
Phase 8	"Asian Market Intelligence in the New World" Visit Darwin: Deliver 1 x Event "Discover distinctly Darwin Trade Challenge" Deliver 2 x High Level Market Intelligence Workshop to prepare for new Asian/international markets "Asian Market Intelligence in the New World"	SEP '22 - DEC '22	
PHASE	PROJECT 4: MONITOR OUTCOMES & IMPROVE EXPERIENCES	TIMEFRAME	TRAVCONSULT
			FEE (GST Excl.)

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3

	- Innovate 7/6 experiences & service delivery to international guests	
	Online Resource Development	
	Continue to develop 7/6 LCKB	
Phase	Visit Darwin:	MAR '23 -
10	Deliver 4 x Workshops "distinctly Darwin 7/6 Experiences Innovation"	JUNE '23
	- Innovate experiences & service delivery to domestic guests	
	- Innovate experiences & service delivery to international guests	
	Online Resource Development	
	Add new experiences/update from workshop outcomes	
	Continue to develop 7/6 LCKB	

EXTRA NOTES:

The fees quoted are TravConsult consultancy fees. Additional budget for the Discover Distinctly Darwin Challenges will need to be costed. It is recommended that participating host businesses in the Challenges to be paid by the COD via the Darwin City Deals.

AT THE END OF EACH PROJECT:

Continue to monitor outcomes & improve experiences

Written Progress Report for COD after each project

Additional Fees & Charges:

The Client is responsible for the payment of all travel and related expenses, and accommodation including all meals and internet access/business centre expenses incurred by TravConsult and its staff relating to:

- the preparation
- the facilitation
- the completion

... of all contracted workshops/presentations, post-workshop monitoring and coaching, seminars, training and consulting.

NB International or Domestic Flights over four hours will be at business class or higher.

The Client is responsible for the provision of, and all payments relating to:

- the hiring charges for an appropriate venue, including light refreshments for breaks.
- the hiring charges for a data projector and screen for PowerPoint presentation and any other audio-visual requirements for all contracted workshops, post-workshop monitoring and coaching, seminars, training and consulting.

NB These charges are additional to the workshop & consulting fees and will be itemised in detail and billed as accrued.

Payment Conditions:

 100% of the contracted total amount for the Workshop (s) / Presentation (s) / Coaching / Consulting is required as a non-refundable deposit, to secure TravConsult's services for the requested date/s of the Client's Project.

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Item 10.1 - Attachment 2

- For mid-term to long-term contracts, monthly instalments shall be made in advance with a one-month deposit to be made prior to commencement of the project.
- All payments outstanding 7 days after the final contracted Workshop (s) / Presentation (s) / Coaching / Consulting will incur an additional administrative charge of 10% of the total outstanding amount. This additional administrative charge will be applied weekly to the total outstanding amount until all payments due are received in full.
- Bank transfer, credit card, cheque or cash accepted as payment.

Cancellation Policy

- No refunds given.
- However, Workshop (s) / Presentation (s) / Coaching / Consulting can be rescheduled to a later date within a 6-month period.



distinctly DARWIN...

7 Seasons, 7 Senses











For Darwin to become the city of choice to visit any time of the year



compelled by a *sensory* and *experiential* journey of the Larraki 7 seasons, 7 senses





Julullioeligili (Lallakia).

Indigenous language for Darwin & the surrounding regions of Cox Peninsula & Gunn Point in the Northern Territory

Members of the Gulumoerrgin (Larrakia) language group, from the Darwin region in the Northern Territory, worked with CSIRO to create a calendar using their seasonal knowledge.

Let's explore how this calendar will serve as the foundation for sustainable & authentic tourism experiences to set Darwin apart from any other destination.

