



NOTICE OF MEETING

Notice is hereby given that the next ordinary meeting of an Sister City Advisory Committee will be held on Thursday 27 March 2025 in the Council Chambers, 43-51 Tanunda Road, Nuriootpa, commencing at 5.30pm.

A G E N D A

Welcome by the Mayor.

1. ATTENDANCE RECORD

1.1 Members Present

Apologies

Nil

Not Present

Nil

Leave of Absence

Nil

2. CONFIRMATION OF PREVIOUS MINUTES

2.1 Minutes of previous meetings – for confirmation:

2.1.1 Sister Cities Advisory Committee meeting held on Thursday 23 January 2025 at 5.30pm

2.2 Matters arising from previous minutes

Nil

3. MATTERS FOR INFORMATION

3.1	Study Tour Update	3
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4. DEBATE REPORT

4.1	Marketing, Sponsorship and Fundraising Working Group	34
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5. CONFIDENTIAL AGENDA

Nil

6. URGENT OTHER BUSINESS**7. NEXT MEETING**

Thursday 22 May 2025 at 5.30pm

8. CLOSURE

MATTERS FOR INFORMATION

3.1 STUDY TOUR UPDATE

**Author: Executive Business Partner
25/22952**

Since the last report to the Committee on 23 January 2025, the Study Tour has been progressing at speed. This report will outline the details of activity since then.

Th eight students have been busy with fundraising to reach their target of \$40,000. Current money raised is \$19,310.57 (as at the time of the agenda distribution).

Past fundraising events:

Farm Auction – 2 February

Raised: \$4,000



Tanunda Show – 8 March supported by

Rotary Club of Barossa Valley

Raised: \$1,600 + \$625 cash donations



Mitre 10 BBQ – 9 March supported by Rotary Club of Barossa Valley
Raised: \$614.15



Vintage Japanese Motorcycle Club National Rally – 15-16 March
supported by Lions Club of Barossa Valley



Upcoming fundraising events:

- 6 April - Barossa Air Show – Rotary
- 12 April - SANFL v's VFL at Tanunda Recreation Park – Barossa Council
- 20 April - Mitre 10 BBQ Nuriootpa – Rotary
- 24 April – Touch Down Taste Off Event – Barossa Vintage Festival - Kiwanis
- 26 April - End of Parade at Tanunda Rec Park - Barossa Vintage Festival
- 31 May - Mitre 10 BBQ Nuriootpa – Rotary
- May date TBC – Washing the Council Community cars and buses
- 14 June - Quiz Night - Stockwell Hotel – Students
- 11-12 & 14 July - 24- Hour Road Trail Event at Eudunda
- 26 July - Mitre 10 BBQ Nuriootpa – Rotary

The students have also arranged for an Easter raffle with the Barossa Chocolate Factory donating items for the raffle as well as Lucky Squares meat tray at the Stockwell Hotel.

Sponsors update:

Kiwanis Club of Barossa Valley

Kiwanis have kindly donated **\$4,211**, to sponsor the students on the Study Tour.

Barossa Valley Lions Club

Lions have kindly donated **\$3,000**, to sponsor the students on the Study Tour.

Rotary Club of Barossa Valley

Rotary have kindly donated **\$1,600**, to sponsor the students on the Study Tour.



On 10 March, the students were lucky enough to have dinner and dessert with our Rotarians, who are supporting the students in their fundraising efforts.

The students said, *'It was inspiring to hear about all the incredible work they do—not just for us, but for the community!'*

A huge thank you to Rotary for their generosity and for opening doors to fundraising opportunities that will help us get to Grapevine, Texas. We're excited for the journey ahead! A big weekend of working together coming up!'

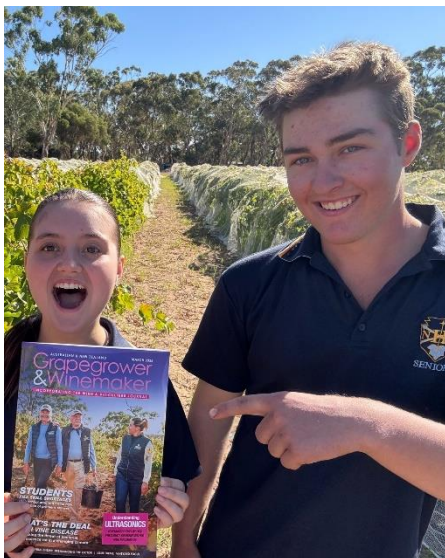
NEWS

Our Study Tour team member Maddy was awarded with the 2025 Angaston Show Young Rural Ambassador!

Maddy also spent the weekend of the Angaston Show helping the judges with cookery notes, showing sheep, proving her passion and dedication to the agriculture industry and country shows.

Next up, she'll represent Angaston in the Central Districts Shows Association Young Rural Ambassador Awards, competing against winners from Tanunda, Mannum, Mount Pleasant, and Mount Barker. If she takes out the title there, she'll head to the State Finals.

Quote from Maddy: "To be given this opportunity to network with so many incredible people within the agriculture industry is an amazing opportunity."

**MORE NEWS**

Turning grapes into greatness - one page at a time.

A few of our study tour members are featured in this month's edition of Australian & New Zealand Grapegrower & Winemaker magazine.



Students the secret to filling skills shortages

Nestled in the heart of the Barossa Valley, one of Australia's largest winegrowing regions, Nuriootpa is at the centre of wine production in the area. So deep is this connection to wine, that the local public high school is offering students an avenue through which they can upskill and enter the industry, teaching highschoolers the ropes from picking and pruning through to winemaking and marketing.

Known for its old vines and big names (the likes of Henschke and Yalumba), the Barossa Valley is home to more than 150 wineries, meaning that the region is no stranger to community or competition.

"There's a really deep found respect of wine in our region," explained Milly Hoffmann, the Wine Education

Manager and Agriculture Coordinator at Nuriootpa High School.

With the industry experiencing tough market and operating conditions in recent years, numerous growers across the country are choosing to retire early, or else exit the industry altogether. But whilst this may seem like a daunting environment to enter, Hoffmann

said that students are not deterred, and emphasised the importance of developing a new generation of skilled workers, who can carry the sector forward and bring with them fresh life and passion for the industry.

Nuriootpa High School currently offers the Vines and Wines program, run by Hoffmann, which is available to Year



Students in the Vines and Wines program are involved in virtually every stage of the winemaking process, up until bottling. Images courtesy Nuriotpa High School

10 students for either one semester or the full year.

In Semester One, the students are involved hands-on and at full speed in the vintage process, measuring and monitoring Baumé and deciding on picking times, before donning hats and safety gear to harvest the grapes from the school's vineyards. The program delves beyond the basics of picking and pruning, taking the students through both the everyday and more complex vineyard tasks, from netting the vines to replanting them.

There is one small vineyard on the school grounds, and another around 1.2km away which the school leases from the council, where Hoffmann said there are vines around 75 years old. Some activities, such as spraying, are understandably contracted out, however essentially all other duties are left up to the students. Some of the local wineries generously donate additional grapes to assist with the class's wine production.

The school is fully equipped to produce market-standard wine, with a commercial winery—the first of its kind in the country—which has been

operating since 1992. In the winery, students are responsible for vintage preparation, and are taught how to clean and sterilise the equipment.

"When vintage starts, the kids are involved in picking, crushing, pressing, racking—everything you can think of, they're involved [in] except for bottling of the wine," explained Hoffmann.

