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A cosmopolitan City, the Gold Coast is inspired by lifestyle, driven by opportunity and home of that 'have a go spirit'. The time is right to share in the Gold Coast's future success - the city is 'open for business!'

Tom Tate, Mayor
City of Gold Coast
Historically, the Gold Coast’s economic prosperity has been driven by population growth and a strong tourism sector. Consistent with Australian trends, the Gold Coast is experiencing a relatively slow growth rate and a challenging tourism market thus reinforcing the need for economic diversification.

A City of Gold Coast led, collaborative approach with businesses and other levels of government is critical in achieving the City of Gold Coast’s international objectives. Contemporary planning and long-term commitment are essential as global foundations are established and strengthened, particularly between Asia and Australia.

The City of Gold Coast’s International Plan is a ten year guide to developing a globally connected regional economy aimed at raising the City’s profile, leveraging partnerships, creating depth in priority markets, and increasing inward investment. Globalisation of the Gold Coast economy will require leveraging of significant City projects and legacy prospects created by the Gold Coast 2018 Commonwealth Games™ and beyond.

The world economy is increasingly Asian driven, therefore, Gold Coast must be an active and strategic participant to prosper. The Federal and State Government’s Trade and Investment Strategies recognise that exports are predominantly driven by a combination of resources and agribusiness sectors, however, a declining manufacturing sector is also noted. The City of Gold Coast’s economic ecosystem must cater for a shift in international trade patterns from the manufacturing sector to an increase in service exports focusing on education, tourism and other knowledge based industries.

Stimulating direct foreign investment and business attraction will be dependant on the successful showcasing of our region’s competitive advantages. Investment around key infrastructure areas such as the City’s new central business district (CBD) in Southport, the light rail corridor, the health and knowledge precinct are all key focuses in the City of Gold Coast’s International Plan and align with the City’s Economic Development Strategy.

Vision: To be Australasia’s emerging hub for trade and investment

The City of Gold Coast’s ten-year International Plan is based on developing a globally connected economy through five objectives:

1. raise the City’s global profile as an emerging world-class business destination
2. strengthen the City’s international network underpinned by effective non-government and government relationships including sister cities
3. double the Gold Coast’s export base across key industry sectors
4. rank within the top ten Australian cities for inward investment
5. maximise legacy opportunities for business, sport and events from hosting the Gold Coast 2018 Commonwealth Games™
In an increasingly competitive and crowded global marketplace, effective City marketing and promotion is essential for the Gold Coast’s economic success. Lifestyle alone is not enough to attract and retain the best companies and talent and improvements in technology and access offer many options where to live, do business and invest.

To remain competitive the Gold Coast must build on its strong tourism image to establish a whole of City reputation that will translate into increased business, trade and investment and support a diversified economy.

City marketing and promotion will be maximised through an integrated City marketing and partnership approach through government, education, tourism organisations, events, high performance sporting entities, the local business community and other stakeholders with a role to play in promoting the City.

**OBJECTIVE 1:**
Raise the City’s global profile as an emerging world-class business destination

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To remain competitive the Gold Coast must build on its strong tourism image to establish a whole of City reputation that will translate into increased business, trade and investment and support a diversified economy.

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**Strategic Actions:**

- leverage the Mayor’s profile in key markets to promote the Gold Coast’s emergence as a world-class city
- develop and launch a digital City hub including business case studies communicating an open for business message
- implement domestic and international city marketing activities to support reputational change, positioning the Gold Coast as an emerging destination for trade and investment
- empower Gold Coast organisations and businesses that have a role in marketing the City to share reputation ownership by communicating City values and key messages
- deliver profile raising destination marketing initiatives to support the attraction of domestic and international students, high performance sport teams and film and television production to the City
- promote the City as a world-class destination through continued support of the regional tourism marketing entity (Gold Coast Tourism).
OBJECTIVE 2: Strengthen the City’s international network underpinned by effective non-government and government relationships including sister cities

City of Gold Coast’s role is to facilitate and support global partnerships on behalf of stakeholders. This includes a collaborative approach between all City of Gold Coast Council resources and external government organisations. From an international business perspective, the Gold Coast is poised to capitalise on a local government led by a Mayor and Councillors with practical commercial experience, history of success and a mandate to grow the regional economy.

In addition to government initiatives and resources, international connections across higher education institutions, exporters, the tourism industry and financial institutions will be leveraged.

Strategic Actions:

- strengthen existing and identify new City-to-City relationships including Sister/Friendship Cities, Memorandum of understanding (MoU), Statements of Intent, and Twinning Agreements to drive improved economic outcomes across key overseas markets.

- leverage the networks of non-government stakeholders including financial institutions, legal firms, migration agents, educational institutions, and other members of the Gold Coast international business community who are actively establishing a presence in key overseas markets

- work with State and Federal Government to leverage activities and events that support Gold Coast’s international objectives

- establish a global Gold Coast alumni network, expats abroad and ambassador program

- local international community engagement to identify and activate cultural and economic linkages in priority markets.
Sister City program and international partnerships

The Gold Coast has a long established international profile that began with the growth of international tourism in the City from the 1960s. This profile has been reinforced by major local and international investment in the tourism industry as well as the steady arrival of overseas immigrants.