Gulumoerrgin (Larrakia) 7 Seasons Calendar

- Dalay (Monsoon season)
- Mayilema (Spear grass, Magpie Goose egg & Knock 'em down season)
- Damibila (Barramundi & Bush fruit time)
- · Dinidjanggama (Heavy dew time)
- Gurrulwa (Big wind time)
- Dalirrgang (Build-up)
- Balnba (Rainy season)



Dalay: January/February
Monsoon season

Long awaited replenishment of our parched lar Floodplains become temporary lakes with birth new plants and life.

Big Red apple & Pink wild apple are fruiting. Breeding season for saltwater crocodiles & barramundi are multiplying upstream of the floodplains.

Mayilema: March/April Knock-em Down season

A season of plenty.

Mayilema (speargrass) is knocked down by the tail end of the monsoon.

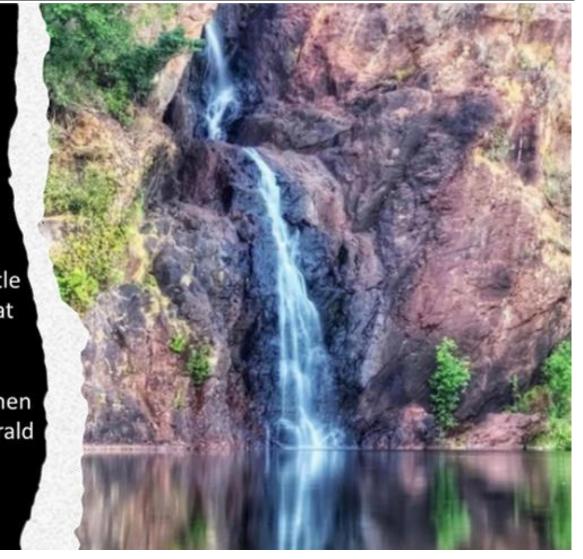
Dragonflies herald the end of rain. Floodplains drain into the ocean, creating the ideal ecosystem for barramundi as they move downstream, an abundance of salmon & red claw yabbies at creek & river mouths.

Goose eggs hatch as speargrass heads brown.

Flatback turtles lay eggs & at the time of the Easter full moon, we collect eggs responsibly.

Damibila: May/June Season of the Barramundi & Bush Fruit

The skies clear with high clouds, cold gentle winds blow down the blossoms, a sign that the flowers are calling the cold weather. It is a time for bush fruit like Billy Goat or Kakadu plums – plentiful & delicious for men & birds alike. Red-tail black cockatoos herald this season.





Dinidjanggama: June/July Heavy Dew Time This is the coldest & driest time of the year as paradoxically thick dew settles heavily at the dawn of each day. Dry woodland plant eucalypts bloom, native bees collect nectar for sugarbags. Bushfir lay bare the ground for regeneration of plants & grass — essential food for wallabies & kangaroos. Magpie geese feed with their young & as floodplains become parched, waterlilies are in full



Gurrulwa guligi: August/September Big Wind Time

Big winds blow from all directions, drying to country, finally settling with the northwest wind at the season end.

The long-necked turtle furrows into the sand, awaiting the next rains.

Wattles signpost stingrays and cockles are and plentiful. Cycad nuts are ready for harvest. It is a time for feasting on the plain Yellow Kapok flowers signify a time for ceremonies, celebrations of life, rebirth an rejuvenation of country and people.

Dalirrgang: September/October Build Up

Country is holding its breath. Thunder & lightning are spectacular, and humidity begins its crescendo. It is as if the skies are barely bound by an invisible bladder swollen with rain threatening to burst... It is a season of King Tides & box jelly fish. Red flowering Kurrajong tell us that sharks are fat, the flying foxes feast on juicy mangoes & the possum tucker, Cocky Apples, shed their flowers on the ground, a white perfumed carpet intensified by the