Career progression

Beyond the obvious wine-industry specific skills, Hoffmann said they focus on developing teamwork amongst the

students, and encourage active communication skills and open attitudes to problem solving.

The program is introduced in the same year that students are deciding whether to pursue a trade, and Hoffmann said that the classes allow kids to trial what a career in winemaking or viticulture could functionally look like.

“Because it starts in year 10, it’s a little bit of a taster,” said Hoffmann. “Some kids might go into operational viticulture, so a school-based apprenticeship working with a vineyard. Places like Yalumba; Henschke, they will take on students, and there’s many more [wineries] that our students have gone on to.”

There's definitely a lot of support, and also demand, for kids to enter the industry.

Milly Hoffmann

“They’ll finish school, usually with a qualification in viticulture, and work for those vineyards for quite some time. And other students might go on to winemaking, or they might even be [involved] in wine label design as well. So there’s lots of different career options, for being involved in the wine industry.”

Hoffmann said the winemaking process is always an engaging element for the students, as the wine needs to be carefully followed along with testing to ensure its quality is maintained in barrel.

“The kids are really interested in [the winemaking], particularly because it’s an interactive class as well, and it’s really relevant for them. Whether or not they end up in the industry long-term— we get a lot of students that might go [and] just ‘do a vintage’ straight after they finish year 12, so doing casual work, or they might work in the labs as well, so they’ve got a keen interest.

“They know that there’s a potential future in it, it’s something that could take them away around the world as well.”

Equipped for innovation

For highschoolers, the draw of a hands-on class activity is strong in almost all circumstances, however in the Barossa, where this hands-on work is a pull towards the wider community, it is especially strong.

Many of the students at Nuriootpa High School have family members already in the industry, and their jobs are widespread and varied. Being home to such a large number of wineries, the region is not just a central location for the winemakers and viticulturists themselves, but also for all of the other branches of the sector supporting them, such as glass manufacturers and label makers, bottling lines and wine marketers, equipment and merchandise suppliers.

Hoffmann said she will usually start her classes for the semester with the question ‘whose parents work in the industry?’.

“It’s quite interesting,” she explained, “because there’s some that haven’t, and then they realise that it’s a potential future for them that they haven’t been exposed to.”

Luckily for the students, the wine community in the Barossa is eager to embrace them.

“Barossa Australia run a work experience week, and they do something different every day,” explained Hoffmann. “They’re involved with TAFE and the university, and they’ll go on different excursion—so it might be to see technology in

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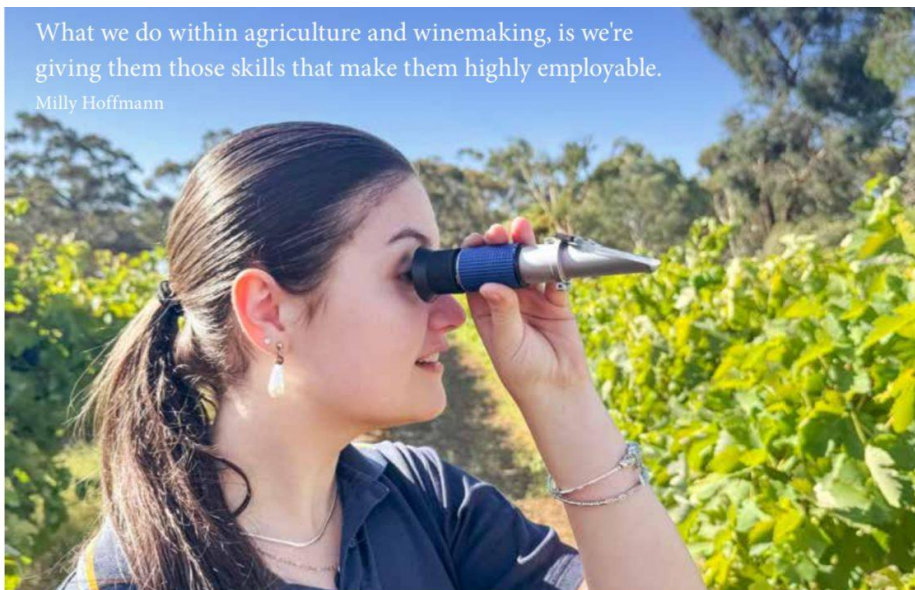


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What we do within agriculture and winemaking, is we're giving them those skills that make them highly employable.

Milly Hoffmann



Students are responsible for measuring Baumé and making picking decisions themselves

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CN1 Citric acid Negative strain – no diacetyl Protects primary fruit aromas and preserves varietal character Excellent fruit purity	HF2 Available in Direct Inoculation Colour protective Isolated in a Burgundy cellar with a year round temp of 12-13°C Accentuates varietal character and reduces vegetative aromas
AF3 Australian isolated strain High tolerance towards elevated phenolic conditions Complex sensory profile of dark fruits, leather and spice	

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2B FERM CONTROL

viticulture or wine—and at the end of that week, they have a list of providers who might be interested in taking on school-based apprentices, because there is a skills shortage gap in the industry, and they're really keen to get young people into their vineyards."

"There's definitely a lot of support, and also demand for kids to enter the industry," said Hoffmann. "We get a lot of support with our wine program as well, from local vigneron and wineries as well."

One of the goals of the program is to give the students a baseline level of experience which they can then use, even without an apprenticeship or university degree, as a first stepping stone to help them into the workforce, even if this is only as they pursue further study in viticulture or winemaking.

"What we do when within agriculture and winemaking, is we're giving them those skills that make them highly employable," explained Hoffmann.

"A really good example is one of my year 12s that finished a couple of years ago—she did chemistry at school and worked in the winery which gave her experience and knowledge. And she's still working at a winery in the labs at the moment. So it was a good pathway for her to go, 'Hey, this is the experience I've got', and then they were able to utilise that."

Starting afresh

The current pressures on the wine industry do not seem to be something that is deterring students a career in viticulture or agriculture, Hoffmann noted.

Draft Itinerary

Grapevine has provided a draft summary itinerary outlining possible activities that our students and teacher may experience – [Attached](#).

ATTACHMENTS

Attachment 1 Barossa Student Exchange Letter regarding possible Itinerary from Grapevine Texas [↓](#)

SUPPORTING REFERENCES

[Study Tour NHS - Facebook](#)

[Study Tour NHS - Instagram](#)



STUDENT EXCHANGE DRAFT ACTIVITIES

Student Delegates arrive at DFW International Airport and are transported to a welcome dinner to meet with their respective Host Families.

The following days may include some of the following activities-

Tours of Historic Grapevine:

- *Settlement to City Museum Complex including Sister City Friendship Hall*
- *Palace Arts Center*
- *Historic Nash Farm*
- *Grapevine Vintage Railroad Cottonbelt District*
- *Torian/Bushong Cabins*
- *And attend our heritage festival, GrapeFest; possibly volunteer at the Sister City fundraising activity booth*

They will have various tours of the Grapevine-Colleyville Independent School District (GCISD) which could include:

- *FFA- GCISD's Agricultural Education Program*
- *TECC- Technology, Education & Career Center*
- *Fine Arts*
- *STEM- Science, Technology, Engineering and Math*
- *MAC-Mustang Activity Center*
- *Mustang-Panther Football Stadium*

They will attend classes with either their host student and/or a member of Student Council Leadership and if there is a football game, they will typically attend a student pep rally (event to show school spirit and support the team) prior to the game.