Whilst Sister City relationships have traditionally focussed on cultural and education exchanges, the role of these relationships acting as a catalyst to developing business linkages is increasing.

At the time of writing this document, the City of Gold Coast maintains thirteen (13) Sister City relationships, nine (9) of which are currently active plus one “friendship agreement”. These city–to-city relationships aim to achieve city-wide outcomes that benefit residents and the business community by:

- promoting the City to the international stage;
- attracting international visitors and students to visit the city;
- encouraging inward international investment into the city;
- assisting Gold Coast businesses and entrepreneurs to meet potential overseas business partners, grow export revenue and develop cultural and education exchanges; and
- exchanging knowledge and skills with other international cities that face similar challenges, including but not limited to Urban and Infrastructure Planning, Economic Development, Community Services, Beach Protection, Major Events, and Environmental Sustainability.

Today Australian cities have over 500 Sister City Agreements throughout the world and this number increases every year. The City of Gold Coast through the leadership of the Mayor and Council will take a fresh and practical approach to developing new international partnerships. Future civic relationships will focus on particular areas of expertise or reciprocal relevance to the local and overseas stakeholders, creating a more dynamic network of international partners to work with in the future.

<table>
<thead>
<tr>
<th>Active Sister Cities</th>
<th>Officially established</th>
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<tbody>
<tr>
<td>Beihai, People’s Republic of China</td>
<td>1997</td>
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<tr>
<td>Dubai, United Arab Emirates</td>
<td>2001</td>
</tr>
<tr>
<td>Fort Lauderdale, United States of America</td>
<td>1980</td>
</tr>
<tr>
<td>Kanagawa Prefecture, Japan</td>
<td>1990</td>
</tr>
<tr>
<td>Noumea, New Caledonia</td>
<td>1992</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Active Sister Cities</th>
<th>Officially established</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taipei, Taiwan</td>
<td>1982</td>
</tr>
<tr>
<td>Tainan, Taiwan</td>
<td>1982</td>
</tr>
<tr>
<td>Takasu, Japan</td>
<td>1995</td>
</tr>
<tr>
<td>Zhuhai, People’s Republic of China</td>
<td>2012</td>
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</tbody>
</table>
Currently, the Gold Coast export sectors represent seven (7) percent of the Gross Regional Product (GRP) inclusive of goods and services, international education, and inbound tourism. In comparison, Queensland’s combined export sectors represent twenty (20) percent of the GRP. Over the next ten years, through a whole of City approach the target of doubling Gold Coast exports will be pursued.

Diversification through the further development of knowledge based activity, growing the region’s export base and attracting inward investment are key components to persevering in the current economic environment.

Asia’s rapid urbanisation will continue to create opportunities for Gold Coast exporters however new and emerging exporters require support and access to networks to be successful in new markets.

The International Plan will deliver tailored support programs, offering a range of global activities to help companies develop their global presence. Gold Coast’s traditional strengths will be leveraged to stimulate growth across multiple sectors beyond tourism and education.

As competition intensifies globally, resources must be strategically deployed to deepen and expand relationships with priority markets. While a reactive approach will be taken to field and explore opportunities across a wide range of global markets, a tiered market approach will prioritise resources in key markets. Approximately seventy percent of the trade and investment program budget will be allocated to tier one markets with the remaining thirty percent to be allocated across tier two and three accordingly.

**Tier One** - China (Incl. Hong Kong) and Middle East

**Tier Two** - India

**Tier Three** - Industry specific capabilities outside of tier one/two markets

<table>
<thead>
<tr>
<th>Market</th>
<th>Export capability</th>
</tr>
</thead>
<tbody>
<tr>
<td>China (Incl. Hong Kong, Taiwan)</td>
<td>education, advanced manufacturing, green building, ICT, tourism, sport and recreation, medical health and lifestyle, professional services, food and beverage</td>
</tr>
<tr>
<td>Middle East: UAE, Qatar, Saudi Arabia</td>
<td>education, advanced manufacturing, green building, tourism, sport and recreation, medical health and lifestyle, professional services, food and beverage, marine</td>
</tr>
<tr>
<td>India</td>
<td>education, film, tourism, green building, ICT</td>
</tr>
<tr>
<td>Japan</td>
<td>education, tourism, surf, health and lifestyle, food and beverage</td>
</tr>
<tr>
<td>South Korea</td>
<td>education, tourism, medical health and lifestyle, food and beverage</td>
</tr>
<tr>
<td>ASEAN: specifically Indonesia, Singapore, Malaysia</td>
<td>education, tourism, sport and recreation</td>
</tr>
<tr>
<td>Russia</td>
<td>education, tourism, food</td>
</tr>
<tr>
<td>USA / Americas</td>
<td>education, film, tourism, surf, medical health and lifestyle, food and beverage, marine, ICT</td>
</tr>
<tr>
<td>New Zealand</td>
<td>tourism, ICT</td>
</tr>
</tbody>
</table>
### Strategic Actions:

