

Topic 1

Consider why some New Zealand Council's and their Communities do not appear to embrace the Sister Cities concept, and devise a marketing plan to encourage full local government membership of Sister Cities New Zealand Inc, whether they have Sister Cities's or not.

Why some New Zealand Councils and communities do not embrace Sister Cities concept:

- Because they don't know enough about it and the advantages to there communities.
- Cost factor
- Perceived concept of sister cities
- Council opinion is often that Sister Cities is a junket
- People to people concept is not measureable
- Councils not prepared to meet the challenge
- Councils cannot see the political advantage.

Marketing Plan:

- Form a cluster of small communities
- Homestays
- Government should assist financially
- Local and central government should be involved.
- Publicity – Raise profile
- Nurture (e.g. 1 formal visit each third year election)

Topic 2

Design a system to enable members to keep in touch with school leavers who have been involved in sister city exchanges, and encourage their ongoing support, wherever they may subsequently be domiciled.

- What can we do for them?
- What do we want from them?
- Establish an Alumni
- Obligated to “Community service”
- Encourage Partnerships
- Arrange Forums to co-ordinate experiences
- Database where can we go? Who will hold information?

Topic 3

How to convince Mayor's and Councillor's to better promote publicly the social and cultural values of Sister City relationships rather than focus purely on economic outcomes.

- Justify value via promotion of benefits of Sister Cities.
- Context with definition of culture.
- Experience and relevance of how culture brings other benefits via economic.
- Investment and buy in of community.
- Public participation – people to people.
- Mayoral / Councillor involvement in programmes lacking use as speakers / personal involvement.
- Mayors networks
- Funding of local government – lack of state engagement.
- More enlightenment from Central Government.

Topic 4

What positive and negative effects has globalisation had on Sister Cities New Zealand Inc. and what will the role of the organisation be looking forward to 2016.

Positives

- Accessibility
- Affordability
- Technology
- Familiarity
- Cultural awareness - language, food, social
- Environmental awareness
- Tourism
- Economic development
- Youth Exchanges
- Employment
- Greater ease of communication and technology
- Easier to facilitate exchanges between people
- Collaboration between people, commercial enterprises, education, tourism etc.
- Will have done our job so well we can all retire: World peace
- Globalisations is an opportunity to enhance the family of nations.
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Negatives

- Loss of focus – choices too wide.
- Pressure on funding
- Lack of coordination and liaison with other sister cities
- Exploitation e.g. some language schools, school (Secondary)
- Racism, negates,
- Carbon foot prints
- Losing of control through globalization
- Loss of cultural identity.

- Should engage third world countries to breakdown the haves and have nots.
- Relationships should or could have elements of similarity i.e. Fukuoka / Auckland – Business – Academia, Rugby. Harbours – one thing. Geothermal.
- Maybe we should foster relations with Iraq, Burma, Afghanistan, Solomon's, Papua New Guinea, Timor and Borneo.
- Are we picking only prosperous cities/communities as a soft option.
- In New Zealand essential Local Government, Foreign Affairs, New Zealand Trade and Industry fund the costs.
- Sweat shops / Conditions / Workers – Rights yet to be addresses.

Topic 5

The challenges of collecting statistics on sister city activities to enable better promotion of the movement and to clearly demonstrate its value to communities.

- Those e.g. students 5-10 years and others (need to look back) where are they now, what are the stories?
- Lack ability to spread success stories (our ones)
- Challenge Sister Cities New Zealand to have session beginning of each conference report successes in last year.
- Ernst – Young visitors value package – multiplier effect (Ashburton hockey team \$110) (Tourism and Business)
- Need to tap into New Zealanders in Sister Cities
- School exchanges (but not with Sister City) so Council's unaware.
- How do you measure e.g. spin offs from horticultural ?
- Sister Cities New Zealand Research done 2002 (Survey being repeated currently).
- What do we want to know / Need to know? e.g. Form from start of visit – home-stay family, went to dinner etc. Commercial venture
- May know origin – How do you quantify ongoing basis – years down track. e.g. tourism packages
- Who will record? Council, committee based (responsibility?) Council staff member dedicated to bringing in information and feed up EDA?

Topic 6

Considering the content of the CLAIR forum, list practical ways in which Sister Cities New Zealand Inc. as an organisation, working with members and our Japanese partners can turn the talk of more exchange into action.

- What can Sister City movement do to add value to identify links – Schools, community groups and business. Or identifying other subsequent links at both ends e.g. school – school or club – club.
- Areas to progress:
 - Rugby / Sporting / Soccer – invite other sister cities involved in region.
 - Business
 - Youth
 - Cultural
 - Tourism
 - Art
 - Community Organisation
 - Heritage
- Continual plugging at every opportunity.
- Press Releases on what is going on - Local and National
- Airfares – Is there a way to reduce the cost? One negative is the cost to come to New Zealand. Negotiation of bulk deals.
- Resource pack of set up process with
 - New Sister Cities link
 - Revitalised Sister City links – that may be struggling.
- Engage community more
- Knowledge sharing through local body relationship. Use 'Mayor' hierarchy as a channel
- Advocate more subsidised travel not only for students but passionate.
- Take 'press' on delegations to Japan so as to improve public perception "Junket" of ratepayer funded trips.
- Citizens tours, homestay more extensively.
- Develop sporting and cultural exchanges.