

SCA National Awards 2019

Entry Form for Category 4 – Tourism and Trade Project

Program Summary

Bundaberg Regional Council

2018 marked the 20 year milestone in the Sister City relationship between Nanning, China and Bundaberg, Australia.

Bundaberg and Nanning both proposed a trade delegation in 2018 with a Nanning delegation visiting Bundaberg in May (10th - 14th of May) on the precise date of the 20 year anniversary and a Bundaberg delegation visiting Nanning later that year from 10th-15th of September.

The Sister Cities both expressed a determination to ensure the 20 year anniversary was suitably observed with both communities recognising the strength of the trade union as well as social and cultural developments that had evolved over the past two decades.

From a trade perspective, opportunities such as guided tours, meetings and productive discussions with industry and market leaders were made readily available for producers from the Bundaberg Region to engage with the Nanning traders and community.

The 20 year anniversary was a watershed year in achieving trade and investment outcomes through the strength of our Sister City alliance.

From the 10th to 15th of September 2018, a delegation led by Mayor Jack Dempsey and six Council representatives travelled to Nanning as part of the 20th anniversary celebrations.

Owing to the importance of the 20 year anniversary, the Nanning Foreign Affairs Office invited the Bundaberg Region to hold a display in the HangYang Shopping Centre which is one of the prominent shopping centres in Nanning. This was an opportunity to further showcase what the Bundaberg region had to offer to an extensive audience in China.

During the many formal and informal community gatherings held in association with the 20 year anniversary, community leaders from both countries spoke in glowing terms of the importance of a reciprocal relationship and the role of the Sister Cities program in reaching across boundaries and providing bridges to understanding outcomes of the benefits that resulted through not just economic or trade means but by social and cultural significance.