

# **Councillor Karen Williams Redland City Mayor**

## **Report to Redland City Council on Business & Trade Mission to Asia (inc. China, Taiwan, Hong Kong, Japan)**

**2 September – 3 October 2013**

### **Mission Summary**

Redland City is no longer the best kept secret of South East Queensland. The realisation that we are the jewel in the crown and the best place to live, work, to do business and to invest is spreading rapidly.

As a direct result of my Business and Trade Mission to Asia, potential investors are already visiting the Redlands to see first-hand the opportunities that exist. There has been particular interest in the Priority Development Areas in Cleveland and Redland Bay. The first visitor – a well-credentialed investor from Beijing - arrived within a week of my return. Another international group, based in Hong Kong, visited a week later. I had met twice with representatives of this consortium in Hong Kong. Discussions are ongoing with each group.

Trade and Investment Queensland officials, including the Hong Kong-based Trade Commissioner Angela To, have visited the city, liked what they saw and will take their impressions with them for future dealings with investors and businesses. Further fact-finding visits are planned.

The Trade Mission started with visits to five cities in as many days and culminated with attendance at the 8<sup>th</sup> Asia Pacific Cities Summit in Kaohsiung, Taiwan. I was pleasantly surprised by the responses, after being able to present our city and all its attractions in a very positive light. This keen interest in what is on offer in Redland City was obvious throughout the trip.

Key messages that emerged from the Trade Mission included:

- Redland City is an attractive investment option for Asian businesspeople
- Investors, particularly the Chinese, are keen to investigate major projects in Queensland and the Redlands
- Redland City's two Priority Development Areas rate highly in investment potential
- There is great opportunity for increased trade for Redland City businesses
- Redland City's marine expertise is a potential export to Asia
- There is great opportunities for Redland City schools in international education.

My visits to Kaohsiung in Taiwan, Beijing, Chengdu, Shenzhen, Hong Kong, Chongqing and Redlands' Sister City Qinhuangdao in China and Tokyo and Kani City in Japan have strengthened civic relationships and opened the door for export of expertise and local products and for further cultural exchanges and entry into international education.

We have already hosted two investor groups, with more promising to follow. I have convened an Education Round Table for tomorrow (Thursday, 7 November) to which I have

invited all Redland City secondary schools. I will be outlining to that forum the interest I noted, particularly from China and Japan, in considering sending young students here.

The visits to our city by potential investors, their willingness to do business following their tour of development hotspots and the interest in sharing or using local expertise are all immediate – and positive - outcomes from the mission.

It will be essential to follow-up and further strengthen the relationships if Redland City is to achieve maximum benefit from the trade mission.

### **Special thanks to friends of Redlands**

The mission could not have been the success it was without the pre-trip organization, advice and assistance provided by two good friends of Redland City, Mr Michael Choi and Mr Tetsuo Mizuno.

Mr Choi, the former Queensland Assistant Minister for Trade and former Member for Capalaba, played an important role in organizing high-level meetings with senior Chinese Government and business interests, and in putting me in touch with a number of potential investors in our city. As a Chinese Australian, he provided an understanding of Chinese culture and protocol and drew on his years of experience with trade and business issues in China and Hong Kong to provide invaluable support.

It was obvious during the trip that he was respected locally as well as in China and Hong Kong, that he had strong connections in China, including being made an honorary citizen of Shenzhen, a sister city of Brisbane.

Mr Choi took his first trade delegation to China on behalf of Brisbane City Council in 1992. He has continued in this vein since. Mr Choi also chaired the sister city relationship between Brisbane and China for 10 years before his election to the State Parliament.

I wish to put on the public record my appreciation of Mr Choi's assistance in helping Redland City open the doors for investors to potentially create jobs and employment in our city.

Mr Mizuno, who is Chief Executive of the Brisbane-based Australia-Japan Wildlife Conservation and Education Foundation, played a vital role before and during my visit to Japan, including helping arrange a very successful meeting with Tokyo Trade Commissioner Tak Adachi .

Mr Mizuno has forged a close relationship with Kani and other Japanese cities and has taken many school tours to Japan. He works closely with Cleveland District State High School and has been a key to the school's involvement with Japanese schools such as Kani Technical High.

His assistance and his cultural advice during our visit to Kani City was greatly appreciated.

The work of these two great friends of Redland City came at no cost to the city or to ratepayers.

I recommend that Council consider making them honorary ambassadors for Redland City.

## **Mission Objectives**

The objective of the trade mission to Taiwan, China, Hong Kong and Japan was to promote Redland City as the best place to live, work and to do business. I believe I was able to clearly send that message.

I was glad to be able to use the joint vehicles of membership of the South East Queensland Council of Mayors (COMSEQ) delegation to South East Asia and attendance with the delegation at the 8<sup>th</sup> Asia Pacific Cities Summit in Kaohsiung, Taiwan, to send the message to South East Asia. The COMSEQ delegation and APCS are platforms for developing business growth and inviting investment to the Redlands.

I was able to spread that message even further during a later visit to Tokyo and Kani City in Japan.

## **Background to Mission**

Redland City Council since its election in April 2012, has adopted an Open for Business agenda. This has resulted in cultural change within council and replacement of the perception it was too hard to do business in the city. Instead, there is a mood of optimism and confidence that council now has a proactive approach to sustainable and compatible development.

Redland City is entering an exciting new era of opportunity, with the declaration by the Newman Government of Priority Development Areas at Toondah Harbour in Cleveland and Weinam Creek, Redland Bay, the Cleveland CBD Revitalisation Plan and Master Plan for Capalaba CBD, as well as a number of significant residential developments.

The fact the Government chose Redland City for two of the first three Priority Development Area declarations is a clear indication of its confidence in the future of the City.

RCC on 7 August 2013 unanimously endorsed my attendance at the 8<sup>th</sup> Asia Pacific Cities Summit (APCS) in Kaohsiung in Taiwan and my participation in Brisbane Lord Mayoral Graham Quirk's Mission to China in conjunction with APCS. Council also endorsed my visit to our Sister City Qinhuangdao in China and approved me undertaking other visits within the South East Asian region for the benefit of the Redlands.

## **Taiwan - Asia Pacific Cities Summit, Kaohsiung**

The Asia Pacific Cities Summit is a biennial event with the objective of promoting economic growth in the Asia Pacific region and beyond. It is a platform for attendees to communicate and exchange their viewpoints and knowledge regarding business growth, investment and economic outcomes. The Summit has recently become a medium for global businesses to enter the growing Asia Pacific markets.

Since the Summit's inception in 1996 by the Brisbane City Council, the APCS has been recognised as one of the premier forums for fast-tracking international city networks and new business relationships for over 100 cities in the region. APCS is also a generator for market cooperation between local governments and business sectors.

The Summit provided a unique opportunity for Redland City to gain access to a wide range of international business and civic leaders, that will allow us to forge strategic partnerships with other cities to stimulate economic growth and create new business and trading opportunities.

It was also an ideal opportunity for me to sing the praises of Redland City. I was able to use stunning images of the Redlands as part of my presentation to the South East Queensland Forum of the Summit, receiving a great response to our Open for Business and Investment DVD and investment prospectuses.