Additionally, the students may tour various civic centers such as the Grapevine City Hall, Convention and Visitors Bureau, The REC (recreation center), Library and Police/Fire departments.

Depending on availability of time, they may also tour various public works of art such as the 9/11 Flight Crew Memorial and Peace Plaza Circle.

If the schedule allows, they may ride the Grapevine Vintage Railroad to the Fort Worth Stockyards National Historic District which is home to several Western inspired museums and a cattle drive (if operating).

Students are kept quite busy and their days are filled with many educational and cultural opportunities.

Farewell/Appreciation lunch or dinner will wrap up on the last evening of the student exchange.

MATTERS FOR INFORMATION

3.2 UPDATE ON THE GRAPEVINE DELEGATION VISIT - APRIL 2025

**Author: Executive Business Partner
25/22955**

We have been working tirelessly to develop our Sister City relationship with the City of Grapevine and to ensure the City-to-City relationship is working towards attaining its objectives that enhances our region, builds export opportunities, promotes tourism and offers professional development and exchange opportunities.

The official Grapevine delegation has confirmed their upcoming visit to the Barossa with the start of their official visit from 24 April to the 30 April 2025. We are excited to announce, we have 16 official delegates visiting from Grapevine, Texas.

The delegates from Grapevine, Texas include:

- Assistant City Manager – City of Grapevine
- 3 Elected Members – City of Grapevine
- Executive Director Convention & Visitors Bureau
- Group Sales and Sister City Program Manager, Convention & Visitors Bureau
- President and COO/Bank of the West
- Chairman/Bank of the West
- Career & Technical Education Coordinator
- General Managers – Plumbing, Airlines, Railways
- Nursing & Clinical Director for Denton County Public Health

The Barossa Council and The City of Grapevine have been working together to provide various experiences as part of the Barossa Vintage Festival 2025, with a special nod to our friends for the Touch Down Taste Off event sponsored by the Barossa Rams Rugby Club, celebrating Barossa Council's sister city relationship. American Football SA will present an exhibition match. Our Sister City Study Tour students will be providing the catering with American and German Hotdogs, Popcorn and Fairy Floss to enjoy and add to their fundraising efforts. The Nuriootpa High School Marching Band will kick off the event with our wine making and beer brewing prowess being put to the test with a Barossa vs Grapevine blind tasting.

Their itinerary will incorporate opportunities for community connections, such as visiting Nuriootpa High School hosted by the Principal David Marino, including the teachers and students visiting Grapevine as part of the Study Tour in September.

One of the delegates is the Career & Technical Education Coordinator at Grapevine-Colleyville Independent School District, who has a keen interest in learning about their Wine School and Agriculture Programs in particular the Viticultural Program as they are hoping to set a program up in their School. This delegate will spend additional time at the school. This demonstrates, how beneficial the Sister City relationship is in learning from each other for the benefit of our communities.

Rotary Club of Barossa Valley are kindly hosting the delegation which incorporates 5 members of the Rotary Club in Grapevine. This will be held at a local business venue and no doubt include discussion around how important it is for communities to support their local service groups and the great work they do, for example the support for the current Study Tour Program.

As part of the Grapevine Delegation itinerary, we have created a 'Meet the Makes' Trade Show event to be held at the Barossa Cellar on 28 April 2025, 10.30am – 12.30pm. As part of the diplomatic visit, we would like them to have an opportunity to meet owners/managers/staff from local businesses to engage in valuable conversations around their business, products and potential trade opportunities.

The Sister Cities Advisory Committee have funded a 'G'day Mates' Sister City Friendship Float in the Barossa Vintage Parade. The tractor, trailer and driver have kindly been provided by Committee Member, Louise Hickinbotham. Our delegates will receive this kind gesture as they watch this quintessential Aussie parade.

In addition, they will experience, the Ziegenmarkt, local art & music, local footy games, the Barossa Bushgardens & volunteers, historical sites & sculptures, driving tours of the region, a tour of the historic 1922 JE Dodd pipe organ in St John's Lutheran Church, Tanunda and more.

An important part of the itinerary is their attendance at the Anzac Day Commemoration Service being held in Nuriootpa. Especially significant - on the 110-year anniversary of the Gallipoli Campaign. At the ANZAC Dawn Service, our visitors will pay their respects by laying a wreath, watch the march, attend the service, and the post-service Gunfire Breakfast. It is noted that some members of the Grapevine delegation have served in their Military Forces.

Furthermore, they will be assisting to present the award recipient of the Barossa Young Ambassador on behalf of the Sister Cities Advisory Committee who are supporting the Ambassador to attend (travel) to 'Grapefest' September 2025 in Grapevine, as our official young ambassador. Grapevine Convention and Visitors Bureau will kindly support the winner by covering all costs associated with the Grapevine/'GrapeFest' portion of the Young Ambassador's time in Grapevine.

We are working on making their visit to the region a memorial one, and to build upon the Sister City relationship with Grapevine Texas objectives:

- Facilitate the sharing of best practice and exchange of new ideas and successful experiences across a range of disciplines to improve capability and build more vibrant cities and local government authorities.
- Foster trade and investment initiatives that promote business development, provide accelerated access and open doors into key markets to connect our cities more effectively with buyers and sellers.
- Promote each other's cities as visitor destinations, cross participation in festivals and events and facilitation of the exchange of destination marketing expertise and experience to enhance the tourism market intelligence of both cities.
- Facilitate of education, cultural and sporting exchanges that empower our youth, support the education sector, celebrate our unique heritage, create opportunities for artistic expression and activate community participation.

- Enhance each other's reputation and capacity to meet emerging policy issues facing our cities in addition to capitalizing on opportunities to explore innovations and improvements in science and technology, viticulture, rural and urban design, public infrastructure and sustainability.
- Foster friendship, mutual regard, and understanding among the citizens of our communities.

It will be a wonderful opportunity for delegates to meet our community and experience the wonderful Barossa hospitality.

ATTACHMENTS

Nil

SUPPORTING REFERENCES

Nil

MATTERS FOR INFORMATION

3.3 BAROSSA VINTAGE FESTIVAL PARADE - 'G'DAY MATES' FRIENDSHIP FLOAT

**Author: Executive Business Partner
25/22956**

For the Committee to be informed on the progress and planning for the 'Friendship Float' in the Barossa Vintage Festival Parade.

We are the process of completing Stage 2 of the registration process and require the name of the float, public liability insurance, vehicle and driver details, number of participants and risk assessment. We are also required to provide a traffic marshall for the parade and will seek a volunteer for this.

We have purchased a banner to be held at the front of the float with 'G'Day Mates – Sister City Friendship Float'. We will be requesting that the Friendship Float and the Nuriootpa High School float are behind each other so that the students who have been selected for the study tour to Grapevine will be able to move between the two floats.



We have secured a shed space at John Falland's Father's Farm and Louise Hickinbotham has kindly arranged for the trailer to be moved there for work to commence shortly.

We are well into the design of the float with an Australian/Texan theme with cowboys, crocodile Dundee, inflatable kangaroo and bald eagle, South Australian and Texan flags, Australian and US hand waving flags, USA patriotic bunting banner, tinsel streamers, hay bales and Australian animal puppets. We will also have a speaker with country music playing. We have purchased patriotic red, white and blue lollypops to hand out along the parade.