Balnba: November/December Season of the First Rains

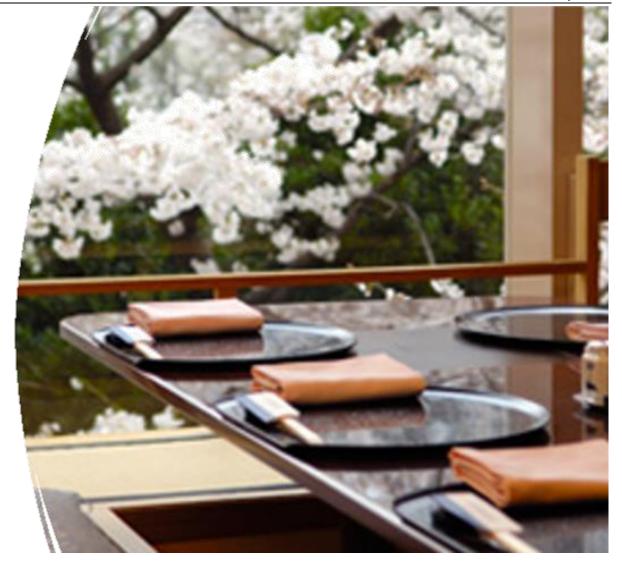
Finally. Release! Spectacular electric storms regularly light up the night skies, the exchange of negative and positive between the cloud and earth. Plums of all sorts abound. Mud crabs and favourite shellfish are exposed on the mud flats & collected in this season. Gulppula (green tree frogs) are at their most vocal, a karaoke party every night, Darwin's town crier that the Big Rains are coming!

Marrying
7 Seasons as
described with
these 7 Senses:

- Smell
- Taste
- Sight
- Sound
- Touch
- Spirit
- Being

Case Study Japan:

Contextualizing the Story of Spring to delivering Experiences





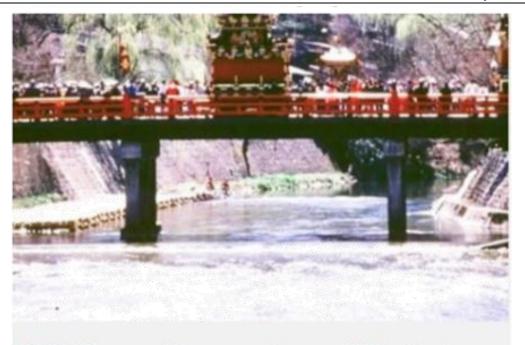


2022 Food & Cherry Blossom Tour of Kyushu, Japan

14 days

2022 Food & Cherry Blossom Tour of Kyushu, Japan An exceptional 14-day culinary tour through unique and exclusive experiences. You will meet a local farmer and fish monger, have a cooking lesson at chef's own home, and visit artisans' studios. The...

Departure Dates



2022 Cherry Blossom Tour of Central Japan

14 days

Journey through rustic alpine villages bursting with cherry blossoms and take part in the spectacular Takayama Festival. Once-in-a-lifetime experience!

Departure Dates

Ume | 梅





Sakura mochi | 桜餅











Bonus mention: Sakura taiyaki | 桜たい焼き











RICH HISTORY OF PEOPLE, PLACE, PRODUCTS, EVENTS

49 unique experiences to be developed & shaped from the 7 Seasons & 7 Senses

seasonal links back to Larrakia

E.g., Laksa Festival: Build Up of Heat

Military history – important dates linking back to the 7 seasons to deepen connection

E.g., Bombing of Darwin began in the Monsoon Season

BUSH PRODUCTS: Indigenous-led bush production usage, food experiences

Water is our Life: marine experiences

Dalay Monsoon: Celebrate the Sacred Saltwater Crocodile

Rig Wind Time: Darwin Factival

distinctly Darwin 7 Seasons, 7 Senses

- Include Darwin cultural events, festivals and activities to provide the local, authentic stories behind the journey
- Unique to Larrakia, unique to Darwin
- Provides template that can be used by Darwin tourism suppliers & greater businesses with interstate guests & when in the future, international markets
- Greater participation by Darwin tourism & greater business community
- Drive economic growth & tourism sustainability throughout the year