- enhance online serviceability for accessing markets including multi-lingual websites, a digital trade hub, virtual trade mission platform, training and market information and multi-lingual websites

- develop a cross sector, City-wide China readiness plan

- deploy significant resources including in market presence in China and the Middle East whilst remaining active in tier two and three markets

- develop the capacity of new and emerging exporters through the delivery of a suite of export development services

- leverage subsidies including the Export Assistance Scheme, Export Market Development Grant and other incentives to encourage new and emerging exporters to engage new markets

- deliver an annual program of activities to support local export ready businesses to access international markets including trade missions and inbound delegations

- through the Investment Attraction Program, target globally-focused companies to relocate to the City.
In a globally competitive environment where there are more communities seeking to stimulate investment than there are worthy candidates, Gold Coast will take a targeted approach to attracting foreign direct investment, business attraction and increased film industry activity to the region.

Commitment to an ‘open for business’ policy and articulating the region’s competitive advantages are key to attracting new investment and business to the city.

New investment will emerge by leveraging opportunities around key city themes and aligning the investment attraction program with priority development areas and city building projects.

Drivers of future investment include the Broadwater Marine Project, Chinatown, light rail corridor development and other Greenfield ventures. Australia’s largest public health project is underway (Gold Coast University Hospital) which will be accompanied by the light rail’s connecting of the health and knowledge precinct, Southport CBD, Chinatown, Cultural Precinct Development, Broadwater foreshore, Surfers Paradise and Broadbeach business and tourism precincts.

Access to the region continues to improve though aviation development driven by destination marketing activities by the regions two international airports and tourism bodies. Underpinned by the recently released Transport Strategy, continued improvements to ground transport services will be vital to sustainable growth.

China has been identified as a key market for investment into tourism infrastructure with North America and the United Kingdom as principle sources of foreign direct investment.

**OBJECTIVE 4:**

**Rank within the top ten Australian cities for inward investment**

In a globally competitive environment where there are more communities seeking to stimulate investment than there are worthy candidates, Gold Coast will take a targeted approach to attracting foreign direct investment, business attraction and increased film industry activity to the region.

Commitment to an ‘open for business’ policy and articulating the region’s competitive advantages are key to attracting new investment and business to the city.

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China has been identified as a key market for investment into tourism infrastructure with North America and the United Kingdom as principle sources of foreign direct investment.

**Strategic Actions:**

- leverage the Mayor’s personal commitment and ability to promote the City to potential investors
- deliver targeted investment strategies to support key city building priorities including Southport CBD, Chinatown precinct, light rail corridor redevelopment, Gold Coast Health and Knowledge precinct and other priority development areas and significant city projects
- deliver a targeted domestic and international recruitment program for high quality business attraction candidate companies considering Asia Pacific expansion or seeking a South East Queensland presence
- deliver a targeted investment attraction strategy to encourage the relocation of research and development, ICT and digital economy focused activity to the City
- collaborate with developers and agents to actively pursue investment into tourism infrastructure and significant redevelopments
- through a city-wide marketing approach, attract international students and their families to invest in the Gold Coast as a second home
- promote pathways for potential migrant investors through the Federal Governments Significant Investor Visa Scheme
- collaborate with global financial institutions, Government including sister cities and non-government networks to promote Gold Coast investment opportunities, generate and convert leads
- promote incentives and suite of services for business relocation available through the City of Gold Coast’s Investment Attraction Program
- conduct an annual program of domestic road shows and international missions to identify investment and business attraction leads.
Film Investment Attraction:

The role of the City and its stakeholders in the film industry is increasing as global factors continue to influence where productions are located. Since 2010, the Australian Dollar has appreciated as much as 30% vs. the US Dollar whilst the incentives to attract productions to the region have remained flat. The Gold Coast has the facilities to support the industry, however, the cost savings to film overseas generally outweigh other benefits. Despite having an image as a safe, high quality, sophisticated location for the film industry, a strategic approach to Film Investment Attraction is vital to the ongoing sustainability of the sector.

Priority markets for Gold Coast film investment attraction include domestic, USA, India and the United Kingdom.

**Strategies:**

- in collaboration with Government funded film attraction initiatives, promote incentive program to actively promote the Gold Coast as a location for film investment
- conduct an annual program of domestic road shows and international missions to identify film attraction leads.

“Why USA”

In terms of investment, turnover and revenue for both the film and television industries, the USA ranks first. USA’s investment in feature films alone is estimated at $10 billion, with Japan, Europe (combined) a distant second and third respectively. According to screen Australia, Chinese and Indian investment in the feature film industry rank fifth and eighth respectively.
OBJECTIVE 5: Maximise legacy opportunities for business, sport and events from hosting the Gold Coast 2018 Commonwealth Games™

The Gold Coast 2018 Commonwealth Games™ will be the Gold Coast’s largest sporting event and provides the city with the opportunity to leverage being in the world’s spotlight before, during and after the event. With sound planning and successful execution the Gold Coast 2018 Commonwealth Games™ will further validate the Gold Coast as a truly global City.