The Summit attracted more than 80 Mayors from around the region, as well as Taiwanese investors and businesspeople.



I was able during my presentation to pitch the investment potential of our two Priority Development Areas and in our CBD master plans for Cleveland and Capalaba.

I told delegates South East Queensland was one of the fastest growing areas of Australia and that Redland City was a shining light. I said we were entering an exciting new era of opportunity and invited them to be part of it.

I was able to speak about educational opportunities for Asian families to educate their children in the Redlands, which boasts some of the best schools in Queensland.

I said we were seeking investment in tourism, health, education and innovation and made a number of important contacts in these areas.

I had many face-to-face meetings with business people and potential investors. I hope I was able to convince them of our potential as a place to invest.

### **China – General Comments**

China is now the world's second largest economy by Gross Domestic Product, improving from 32<sup>nd</sup> in 1987. There has been an average annual growth rate of the domestic economy of 9 per cent in the past decade.

China is now Queensland's No 2 merchandise trade partner with trade valued at \$11.3 billion in 2012 – up 2.9 per cent on the previous year. Investment from China in Australia was estimated at \$60.3 billion in 2010-2011.

Traditionally, Queensland has exported low value-added commodities to China, which meant Queensland was a price-taker rather than a price-maker in the trade relationship. Queensland and Australia are now focusing export potential on high value-added goods and services where Australia has a competitive advantage with China. Both Trade and Investment Queensland and the Department of Foreign Affairs and Trade (DFAT) see the next phase of growth in China from Queensland coming from new, innovative products and services; green building products, technologies and services; infrastructure development; sustainable energy; mining technologies, services and equipment; professional services; and education and training.

The Redlands has the opportunity to capitalize on the opportunities presented by these new export drivers, as we have strong representation across these industry sectors.

In conjunction with the APCS, Lord Mayor Quirk led a China Business Mission from 3-13 September to Shenzhen, Chengdu, Beijing and Chongqing to support the COMSEQ companies conducting business in these regions. The purpose of the mission was to explore and generate business opportunities and seek investment for the Greater Brisbane Region.

The visits also provided the opportunity for me to participate in meetings with senior Chinese Government officials in market briefings, business meetings and networking events.

Additional meetings provided the opportunity for very positive business matching.. I was able to attend one meeting with Capalaba-based Solar Farmers that I am advised will lead to a major contract with the Chinese Government.

Solar Farmers' Connie da Cunha told me the Business Forum followed by a Business Matching Session at Shenzhen co-organised by the China Council for the Promotion of International Trade was a successful one for the company.

She advised that my support and that of Lord Mayor Quirk gave political weight that has led to a breakthrough in the business dealings between Solar Farmers, Chinese developers and the Government of the Peoples Republic of China. Solar Farmers had been trying to achieve the breakthrough for the last three years. This had been made possible by the direct Government to Government meetings and business matching meetings between the Mission's delegates and China.

This represents the first time that an Australian Solar EPC company has been asked to undertake large scale solar projects in Mainland China, and provides Solar Farmers and the Chinese Government with a model that can be used to roll out large scale solar in China using Australian know-how.

Solar Farmers' Chinese partner and the Chinese Government asked for Solar Farmers' direct involvement and collaboration. They also asked the company to invite other interested parties to participate. This is an excellent opportunity for local businesses to join Solar Farmers in this undertaking. (See attachment).

I was also able to meet in Beijing with representatives of Royal Saintland Tourism and Development Co Ltd, who have a growing portfolio in China, including theme parks. They were very interested in Redland City, and indicated during my meetings that they would visit

to inspect potential development sites. They followed up by arriving in Redland City within a week of my return.



Another outcome was interest in Redland City exporting its marine and canal expertise to assist waterfront development in Qinhuangdao.

During my visit to Hong Kong, I was able to meet representatives of Far East Consortium (FEC) International Chief Executive David Chiu, his son Andrew and Director Chris Hoong. I was able to provide them with our Open for Business and Investment prospectus and DVD. They were so impressed by the images of Redland City that they invited me to a second meeting at their headquarters. They were impressed by the location of the tourism assets, location to the bay, and short distance from airport and Brisbane. They promised to organise their Australian representatives to pay a visit with architects and to do a famil of Redlands. They all arrived by private jet for the famil. Their architect, as promised, has since made contact with and met with Council in yet another display of confidence in our investment potential.



While in Hong Kong I was also able to meet with Angela To from the Queensland trade Office. I provided her a USB stick and collateral from Redland schools. Discussion centred on bringing together an education product for Redlands. Ms To agreed there was great opportunities for the Redlands in the Hong Kong market because of our location and lifestyle. She was also keen to do a famil of Redlands, particularly the PDAs. She believes there are many potential investors for our product, including hotel chains. We discussed my meeting with the Far East Consortium and their keenness to invest in Queensland. She made her services available to us whenever we need them.

Another highlight of the mission was a visit to our Sister City, Qinhuangdao – described as China’s summer capital. Like the Redlands, Qinhuangdao is situated on the coastline and is currently undergoing rapid change.

I was able to meet new Mayor Shang Liguang and business, investment, tourism and education figures.



The aim of the visit was to strengthen the cultural and social bonds that already exist between us and extend this relationship to facilitate further trade and investment opportunities between our two cities.

The Mayor and other senior officials indicated their interest in visiting Redland City next year and we will continue dialogue about strengthening our relationship.

### **Japan – General Comments**

The Japan segment of the Trade Mission incorporated a visit to Tokyo to attend Premier Campbell Newman’s Business Reception at the Imperial Hotel, and several days in Kani City. Redland and Kani City have forged a close relationship that I hope to strengthen. I was joined on this segment of the tour by Division 2 Councillor Craig Ogilvie, who was on his second visit to the city, having attended the Kani City Industrial Fair last year as Council representative.

In Kani City, I was greeted warmly by Mayor Tomida and afforded the honour of being the first non-Assembly member to be invited to address the Assembly.



The speech was well received and I was told that after my speech there was much support to strengthen and/or formalise a sister city arrangement between Kani City and Redland City. I have invited Mayor Tomida to Redland City next year to discuss strengthening our strong bonds.

Discussions with Mayor Tomida included the upcoming Sister Schools agreement between Cleveland District State High School (CDSHS) and Kani Technical High. I later was invited to attend and welcome others to the signing of the agreement with Principal Paul Bancroft and other school representatives.

The Mayor and I also discussed Sirromet Winery and its potential, and the potential for other Redlands companies to export their products to Japan. Mayor Tomida has a friend who owns 100 supermarkets in central Japan, with access to 12 million people. I have sent sample products to him with a view to opening the door to export.

Redland City also sent products and collateral to the Kani City Industrial Fair. Unfortunately, the Fair was cancelled because of typhoons that lashed Japan.

Cr Ogilvie and I were invited to a formal tea ceremony and had the privilege of using their famous pottery. The cup I drank out of was valued at \$30,000. Later Cr Ogilvie and I met with the Speaker and senior directors of Council.

Mr Tomida, Cr Ogilvie and I that evening travelled to Tokyo for the Premier's Reception. I was able to introduce Mr Tomida to the Premier and other Queensland businesspeople and senior bureaucrats. The delegation was geared mainly to coal and energy interests however it was an important opportunity to strengthen the friendship with Mr Tomida and demonstrate my existing relationship to others.