10.2 DARWIN INTERNATIONAL VIRTUAL TRADE SHOW 2022 UPDATE

Author: Manager International Business Relations

Authoriser: Executive Manager Growth & Development Services

Attachments: Nil

RECOMMENDATIONS

- THAT the report entitled Darwin International Virtual Trade Show 2022 be received and noted.
- 2. THAT Committee members are invited to participate in the event as keynote speakers and/or facilitators of a workshop, based on their skills, capacity, and interest.
- 3. THAT the Committee members provide the below feedback/advice on the two-day event programs to City of Darwin to plan the event:

PURPOSE

The purpose of this report is to provide an update to the Committee on the Darwin International Virtual Trade Show 2022 and to seek feedback from the Committee on the two-day event program.

KEY ISSUES

- The Darwin International Virtual Trade Show is planned for the 22 and 23 June 2022 and will include presentations, workshops and facilitated one on one meetings.
- The Trade Show will include participants from Darwin, and it's Sister and Friendship Cities.
- The Committee members are invited to participate in the event based on skills, capacity and interest. It could be delivering a presentation, exhibiting, or being a facilitator of a workshop, if appropriate, in tourism, education, migration, doing business, and investment.

Item 10.2 Page 70

DISCUSSION

Background

As per International Relations Advisory Committee (IRAC) Terms of Reference, the IRAC operates to provides support, knowledge, information and connection to City of Darwin's International Relations strategic direction endorsed by City of Darwin.

Event Brief

The Trade Show is a two-day online program that encourages businesses and organisations from Darwin, and it's Sister and Friendship Cities to create relationships and opportunities worldwide.

The Trade Show will include presentations, workshops, and facilitated one-on-one meetings. Topics will include, for example, tourism, education, migration, business, and investment.

The Trade Show will be free for participants, including Ambon, Anchorage, Dili, Haikou, Kalymnos, Milikapiti, Denpasar, Guangzhou, Honolulu, Qingdao, and Santa Cruz. There are currently 95 businesses from 8 cities participating in Stage 1 of the Darwin International Virtual Trade Show.

To find out who is participating in Stage 1, go to https://discover.darwin.nt.gov.au/international-expo/

Update

City of Darwin has sought three quotes to develop the Trade Show platform and service and is currently assessing the quotes.

All the participating businesses and governments have been invited to provide input on the two-day event Agenda through an online survey. The survey will close on 20 January 2022. Please see the <u>survey here</u> or click the link https://www.surveymonkey.com/r/2ZFCR9N

The participating businesses are required to bring their translators. The Sister City Committee members have been invited to provide backup volunteer translation services for the businesses and organisations during the event dates.

The below languages have been sought:

- Bahasa
- Mandarin
- Greek

Next step

- Trade Show platform development
- Two–day program development
- Lord Mayor welcome video production
- Formal invitations in March/April

PREVIOUS COUNCIL RESOLUTION

At the Ordinary Meeting on 14 July 2020, Council resolved:

THAT Council, pursuant to Section 32 (2) of the Local Government Act 2008 has delegated to the Chief Executive Officer the power to allocate the Sister City Committee budget to key projects to best achieve policy objectives, on the Committee's recommendation.

Item 10.2 Page 71

STRATEGIC PLAN	4 A Smart and Prosperous City			
ALIGNMENT	4.2 By 2030, Darwin will have attracted and retained more residents and will offer sustainable investment opportunities			
CRITICAL DATES	22 and 23 June 2022			
BUDGET / FINANCIAL	Budget/Funding: Sister City Committee Is Funding identified: yes			
RISK ASSESSMENT	Assets & Infrastructure □ Environment & Waste □			
	Financial □ Info Comms & Tech □			
	Legal & Compliance ☐ Ops & Service Delivery ☐			
	Reputation & Brand ☑ Work Health & Safety □			
	In accordance with City of Darwin Risk Management Framework, the post treatment, mitigation risk is: Very Low			
LEGISLATION / POLICY CONTROLS OR IMPACTS	Legislation: NA Policy: International Relations and Sister Cities			
RESOURCE IMPLICATIONS	NA			
CONSULTATION & ENGAGEMENT	NA			
COMMUNICATION PLAN FOR THIS INITIATIVE	NA			
PLACE SCORE STATEMENT	NA			
DECLARATION OF INTEREST	The report author does not have a conflict of interest in relation to this matter.			
	The report authoriser does not have a conflict of interest in relation to this matter.			
	If a conflict of interest exists, staff will not act in the matter, except as authorised by the CEO or Council (as the case requires).			

