



澳大利亞學漢語協會

Association for Learning Mandarin in Australia Inc.

Proposal for a China-friendly Canberra Project

Seeking funding for a project that explores the scope, feasibility, benefits and costs of promoting Canberra as a China-friendly city.

Organisation

Association for Learning Mandarin in Australia ([ALMA](#)), an incorporated non-profit body in the ACT.

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Proposal Title: Promoting Canberra as a China-friendly city

Abstract:

Links between China and Australia have grown and strengthened substantially in the past 20 years, particularly in terms of numbers of tourists, students, exports and business connections. Competition for Chinese engagement in Australia and worldwide has intensified, making it vital that policies and measures are implemented for gaining and retaining a competitive edge. This proposal follows informal consultations with key Canberra beneficiaries of Chinese engagement on how to promote Canberra as a China-friendly city. All parties supported the concept, acknowledging that making Canberra known in China as a China-literate, safe, innovative, business-friendly location would give Canberra a competitive edge in attracting tourists, students and business entrepreneurs. Measures such as access to information in the Chinese language, availability of interpreters in key centres, support for Chinese students to ensure their safety, and opportunities for casual work and involvement in the local community could substantially enhance the reputation of Canberra as a desirable place to visit, study and set up business. Making Canberra more China-friendly will also increase demand for China-literate Canberrans and encourage more ACT residents to develop Chinese language skills. This proposal seeks funding for a project that explores the concept of a China-friendly Canberra and how it could become a reality.

Estimated value of proposal

\$40k for a 6 month project

Concept objectives

A project officer will conduct relevant research and formally consult key business, educational & tourist organisations, including relevant ACT Government organisations, to identify the measures needed to make Canberra a city that is especially attractive to Chinese individuals, families and businesses. After these consultations, a report will be prepared for the ACT Government with recommendations on the scope, feasibility, costs and benefits of implementing measures to make Canberra a China-friendly city.

This proposal does not involve sale of land or property or access to a Territory-owned asset.

Case for change

Australia, including Canberra, has benefited from China's strong attention over the past 20 years without developing and implementing a comprehensive strategy for engagement with China. The competition for Chinese attention is increasing, and it is now urgent to distinguish Canberra from other locations as a safe, reliable, comfortable place to live, study and do

business. In marketing terms, Canberra must seek 'product differentiation', and establish a reputation as one of the best cities for Chinese. Failure to act now is likely to mean cities that promote themselves more aggressively will attract a greater share of the Chinese market, to the detriment of those that do not.

Alignment with current and broader ACT Government policies

In the past few years, the ACT Government has worked assiduously to deepen its engagement with China, for example, reaching agreements with Chinese airlines and taking large groups to China to expand links.

This proposal follows that path and explores how making visiting Canberra more comfortable for Chinese tourists by expanding access to information in Chinese, having ready access to interpreters in key centres, having universities and schools that protect Chinese students and provide opportunities for casual work and/or interaction with the local community and, for prospective businesses, a local young workforce that is Mandarin-proficient and China-literate.

Purpose

Following informal consultations with Study Canberra, Visit Canberra, Canberra Business Chamber, China Australia Trade and Investment Council and the Australian National University, ALMA is seeking government funding to initiate a China Friendly Canberra Project.

The purpose of the project is to explore the concept of a China-friendly Canberra and how it could become a reality, making the ACT the premier Australian jurisdiction for tourism and China/Australia business as well as education.

This project would culminate in a report to the ACT Government with recommendations on the scope, feasibility, costs and benefits of implementing measures to make Canberra a China-friendly city (CFC).

Governance

ALMA would employ a part time APS6-level project officer for six months to produce the report and establish a CFC Advisory Group to develop and advise on the project. The Advisory Group would consist of key stakeholders from government and non-government sectors.

ALMA would report to the Commissioner ACT International Engagement at agreed timelines and milestones after consultation with the Advisory group.

Project scope

This six-month project would comprise three phases.

Phase1 – China friendly city concept study and establishment of Advisory Group (two months)

The study will explore the China friendly city concept including definitions, examples and best practices from around the world. The output of Phase 1 would be a research paper covering:

- what is a China friendly city
- China friendly city best practice in policies, initiatives, programs and services.

The research paper will be reviewed and approved by the Advisory Group before moving to the next phase.

Phase 2– China friendly city concept in the Australian context (two months)

This phase will define the China friendly city concept in the Australian context based on the Phase 1 study and current practice in Australia, and Canberra in particular. The resulting paper will:

- identify existing services/programs in Australia, and Canberra in particular
- explore the expectations of Chinese customers for Australian goods and services

- identify the gap between current services/programs and expectations
- identify current Mandarin language resources in the ACT, especially in colleges and tertiary institutions, and explore how these could be developed and used to best effect.

Phase 2 could involve interviews and focus group discussions as well as the collation and analysis of relevant information, with support from the Advisory Group. The paper will be reviewed and approved by the Advisory Group before moving to the next phase.

Phase 3– Final China Friendly Canberra Report and Recommendations (two months)

Based on the results of Phase 1 and Phase 2, Phase 3 will develop a detailed report for the ACT Government with recommendations on the scope, feasibility, costs and benefits of implementing measures to make Canberra a China-friendly city.

The Final Report will be reviewed by the Advisory Group and presented to ACT Commissioner for International Engagement for approval prior to being submitted to government.

Project Budget

Item	Rate (\$ hour)	Number of hours	Cost(GST inclusive)
Project officer (part time APS 6)	50	600 (over 26 weeks)	\$30,000
Administration			\$8,000
(meeting and material costs)			\$2 000
Total			\$40,000