We have exhausted the \$1000 allocated towards direct purchases in registration and purchasing decorations, costumes and lollypops for the float.



We anticipate that actual build and decoration of the float should be more simple than originally anticipated as time constraints have restrained the ability to make 'giant' cowboy boots or hat.

We are seeking assistance from the Committee members for interest in assisting in whatever capacity they are available and ask for any volunteers to make contact, so that we can finalise a plan to have the float ready to go for the parade on Saturday 26 April 2025. This would include a volunteer as a traffic marshal, which would require training by SA Police on Monday 7 April 2025.

ATTACHMENTS

Nil

SUPPORTING REFERENCES

Nil

MATTERS FOR INFORMATION

3.4 MEET THE MAKERS - TRADE EVENT

**Author: Executive Business Partner
25/22957**

As part of the Grapevine Delegation itinerary in April 2025, we have created a 'Meet the Makers' Trade Show event to be held at the Barossa Cellar on 28 April 2025, 10.30am – 12.30pm.

As part of the diplomatic visit, we would like them to have an opportunity to meet owners/managers/staff from local businesses to engage in valuable conversations around their business, products and potential trade opportunities.

The event involves:

- Up to 14 stalls/vendors showcasing their wares, in a try and touch style event.
- Vendors do not need to be export ready or even want to export at this stage.
- It is aimed to be a relaxed, getting to know you style of event allowing discussions.
- Barossa Council will supply branded tablecloths, freestanding partitions, with signage for each stall holders name.
- Takeaway bags for merchandise, pamphlets and wares.
- Ability for purchases at the event.
- Council will print an Information booklet which will include each stall holders information; about their business, product summaries and contact details.
- Barossa Australia is hosting the venue and will be providing light refreshments/tea and coffee will be available.

In addition to the vendors, an invitation has been sent to a select invite only attendee list that includes Economic Development leaders, Federal and State politicians, and representatives from the Department of State Development. Invitation as per Attachment 1.

At the time of the agenda distribution for the Sister Cities Advisory Committee, the follow vendors have registered to participate in the event:

- Barossa Cheese Factory
- Barossa Distilling Co
- Barossa Valley Ice Cream Company
- Nuriootpa High School Wine
- Rehn Bier
- Wiech's Barossa Valley Egg Noodles
- Green Farmhouse
- Seppeltsfield Road Distillers
- Vasse Virgin

ATTACHMENTS

Attachment 1 Meet the Makers - Trade Show - The Barossa Cellar - 28 April 2025 - Invitation [!\[\]\(b792654f2cef9719eabeb6c5be00811e_img.jpg\)](#) 

SUPPORTING REFERENCES

Nil



Meet the Makers Trade Show

 10.30am 28 April 2025  The Barossa Cellar
991 Stockwell Rd, Vine Vale

Meet some of Barossa's amazing trade and businesses, showcasing their products and services.

See, taste, smell & touch their amazing wares.



 The Barossa Council

More Information:
jharding@barossa.sa.gov.au / 8563 8401

MATTERS FOR INFORMATION

3.5 SISTER CITY RESEARCH SURVEY RESULTS - JAPAN LOCAL GOVERNMENT CENTRE (CLAIR SYDNEY)

**Author: Executive Business Partner
25/23247**

Council was invited to participate in a Sister City Research Survey, conducted from 4 June to 30 September 2024. They have compiled the data and results of the survey and are attached for reference.

Japan Local Government Centre (CLAIR, Sydney) represents all Japanese prefectural and municipal governments, facilitating their international affairs in Australia and New Zealand.

They conducted a survey to better understand perspectives and future strategies regarding sister city relationships between Japan and Australia/New Zealand.

This survey aimed to clarify various aspects of municipal sister city exchanges, including perceptions, expectations, positive and negative experiences, future aspirations, and challenges. This information has now been shared with the participants to provide valuable insights that can be used to enhance and further develop sister city relationships between Japan and Australia/New Zealand.

ATTACHMENTS

Attachment 1 Sister City Research Survey Results - Hana Gleeson - Research & Liaison Officer
Japan Local Government Centre (CLAIR Sydney) [!\[\]\(c50c8b7b2cc2cf9ff925edec0ee94c0d_img.jpg\) !\[\]\(8bed43dc33ecdde61e2f76c8f5517125_img.jpg\)](#)

SUPPORTING REFERENCES

Nil

Sister City Research Survey

Japan Local Government Centre (CLAIR Sydney)

1. Purpose of this survey

To gain a deeper understanding of sister city relationships in Australia and New Zealand. By sharing the results with local governments in Japan, Australia, and New Zealand, we aim to encourage reflection on future sister city exchanges, fostering more meaningful and mutually beneficial connections. Furthermore, a similar survey was conducted among Japanese local governments, enabling a comparative analysis between Japan, Australia, and New Zealand.

2. Survey conducted in Australia and New Zealand

(1) Target

State, local governments across Australia and New Zealand (623)

(2) Method

An email was sent to each municipality, inviting them to complete the survey via Google Forms

(3) Period

From 4 June 2024 to 30 September 2024

3. Survey Results

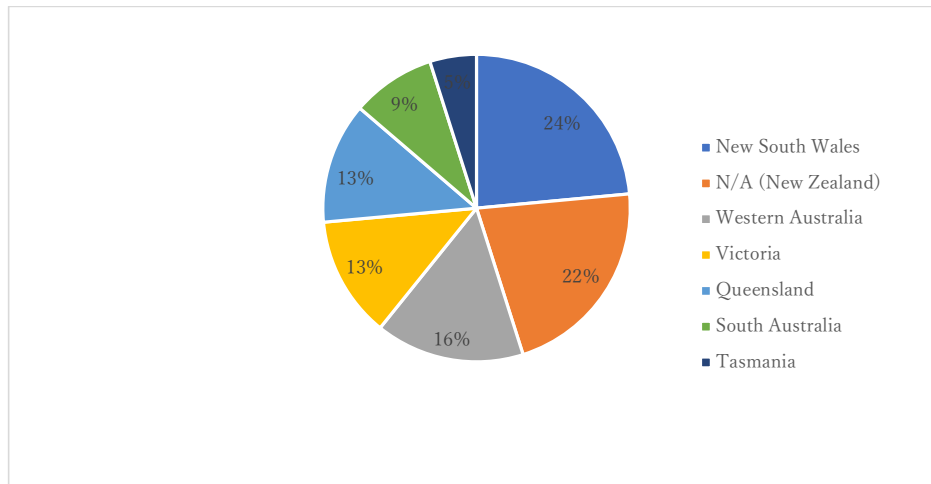
(1) Number of responses

102 municipalities

(2) Content

Further details can be found in the following pages

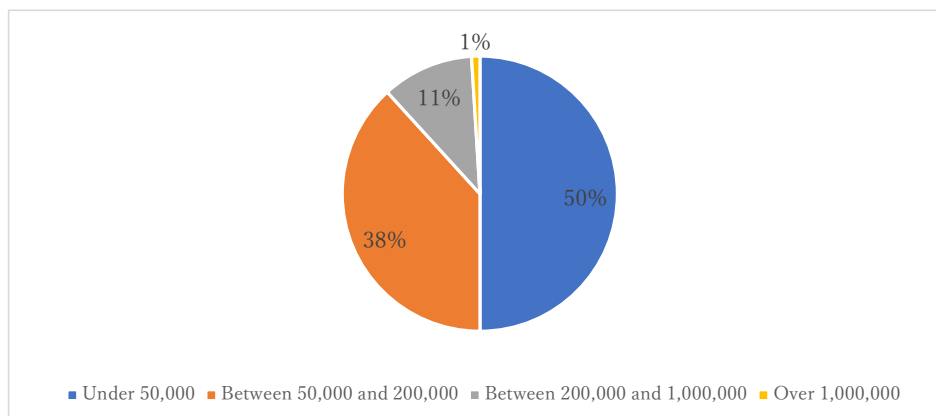
A1 States and territories of responding municipalities