Item 10.2 Page 72

10.3 INTERNATIONAL BID CHAMPION GRANT PROGRAM

Author: Manager International Business Relations

Authoriser: Executive Manager Growth & Development Services

Attachments: Nil

RECOMMENDATIONS

That the report be received and noted.

THIS REPORT WILL BE PRESENTED BY MR PETER SAVOFF.

BRIEF

In late 2021, the Darwin Convention Centre launched its International Bid Champion Grant Program, another initiative to grow international conferences to the Darwin Convention Centre for both the immediate and longer-term economic benefit to Darwin.

The Grant of \$10,000 per annum (to be shared by no more than two successful applications) is intended to build awareness of Darwin as a premier events destination by partnering with academic and industry specialists in the local community, to leverage resources and expertise in attracting future international conferences to Darwin.

International conferences can be the drivers of knowledge sharing and provide positive economic opportunities for our city, such as innovation, investment, and the attraction of global talent.

The benefits of an international Bid Champion from Darwin include:

- Raising the profile of the individual and the organisation of which they are part
- Recognition of Darwin as being the home of leaders in specific academic/industry fields, thereby growing the reputation of its institutions (e.g., CDU) and specialist industry sectors
- Providing excellent international networking and knowledge sharing opportunities
- Being the instigator of potential long term economic benefit to Darwin (e.g., attracting international students and industry investment)
- Opportunity for professional development in specific academic fields of study and industry specialties, for the wider local community

An overview of the **International Bid Champion Grant Program** will be also be presented in a short 3-minute video presentation.

Item 10.3 Page 73

11 GENERAL BUSINESS

11.1 VERBAL UPDATES

Author: Manager International Business Relations

Authoriser: Executive Manager Growth & Development Services

Attachments: Nil

RECOMMENDATIONS

That the report be received and noted.

The verbal updates and general business raised by the Committee members.

Item 11.1 Page 74

12 Next Meeting

The next meeting will be held from 10.30 am – 12.00 am on Thursday 14 April 2022

13 Closure of Meeting

The Chair declared the meeting closed at am.



MINUTES

International Relations Advisory Committee Meeting Wednesday, 27 October 2021

MINUTES OF CITY OF DARWIN INTERNATIONAL RELATIONS ADVISORY COMMITTEE MEETING HELD AT THE COUNCIL CHAMBERS, LEVEL 1, CIVIC CENTRE, HARRY CHAN AVENUE, DARWIN

ON WEDNESDAY, 27 OCTOBER 2021 AT 10:30AM - 12:00PM

PRESENT:

Tourism Top End representative Samantha Bennett, CEO of Darwin Port Darren Lambourn, General Manager of Darwin Convention Centre Peter Savoff, Chairman of Larrakia Nation Richard Fejo, Northern Territory Government representative Pompea Sweet, Austrade representative Stephanie Smith, Chair of the Sister City Advisory Committee Vida Ruth Goodvach, Alderman Jimmy Bouhoris, The Hon. Konstantine Vatskalis Lord Mayor City of Darwin.