Games driven infrastructure improvements and the global profile associated with hosting the games will lay a solid foundation for positioning the city as a world class sporting destination capable of hosting world class events, high performance training and sport business.

A focus on attracting elite athletes and high performance training camps along with active recruitment of sporting peak bodies or head offices for relocation to the region will be undertaken.

Through the Gold Coast 2018 Commonwealth Games™ Business Program, a series of initiatives will endeavour to assist local businesses to leverage the 2018 Commonwealth Games to develop international partnerships driving trade and investment.

**Strategic Actions:**

- deliver a targeted business attraction strategy to support expansion and/or relocation of high performance sport related business and supply chain requirements created by the Gold Coast 2018 Commonwealth Games™

- recruit sporting peak bodies to the city highlighting infrastructure enhancements as a result of Gold Coast 2018 Commonwealth Games™ and incentives offered through Council programs

- recruit high performance sporting teams for Gold Coast based training camps and acclimatisation programs

- intensify event attraction based on enhanced Gold Coast demonstrated capabilities and merit of global profiling through Council’s Business/Investment Attraction activities

- align annual International Trade and Investment Program activities where appropriate to include active participation at sports related events leading up to, during and following the Gold Coast 2018 Commonwealth Games™ showcasing the City’s capability

- collaborate with State and Federal entities (eg Business Club Australia/Trade and investment Showcase) to provide Gold Coast businesses the means of marketing themselves to a global audience.
## Gold Coast International Markets and Sectors

<table>
<thead>
<tr>
<th>Gold Coast International markets and Sectors</th>
<th>China (incl. HK and Taiwan) *</th>
<th>Middle East (UAE, Qatar, Saudi Arabia) *</th>
<th>India</th>
<th>Asean (Indonesia, Singapore, Malaysia)</th>
<th>South Korea</th>
<th>Japan *</th>
<th>UK/EU</th>
<th>Russia</th>
<th>USA / The Americas *</th>
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<tbody>
<tr>
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<td>Inward Investment</td>
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- **Proactive marketing approach**
- **Reactive marketing approach**
- **Featured in international trade and investment program (ITIP)**
- **Sister/friendship city relevance**

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China offers significant inward investment and export opportunities for Gold Coast stakeholders. Recent Council-led missions to China have begun to reveal the scope of potential direct foreign investment attraction and opportunity to grow trade between Gold Coast City and China.

As a destination, the Gold Coast offers much of what the visitors and potential investors seek, however, facilities need to significantly improve to attract the Chinese. Several tourism infrastructure projects which council is assisting to facilitate are in various stages of planning and development. Major Chinese funded developments in Broadbeach, Coolangatta and Southport have been secured with many future projects to materialise in the near future. A significant Chinese-funded project south of Surfers Paradise and a multi million dollar development in Carrara have been further backed up by a “final four” result in a bid for the proposed multimillion dollar Broadwater Marine Project poised to be the largest integrated tourism infrastructure development in Queensland’s history.

Complimented by the light rail corridor development and the university hospital project, Southport’s Chinatown development is creating a high level of interest amongst candidate investors. Commitment to culturally enrich the region through such developments is a key component to stimulating significant commercial activity with Asian economies and beyond. Making the effort to better understand Chinese culture and acknowledging the fundamental differences can directly influence the level of success in international trade and investment.

In addition to a robust tourism export market, the prolific Chinese urbanisation and rise of the middle class creates opportunities for Gold Coast exporters. Gold Coast city is positioned to capitalise on the growing export industry sectors including education and training, tourism, health, beauty, food and beverage, environmental management, clean technology, mining services, green building and construction.

China is the largest international student source market for the Gold Coast and the fastest growing source of international visitors. Access to the region is improving with the recent addition of direct flights from Guangzhou to Brisbane and Cairns with continued efforts to introduce flights between Coolangatta and Guangzhou by 2015 adding annually an extra 500,000 seats directly to the region.

Two Gold Coast sister city partnerships have been established in China; Beihai and Zhuhai. In November 2012, under the leadership of Gold Coast Mayor Tom Tate a civic agreement with Zhuhai was activated which is proving a successful international partnership with untapped potential.

Despite having apparent advantages, the competition for Chinese market share continues to intensify across all sectors. Timing is critical in preparation for China’s shift toward consumption of discretionary goods and services.

“Why China” Facts:

- In 2006 China had 147 airports, in 2010 China had 192 airports and forecast to have 244 airports by 2020.¹
- Every year for the last 20 years, China has built a City equivalent to Australia’s entire population.²
- There is an estimated 1.4 million known millionaires in China and an estimated 80,000 with assets of ‘hundreds of millions’.³
- 85% of China’s millionaires plan to send their children overseas for education.⁴
- More than 160 Chinese Cities have one million or more residents and Shanghai has a population of 24 million.⁵


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China profile

- population: 1.35billion
- export of Australian services to China: $5,742m
- Chinese inbound travel to Australia: $4.787m
- Australian investment into China: $19,787m
- Chinese investment into Australia: $22,947m
- Australia’s global ranking/ percentage as an import source: 6/4.3%.