Further discussions took place on how to progress the relationship between our cities and of possible investors in Redlands.

I later formally welcomed Cleveland DSHS students and teachers and thanked their host families.

I concluded my visit to Japan with a meeting with Tokyo Trade Commissioner Tak Adachi. I

presented him with copies of our Open for Business and Investment prospectus and discussed our meeting with education board directors from Gifu Prefecture. He encouraged us to stay in touch regarding Redland business opportunities and committed to passing on to potential investors details of Redland City's PDA opportunities.

My final visit before returning home was to the Nippon Nippon Veterinary Animal and Life Science University where we met with the chairman and directors for a tour. They have been bringing a substantial number of students to the University of Queensland's Stradbroke campus for study tours, with almost 100 visitors this year.

## **Summary**

The Trade Mission was the perfect opportunity for Redland City to put itself on the international stage.

The Lord Mayor's mission to China, the Asia Pacific Cities Summit and my later visits to China, Hong Kong and Japan are already reaping dividends.

Two highly-credentialed investors were so impressed by the images they saw of our city that they have since visited. They were even more impressed when they saw for themselves the enormous potential for investment. Discussions with each investor have advanced to the next stage and will continue.

The Education Round Table scheduled for Thursday, 7 November, is a direct outcome of the mission. The keenness of Chinese, Taiwanese and Japanese families to have their children educated in Queensland cannot be ignored.. I have invited all Redland City secondary schools and will outline what I believe to be great potential in the international education market.

Through face-to-face business matching and briefings with businesspeople, investors and civic leaders, I believe I have strengthened existing bonds, made new friends and opened the way for increased trade by Redland businesses.

I look forward to Redland City continuing to derive benefit from relationships forged and friendships made in the countries and cities I visited.

I invite businesses to work with Council to seize these opportunities. Much preparatory work has been done and results achieved. We need the confidence to sell Redland City and our products to the world.

## Attachments

Attachment 1	Mayor's Trade Mission Journal	 Arrived in Shenzhen via Hong Kong.docx
Attachment 2	Redland City Council Media releases	 MR_06 Sept_Mayor Taiwan summit.docx   MR_18 Sept_Mayor in China.docx
Attachment 3	Media reports	 CourierMail18Oct13. pdf   CourierMail19Oct13. pdf   CourierMail_HomeIns ert_14Sept13.pdf
Attachment 4	Solar Farms email	 TRADE MISSION ATTACHMENT (2).doc
Attachment 5	Economic Development Newsletters	 Economic Development eNewsk

## **Attachment 1: Mayor's Journal**

### **Wednesday, 4 September**

Arrived in Shenzhen via Hong Kong. Business matching was amazing. Great deal of optimism in the room. Had a courtesy call with the Deputy Mayor Zhang and Mayor Xu.

The Mayor explained that their GDP has grown by 9.9% yet their electricity consumption has declined by 0.2%. They have also dramatically reduced water consumption. They achieved this by closing more than 10,000 businesses that were not meeting their environmental guidelines. They actively attracted environmentally efficient business with incentives which were also offered to existing businesses to encourage them to lift their game.

After lunch delegation travelled by bus to the industrial park of Huawai where one-third of the world telecommunication devices such as dongles, modems, phones etc are created. 90% of modems in Australia are made by Huawei. They employ 150,000 people and this year had a turnover of over \$35 billion putting them into the Fortune 500. The founder of the business(now retired) maintains 1.4% ownership whilst the other 98% is owned by the staff. They began their business by offering their research engineers a share as they could not afford to pay them. They are now the second largest technology leaders and plan to open a Brisbane office. Their total R and D spend equals 15% of the entire Australian R&D budget.

Mid-afternoon: To Shenzhen airport for flight to Chengdu. Handed out about 30 business cards and several of our Redland City Open for Business and Investment prospectuses.

Clearly many Chinese are keen to invest in big projects. Am building some recognition amongst the delegation of the opportunities now available in the Redlands. Even had many colleagues explaining to the Chinese officials the beauty of Redland City.

### **Thursday, 5 September**

We were greeted by Chengdu Vice Mayor Ju and his colleagues, including the chief of the Education Bureau.

Chengdu is capitalising on the Government's five- year GO West policy. 14 million people live in Chengdu. It is home of the panda and has a panda research hospital.

Delegates witnessed the signing of MOU between Brisbane and Chengdu to promote education opportunities in both cities. I handed over copies of Cleveland District State High School and Alexandra Hills State High School prospectus to the Head of Education Bureau and he advised that he would contact me. Also met with the Jeff Turner, Trade Commissioner for Austrade, and advised him of our interest in promoting education opportunities in Redlands from China. He said he would assist in identifying the right people to assist. I said I would advise him of Redland International Education Framework when it is established.

More business matching for delegates.

Also had a long conversation with the Intercontinental Hotel Group cohort at the invitation of John Aitken, of Brisbane Marketing. It was clear through that conversation that the Chinese really aspire for their children to be educated in Australia.

Back on the bus to Bund Brilliance. 1300 units on 11.2 hectare site. 300 sold. Price of unit \$1mill. The higher the level the higher the price. Voted no 5 on list of luxury units in China.

After being entertained by Chinese Opera mask dancer, a young ballet dancer and a panda painting a panda, we headed out to the Shah River Restoration project which was awarded the International River Foundation award in 2006. Interestingly, the award was a sculpture designed by our own Quandamooka artist, Judy Watson.

Group headed back into the CBD to visit an incredible building, Chengdu Planning Convention Centre which houses the history, facts and future plan for Chengdu. It was a LED light spectacular highlighting the infrastructure and design of Chengdu. The model of the city took up the space of about 10 basketball courts and huge cinema screen. It was truly awesome.

Formal courtesy call with the Mayor and directors of Chengdu. We had the privilege of witnessing the ceremony for The Lord Mayor Graham Quirk as he was granted honorary citizenship of Chengdu. Both cities had experienced disaster - Chengdu had an earthquake and Brisbane the 2011 floods. They had both assisted each other in times of need.

From there we took a quick trip to the Global Centre which is the world's largest building which housed everything from hotel to ice skating rink to glass floors that allow you to peer down seven storeys, a marine park.

Back to bus to visit the "wide and narrow alleys" of Chengdu. This precinct has kept the ancient Chinese building and renewed it with interesting businesses and restaurants.

### **Friday, 6 September**

To Chongqing. City of 30 million people with policy to urbanise 1million per year. Talked to Minister for the Bureau of Education about international exchange and other opportunities. He is keen to pursue opportunities for our students.

We joined them for lunch before another business forum and matching. In the Q & A, the question of Super yachts was raised by a Chinese investor again. I made sure that they received a prospectus and Troy Duffy will organise their details to be sent to me.

### **Saturday, 7 September**

To Hong Kong.

### **Sunday, 8 September**

To Kaohsiung, Taiwan, for Asia Pacific Cities Summit.

### **Monday, 9 September**

Asia Pacific Cities Summit. Opening Keynote speaker was Cher Wang from HTC. She spoke about smart cities.

