



Greater Shepparton International Engagement Strategy

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Vision

Increased economic & cultural activity by:

- ▶ *Business growth through access to international markets*
- ▶ *Attraction of international investment*
- ▶ *Pursuit of cultural & educational opportunities*



Greater Shepparton

Greater Shepparton is a vibrant, diverse community located approximately two hours north of Melbourne in the heart of the Goulburn Valley, the Foodbowl of Australia.



- Greater Shepparton is a regional centre in Victoria extending over 2,421 sq kilometres. 60+ localities.
- Greater Shepparton's population is almost evenly split between the main urban centres of Shepparton and Mooroopna (53%) and the surrounding rural areas (47%).
- Greater Shepparton's population is approximately 64,803 and is forecast to grow to 77,974 by 2031 (ABS).
- Cultural diversity



Greater Shepparton has a state of the art irrigation system, ideal climate, quality soils and produces 25% of Victoria's agricultural product. It is the largest producer of nashi, pear and peach crop in Australia. The central location of Shepparton gives it a competitive advantage compared to other regional cities, demonstrated with 25% of Victoria's truck registrations occurring within Greater Shepparton. Greater Shepparton has a strong manufacturing sector with SPC, Noumi Foods, Tatura Milk, Campbell Soups and Unilever. Greater Shepparton has a significant opportunity to develop relationships with overseas investors and to encourage investment within the region.



The International Strategy

International trade has generated a significant amount of interest in recent times due to the numerous economic opportunities that exist outside of Australia. Major population growth, particularly in Asia has presented a plethora of opportunity for the Greater Shepparton region. Both State and Federal Governments are dedicating resources and expertise towards enhancing knowledge of the opportunities for trade and Greater Shepparton City Council is driven towards making such opportunities available to local business and industry.

The China Free Trade Agreement (2014) provides a strong incentive for increased trade of foods and services between Australia and China and import protocols for horticultural products to other countries continue to be explored and approved. There is also increasing visits from Chinese Government officials and business groups seeking trade opportunities. Council has been developing strong relationships with Consular Generals from Indonesia and UAE to further explore export opportunities to those regions. Recently Council has also formed a strong relationship with the Australia Arab Chamber of Commerce and Industry who is dedicated to assisting exporters access the region and also to become halal certified. Greater Shepparton City Council has a dedicated Project Officer responsible for coordinating incoming and outgoing delegations and business visits to the region.

In addition there are many private organisations and consultants seeking to facilitate trade. One such trade platform is the annual Asia Fruit Logistica held in Hong Kong. Asia Fruit Logistica is the leading continental trade show for Asia's fresh produce business and offers export opportunities to growers from all around the world.

The International Engagement Strategies purpose is to strategically increase the economic and cultural prosperity of the Greater Shepparton region through relationship building, facilitation of business growth via access to international markets, and the attraction of international funds for economic growth.

The strategy highlights outcomes that can be achieved within the region and details associated action plans.

The strategy features five major themes which include developing best practice in attracting investment to the region, drive investment and employment growth in the food industry to capitalise on exporting opportunity, diversifying the economic base and capturing investment in emerging industries, growing the export economy through improved knowledge and export servicing.



1. Support

Support Greater Shepparton businesses by facilitating:

- Education
- Training
- Mentoring
- Funding Opportunities
- Business Visits
- Participation in trade shows

To foster and strengthen international relationships

Actions

Item	Action	Timeline	Responsible Department
1.1	Regularly liaise with Austrade, Food Innovation Australia Limited, Australia China Business Council, State Government, Federal Government, Global Victoria, Victorian Trade Office and RDV regarding export, development and delegation (inbound and outbound) opportunities.	Ongoing	Economic Development
1.2	Utilising data from Action 2.2 ascertain the business appetite to increase export business and attract investment.	Ongoing	Economic Development
1.3	Educational and training opportunities made available to support development and knowledge regarding standards, free trade and exports.	Ongoing	Economic Development
1.4	Creating opportunity for local business to participate in delegation visits and trade expos.	Ongoing	Economic Development
1.5	When the opportunity arises, connect potential buyers with locals who have demonstrated an interest in trade / investment.	Ongoing	Economic Development



2. Business

The Greater Shepparton International Engagement Strategy will seek to identify businesses that are investment or export ready and to assist in increasing their level of knowledge, to aid trade facilitation and identify those that need assistance to become export ready.

Actions

Item	Action	Timeline	Responsible Department
2.1	Survey business and industry to determine current and future export interest, activity and readiness.	Ongoing and conducted yearly	Economic Development
2.2	Maintain a business database which outlines our businesses: - Products - Export capabilities - Desire to increase or commence exporting - Desire to attract investment - Current Export Activities	Ongoing	Economic Development
2.3	Maintain a database of export ready businesses interested in hosting delegations and discussing export opportunities with overseas delegations.	Ongoing	Economic Development
2.4	Encourage businesses to become involved in professional memberships (such as the Australia China Business Council) and activities with the objective of increasing export capabilities.	Ongoing	Economic Development
2.5	Regularly engage with business to gain understanding regarding Council's priorities and ensure that they align with business objectives.	Ongoing	Economic Development
2.6	Establish an internal support group dedicated to assisting local business to increase international economic outcomes.	Ongoing	Economic Development



3. Promotional

Promote region as 'investment ready' and opportunistic towards exporting our clean and green produce.