Source: Department of Foreign Affairs and Trade 2012

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The Gold Coast has a long standing affinity with the Middle East through a sister city agreement with the Municipality of Dubai established in March 2001. Based on economic principles the civic relationship has strengthened with several years of engagement though the tourism industry and significant Council driven international trade relations initiatives. From a trade perspective, Council has led several highly successful trade missions to events such as Arab Health and Gulfood.

Our favourable climate and proactive tourism industry has boosted the Gold Coast to the preferred holiday destination for Middle Eastern visitors to Australia.

In addition to tourism export, opportunities exist in construction and infrastructure projects, food processing, education/vocational training, marine and automotive manufacturing, sports and recreation, green building, water technologies and other professional services.

In the area of high performance sport, particular opportunities exist with Gulf countries such as Qatar and the UAE. Qatar’s hosting of the 2022 FIFA World Cup creates synergies with the City of Gold Coast as the host city of the Gold Coast 2018 Commonwealth Games™. There are proposed knowledge exchange activities such as shadowing the Gold Coast 2018 Commonwealth Games™ and technology pilot programs proposed between Qatar and the Gold Coast. Efforts in the Middle East will be intensified to attract high performance sports training to the city leveraging the improved facilities built for the Gold Coast 2018 Commonwealth Games™ and beyond.

The announcement of a new partnership between Emirates Airlines and Qantas will also have a profound effect on the point to point frequency of services between Australia and Dubai as well as the enhanced passenger and freight connectivity between Europe, Asia, Africa, and Australasia.

**Middle East profile**

- **population**: 35.4m
- **export of australian goods/services to Middle East**: $4,423m
- **Middle East inbound travel to Australia**: $388m
- **Australian investment into UAE and Qatar**: $994m
- **Australia’s global ranking/percentage as an import source**: UAE: 20 / 1.2%
  
  Qatar: 15 / 1.9%
  
  Saudi: 20 / 1.4%.

Source: Department of Foreign Affairs and Trade 2012

**“Why Middle East” Facts:**

- Qatar has the world’s highest density of millionaires where 143 out of every 1000 households had private wealth of at least $1 million ᵃ
- Qatar’s GDP per capita is US $102k – double that of the USA ᵃ
- population growth in the Middle East is among the highest in the world, resulting in a young population – over half of the total population is under thirty years old. ᵃ

Source: 1: emirates24/7.com, 2: Department of Foreign Affairs and Trade, 3: Shababinclusion.org
India has been identified as one of the world’s emerging commercial powerhouses predicted to challenge China as the fastest growing economy by 2018.

Gold Coast City has established Indian connections through government and non-government affiliations. A foundation for international relations has been established via diplomatic and tourism-related activities including Councillor led initiatives in Mumbai and New Delhi based Gold Coast expertise.

Proposed major infrastructure projects will require offshore funding. The Gold Coast 2018 Commonwealth Games™ and other major themes will stimulate both public and private investment in the region. Interest in the region by Indian investors is evident with the recent purchase of iconic tourism properties including Sheraton Mirage and Couran Cove Resort. One Indian backed company who has invested in tourism infrastructure has also committed to significantly increasing their Gold Coast manufacturing facility adding hundreds of additional local employment and vocational training opportunities.

Despite a recent downward trend in international student enrolments Australia-wide, India ranks second as a source market. It is important for the Gold Coast to position itself as an international student friendly city of choice by highlighting lifestyle and other points of difference of studying in a regional environment.

“Why India” Facts:
- by 2030, India will have 68 cities with populations of more than 1 million and will overtake China in total population
- as of 2012 India has a middle class population of greater than 250 million
- a comprehensive economic cooperation Agreement between Australia and India is being finalised that will facilitate increased trade in goods, services and investment
- two way trade between India and Australia grew from $3.3 billion in 2000 to $20 billion in 2011.

India profile
- population: 1.22 billion
- export of Australian services to India: $1.792 m
- Indian inbound travel to Australia (incl. Education): $1.501 m
- Australian investment into India: $5.715 m
- Indian investment into Australia: $9.968 m
- Australia’s global ranking/percentage as an import source: 14/2.6%.

Source: Department of Foreign Affairs and Trade 2012

Japan

Japan and the Gold Coast have had a longstanding relationship primarily based on the foundations of a thriving tourism industry and real estate investment peaking in the 1980s.

A friendship city arrangement has been in place with the Kanagawa prefecture for more than twenty years. Regional synergies between Kanagawa and the Gold Coast include a lifeguard exchange program, knowledge exchanges around cultural precinct development and ongoing tourism related activities. Kanagawa is also home of the Osanbashi International Passenger Terminal regarded as a best practice example of cruise terminal planning.

Over the last twenty years, the economic situation has had significant changes including a major decline of inbound Japanese tourists to the region. Although the tourism numbers have declined, the Japanese market remains a significant source for tourists as well as a major education and training export market. Queensland’s Education and training exports total more than $30m annually with Gold Coast’s Bond and Griffith Universities accounting for the majority of the export total. The surf industry from the prospective of merchandise exports and inbound tourism / events remains a priority sector for the region. Additionally, Japan’s aging population is creating more opportunities for Gold Coast exporters in health and lifestyle products and functional foods.