Council of Mayors presentation allowed me to present Redlands to the Asia Pacific. The video was well received and generated some interest including a follow up meeting with Mrs Wang who is keen to talk to me about investment.

Also spoke to representative from Trade and Investment Queensland Office in Taipei. She is from Hong Kong but was relieving in Taipei. Also responsible for education, she offered some good advice and suggested we talk to an education agent as it is a very competitive market. There is an exhibition in Hong Kong in March / April 2014. She said the key is to offer good lifestyle, excellent education and access to more than one nationality. Parents do not want their children to be clustered with more Chinese speaking students but rather other languages.

### **Tuesday. 10 September**

APCS continues. Subject The Blue and Green Economy.

Additional meetings provided the opportunity for very positive business matching.. I was able to attend one meeting with Capalaba-based Solar Farmers that I am advised will lead to a major contract with the Chinese Government.

The Solar Farmers representatives had to cut short their involvement in the APCS to go back to China to visit to a solar farm and the offices at Heyuan City of their new client, a big Chinese developer and a well-known business entity at Guangdong Province. (See attachment).

### **Wednesday. 11 September**

APCS continues. Former Mayor of London Ken Livingstone keynote speaker. Talk focus on London Plan to improve city. Focus on high-tech industry and upskilling people; tourism focus on culture and creative industries; public sector investment in infrastructure; updating 11,000 buses to encourage use;

Stated Olympics did not increase the number of tourists. Legacy of Olympics is the infrastructure not tourism.

Touched on requirements of smart governance: need for .quick decisions and delivery, otherwise options closed.

Also warned of the need to get the facts and keep an open mind in decision-making rather than having a set of beliefs and trying to bend the facts to fit those beliefs.

Met Jason Hsu who has started up an incubator in Taiwan and is interested in combining with our proposed model. He has pop up spaces in Taiwan. I. Suggested we Skype him at our next meeting.

To Hong Kong for the final day of the trade mission.

### **Thursday, 12 September**

Breakfast at American Club in Hong Kong with delegates and members of AusChamb. Sat with representatives from Ord Minnett and HSBC (Charles Collins). Also Amanda from Hunt Migration who has been on the trade mission. Charles has requested an electronic version of our prospectus so he can be informed should some of his investors ask. Also met David Chiu from Far East Consortium who is interested in projects in Australia and is currently developing the foreshore of Perth. I am progressing the opportunity to meet with him when I return to Hong Kong next week.

PM: Flight to Beijing to meet up with Michael Choi and Andrew Lee.

### **Friday 13 September**

Toured the marine parks in Qinhuangdao, then to new area Beidehere which is designed to be the mega tourism area of China. The future planning allows for a population of 400,000 by 2020 and high end tourism. Currently the population is about 120,000. What stands out most is that hard infrastructure is already in place to allow for that growth. We visited the impressive planning exhibition centre to witness a 3D IMAX view of what it will look like when done. The Planning Bureau Chief Mr Gao along with Vice Director of Beidehere Ms Liu (equivalent to deputy mayor) hosted an official meeting and lunch. We discussed the relationship between our cities and the desire to strengthen that as well as relationships between our businesses.

Then took a tour of the development site of the new marine park, marina and canal development before returning to the hotel to prepare for the formal city welcome by Mayor Shang Liguang. Following the reception, we discussed further opportunities to strengthen our ties with some in depth discussion with the Bureau Chief of Education, who was keen to progress exchanges with our schools. In Qinhuangdao they have 145 tertiary/post secondary institutions. They expressed interest in our middle and high school opportunities.

### **Saturday 14 September**

Met with the Foreign Affairs Bureau chief then visited Beidehere, the new tourism area of Qinhuangdao. This area receives about 20 million visitors each and is heavily influenced by its Russian guests. It has long stretch of beaches which you are required to pay to enter. Beaches are dotted with statues and attraction, the streets with restaurants and souvenir shops. There is a distinct opportunity to build an exchange with our local surf lifesavers to assist with developing their skills. A meeting has been scheduled with SLS to measure interest.

Dinner with Mr Choi who is a retired government official (same seniority as a deputy mayor) and was in charge of the unions, which is a government position in China.

### **Sunday 15 September**

Visited the local zoo before leaving for Beijing. After settling into our rooms, we took the subway to the central area of Beijing and wandered through the night markets and mall.

### **Monday 16 September**

Visited the Forbidden City and the very cosmopolitan Hutong Street which is similar to the "wide and narrow alleys" of Chengdu. They have used the very old streets and houses of the old Peking and renewed it into a tourism attraction of upmarket clothing and gift shops and restaurants.

From here to my meeting with major investor/developer, Royal Saintland Tourism Development Co Ltd. He stated he would visit Redlands for a meeting in October.

### **Tuesday 17 September**

Travel day back to Hong Kong. Teleconference call with RCC General Manager

Organisational Services Nick Clarke and Project Director Priority Development Peter Kelley.

### **Wednesday 18 September**

Skyped in for General Meeting before having to depart for meeting with David and Andrew Chiu and Chris Hoong from Far East Consortium International (FEC) to discuss opportunities for investment in Redlands. They were impressed by the location of the tourism assets, location to the bay, and short distance from airport and Brisbane. They will organise their Australian representatives to pay a visit with architects and to do a famil of Redlands.

FEC is a leading conglomerate in the Asia Pacific region with core businesses in property development, hospitality and car park operations. The company strives to maintain its leading land developer position in the Asia Pacific region (primarily targeting middle class customers) and to retain a premier hotel group in China, Hong Kong and South East Asia.

FEC key divisions are the property, hotel and car park divisions.

Dorsett Hospitality International Ltd owns and manages four key brands in different market segments, upscale Grand Dorsett, Boutique Series by Kosmopolito, four star business hotel Dorsett Regency and value hotel Silka.

FEC currently invests close to \$33billion AUD in Australia with interests in Melbourne and Perth.

Had lunch with Andrew Kwok who is well connected to Hong Kong businesses and a great ambassador for South East Queensland. He will continue to seek out and advise of opportunities for investors to view the potential of Redland City.

Met with the Tung family of Paul & Lewis Investments who have strong investments in Hong Kong, Chongqing and Nigeria. They also have property at Raby Bay.

### **Thursday 19 September**

Met with Angela To from the Qld Trade Office in Hong Kong and provided her with USB and collateral from Redland schools. Discussion on bringing together an education product for Redlands. She suggested a video conferencing session with Redlands schools each doing a five minute presentation with education agents. She agreed that Redlands has great opportunities for Hong Kong market because of its location and lifestyle. She has offered her assistance to pull this together from her end. We will need to make contact with her in the very near future to get this happening. She is also keen to do a famil of Redlands particularly the PDAs. She believes there are many potential investors for our product. She discussed the hotel industry's interest in the coast of Queensland. She also suggested that we highlight the attributes of Redlands, including the fact that we did not suffer the recent floods and the miles of beach that we can 4wd on North Stradbroke Island. She also said that we should leverage off Sirromet and make sure that our foreign investors are exposed to their facility in Mt Cotton. She believes that she could get interest from 5 star hotels. She made her services available to us when ever we need them. We discussed upcoming study tours for education and suggestions of how to package it to schools. She welcomed the opportunity for a delegation from the Redlands.