The breakdown of responding municipalities by state or territory is as follows:

New South Wales: 24%, N/A (New Zealand): 22%, Western Australia: 16%, Victoria: 13%, Queensland: 13%, South Australia: 9%, Tasmania: 5%

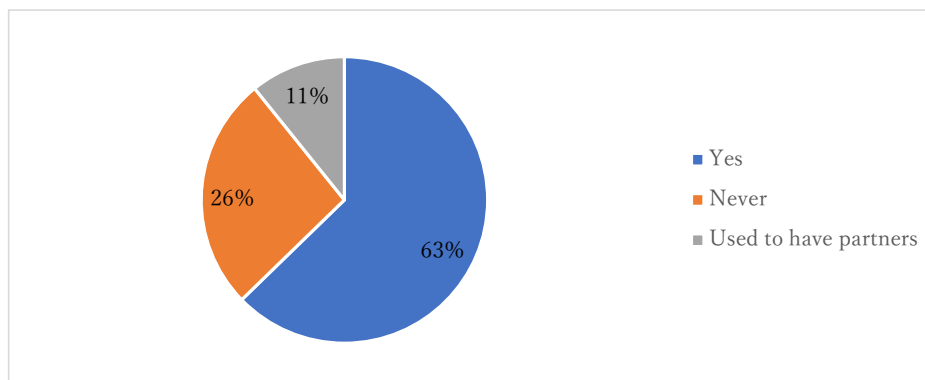
A2 Population of the responding municipalities (data based on the latest census)



The breakdown of responding municipalities by population size is as follows:

- Population under 50,000: 50%
- Population between 50,000 and 200,000: 38%
- Population between 200,000 and 1,000,000: 11%
- Population over 1,000,000: 1%

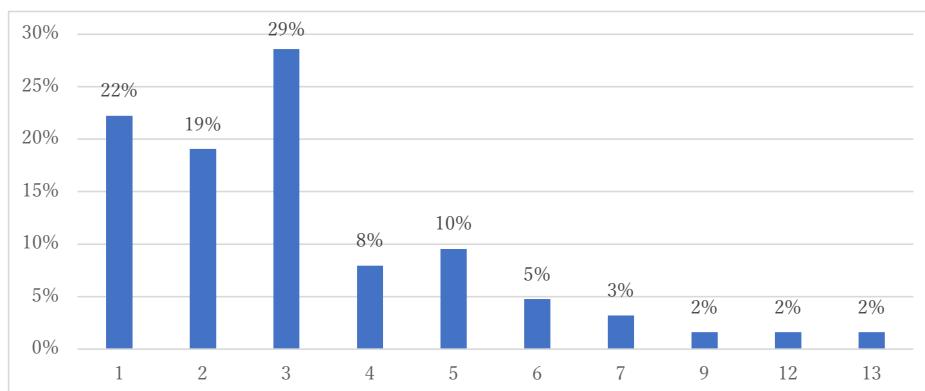
Q1 Do you have any sister city, county or state relationships or other international alliances with other countries?



Most municipalities maintain sister relationships or international alliances, with 63% of reporting active partnerships. Meanwhile, 26% of the municipalities responded that they do not have any sister relationships or alliances, and 10.8% responded they had such relationships in the past but no longer do.

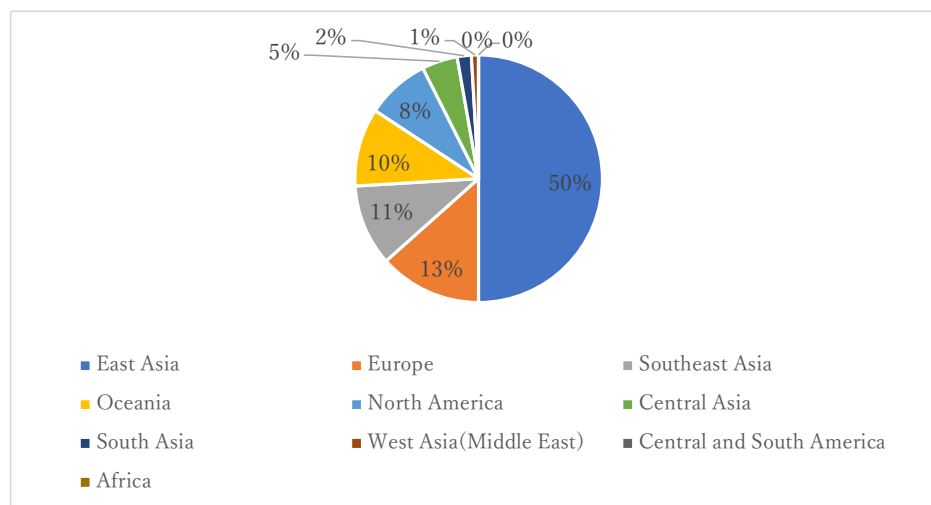
Questions to municipalities that answered 'yes' to the above.

Q2-1 Number of sister city, county or state relationships and international alliances



The average number of sister relationships and international alliances per municipality was 2.1. The most common number of such relationships was three, with 29% of municipalities selecting this option, followed by 22% of municipalities having one sister relationship or alliance, and 19% having two sister relationships or alliances.

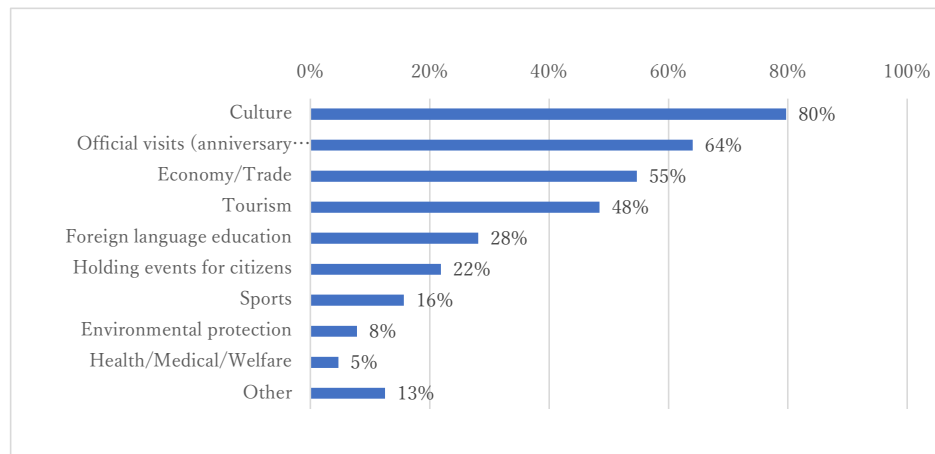
Q2-2 Breakdown of sister relationship/international alliance locations (Number by region)



The breakdown of sister relationship and alliance locations by region is as follows:

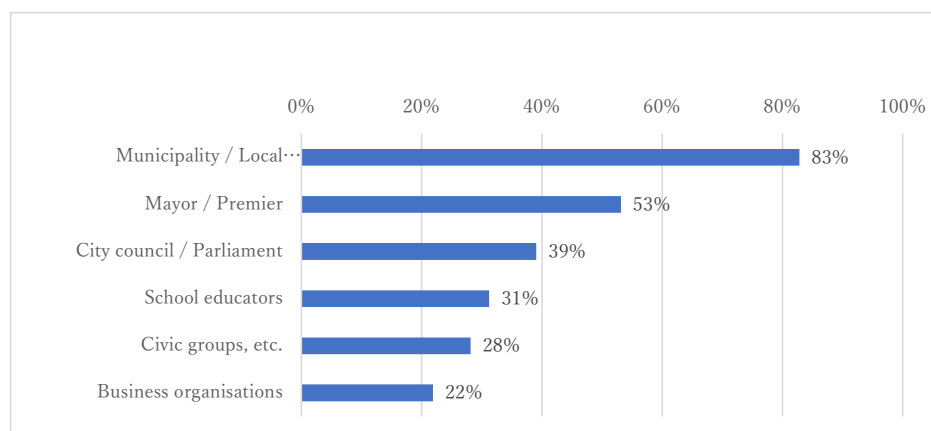
East Asia: 50%, Europe: 13%, Southeast Asia: 11%, Oceania: 10%, North America: 8%, Central Asia: 5%, South Asia: 2%, West Asia (Middle East): 1%, Latin America: 0%, Africa: 0%

Q2-3 What are your main activities/initiatives? (Multiple selections possible)



Cultural exchange was the most common, accounting for 80% of the responses. This was followed by official visits (e.g. anniversary events) at 64%, economy/trade at 55%, and tourism at 48%. Under the other category, several responses highlighted shared history.

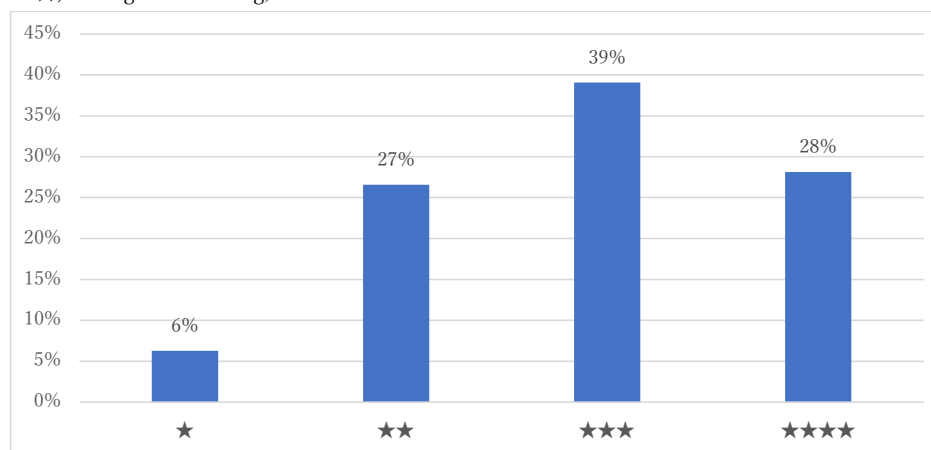
Q2-4 Please tell us who is in charge of the sister relationships/international alliances (Multiple selections possible)



The main bodies facilitating the exchange, from highest to lowest, were as follows:

- Municipality/Local Government: 83%
- Mayor/Premier: 53%
- City Council/Parliament: 39%
- School educators: 31%
- Civic groups, etc.: 28%
- Business organisations: 22%

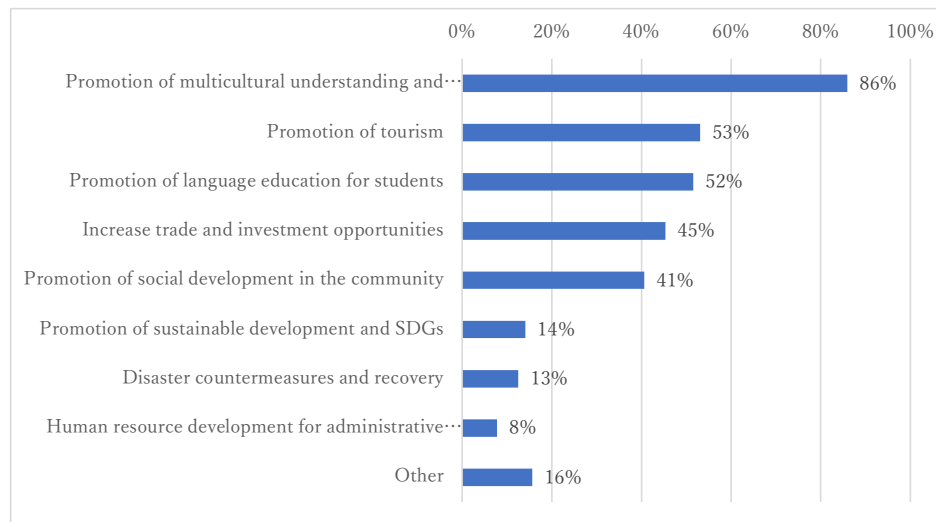
Q2-5 What is your municipality's rating on the most recent exchanges? (The greater the number of ★, the higher the rating)



The municipalities' ratings of current exchanges were as follows:

★★★★★: 39%, ★★★★★: 28%, ★★: 27%, ★: 6%

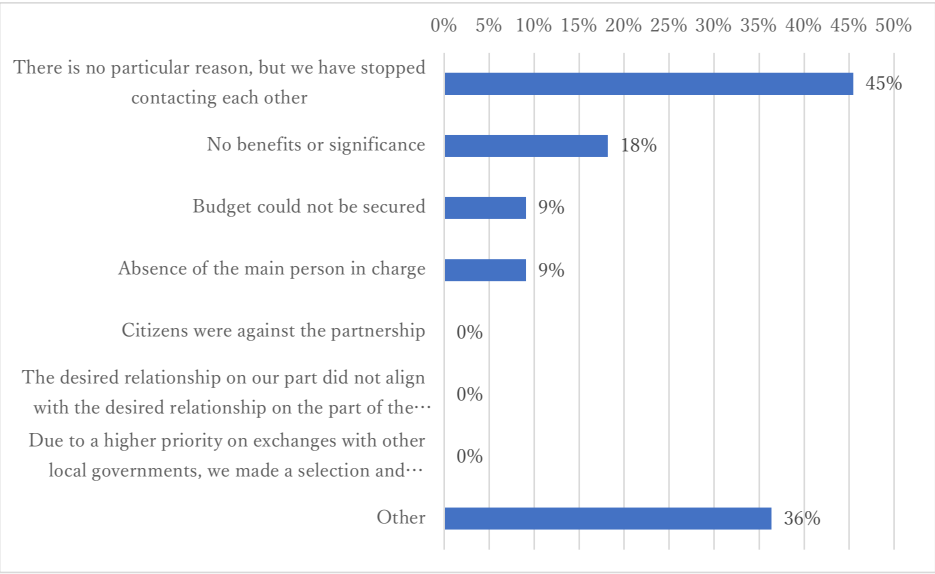
Q2-6 Which of the following did having a sister relationship/international alliance or exchange have a positive impact on? (Multiple selections possible)



Most municipalities responded that international exchange has led to 'the promotion of multicultural understanding and internationalisation' at 86%, followed by 'the promotion of tourism' at 53%, and 'promotion of language education for students' at 52%.