Direct flights to Japan’s major cities of Tokyo and Osaka exist from Gold Coast International Airport creating access advantages over other Australian regions.

Korea

Relations between Korea and the Gold Coast have been built on a solid base of inbound tourism and education. Korea is Queensland’s third largest merchandise trade partner and third largest source of international students behind China and India. Export sectors involving clean technology/renewal energy, marine, equine and food are areas of significant export potential for the Gold Coast to Korea. The free trade agreement between Korea and Australia is also predicted to stimulate export activities across all of the above sectors.

In terms of inward investment, Korean developer Lotte has experienced misfortune in luxury apartment projects and over 50s resorts that have been challenged by a soft Gold Coast property market. Despite the recent global trends, continued interest in the Gold Coast remains as it still offers relative market value coupled with a stable economy. Korea’s inward investment to Australia in 2011 was an estimated at more than $9b whereas estimated Australian investment to Korea was less than $7m.

There are several friendship / sister city proposals at various stages of review for implementation which will be activated based on merit. Aviation access remains solid with Brisbane Airport’s direct flights and Gold Coast Airport’s low cost carriers providing connections via Singapore, Japan and Malaysia.

Japan profile

- population: 128m
- export of Australian goods and services to Japan: $47,875m
- export of Australian services to Japan: $1,962m
- Japanese inbound travel to Australia: $1.255m
- Australian investment into Japan: $39,103m
- Japanese investment into Australia: $126,434
- Australia’s global ranking/percentage as an import source: 3 / 6.4%.

Source: Department of Foreign Affairs and Trade 2012

Korea profile

- population: 50m
- export of Australian goods and services to Korea: $19,852m
- Korean inbound travel to Australia: $1,418m
- Australian investment into Korea: $10,389m
- Korean investment into Australia: $12,027
- Australia’s global ranking/percentage as an import source: 6 / 4.7%.

Source: Department of Foreign Affairs and Trade 2012
ASEAN

ASEAN countries represent a diverse range of developed and emerging trade and investment partners for Australia with several current and future opportunities for Gold Coast exporters.

Education and tourism are two of the Gold Coast’s strongest sectors. Inbound tourism from Singapore, Malaysia and a rapidly growing Indonesian market performed strongly in the last two years despite a challenging foreign exchange rate. Education remains Australia’s largest service export to ASEAN with Gold Coast universities accounting for significant enrolment figures. Academic institution links between ASEAN countries will foster opportunities for ambassador activities that can influence future commercial endeavours.

Knowledge based collaboration for the development of innovative products and services is an ongoing opportunity for Gold Coast exporters. Tariff reductions between ASEAN countries and Australia will foster global supply chain opportunities as Gold Coast technology is increasingly being exported offshore for manufacturing to be competitive. Green building technology and professional services are in high demand in ASEAN countries. Other compelling factors for engaging these markets include 600 million ASEAN consumers combined with a low cost structure and proximity to our region. Gold Coast businesses that have recently capitalised on the ASEAN opportunity include eco-Kinetics who are active in the Thailand market and Sandersons who secured a $130m design and construction contract for a Vietnam based theme park.

Direct flights between two ASEAN countries (Singapore and Malaysia) exist from Gold Coast International Airport and are forecast to increase in frequency due to current load factors and future anticipated demand. Several direct flights exist between Brisbane International Airport and ASEAN countries including Indonesia, Malaysia, Philippines, Singapore and Thailand.

ASEAN profile

- Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam

- population: 607.7 million

- export of Australian good and services to ASEAN: $26,385m

- export of Australian services to ASEAN: $8,481

- education related travel to/from Australia: $3,229m

- ASEAN inbound travel to Australia: $3.1b

- Australian investment into ASEAN: $14,826m

- ASEAN investment into Australia: $79,263

- Australia’s global ranking/percentage as an import source: 9 / 2.8%.

Source: Department of Foreign Affairs and Trade 2012
Australia’s global ranking as an import source currently stands at a modest thirty-third place. In terms of overall trade and investment revenue, the UK is marginally behind the USA. Inbound visitor numbers and revenue from the UK to Australia outranks both Japan and the USA indicating that there is still substantial room for growth in international trade of goods and services outside of tourism.

Australia’s Gold Coast and UK’s Glasgow are hosting the next two Commonwealth Games (Glasgow 2014 and Gold Coast 2018). As a result, knowledge exchange activities and opportunities in infrastructure development and high performance sports will arise. In addition to tourism and education, areas of opportunity for Gold Coast exporters in the UK market are functional foods and health/wellbeing products and services.

For trade to prosper, connectivity needs to be sufficient. As a case study, there was a profound effect that the 2007 establishment of a new route by Emirates Airlines had on Northeast UK’s export sector. In the space of five years, the new route between Newcastle and Dubai has seen a three hundred percent increase in trade activity with Australia and nearly one hundred percent increase for all of Australasia. To support the capacity growth and trade potential even further an alliance between Emirates and Qantas was struck in 2013.