## **Friday, 20 September: Hong Kong**

### **Wednesday 25 September-Thursday 26 September.**

To Kani City. Met up with Cr Craig Ogilvie. Visited the City council to be greeted by Deputy Mayor (equivalent to CEO) Masaki Sabashi and other Council staff.

Conducted a tour of their waste management facility which is a regional facility in Kani but shared with a couple of nearby councils. The facility cost \$183 million 15 years ago. It serves 230,000 people who produce 150 tonnes of waste per day. Resident do not get doorstep pick up as streets are too narrow for trucks to collect individual bins. They have a suburban drop off area which is similar to a skip with a net around it. The skip is collected twice a week and there is no user pay for this service. It is funded through local taxes.

Residents are encouraged to separate their waste. The facility burns the waste after separation first at around 1000 degrees and then a second time at 3000 degrees which creates a black pebble like resource that they use in cement pavers etc. which they are selling for 85 yen per tonne (approx 90 cents). They also draw out the metal and sell that which gives them a better return (approx. \$20 a tonne). As they have no natural resources, recycling gives them an opportunity to create man-made resources. The facility includes a large five-level education facility which all school students attend. They built the facility in the middle of a mountain so it cannot be seen from a distance. Attached to the facility is also a cultural centre which provides accommodation (camp style). They also use the recycled glass to offer glassmaking classes.

### **Friday 27 September**

To Kani City Council for a courtesy visit with Mayor Tomida. We discussed the upcoming sister school agreement with Cleveland District State high School and Sirromet Winery and its products and potential.. Spoke about business opportunities and I suggested that maybe we can work on bringing a company like Yairiri who hand make guitars for some of the world's most renowned artists eg Paul McCartney, Keith Richards. Discussed the idea of Redlands having a hand-made instrument festival or the like. We then had a tea ceremony and had the privilege of using their famous pottery. The cup I drank out of was valued at \$30,000. Later Cr Ogilvie and I met with the Speaker and senior directors of Council.

Later I delivered my speech to the Assembly within the Council chambers. The room is set more like a Parliament than council chambers. It was an honour to be the first person other than an Assembly member to have the privilege to speak to the Kani City Assembly. Staff under the level of director are not permitted into the chambers. The speech was well received. I was told that after my speech there was much support to strengthen and/or formalise a sister city arrangement. It appears that there is value in a formal agreement for education purposes Mr Tomida later advised that he was potentially interested in visiting Redlands next May with a possibility of formalising an agreement with Council.

Then proceeded with Cr Ogilvie back to Tokyo for the Premier's Reception at the Imperial Hotel, where I introduced Mr Tomida to the Premier. The delegation was geared mainly to coal and energy interests however it was an important opportunity to strengthen the friendship with Mr Tomida and demonstrate my existing relationship to others.

Further discussions took place on how to progress the relationship between our cities and of possible investors in Redlands.

## **Saturday 28 September**

With Mr Sota travelled to Takayama and to the UNESCO World Heritage Shirakawa-go featuring traditional houses built in the Gassho style. At a Ryokan guesthouse, the family indicated there were opportunities for our students to be billeted in their city.

## **Sunday 29 September**

Travelled back to Kani City to meet Principal Paul Bancroft, students and teachers from Cleveland District State High School. They were taken over to the cultural experience centre and toured the facility while I was given a tour of their entertainment/cultural facility. It cost \$110 million 10 years ago and is one of the top 15 venues in the country. The main auditorium seats 1000 people, their smaller theatre seats 300. In addition they have a movie theatre space, small library, music practice rooms (hired out at \$10 per hour), drama practice spaces, a small restaurant and impressive back of stage. It costs them \$4.5mill per year to operate with a small subsidy from the State Government because it ranks so highly in the nation. Later in a discussion with Mayor Tomida where I mentioned that over regulation etc makes our facility expensive to run, he said that they utilise 100 volunteers to make their venue more affordable. Previously they were unable to do this but lobbied the other levels of government to give such a small sized City some leniency to allow them to afford such a venue. They succeeded and have shared this model with West Yorkshire Playhouse.

I then briefly attended a concert that included graduating middle school students. Interestingly out of an ensemble of about 50 – there was only one boy.

I later formally welcomed Cleveland DSHS students and teachers and thanked their host families.

From there, our group went off to meet the "almost" living treasure who created the beautiful pottery tea cups that we shared in our first tea ceremony. He is recreating a style that was lost 400 years ago and believes that it is his duty to work towards preserving the artistic heritage of his city and country. He demonstrated his craft on a wooden un-motorised potters wheel on his back deck amongst his garden. He expressed his desire to share his story and that of his ancestors with Redlands.

## **Monday 30 September**

Off to Kani Technical High School to witness the signing of a sister school agreement with Cleveland District State High School. This school focuses on the trades e.g. mechanics woodwork etc. They have been piloting a two way broadcast with Cleveland District State High School to exchange language skills and develop international understanding. We watched a two way broadcast and had a tour of the school, then made our way to Gifu City to meet with the Assistant minister of education for the Gifu Prefecture. We discussed the opportunities in Redland City and advised them of the progress of the newly signed agreement. I mentioned that we hope to create a framework to make it easier for them to advise schools and parents on their options. It was obvious that Council needs to prepare a brochure for easy reference on the topic of international students in Redlands.

Travelled back to Kani where we visited a privately owned solar farm that is generating 2 megawatts of electricity for a proposed industrial area.

The evening was dedicated to the welcome reception. where we were entertained by

Japanese dancers, the emperor's flute maker, a bit of yodelling and singing and much great hospitality. Sirromet attended the reception and provided the wine. I made contact with a number of businesses including the directors of the central Japan shopping chain Velor. The event was held at an Onsen and the owners attended and indicated he would come to Australia and the Redlands. The Vice President of their chamber of commerce also indicated that he would visit. It became obvious that Mayor Tomida will visit Redlands next May and is keen to formalise our relationship.

### **Tuesday 1 October**

Visited the museum with students and teachers from Cleveland District State High School then onto Yairi Guitar factory for a tour.

Followed by lunch with the students and a farewell from Deputy Mayor Subashi. Visited an aged care facility where we met an extraordinary resident with Parkinson's .

Prior to leaving Kani met with Japan Trade Commissioner Tak Adachi in Tokyo. Presented him with our Open for Business prospectus' and discussed our meeting with education board directors from Gifu Prefecture. I also downloaded the large movie for their use including the industry fair in Kani on 26th October. He said that confidence is building in the Japanese economy with "abonomics " and that Daikyo are planning a come back into the Australian housing market. He said he would pass on our prospectus information to a potential investor. Seiseiki House (projects in Ipswich and Sunshine Coast) We talked about the success of the Premier's visit and that Japan could learn from Australia about how they market their tourism opportunities. I said that I would forward him links to PDA information for him to pass onto potential investors. He also said that it is extremely important for Japanese investors to meet with the Mayor to build confidence.