OFFICERS:

Alice Percy - Executive Manager Growth & Development Services

Madeleine Haslett - Business Partner Economic Development & International

Relations

APOLOGY:

Sandra Henderson - Department of Foreign Affairs and Trade NT Office

Joshua Sattler- General Manager Innovation, Growth & Development Services

Tony Edmondstone - CEO of Darwin International Airport

GUESTS:

1

Kathleen Heelan - President United Nations Association of Australia NT &

Chair Australian Indonesian Business Council NT

Order Of Business

2	Ackn	owledgement of Country	4	
3	Apolo	ogies & Leave Of Absence	4	
4	Elect	ronic Attendance	4	
5	Decla	ration of Interest of Members and Staff	4	
6	Confirmation of Previous Minutes			
7	Actio	ns Arising from Previous Minutes	4	
8	Prese	ntations	5	
9	Office	er Reports	5	
	9.1	Memorandum of Understanding of Sister City Relationship with Denpasar	5	
	9.2	Discover Darwin & International Expo	5	
	9.3	Diwali Lighting the City of Darwin	5	
	9.4	Terms of Reference	5	
	9.5	Friendship City Between Darwin And Joetsu, Japan	6	

Meeting Declared Open4

10	Memb	er Reports	6
	10.1	Larrakia Nation Aboriginal Corporation - Richard Fejo	6
	10.2	NTG's draft International Engagement, Trade and Investment Strategy - Update - Pompea Sweet	6
11	Gener	al Business	6
	11.1	Proposal to Develop a Sister City Relationship London, UK	6
	11.2	Intent to form a Friendship City with Singapore	7
	11.3	Tanimbar Islands - Saumlaki Yamdena Friendship City	7
	11.4	Australia Timor-Leste Friendship Network	7
	11.5	Verbal Updates – Committee Members	7
12	2 Next Meeting		
The	date fo	r the next meeting has not yet been scheduled	8

1 MEETING DECLARED OPEN

The Chair declared the meeting open at 10:30 pm.

2 ACKNOWLEDGEMENT OF COUNTRY

City of Darwin acknowledges that we are living and working on Larrakia Country. We acknowledge the Larrakia people as the Traditional Owners of the Darwin region. We pay our respects to the Larrakia elders past and present and support emerging Larrakia leaders now and into the future. City of Darwin is committed to working together with all Larrakia to care for this land and sea for our shared future.

3 APOLOGIES & LEAVE OF ABSENCE

3.1 Apologies

Sandra Henderson – Director of Department of Foreign Affairs and Trade NT Office Joshua Sattler- General Manager of Innovation, Growth & Development Services Tony Edmondstone - CEO of Darwin International Airport

3.2 Leave of Absence

Nil

3.3 Leave of Absence Notified

Nil

4 ELECTRONIC ATTENDANCE

Nil

5 DECLARATION OF INTEREST OF MEMBERS AND STAFF

5.1 Declaration of Interest by Members

Nil

5.2 Declaration of Interest by Staff

Nil

6 CONFIRMATION OF PREVIOUS MINUTES

COMMITTEE RECOMMENDATIONS

Moved: Lord Mayor Hon. Konstantine Vatskalis

Seconded: Alderman Jimmy Bouhoris

That the Minutes of the International Relations Advisory Committee held on 7 July 2021 be confirmed.

CARRIED

7 ACTIONS ARISING FROM PREVIOUS MINUTES

Nil

8 PRESENTATIONS

Nil

9 OFFICER REPORTS

9.1 MEMORANDUM OF UNDERSTANDING OF SISTER CITY RELATIONSHIP WITH DENPASAR

RECOMMENDATIONS

Moved: Lord Mayor Hon. Konstantine Vatskalis Seconded: Convention Centre Peter Savoff

- 1. THAT the report entitled 'Memorandum of Understanding of Sister City Relationship with Denpasar', be received and noted.
- 2. THAT the International Relations Advisory Committee review the Draft Action Plan and provide feedback at the International Relations Advisory Committee meeting on 27 October 2021.

CARRIED

9.2 DISCOVER DARWIN & INTERNATIONAL EXPO

RECOMMENDATIONS

Moved: Alderman Jimmy Bouhoris

Seconded: Sister City Chair Vida Ruth Goodvach

- 1. THAT the report entitled 'Discover Darwin & International Expo' be received and noted.
- 2. THAT Committee members share the International Sister City Expo website with their networks in order to increase the number of organisations on the platform.