Questions to municipalities that answered ‘a sister relationship existed in the past.’

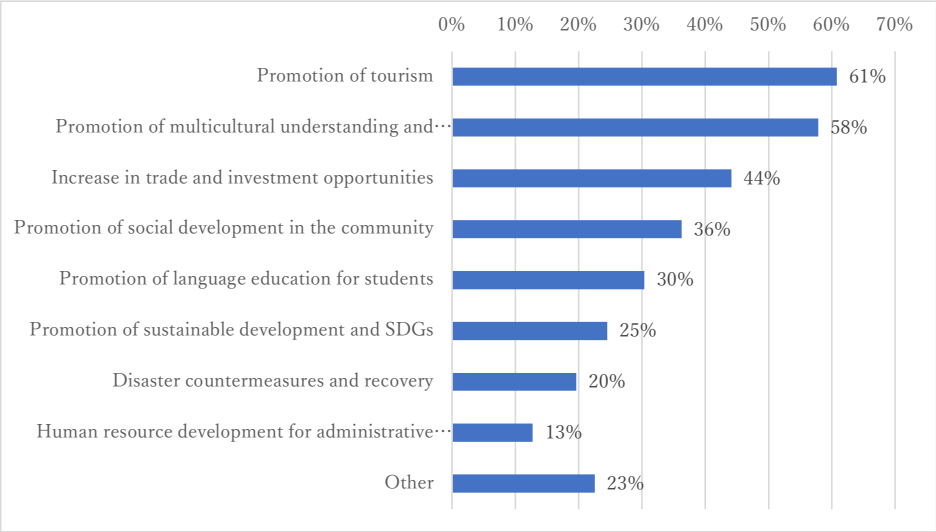
Q3-1 What was the reason for the ending of the sister relationship? (Multiple selections possible)



The most common reason for the ending of the relationship was ‘no particular reason’ where the contact naturally died out at 45%. This was followed by ‘no benefit from the relationship’ at 18%. Other responses included:
‘We became a new amalgamated council, and so all previous sister city relationships were ceded.’
‘The partnerships predated my arrival and lapsed due to changes in personnel.’

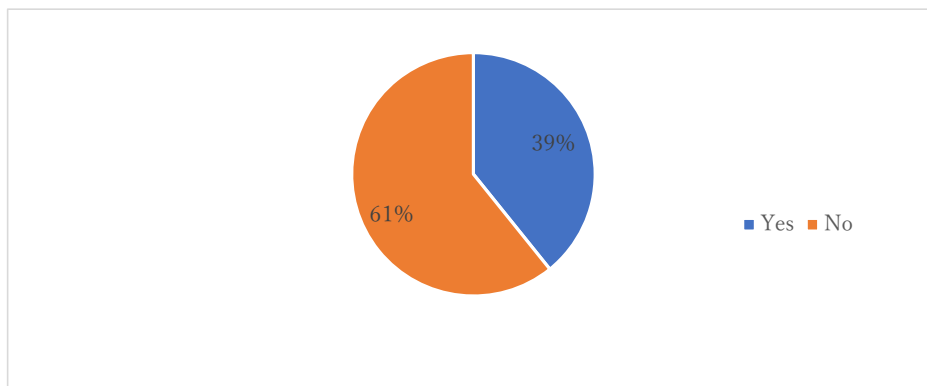
Questions to all municipalities

Q4-1 What kinds of activities do you plan to prioritise or promote in the future? (Multiple selections possible)



The most common response regarding future international activities and initiatives was the promotion of tourism at 61%, followed by promotion of multicultural understanding and internationalisation at 58%.

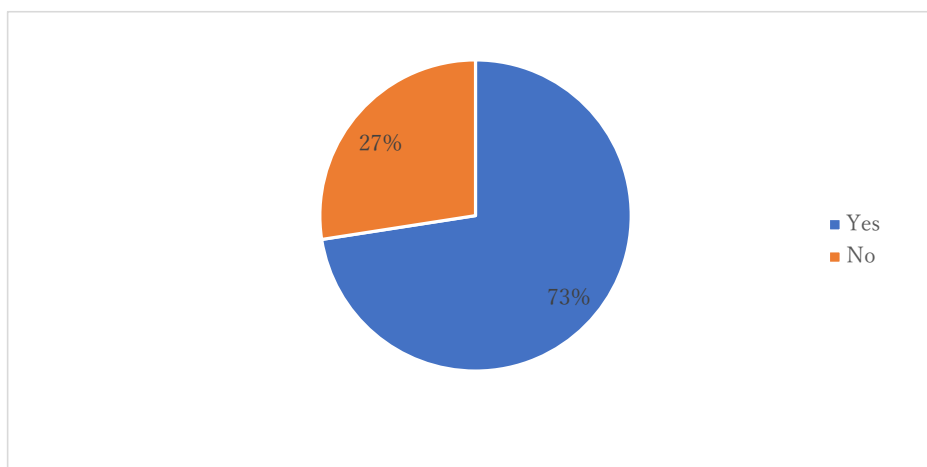
Q4-2 Does your local government have a Sister City Policy, Friendship Policy, or other similar policies with overseas cities?



Municipalities that had an official policy for their sister relationship or alliance were a minority at 39%, and 61% responded they did not have an official policy.

Q4-3 Are you interested in establishing a sister relationship or alliance with a Japanese municipality?

(If you already have a sister relationship or alliance, would you like to continue the exchange moving forward?)



Most of the municipalities responded that they are interested in having a sister relationship or alliance with a Japanese municipality at 73% responding 'yes'.

4. Survey conducted in Japan

(1) Target

Local governments and municipalities that implemented international exchange programs during the 2023 fiscal year

(2) Method

An email was sent to local governments and municipalities in Japan, inviting them to complete the survey

(3) Period

June 2024

5. Survey Results

(1) Number of Responses

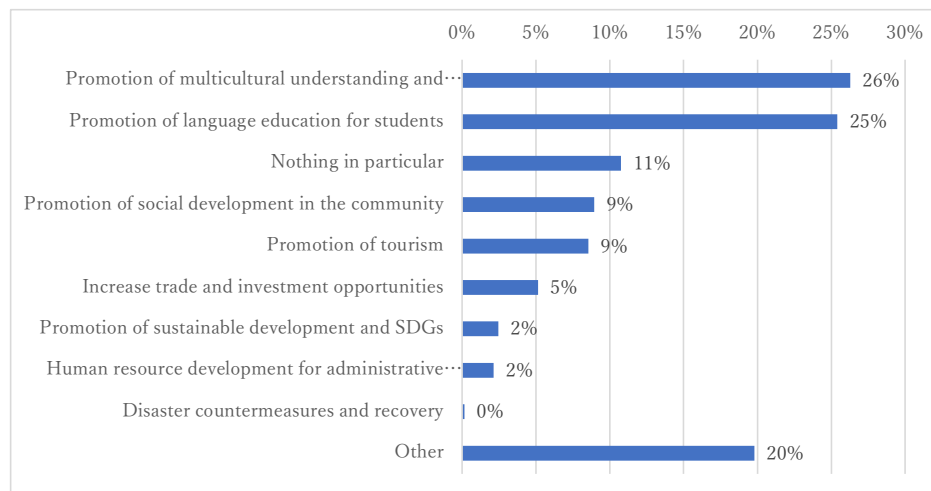
590 local governments, with a total of 1,261 responses

*The number of responses reflects the fact that municipalities answered the survey for each exchange program they conducted.