Travelled to to Nippon Veterinary animal and Life Science University where we met with the chairman and directors for a tour. They have been bringing a substantial number of students to UQ Straddie campus for study tours. Over 90 this year. They said that they will import Sirromet Wine (small quantities). They have food science courses including winemaking at the university. I said I would put them in touch with Southern downs Mayor and the Tourism and hospitality school in Stanthorpe.

### **Wednesday, 2 October-Thursday, 3 October:**

Return to Redland City, arriving Brisbane 9.40am 3 October.

## Attachment 2: Redland City Council Media releases

6 September 2013

### **MAYOR FLYING THE FLAG FOR THE REDLANDS ON ASIAN MISSION**

Redland City Mayor Karen Williams is on a mission to promote the city's endless investment opportunities across the Asia Pacific.

On Monday afternoon (9 September) she will address the 8<sup>TH</sup> Asia Pacific Cities Summit in Kaohsiung, Taiwan, to put Redlands on the map as a great place to visit, to do business, to study and to invest.

Travelling in a delegation of South East Queensland Mayors and businesses, Cr Williams will be speaking through an interpreter at a special session of the three-day summit dedicated to South East Queensland location, lifestyle and opportunity.

"This important summit involves more than 100 cities and focuses on business growth, trade, investment and economics, so it is a fantastic opportunity to promote Redlands as being 'open for business and investment' in the growing Asia Pacific markets," she said

"I will be pitching our city as an environmental paradise of multiple opportunities – a community on the brink of an exciting new era of investment prospects and sustainable growth.

"It's all about position, position, position. Where else do you have an aquatic playground, a city of islands and unique hinterland only 35km from the third largest metropolis in Australia?

"We have so much to offer that other Australian localities cannot rival. Not only our location but tourism, education, health and innovation prospects at every turn, including our priority areas of Cleveland CBD, Toondah Harbour, Weinam Creek and Capalaba town centre.

"I will be talking about the wonderful sense of community that gives Redlands its special heart as well as it being the best place in Australia to live, work and play, and to invest.

"I'll also be promoting the Redlands as a safe and inviting place to come and study, well equipped with quality education facilities, to Asia Pacific countries attending the summit, such as the United Arab Emirates, India, Indonesia, Papua New Guinea, as well as China and Japan.

"There is a lot riding on this trade delegation. We need investment to tap into opportunities. More investment means more business, more jobs and a brighter future for us all."

The Mayor's presence in Taiwan is part of a month-long Asian business mission, which has included visiting China with Brisbane Lord Mayor Graham Quirk to support Council of Mayors South East Queensland companies and will see her join Premier Campbell Newman in Japan in late September.

The mission will also include a visit to the Redlands' sister city Qinhuangdao – a coastal city where the Great Wall of China meets the sea – with the aim of strengthening the relationship beyond a cultural exchange.

Cr Williams is armed with a stock of translated *Redland City Council Open for Business and Investment* documents and accompanying DVDs, to support her discussions throughout her mission.

**Media information (not for publication):**

Allan McNeil, Corporate Communications Adviser, Redland City Council

Ph: (07) 3829 8874 M: 04479 10124

E: [media@redland.qld.gov.au](mailto:media@redland.qld.gov.au)

## **Mayor's message to China – we want strong relationships and have marine expertise to share**

An indigenous message stick was the gift and the message was loud and clear from Redland City Mayor Karen Williams to Chinese government officials this week – Redlands wants to strengthen relationships.

Cr Williams said discussions with government officials from our sister city, Qinhuangdao, provided a timely opportunity for her to highlight our willingness to share Redland marine expertise in development slated for the Chinese seaside city.

These discussions were made possible through a special ceremony where Cr Williams presented new Qinhuangdao Mayor Shang Liguang with an Aboriginal message stick and silk sarong handmade by Redlands' traditional custodians, the Quandamooka.

Cr Williams said: "Qinhuangdao is an export port, and like the Redlands, a seaside city, and a tourist destination.

"Situated between the capital Beijing and the Tianjin metropolis, it is the destination of choice for 20 million visitors a year. In fact, our sister city is known as the summer capital of China," Cr Williams said.

"They are developing marine parks, canal estates and marina facilities and are seriously interested in our experience in such areas. It is an area Redland organisations and businesses know a lot about."

Cr Williams has been extending invitations to government officials in China and Taiwan to visit the Redlands and expects Qinhuangdao Mayor Shang Liguang to touch down on our red soil soon.

During her visit to Redlands' sister city, Cr Williams also met with Qinhuangdao's planning bureau chief Guo Aimin, planning bureau deputy director Ms Liu Jianxin, Vice Mayor Feng Zhiyong and from the Bureau of Education.

"The residents of our sister city of 3 million people are aspirational for their children, wanting them to study in Australia, mix with Australians and enjoy beautiful and safe locations like the Redlands," Cr Williams said.

"This is another opportunity for our city that could further develop the Redland economy as we have world-class middle and high school education.

"I am encouraged by Qinhuangdao officials' commitment to strengthening educational ties and cementing opportunities for students of both cities."

Cr Williams said that in China the forward planning for employment was outstanding, making it easy for businesses to establish themselves and delivering more certainty for future communities.

"In fact, there is an entire building dedicated to showing off 3D and 4D plans for the city of Qinhuangdao," she said.

Cr Williams has been in China and Taiwan spruiking opportunities for investment and trade with the Redlands and will visit Japan next week.

She has delivered presentations to more than 2000 international delegates, spoken separately with more than 40 key contacts and given out more than 100 Redlands' prospectus documents that had been translated into Chinese.

“There are many opportunities available to the Redlands that come from developing strong cultural and business ties within Asia.”



POTENTIAL: Karen Williams.

## Investors drawn to Redlands

CHRIS HERDE

REDLAND City is wooing international investors, with a delegation of Chinese businessmen visiting last week to discuss potential investment opportunities.

Redland Mayor Karen Williams said the visit included a Beijing-based investor and followed her business mission to Asia where she spoke about potential investment opportunities in Redlands, including two priority development area (PDA) projects.

"The investor explored Cleveland and the Toondah Harbour PDA, Weimam Creek PDA and showed an interest in other potential development sites within our city," she said.

"The group also inspected Redlands' marine facilities with a view to potential export of marine expertise to China.

"The visitors were very impressed with the potential for investment and further discussions are expected to occur in the near future."

Cr Williams said she expected more visits.

She said in addition to the PDAs at Toondah Harbour and Weimam Creek, there were several residential developments that were attractive to Australian and international investors. "We are also seeing some exciting opportunities in the Cleveland CBD with two key buildings being bought by investors, indicating a growing confidence in the city," Cr Williams said.

She said the interest complemented several initiatives launched by council to stimulate investment, including a new website, [redlandsopenforbusiness.com.au](http://redlandsopenforbusiness.com.au).



## OPEN FOR BUSINESS

**S**OUTH-EAST Queensland's mayors have put up the "open for business" signs, working together to boost development, cut red tape and draw overseas investors.

Fight of the region's 10 mayors addressed an Urban Development Institute of Australia breakfast meeting in Brisbane, telling delegates that while there was still plenty of reform needed, they were now being proactive about local development.

