

CITY OF JOONDALUP - REPORT FOR 19 DECEMBER 2000

SISTER CITY RELATIONSHIPS - GUIDELINES

43458

DISCUSSION PAPER

WARD

All

SUMMARY

The former City of Wanneroo had Sister City relationships with Kastoria, Sinagra and Sorrento. Exchanges between the City and Sinagra caused community concerns in 1990. The creation of the new cities has resulted in the need to consider the future of these relationships.

Recently there was a visit to the City of Joondalup by representatives of Ji'nan Municipal Parliament due to Ji'nan's involvement with the Edith Cowan University. The City of Joondalup entered into a Memorandum of Understanding with the Ji'nan Municipal Parliament in June 2000. In August the City received an invitation from the Mayor of Ji'nan inviting a delegation to the Ji'nan Golden Autumn Fair, which the City declined. This invitation is a sign that Ji'nan is moving towards establishing a Sister City relationship with Joondalup. Council resolved not to attend the Golden Autumn Fair and to establish a policy dealing with the establishment of a Sister City Relationship (Item DJ233 – 09/00 refers).

Investigations reveal that to develop a successful Sister City Relationship the City of Joondalup needs to establish a clear vision or a set of objectives based on Joondalup's economy, education and culture, in consultation with the community. Options for progressing this issue include:

- Council progresses this matter alone;
- Council involves the community in developing the opportunities for a Sister City relationship including Service organisations, the Education sector, and other interested parties.

It is proposed that the City hold a public meeting of interested parties to determine if the establishment of a committee that will govern the program and ensure its success is warranted.

BACKGROUND

The former City of Wanneroo established Sister City relationships with the following:

- Sorrento - established in 1980;
- Durban - failed to establish in 1986.
- Sinagra - established in 1987;
- Kastoria - established date unknown but prior to 1992.

The current status of these relationships is uncertain in that both the Cities of Joondalup and Wanneroo are now new legal entities. The future of the former Sister City relationships is currently being investigated by the City of Wanneroo.

In June 2000 the City was visited by delegates from the Ji'nan Municipal Parliament. The Mayor of Ji'nan presented the City of Joondalup with a Memorandum of Understanding, which the City of Joondalup Council endorsed and signed.

The City of Joondalup was recently invited to the Ji'nan Golden Autumn Fair. A report regarding this invitation was presented to Council where it was resolved that Council:

- “1 ADVISES the Mayor of Ji'nan that it is unable to attend the Ji'nan Golden Autumn Fair and Twin Cities meeting and wishes Ji'nan a very successful Fair;***
- 2 INVITES A REPRESENTATIVE from Edith Cowan University to advise the issues it has discovered that need to be addressed in developing Sister City relationships;***
- 3 ENDORSES the development of a policy dealing with the establishment of Sister City relationships.”***

(Item CJ233 – 09/00 refers.)

This discussion paper explores the opportunities a Sister City relationship can generate and a possible framework for the establishment of a successful Sister City relationship.

A Sister City, Country or State Relationship is a broad-based officially approved long-term partnership between two communities, countries or states in two countries. The relationship becomes official with a signing ceremony of the top-elected officials of the two jurisdictions.

A Sister City partnership has the potential to carry out the widest possible diversity of activities of any international program, including every type of municipal business, professional, educational and cultural exchange or project.

Western Australia, as a State, has four Sister State relationships. These relationships are with:

- (1) Indonesia – East Java
- (2) Japan – Hyogo
- (3) China – Zhejiang
- (4) Italy – Tuscany

Other prefecture Sister City relationships are outlined in the below table. Each Country, State and on occasion province is mentioned for each relationship. In respect to the level of commitment a categorization of high, medium and low levels has been developed. A description of each level is addressed below.

High

All relationships that involve more than one type, that is cultural, education or economic, exchange per year.

Moderate

All relationships that provide less than \$2,499 per year and at the most involve one type, that is cultural, education or economic exchange per year.

Low

All relationships that provide one exchange, of any type, over a 5-year period, or do not involve any exchanges of any type, for example friendships. Usually this type of commitment does not provide funding.

City of Perth

The City of Perth allocates in their budget each year \$50,000 to \$60,000 per year, inclusive of all Sister City relationships the City of Perth has.