(2) Content

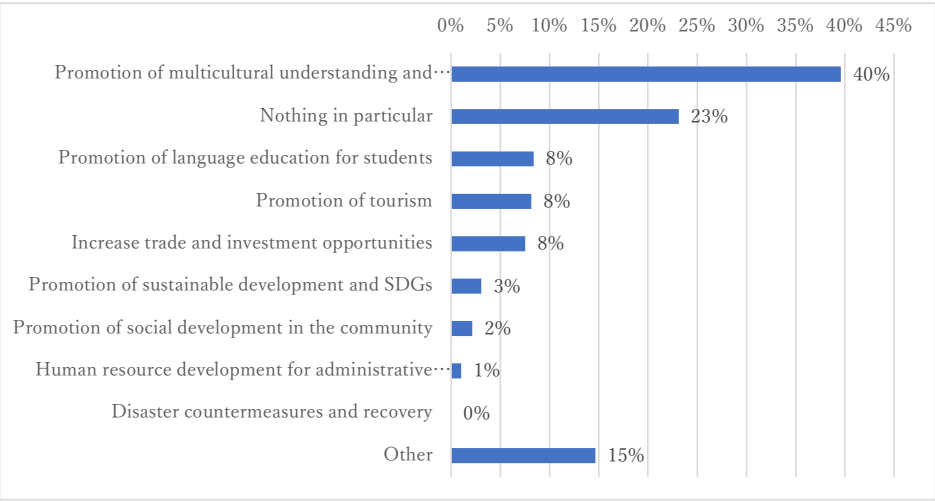
Further details can be found in the following pages

Q1 Which of the following did having a sister relationship/international alliance or exchange have a positive impact on? (Multiple selections possible)



The most commonly cited benefits were 'promoting multicultural understanding and internationalisation' (26%) and 'promotion of language education for students' (25%). 11% of respondents answered 'nothing in particular.' Other responses included intercultural understanding, youth development, sports exchange and improving athletic performance, as well as peace exchange.

Q2 What kinds of activities do you plan to prioritise or promote in the future? (Multiple selections possible)



The most common response was 'promotion of multicultural understanding and internationalisation' (40%). As for 'nothing in particular' (23%), it is assumed that this response indicates no need for new initiatives or an intention to maintain existing efforts.

DEBATE REPORT

4.1 MARKETING, SPONSORSHIP AND FUNDRAISING WORKING GROUP

**Author: OMCEO Support Officer
25/23014**

PURPOSE

The Committee is asked for approval to pause the Marketing, Sponsorship and Fundraising Working Group to focus on the Trade Development and Exchange Program Working Groups.

RECOMMENDATION

That Sister Cities Advisory Committee approves to put on hold the Marketing, Sponsorship and Fundraising Working Group and will reassess at the 27 November 2025 Committee meeting.

REPORT

Background

The planning session that the Committee participated in on 27 June 2024, highlighted a common interest in investigating various marketing, sponsorship and fundraising opportunities including any avenues that foster experiences and learnings from our Sister City relationship with Grapevine, Texas. This includes promotion, cross promotion and seeking collaboration and support from organisations and businesses that support the program and increase visibility of the Barossa as well as promote and educate our community on Grapevine.

The planning session also emphasised an interest in opportunities for sponsorship to enhance programs and events and innovative ways to use fundraising to increase the committee's sustainability and support Exchange Programs.

As per the Terms of Reference Sister Cities Advisory Committee:

Clause 4 – Establishing Working Groups

The Committee may appoint Working Groups subject to Clauses 4.2 to 4.4, to investigate or perform a specific activity, matter, purpose or thing to which the Committee may require, subject to the control of the Committee, and is an activity, matter, purpose or thing which may be considered by the Committee to be essential to the objectives of the Committee.

- 4.2 Each Working Group appointed shall be for a fixed term of not more than twelve (12) months and limited to no more than 5 (five) members.
- 4.3 The Working Group must ensure that full and accurate minutes of the proceedings of its meetings are kept and completed within 2 weeks of the meeting and then reported to the next available Committee meeting.

- 4.4 Any Working Group will not be provided Executive Officer support and therefore shall manage its own agenda and minute processes.

Each Working Group has a Council staff member from the Committee appointed to facilitate any assistance that the Working Group may need.

On the 25 July 2024 Committee meeting, the Sponsorship, Marketing and Fundraising Working Groups was established:

5.4 ESTABLISHMENT OF A MARKETING, SPONSORSHIP AND FUNDRAISING WORKING GROUP
24/50909

MOVED Jo Seabrook

That the Sister Cities Advisory Committee appoint the following members to form a Marketing, Sponsorship and Fundraising Working Group:

- (1) Janine Harding
- (2) Jo Seabrook
- (3) Ingrid Day
- (4) Louise Hickinbotham

SECONDED Rick Lane

CARRIED SCACC/7

Discussion

Council staff assisting the Working Group in regard to reports, meeting times, agendas and minute notes have not been able to facilitate the Working Group convening since the Working Group was established. The reasoning includes not being able to make quorum at Working Group Meetings, as per the Terms of Reference, attendance, lack of content available for reporting, and more importantly a cross over of key objectives into the Trade Development Working Group and the Exchange Program Working Group.

For example, the Exchange Program Working Group has quickly developed with the Nuriootpa High School Study Tour requiring immediate fundraising opportunities as well as sponsorship from local Service Clubs. As part of the Study Tour, the students are developing many skills, some of which are design, marketing, social media and volunteering.

It is also noted that work loads for the Trade Development and Exchange Program Working Group and Committee Members time constraints, have increased for both Council Staff assisting the Committee. This is a wonderful outcome, and our committee objectives are being met. It is critical that we continue to develop in these areas as the momentum has been created, contacts and networks established and engagement of community and industry support.

Council administration has a renewed focused on the immediate needs around events and economic development. Tourism, Events, Customer Support and Comms and Engagement teams have joined headed by a Senior Manager, Economic Activation, Strategy and Customer Relations. The new team was introduced to build the capacity to deliver on Council's Economic Development objectives.

As such, this team has the capacity ability to take carriage of some of the objectives of the Sister City Agreement and are able to support the Committee when and where needed.

Summary

With this in mind, the Committee is asked to put on hold the Marketing, Sponsorship and Fundraising Working Group to focus on the Trade Development and Exchange Program Working Group, whilst being supported by Council in areas such as, assistance with Sister City event planning/preparation, tourism and economic development opportunities, marketing and communications.

ATTACHMENTS OR OTHER SUPPORTING REFERENCES

Nil

Supporting references

Nil

COMMUNITY PLAN / CORPORATE PLAN / LEGISLATIVE REQUIREMENTS

Corporate Plan

BS4 Council and Committees - Provision of support to Council and Committees through the provision of required information, agendas, and minutes. Council and Committees are provided with support to enable informed decisions

Legislative Requirements

Nil

FINANCIAL, RESOURCE AND RISK MANAGEMENT CONSIDERATIONS

Nil

COMMUNITY ENGAGEMENT

Nil