Allan Sutherland (Moreton Bay), Graham Quirk (Brisbane), John Brent (Sunshine Coast), Karen Williams (Redland City), Mark Janicski (Sunshine Coast), Paul Bewick (Ipswich), Paul Antonio (Toowoomba) and (acting mayor) Russell Lutten (Logan City) all outlined

regional projects. Somerset Mayor Graeme Lehmann sent his apologies while Tom Tate was absent, having controversially removed the Gold Coast from the Southeast Queensland Council of Mayors over membership fees this year. A number of the leaders admitted that their new planning and development reforms may still be held up through departmental staff not keeping pace with the change, but invited developers to speak up if they were stuck in red tape.

Overseas investment was discussed with Cr Williams announcing that she had wooed Chinese developers to the Redlands. Following the meeting, Cr Williams revealed the visitors were from the Far East Consortium, an

international development company with a strong Australian presence in Melbourne.

One of Asia's largest property developers, FEC, has contributed more than 72 landmark properties to Melbourne's city skyline, including the \$300 million Royal Domain Towers, the \$200 million Northbank Place and \$108 million Flinders Wharf Apartments.

The visitors inspected Cleveland CBD along with the Priority Development Areas at Toondah Harbour and Weiland Creek.



**INVESTMENT:** Redland City Mayor Karen Williams with visiting developers Andrew Li and Lin Tang.



## Attachment 4: **Solar farms email**

Friday, 25 October 2013

Hello Karen

### **Outcome of our Trade Mission**

The Business Forum followed by a Business Matching Session at Shenzhen co-organised by the China Council for the Promotion of International Trade was a successful one for Solar Farmers.

Your support and the Lord Mayor's gave political weight that has led to a breakthrough in the business dealings between Solar Farmers, Chinese developers and the Government of the Peoples Republic of China. This is a breakthrough that Solar Farmers has been trying to achieve for the last 3 years, and has only been made possible by the direct Government to Government meetings and business matching meetings between the Mission's delegates and China. This represents the first time that an Australian Solar EPC company has been asked to undertake large scale solar projects in Mainland China, and provides Solar Farmers and the Chinese Government with a model that can be used to roll out large scale solar in China using Australian know-how.

Craig and I had to cut short our stay at the Kaohsiung APCS to go back to China to attend a visit to a solar farm and their offices at Heyuan City of our new client, a big Chinese developer and a well-known business entity at Guangdong Province. During our visit we were introduced as their partners to top officials from the Chinese Government (Ministry of Agriculture and Ministry of Finance) and from the local Municipality.

We were briefed of the DengTa Basin National Development Project during our visit. And, last week received further information about the Project.

In brief, the DengTa Basin (2,291 sq km land and with 500,000 farmers) has been approved by the Chinese Government as National Modern Agriculture Demonstration Plot, the core is the "national key modern agriculture project" or "Modernized Planting Park" development project. The Project will involve the construction of:

- 1) new village (3 million sqm) with new energy (grid-connected solar farms, about 60MW)
- 2) new modern agriculture community (2 million sqm) with high-tech facilities; green houses and western style homes and buildings with roof mounted solar panels to provide clean, renewable energy
- 3) Modern Lemon Village (1 million sqm), combined residential and commercial buildings with 40% green parks and landscape

Our Chinese partner and the Chinese Government responsible for the DengTa Basin project had asked Solar Farmers direct involvement and collaboration. They also asked Solar Farmers to invite other interested parties to participate. This is an excellent opportunity for local businesses to join Solar Farmers in this undertaking.

Best regards

Connie da Cunha JP(Qual) MBA CPPD MAIPM MSP Reg'd Practitioner

International Projects

Solar Farmers Group

[www.solarfarmers.com.au](http://www.solarfarmers.com.au)

Your Energy Partner



# **Economic Development eNewsletter – October 2013**

**October 25, 2013**

[Message from the Mayor: Secret's out – Redland City the place to be](#)

[Redlands' international exposure](#)

[Investment central](#)

[Making headlines](#)

[Planning for the future](#)

[CBD momentum](#)

## **Secret's out: Redland City the place to be**

The secret's out: Redland City is officially on the map as a great place to live, work and do business.

I am happy to report that my recent Asian trade mission has already delivered results and our hard work locally to promote the city and its potential is also having a positive impact.

Since returning from Japan, Taiwan and China I have hosted two follow-up fact-finding missions from [potential investors](#), one from Beijing and the latest a large Hong Kong-based consortium with major projects worth billions of dollars either delivered or on the drawing board in Asia, Japan and Australia.

It was a pleasure to host the Far East Consortium's Chairman Mr David Chiu and Executive Directors Andrew Chiu and Craig Williams. They were impressed by what they saw of Redland City and by the investment potential here. They have already taken follow-up action from their special trip to Queensland.

I was able to show both groups our Priority Development Areas at Toondah Harbour, Cleveland and Weinam Creek, Redland Bay, and other opportunities in the city.

There is an air of confidence in and about Redland City, as our Open for Business and Investment message spreads.

It is also encouraging to see our [Cleveland CBD revitalisation project](#) is also delivering results, with two recent major sales of properties in the CBD indicating confidence is returning. I am confident the surge of interest in Redland City investment will continue.

This makes it even more vital that local businesspeople support the formation of the proposed Cleveland Business Improvement District, that is aimed at providing further longer term benefits for business and customers.

I am also keen to bring together tourism stakeholders with a view to collaborating to “sell” our magnificent tourism product.

We have been for too long the undiscovered secret of South East Queensland, and I am determined to do what we can to change this.

I want people to not only know what and where we are, but to come here and experience Redland City for themselves – we have so much to offer, on the mainland and our wonderful islands.

## **Business, education potential**

During my Asia trade mission I also identified enormous potential for Redland City schools and businesses.

In Kani City, Japan, there is an opportunity for our SMEs to consider their products for export. Size does not matter – it is the quality and creativity that can cut through and open markets in Asia.

A number of local businesses are taking advantage of the opportunities by exhibiting at the [Kani City Industrial Fair](#).

As a result of my visit to our Chinese Sister City Qinhuangdao, we have already matched up Redland businesses to share our marina and canal expertise to their new tourism city.

There is a growing middle class in China who are keen to offer their children quality education, and they are looking at Australia. There was also great interest in educational opportunities from Taiwan and Japan.

The message I sent during the mission was Redland City had some of the best schools in Queensland, and that we are a welcoming community with wonderful natural assets.

In order to brief schools on these opportunities and to gauge their interest in either expanding or entering the lucrative international education market, I have convened an Education Round Table at the Redland Performing Arts Centre on 7 November. All City secondary schools have been invited.

## **Redlands' international exposure**

The Redlands has been putting on a show for major Japanese trade chiefs.

For the second year, the City has been represented at the annual Kani City Industrial Fair, in the Gifu Prefecture, which attracts more than 20,000 distributors, retailers and vendors.

The October 26 event allows the Redlands to showcase quality local producers, such as the Alchemy Cordial Company, the organically grown Straddie Teas and local indigenous product from Salt Water Murriss.

The Redlands' award-winning Sirromet Wines, which already sends its fine wines to Japan and China, had its own stand.