Country	JAPAN	GREECE
State	Kagoshima	Rhodes
Activity Level	High	Moderate
Financial Contribution	Sister City Budget	Sister City Budget
Country	AMERICA	GREECE
State	Texas, Houston	Megisti
Activity Level	Moderate	Moderate
Financial Contribution	Sister City Budget	Sister City Budget
Country	AMERICA	TAIWAN
State	Santiago, California	Taipe
Activity Level	Moderate	Moderate
Financial Contribution	Sister City Budget	Sister City Budget
Country	ITALY	CHINA
State	Vasto	Nanjing
Activity Level	Moderate	Moderate
Financial Contribution	Sister City Budget	Sister City Budget

City of Fremantle

The City of Fremantle has five Sister City relationships and two friendships. The Council has a total yearly budget of \$25,000 including all planned Sister City activities and for incidentals.

On occasions the City of Fremantle may request a special funding for a certain Sister City project, at budget time. The City of Fremantle's friendships are not allocated with funding, as they are relationships, which are moving towards forming a Sister City relationship.

Country	MALAYSIA	JAPAN
State	Wellesley	Yokosuka, Kanheawa prefect
Activity Level	High	Low
Financial Contribution	\$5,000 per year	\$1,000 per year
Country	ITALY	ITALY
State	Sicily, Messina	Molsetta, Bari
Activity Level	High	High
Financial Contribution	\$5,000	\$5,000 per year
Country	PORTUGAL	
State	Sunfunchal, Madeira Island	
Activity Level	High	
Financial Contribution	\$5,000 per year	
	Friendships	
Country	CROATIA	INDONESIA
State	Korcula, Korcula Island	West Sumatra, Pandong
Activity Level	Low	Low
Financial Contribution	Nil	Nil
Country	INDONESIA	
State	Java, Surabaya	
Activity Level	Low	
Financial Contribution	Nil	

City of Belmont

The City of Belmont has a strong relationship with Adarchi in Japan. The relationship involves student exchanges on a yearly basis, Council delegation exchanges and the employment of an English Tutor by the Adachi City. Also there is a Belmont Park and museum in Adachi.

Country	JAPAN
State	Tokyo, Adarchi
Activity Level	High
Financial Contribution	\$50,000 per year

City of Rockingham

The City of Rockingham has a strong relationship with Ako. The relationship involves an exchange each year. Yearly there is a three-day chaperoned youth exchange and on occasion delegates from the council and selected disadvantaged youth are also invited.

Country	JAPAN
State	Osarka, Ako
Activity Level	High
Financial Contribution	Over 5 years \$172,534.00

City of Melville

The City of Melville has only one friendship with Jakarazuka in Japan. The relationship has been formed through Applecross Senior High School. The Applecross Senior High School co-ordinates the relationship. The main duty of the City of Melville is to provide a civic function when delegates visit the region.

Country	JAPAN
State	Jakarazuka
Activity Level	Low
Financial Contribution	\$2,000 for a function each year.

DETAILS

The former Sister City relationships with Sinagra and Kastoria were primarily based on the fact that there were migrants from those places living in Wanneroo. It is understood the relationship with Sorrento was simply based upon the name, and the proposed Durban relationship failed due to strong feelings about apartheid. The Royal Commission into Wanneroo examined strong community concerns about travel associated with a trip to Sinagra by the Mayor, Councillors, staff and partners. The City of Wanneroo is currently examining what it will do with respect to establishing Sister City relationships. This will include a review of the former Sister City relationships. It is expected it will consider this matter in the New Year.

The Memorandum of Understanding (MOU) that the City signed with Ji'nan is a sign of friendship and goodwill and aims to foster a friendly relationship between the City of Joondalup and the Ji'nan Municipal Parliament. The MOU is a stepping stone towards building a Sister City relationship in the future, if both parties agree that a committed relationship is beneficial.

The invitation received by the City requesting Joondalup's attendance at the Ji'nan Golden Autumn Fair and Twin Cities Meeting, is an obvious suggestion that Ji'nan is aspiring towards a more committed relationship.

