

## **Summary of opportunities for Franklin from building a relationship with Tongzhou**

The following economic development opportunities could be explored through visiting Tongzhou:

### International trade opportunities

- The Franklin delegation could include a few leading local business people to explore opportunities and be matched / introduced to relevant counterparts in Tongzhou. Local businesses would be required to fund their own visit. Alternatively those business introductions could be made in Year 2 or 3 when the relationship established.
- Once the relationship has been established, an annual trade event could also be established where both districts can display each other products / services in the counterpart's public facilities (i.e. library, community venue).
- Pukekohe Vegetable Growers Association and the Franklin food sector work led by ATEED could promote Franklin's produce for example.
- The equine sector could be another sector interested in making links with Tongzhou as Tongzhou is home to one of China's largest equine businesses and ATEED have a contact with that business under its Golf, Equine and Marine (GEM) programme.

### International education exchange

- Tongzhou is keen to have a student exchange programme where a group of secondary students will represent their own district in a visit Franklin/Tongzhou each year. As well as benefiting the students taking part this provides another opportunity to showcase Franklin to an international audience.
- International education is a key Auckland export sector supported by Study Auckland. Several Franklin school take international students and offer a more rural experience than found elsewhere in Auckland. However it is understood there is capacity for Franklin Schools to grow this further. With support from an intermediary (focused on attracting long term fee paying students) there could be significant benefits to this sector in Franklin.
- Franklin has two flight schools based at Ardmore that take long term high value students from overseas. These flight schools could benefit from the links with Tongzhou.

### Hosting and showcasing Franklin

A reciprocal hosting of a Tongzhou delegation the following year would require covering the costs of accommodating the delegation from Tongzhou for 3-4 days and any activities planned for them.

- The delegation from Tongzhou can include business people and tour operators who can make links with Franklin businesses and be shown the opportunities there are to do business with / or visit Franklin.
- Hosting a delegation the following year could cost \$10,000 to \$20,000 depending on the length of visit and programme of activities.

### Civic learning opportunities

During the visit to Tongzhou, Franklin Local Board has the opportunity to learn from Tongzhou's experience in transitioning to a more urban form. Any council staff would be funded by their departments and would need to be at a level to take on board learnings and implement them within Auckland:

## Summary of opportunities for Franklin from building a relationship with Tongzhou

- Town planning, large infrastructure project management, urban expansion, green space management, storm water and sewerage, air pollution control.
- Public service performance measurement
- Public service provision including local community centres, archives, libraries, local parks
- Environmental management

### Tourism and cultural exchange opportunities

- China is New Zealand's second largest visitor market and Tourism New Zealand has a China Toolkit to support operators wanting to grow their Chinese visitor market. ATEED is currently supporting the development of Franklin's tourism sector and the local board is for its part supportive the development of Franklin Tourism Group. By establishing a link with Tongzhou the Franklin Tourism Group could actively promote local tourism sites and experiences to residents of Tongzhou.
- ATEED is currently looking to grow the high value Chinese visitor market through its Golf, Equine and Marine (GEM) strategy which could also play to some of Franklin's strengths. Golf is a popular activity in Tongzhou as it has traditionally had many courses. It is understood there is interest in golf based tourism packages in China that the GEM project could develop on the back of a visit. Following the announcement of the hosting of a LPGA golf tournament in Franklin in September 2017 there are clear possibilities for developing Franklin as a destination at the higher value end of the visitor market.

### Outline of a possible three year programme

**Year 1:** The first trip of Franklin to Tongzhou will primarily establish the relationship and give the local board a much better sense of the nature of the opportunities:

- Pre visit: Discussion between ATEED, Local Board Services and Tongzhou to establish an itinerary that is of value to both parties
- Delegation of Franklin political leadership (Governing body and Local Board representatives) visit to establish the relationship on a more formal footing
- Delegation visits council planning departments, international education sector, key sectors, tourism operators etc. to identify extent of a link to opportunities in / for Franklin

Following the visit a full report assessing the range of opportunities for economic benefit to be provided by delegates and a plan developed for realising those benefits over years two and three.

**Year 2:** Hosting of delegation from Tongzhou.

- Delegation visits council planning departments, international education sector, key sectors (e.g. horticulture, equine), and tourism operators to see what Franklin has to offer.
- Any education / private sector visitors from Tongzhou introduced to relevant Franklin counterparts

**Year 3 and beyond:** local board relationship with Tongzhou is used to facilitate any further links or visits with the costs borne by those businesses. Potential for business associations or some other business grouping to coordinate.