Promotional material should be showcased to international markets promoting Greater Shepparton's products, strengths and interest in trade.

Actions

Item	Action	Timeline	Responsible Department
3.1	Maintain a suite of short videos showcasing the fresh produce available for export in multiple languages.	Ongoing	Communications & Engagement and Economic Development
3.2	Maintain a hard & soft copy prospectus in multiple languages.	Ongoing	Communications & Engagement and Economic Development
3.3	Promote the international opportunities that present themselves to business	Ongoing	Communications & Engagement and Economic Development
3.4	Continue to promote Greater Shepparton as a place to invest through the Great Things Happen Here Campaign	Ongoing	Communications & Engagement and Economic Development
3.5	Continue to promote Greater Shepparton as a place to live and work capitalising on current migration programs like the Designated Area Migration Agreement.	Ongoing	Communications & Engagement and Economic Development



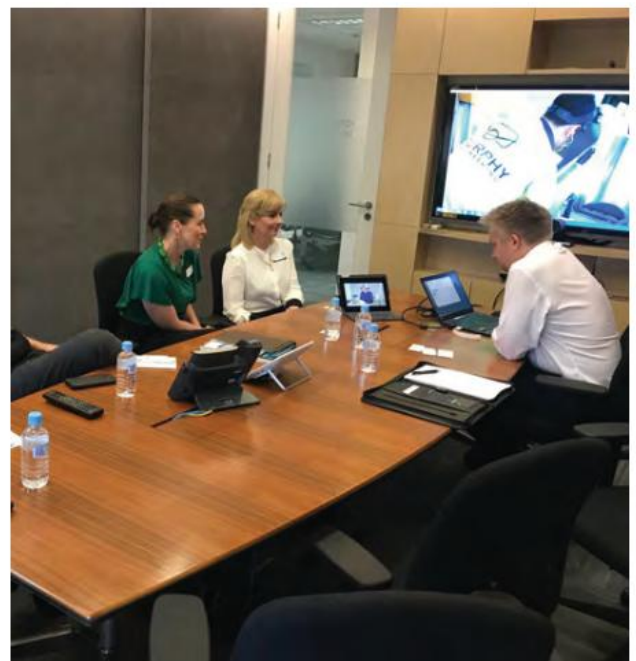
4. Visitation

Trade delegations are an important promotional tool for the implementation of the international strategy. To maximise returns it is essential that the coordination of delegations be carefully considered, well organised and properly leveraged.

Inbound and outbound Trade delegations are often resource intensive, however are an integral way of building relationships and increasing economic and cultural opportunities. With limited budget and resources, it is imperative that participation is evaluated based on economic and cultural benefit.

Actions

Item	Action	Timeline	Responsible Department
4.1	Participate in one outbound delegation per year	Ongoing	Economic Development
4.2	Maintain dialogue with state and federal government regarding delegations and trade show opportunities and provide opportunity for local business to participate.	Ongoing	Economic Development
4.3	Offer opportunity to participate in both inbound and outbound delegations to relevant business.	Ongoing	Economic Development
4.4	Include and consider Indigenous Culture in inbound and outbound delegations.	Ongoing	Economic Development



5. Friendship Cities

Greater Shepparton City Council currently has a Sister City relationship with the following cities:

- Florina, **Greece**
- Korçe, **Albania**
- Lijiang City, **China**
- Novato, **USA**
- Oshu City (Esashi), **Iwate Japan**
- Resen, **Macedonia Yugoslavia**
- Shepparton, **England**
- Tielin, **China**
- Toyoake, **Aichi Japan**

Greater Shepparton City Council currently has a Friendship City Agreement with the following cities:

- intan, **Changzhou Province China**
- Shangqiu, **Henan Province China**
- Baguio, **Philippines**

A number of these cities have relationships with local schools, universities and GOTAFE.

Actions

Item	Action	Timeline	Responsible Department
5.1	Proactively research opportunities to enter into agreements, to increase economic & cultural opportunities in accordance with policy development in action 4.1	Ongoing	Economic Development
5.2	Circulate six monthly Council newsletters to cities with Friendship Agreements and maintain regular communication.	Ongoing	Economic Development
5.3	Monitor Friendship/Sister City agreements to ensure economic/cultural objectives are being achieved.	Ongoing	Economic Development
5.4	Host Friendship/Sister Cities to continue to build the relationship and promote Greater Shepparton as a place to invest, visit and enhance trade opportunity.	Ongoing	Economic Development
5.5	Review current Sister City and Friendship City Relationships and determine which relationships should remain active	Ongoing	Economic Development

6. Resources to Implement International Strategy

Most actions within the International Strategy will be resourced and supported by the existing Economic Development and Marketing and Communication departments. Actions such as 1.1, 1.3, 1.4, 1.5, 3.3, 4.2, 4.3 and 5.1 will require expert assistance and guidance from international contacts that Council has dealt with previously.

7. Review

This strategy will be reviewed annually to measure performance against these actions and the key performance indicators are listed below.

Item	Measure
7.1	Number of local businesses assisted in export endeavours
7.2	Number of international investment opportunities explored
7.3	Degree of cultural and education exchange interest generated