The Council also resolved to invite ECU to address the City (Item CJ233-09/00 refers) on the issues it has discovered that need to be addressed in developing Sister City relationships. It is proposed that Dr Glen Watkins is invited to address Councillors to provide further information on the ECU relationship with Ji'nan and other ECU connections with China.

This has encouraged the City to evaluate whether a Sister City relationship with Ji'nan would be beneficial. To further develop the City's understanding regarding Sister City relationships, discussions were held with representatives from Edith Cowan University and the Australian Sister City Association.

Mr J Wood, Pro Vice Chancellor (Research and Advancement) and Mr J Cunningham, Director ECU International and Commercial, from Edith Cowan University, further developed the City's understanding of the Ji'nan situation in respect to China; its involvement and role with the university and what the involvement would mean for Joondalup.

The issues discussed at this meeting were: what are the cultural factors; understanding the political and economic situation of the Shandong province; who are the most appropriate organisations to speak to regarding cultural issues; and the countries or Cities Edith Cowan University is affiliating with.

The meeting highlighted some factors, which will ensure a successful relationship with Ji'nan or any other City in China:

- There is a need to understand the culture at the outset, as learning along the way can weaken the relationship;
- Involvement of stakeholders;
- Understand the economic and political situation of the potential Sister City;
- The City should liaise with the Chinese Chamber of Commerce through Austrade at the Western Australian Department of Commerce and Trade.

Following the meeting with Edith Cowan University a further meeting was held with Mrs J Teasedale, Vice Chair Sister City Association. The meeting discussed what a Sister City relationship will signify for Joondalup, and what are the steps required to progressing towards ensuring a strong relationship. Also discussed was the Sister City Association of Australia and the City of Belmont's relationship with Japan.

The meeting highlighted some factors, which will ensure a successful relationship:

- Have clear objectives to govern the program;
- Understand the culture of the Sister City;
- Develop a relationship based on one or more of the following: cultural, education, and economic development. An example is the City of Melbourne, which has a relationship, based purely an economic development;
- Tourism assists in strengthening a relationship;
- Intra and Triangular relationship's possible;

- Develop community involvement and support;
- Be aware of the strategic direction of the potential Sister City.

Additionally, advice was requested at the Joondalup Stakeholder Group meeting, with the members stating that *'the City needs to be clear about what they are aiming to achieve from the relationship'*.

From the meetings that have been held a number of common factors have been outlined, which the City should take into consideration when establishing a Sister City relationship. These include:

- Establishing clear objectives for the Sister City relationship;
- Develop an awareness of the Sister City culture and protocols;
- Discover the strategic direction of the potential Sister City;
- Ensure the objectives of both parties align;
- Encourage cultural, education and economic exchanges;
- Involve the Joondalup community, including educational, cultural and commercial organisations;
- Base a relationship on one or more of the Sister City elements. That is: culture, education and economic development.

Sister City relationships can lead to the following activities:

Economic:

- Promote Business leaders going on trade missions;
- Support trade missions;
- Provide for business exchanges;
- Develop business links and information exchange.

Education:

- Student exchanges;
- Teacher exchanges;
- Support for foreign students studying in Joondalup;
- Promote Learning City concepts.

Cultural:

- Provide opportunities for cultural exchanges.

The City can support these initiatives with civic ceremonies, funding if appropriate, and other support.

Sister City Policy

A Sister City policy has been drafted to provide a guide to promote and encourage understanding of the program and the expectations of each party. Further it will provide a direction for the progress towards a relationship (Attachment 1 refers).

To achieve this a number of activities have been set within the policy and are discussed below.

Objectives

One of the first duties is for the City to convene and develop a vision for the Sister City relationship and/or a clear set of objectives based on Joondalup's economy, education and culture.

Awareness and Involvement

Educating support groups is important to the development of a Sister City relationship, for example student exchanges, as a relationship requires support from outside interest groups, as commitment, participation and enthusiasm is the key to a strong and victorious relationship.

A way the City can achieve this is by holding a public meeting including representatives from the community, educational and commercial organisations and other groups. The meeting will gauge the level of support from the above groups.

Additionally, the meeting could educate support groups on what a Sister City is, its benefits and what will make it successful. Also, it will provide a chance for the invited participants to offer advice and gain ownership of the program.