At the advice of European economists, UK/EU investors are increasingly seeing Australian businesses involved with Chinese trade as a secure choice for investment. Australia’s banking system, strong currency and geo-political position with China and the rest of Asia are big incentives for European companies looking for secure investments. Significant city projects on the Gold Coast requiring direct foreign investment will create further opportunities for investors.

### United Kingdom profile

- population: 63.2m
- export of Australian goods and services to the UK: $6,699m
- export of Australian services to the UK: $3,886m
- UK inbound travel to Australia: $1,615m
- Australian investment into UK: $217,876m
- UK investment into Australia: $496,389m
- Australia’s global ranking/percentage as an import source: 21 / 1.1%.

### European Union profile

- population: 502.6m
- export of Australian goods and services to the EU: $17,085m
- export of Australian services to the EU: $8,395m
- leisure travel to Australia (excl. education): $3,593m
- Australian investment into the EU: $391,898m
- EU’s investment into Australia: $646,765m
- Australia’s global ranking/percentage as an import source: 25 / 0.8%.

Source: Department of Foreign Affairs and Trade 2012
The US remains in a state of recovery from recession after several years yet holds position as Australia’s fifth largest merchandise export market and one of the best performing markets for service exports. Service export potential for the Gold Coast to the US is primarily in tourism and international education with the exchange rate continuing to challenge the market. The size of the market has positives and negatives for Gold Coast exporters. Positive due to the nature and number of consumers yet negative because of the level of competition.

The film industry has been severely impacted by the exchange rates with a distinct downturn in productions choosing Australia as a destination for projects. Recently, the federal government has reacted by offering Walt Disney Studios a significant one off payment to secure production of 20,000 Leagues Under the Sea. It is anticipated that this gesture will inject some much needed confidence in Australia’s ability to attract major productions and will demonstrate the net economic impact as a result of government support.

The Gold Coast has enjoyed a sister city agreement with Fort Lauderdale since 1980 and has maintained cultural and economic ties since. The two cities share similar climates and core industries including tourism and marine. Florida’s Dade County (City of Miami) is in the early stages of forming a civic relationship with the Gold Coast.

USA is still the largest source for Foreign Direct Investment in Australia and of the worlds 500 largest companies, 132 are based in the USA which is double that of any other country. American world leading manufacturer of mining and construction equipment is in the process of setting up a new Gold Coast facility that will employ up to 150 full time people and anticipate the need to further expand this facility to meet demand both locally and internationally. Operations are estimated to commence in November 2013.
Russia and the Gold Coast are working from a modest baseline of export and investment activity, however, based on trend, global economic factors and the Russian political situation, significant opportunities are emerging.

In terms of ultra high net worth populations, Russia ranks fifth globally for millionaire households and third for billionaires with Moscow ranking as the world capital of billionaires ahead of New York City. The French Riviera and Cyprus have been traditional areas of Russian interest with London attracting a significant level of inward investment.

Recent sales data supports an encouraging level of Russian interest in Gold Coast property including but not limited to the purchase several luxury units in the Hilton Surfers Paradise development. Russian buyers are increasingly seeking alternatives to European property options or stocks/shares for long-term marquee property investments further afield in places like the Gold Coast where the stable economy is a lower risk.

Export sectors of education, luxury tourism, food, training, mining technology, business services, ICT business software solutions, public and private infrastructure and environment are all areas of which the Gold Coast stands to benefit. In less than a decade, Russia has moved from being Queensland’s 41st largest merchandise export destination to 17th in 2011.

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**Russian Federation**

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**Russian Federation profile**

- **population:** 142m
- **export of Australian goods and services to the Russia:** $797m
- **export of Australian services to Russia:** $133m
- **Russian inbound travel to Australia:** $107m
- **Australian investment into Russia:** $1,339m
- **Russia’s investment into Australia:** $4,503m
- **Australia’s global ranking/percentage as an import source:** 39 / 0.4%.

Source: Department of Foreign Affairs and Trade 2012
## Implementation Plan 2013-2023

### OBJECTIVE 1: Raise the city's global profile as an emerging world class business destination

<table>
<thead>
<tr>
<th>Activity</th>
<th>Completion Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage in a sustained city marketing strategy aimed at elevating the status of the Gold Coast as a place to conduct business, invest, study and live.</td>
<td></td>
</tr>
<tr>
<td>Deliver a ten year city reputation strategy</td>
<td>2013</td>
</tr>
<tr>
<td>Compile City stories - &quot;open for business&quot; case studies</td>
<td>2015</td>
</tr>
<tr>
<td>Develop Digital City Portal</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Load series of business case studies</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Showcase cultural capacity</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Market Insights and Multi-lingual upgrade</td>
<td>2014 and ongoing</td>
</tr>
<tr>
<td>Engagement platform - 24hr International Marketplace</td>
<td>2015</td>
</tr>
<tr>
<td>Undertake a globally recognised city indexing exercise to benchmark the Gold Coast’s reputation in key markets.</td>
<td>2013 - 2018 - 2023</td>
</tr>
<tr>
<td>City Marketing/Shared Reputation Ownership campaign targeting key stakeholders who play a significant role in promoting the Gold Coast.</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Commission (Mercer and/or Reprack) city index report</td>
<td></td>
</tr>
<tr>
<td>Destination marketing activities supporting education, high performance sports and film/television production to the city.</td>
<td></td>
</tr>
</tbody>
</table>