CARRIED

9.3 DIWALI LIGHTING THE CITY OF DARWIN

RECOMMENDATIONS

Moved: Migration NT Pompea Sweet

Seconded: Sister City Chair Vida Ruth Goodvach

THAT the report entitled 'Diwali Lighting the City of Darwin' be received and noted.

CARRIED

9.4 TERMS OF REFERENCE

RECOMMENDATIONS

Moved: Lord Mayor Hon. Konstantine Vatskalis Seconded: Sister City Chair Vida Ruth Goodvach 1. THAT the report entitled 'Terms of Reference' be received and noted.

CARRIED

9.5 FRIENDSHIP CITY BETWEEN DARWIN AND JOETSU, JAPAN

RECOMMENDATIONS

Moved: Lord Mayor Hon. Konstantine Vatskalis

Seconded: Alderman Jimmy Bouhoris

1. THAT the report entitled 'Friendship City Between Darwin And Joetsu, Japan' be received and noted.

CARRIED

10 MEMBER REPORTS

10.1 LARRAKIA NATION ABORIGINAL CORPORATION - RICHARD FEJO

RECOMMENDATIONS

Moved: Sister City Chair Vida Ruth Goodvach Seconded: Migration NT Pompea Sweet

That the report be received and noted.

CARRIED

10.2 NTG'S DRAFT INTERNATIONAL ENGAGEMENT, TRADE AND INVESTMENT STRATEGY - UPDATE - POMPEA SWEET

RECOMMENDATIONS

Moved: Lord Mayor Hon. Konstantine Vatskalis

Seconded: Alderman Jimmy Bouhoris

That the verbal report be received and noted.

CARRIED

11 GENERAL BUSINESS

11.1 PROPOSAL TO DEVELOP A SISTER CITY RELATIONSHIP LONDON, UK.

RECOMMENDATIONS

That the verbal proposal by Committee Member Richard Fejo be received and noted.

The Committee is interested in forming a Friendship City Relationship with London, but asks that more information on potential benefits and current relations be presented at the next committee meeting.

CARRIED

11.2 INTENT TO FORM A FRIENDSHIP CITY WITH SINGAPORE

RECOMMENDATIONS

That the verbal report be received and noted.

CARRIED

11.3 TANIMBAR ISLANDS - SAUMLAKI YAMDENA FRIENDSHIP CITY

RECOMMENDATIONS

That the verbal report be received and noted.

CARRIED

11.4 AUSTRALIA TIMOR-LESTE FRIENDSHIP NETWORK

RECOMMENDATIONS

That the verbal report be received and noted.

Further details to be circulated to Committee Members after the meeting.

CARRIED

11.5 VERBAL UPDATES – COMMITTEE MEMBERS

RECOMMENDATIONS

That the verbal reports be received and noted.

Sister City Advisory Committee Update - Chair

The Sister City Advisory Committee would like to become more engaged with Milikapiti and is hoping to gain a standing invitation for a representative of Milikapiti and the Committee to attend the NAIDOC ball each year, along with organising an activity to take place in Milikapiti mid-2022.

Guangzhou Invite - Lord Mayor

Guangzhou China invited the Lord Mayor to attend the opening in the 130th China Import and Export Fair Virtually. This Lord Mayor attended virtually on Thursday the 14 October 2021.

Work Retraction Campaign - Pompea Sweet

The aim of the campaign is to increases migration by driving awareness of the NT as a location for migration. The Campaign will be rolled out in three phases which will focus on Awareness, Relocation, and Validation.

Business & Skilled Migration Strategy - Pompea Sweet

A five year Strategy to build the NT as a competitive and desirable location for migration. The strategy will also analyse and raise awareness of the economic contribution skilled migrants bring to the Territory.

CARRIED

12 **NEXT MEETING**

The date for the next meeting has not yet been scheduled

The Chair declared the meeting closed at 11.30.