Awareness and involvement will need to be continued on an on-going basis. Details of projects, achievements, and general information concerning the programme, should be continually advertised in the local newspapers and Council News publications.

Sister City Community Committee

From the public meeting a community-based Sister City Community Committee (SCCC) could be established with representatives from all major sectors of the City of Joondalup's community, and other organisations. This group would work strongly with the City of Joondalup to develop projects and ensure a successful Sister City relationship.

The committee could be either a Council committee or the Council could assist in the forming of an incorporated body to manage the program.

Understanding the Culture

It is very important for the committee to understand the Sister City they are forming a relationship with. Research needs to be conducted into the political, economic and the cultural traditions of the country.

When developing a relationship there may be many inconsistencies with expectations, protocol, traditions and general business practices. Knowing the countries' traditions and cultural practices will assist in developing a friendly and prosperous relationship.

Rules and regulations of the committee need also to be set up to govern the committee.

Initiatives and Special Links

All programs that the committee initiates need to be accepted by both countries and must aim to strengthen friendship and goodwill. A common failure of a Sister City relationship is the fundamental mismatch of objectives. Thus it is essential for the City to understand what the Sister City wishes to achieve from the relationship and ensure that it corresponds with the Cities' own expectations.

Australian Sister City Association

The Australian Sister City Association (ASCA) was formally adopted in 1982 and aims to increase international understanding and foster world peace by further international communication and exchange through city-city affiliations.

ASCA offers a range of services and advice on the experience of its members. Its prime function is to encourage co-ordinate and support groups in developing relationships according to local needs.

Joining the association could help Joondalup to establish a strong and successful relationship with its Sister City. To become a member of the Australian Sister City Association, the City is required to pay a membership fee of \$500.00 per year.

The next National Conference of the Australian Sister City Association is to be held in Bunbury in October 2001. This would provide a further opportunity for appreciating the possibilities of Sister City relationships.

COMMENT/FUNDING

The benefits of instigating a Sister City relationship are best realized where there are common expectations by both parties. The support of the community will enhance the benefits and also assist in overcoming the negative aspects experienced by the former City of Wanneroo.

The City has commenced a strong friendship with the Ji'nan Municipal Parliament and there is an opportunity to progress towards a Sister City relationship, hence the need for a policy to create a definite direction and appreciation of the issues involved. To ensure success the City needs to gain the support of the community, business and other organisations.

The City could convene a meeting of interested parties to determine the level of interest in establishing a Sister City relationship, and establish the level of interest in a Ji'nan Sister City relationship. This could also include hearing from Dr Glen Watkins about ECU's involvement with Ji'nan. The meeting would also inform Council if there were other places that are worthy of consideration in the development of Sister City relationships.

With respect to the former Sister City relationships it is proposed that further consultation is carried out with the City of Wanneroo.

Submitted for consideration and discussion.

Signature

RAY FISCHER
Executive Manager Strategic Planning

Report Completion Date: 14/11/00

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CITY OF JOONDALUP

SISTER CITY POLICY

OBJECTIVE

To develop a Sister City Relationship, which will further, any one or more of the following exchanges:

- Cultural;
- Educational;
- Economic.

STATEMENT

A Sister City, Country or State relationship is a broad-based, officially approved, long-term partnership between a City, Shire, District, Municipality, Town, and a recognized overseas community.

The key to a successful Sister City relationship is to bring about contact that is mutually beneficial to the organisation and the people of both Sister Cities. Its aim is to increase friendship, awareness and understanding among the people involved.

Objectives:

- The Council will in establishing a Sister City relationship generate a set of clear objectives, encompassing one or more of the following:
 - Education;
 - Culture;
 - Economic Development;
- To involve the Joondalup community in the Sister City relationship, through actively liaising with the community, including cultural, educational and commercial organizations.
 - Provide a focus for tourism and economic development with Sister Cities.
 - To encourage the development of special links between individuals and interest groups of the two communities.
 - Understand the cultural protocol of the Sister City to ensure a strong relationship.

Process:

To meet these objectives it will:

- Establish a Sister City Community Committee;
- Initiate programs in consultation with the community that promote and develop mutual understanding, friendship and goodwill between the City and Sister City communities.