### OBJECTIVE 2: Strengthen the City's international network underpinned by effective government and non-government relationships.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Completion Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop global network of government and non-government stakeholders. In conjunction with the Office of the Mayor, strengthening existing and identifying new city to city (Sister/Friendship Cities, MoU’s, Statements of Intent, and Twinning Agreements) relationships to drive economic outcomes across key markets.</td>
<td></td>
</tr>
<tr>
<td>Align the International Plan’s objectives with city’s International Relations and Engagement Policy</td>
<td>2013</td>
</tr>
<tr>
<td>Proactive State/Federal Government engagement</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Establish Gold Coast Alumni Network/Ambassador program/Expats Abroad</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Develop global network inclusive of: financial institutions, legal firms, migration agents, education institutions to support international objectives across key markets.</td>
<td>2013 and ongoing</td>
</tr>
</tbody>
</table>

### OBJECTIVE 3: Double the Gold Coast’s export base across key industry sectors

<table>
<thead>
<tr>
<th>Activity</th>
<th>Completion Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver annual program of activities (International Trade and Investment Program (ITIP)) to facilitate Gold Coast businesses access to international markets including outbound trade missions, inbound delegations, domestic road shows, enhance online serviceability, and appointment of in-market resources.</td>
<td></td>
</tr>
<tr>
<td>Digital Trade and Investment Hub Development</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Engagement of in-market resource in key markets</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Alignment of ITIP to compliment 2018 Commonwealth Games</td>
<td>2014 - 2018</td>
</tr>
<tr>
<td>Alignment of ITIP to compliment city capabilities</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Emphasis on inbound activities/delegations</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Alignment of activities/resources with Gold Coast Tourism’s China objectives</td>
<td>2014 and ongoing</td>
</tr>
<tr>
<td>Develop the capacity of new and emerging exporters through the delivery a suite of export development services.</td>
<td></td>
</tr>
<tr>
<td>Promote Government incentives, training programs and apply / evolve the City’s Export Assistance Scheme</td>
<td>2013 and ongoing</td>
</tr>
</tbody>
</table>
### OBJECTIVE 4:
**Rank within the top ten Australian cities for inward investment.**

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Completion Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver annual program of activities (International Trade and Investment Program (ITIP)) to promote inward investment opportunities, business relocation and increased film/television industry activity to international markets including outbound trade missions, inbound delegations, domestic road shows, enhancement of online serviceability, and appointment of in-market resources.</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Digital Trade and Investment Hub Development</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Engagement of in-market resource in key markets</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Alignment of ITIP to compliment Gold Coast 2018 Commonwealth Games™</td>
<td>2014 - 2018</td>
</tr>
<tr>
<td>Emphasis on inbound activities/delegations</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Alignment of activities/resources with Gold Coast Tourism’s China strategy/objectives</td>
<td>2014 and ongoing</td>
</tr>
<tr>
<td>Develop global top 20 supply chain &quot;Hit List&quot; of Research and development, ICT/digital economy focused companies considering Asia Pacific expansion and recruit to the Gold Coast.</td>
<td>2013 - 2014</td>
</tr>
<tr>
<td>Tailored engagement/support strategies for priority development areas</td>
<td>2014 and ongoing</td>
</tr>
</tbody>
</table>

### OBJECTIVE 5:
**Maximise legacy opportunities for business, sport and events from hosting the Gold Coast 2018 Commonwealth Games™**

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Completion Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Align annual program of activities (International Trade and Investment Program (ITIP)) with the Commonwealth Games trade, Investment and business attraction program to maximise Coast businesses access to international markets created by the Gold Coast 2018 Commonwealth Games™ driven opportunities and beyond.</td>
<td>2014 - 2018</td>
</tr>
<tr>
<td>Align Roadshow program, outbound and inbound mission activities to support the Gold Coast 2018 Commonwealth Games™ related trade and investment attraction on with focus on infrastructure enhancements.</td>
<td>2014 - 2018</td>
</tr>
<tr>
<td>Conduct missions to global events highlighting the region (2014 Commonwealth Games, Sport Accord etc) - to promote Gold Coast trade capabilities including but not limited to sport</td>
<td>2018</td>
</tr>
<tr>
<td>Leverage positive global profile as a successful host city to attract and retain talent to the region</td>
<td>2018 and ongoing</td>
</tr>
<tr>
<td>Emphasis on inbound activities/delegations</td>
<td>2013 and ongoing</td>
</tr>
<tr>
<td>Host a Gold Coast Trade and Investment Showcase during the Gold Coast 2018 Commonwealth Games™</td>
<td>2018</td>
</tr>
</tbody>
</table>