During the event, the Redlands invited Masami Tashiro, head of the massive Valor food and supermarket corporation, to have a drink on us with the presentation of a basket of Redlands goodies, including Sirromet wines, Alchemy cordials and Straddie teas.

Moreton Bay tourism attractions and details of investment opportunities in the Redlands also featured in the display.

It is part of plans to develop the City's economic, education and cultural ties with Japan and China.

Mayor Karen Williams has recently returned from her first visit to Kani City, where Mayor Shigeki Tomida and City officials were very welcoming.

Redland City is keen to strengthen its relationship with Kani City and Cr Williams hopes to host Mr Tomida in the Redlands next year.

## **Investment central**

Council's "open for business" ethos continues to generate exciting results for the city with another Asian business delegation visiting the Redlands last week to explore investment opportunities.

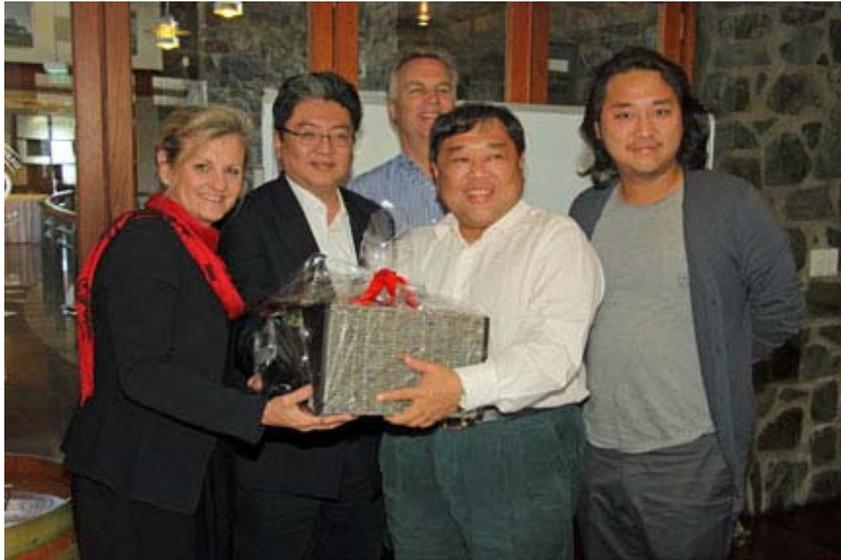
The delegates were from the Hong Kong-based Far East Consortium, an international development company with a strong Australian presence.

The visit included tours of both Redland City Priority Development Areas (PDAs) followed by a presentation and in-depth discussion of investment opportunities.

The investors obviously liked what they saw, promptly engaging their architects to present design options for potential investment in the Redlands.

This most recent delegation follows the visit from Beijing-based investors to explore similar opportunities.

Both visits were generated by Mayor Karen Williams' business mission to Asia, where she flew the Redlands' flag and invited both groups of investors here to see firsthand what we have on offer.



Mayor Karen Williams with Far East Consortium representatives.

## **Making headlines**

Business and investment has been gathering momentum in the Redlands recently, and it appears the media is starting to take notice.

Several stories have appeared in recent weeks showcasing the Redlands as a location for investment.

The September 14 Courier-Mail Home property section featured the headline "[Booming Bayside](#)" with a beautiful aerial photograph of the Redlands on the front cover.

Inside, the stories outlined the exciting Priority Development Area (PDA) plans for the Toondah Harbour and Weinam Creek marine precincts, along with the Kinross Road development in Thornlands.

The Courier-Mail's Prime Site section then spread the word further on 18 October.

A story entitled "[Investors drawn to Redlands](#)" told of international investors visiting the City to investigate business opportunities.

The following day's Courier-Mail continued the trend, with a story entitled "[Open for business](#)", a catchcry for which the Redlands is becoming known.

The story featured a photograph of Mayor Karen Williams with Beijing investors who visited the Redlands recently, as well as mentioning the Mayor's recent address to the Urban Development Institute of Australia.

## **Planning for the future**

Project Manager for the Redlands Planning Scheme review, Kim Kerwin, has hit the ground running since she started her new role six weeks ago.

Kim is under no illusion about the massive scope of this important two-year project, which will ultimately deliver a blueprint for future development across the City from 2015.

"The new Redlands Planning Scheme will serve as a pivotal instrument to facilitate sustainable development outcomes for the City," she says.

"It has to take into account a wide range of issues, such as high-growth projections and the community's lifestyle expectations.

"It also has to give developers the confidence they need to invest by clearly defining appropriate land uses."

Fortunately for Council, Kim comes well-qualified for the role – she has honed her skills in the specialist field of development and planning with both private and public sectors for the past 35 years.

Her CV includes stints as coordinator of the South East Regional Organisation of Councils, as executive coordinator of regional planning and urban design at Gold Coast City Council and, most recently, as deputy CEO of Croydon Shire Council in Far North Queensland.

She says her love affair with the Redlands dates to her childhood when her parents introduced her to our City's unique blend of bush, bay and island lifestyles.

She says she was drawn back here by the opportunity to play an important role in its future.



RPS review project manager Kim Kerwin drills into the detail that will become a blueprint for sustainable development in the Redlands.

## **CBD momentum**

There has been significant movement in the Cleveland CBD in the past month, pointing to a bright future for local retailing and investment.

The recent \$1.41 million sale of Bloomfield Street's Bank of Queensland building has been quickly followed by a \$2.825 million deal for the nearby Centrelink building.

Both properties were sold by Chesterton International's Glenn Conridge, who said there was growing evidence investors were switching on to the Redlands' lifestyle benefits.

He also indicated there was keen interest in another key building.

Meanwhile, Suncorp bank has moved across the road to new premises on the corner of the Stockland shopping mall on the north side of Middle Street.

Stockland reports that the old Suncorp bank on the south side of Middle Street is now being refurbished and will open as a discount retailer just before Christmas.

There also is movement in the small-business sector with the expansion of Fish on Fire, on Middle Street, well underway. A new business, The Spice Grinder, has moved into Metro Arcade.

Redland City Mayor Karen Williams said the investor and business interest in the Redlands was just another example of the city being open for business.

“This activity is a positive sign for the Cleveland CBD and shows that the momentum for rejuvenation has started,” Cr Williams said.

“As it gathers pace we can look forward to an economic boost and jobs growth, particularly with redevelopment of Toondah Harbour on the horizon.”

Cleveland Councillor (Division 2) Craig Ogilvie said Council’s recent Commercial Investment Attraction Study highlighted a strong retail sector, proximity to public transport and visual amenity as the CBD’s strong points.

“Redland City Council has created an incentives package to promote development and investment in Cleveland’s business heart, with a particular focus on unlocking the development potential of under-utilised sites,” Cr Ogilvie said.

“These incentives include discounts on development application fees and infrastructure contributions, as well as prompt assessments and car parking concessions.”

For more information, [visit our website](#).

“There’s a really proactive and positive vibe here at the moment,” she says.

“The Council’s ‘open for business and investment’ philosophy is getting real traction ... the City is moving forward.”

The new Redlands Planning Scheme will fit hand-in-glove with the next incarnation of the South East Queensland Regional Plan, as well as a raft of other State Government planning instruments designed to preserve the lifestyle we love in the Redlands.