



**WESTERN AUSTRALIA**  
CHINESE NEW YEAR 2017  
WA · ZHEJIANG 30 YEARS

新年快乐

## 2017 CHINESE NEW YEAR PROGRAM

### PROGRAM REPORT



**Office of Multicultural Interests**

**May 2017**

**EOG/17/2897**



Government of **Western Australia**  
Department of **Local Government and Communities**  
Office of **Multicultural Interests**

## CONTENTS

---

	Page
Executive Summary	3
Introduction	9
Background	10
Program management	11
Communications	13
Project Achievements	16
Avid Events	17
Australia China Initiatives Limited	17
Chinese Language Teachers Association	19
Chung Wah Association	19
Confucius Institute	20
Department of Culture and the Arts	21
Department of Local Government and Communities	22
Department of State Development	23
Fashion Council WA	24
OiChina Incorporated	25
Perth Airport	26
Study Perth Australia	27
Tourism WA	28
Western Australian Chinese Scientists Association	29
WA Museum	30
Wines of WA	31
Program Achievements	33
Reflections and Key Learnings	38
Conclusion	43
Recommendations	44

## EXECUTIVE SUMMARY

---

In May 2016, the Government of Western Australia allocated \$1 million to develop a program of initiatives that would leverage Chinese New Year (CNY) to promote Chinese culture and further strengthen relationships between Western Australia, China and neighbouring countries in the lead up to, during and after the Chinese New Year period, 27 January to 11 February 2017.

The 2017 CNY Program also provided an opportunity to promote the upcoming 30th anniversary of Sister State relationship between WA and Zhejiang (November 2017); the 45th anniversary of diplomatic relations between Australia and China and 2017 being the 'Australia-China Year of Tourism'.

The Office of Multicultural Interests (OMI) coordinated the design and delivery of the program in partnership with a wide range of stakeholders. OMI was selected to coordinate the program because of the agency's knowledge of and relationships with WA's multicultural communities. OMI's role as the strategic co-ordinator and broker was integral to building the stakeholder relationships necessary to progress and leverage benefits for WA.

The 2017 Chinese New Year program was the first time that the State Government had identified a specific community celebration as a vehicle to progress engagement and strengthen outcomes that span across cultural and economic areas. It was also the first time that OMI had undertaken a program of this magnitude within a relatively short timeframe.

The CNY program focused on innovative programs that built community engagement, deepened cultural appreciation through three priority areas—tourism, international education and cultural diplomacy (through arts, culture and language) and including young professionals as a key target group.

The program objectives were broad:

- ④ Increase awareness of the depth of engagement between WA and China and WA's cultural and linguistic diversity.
- ④ Strengthen Chinese and culturally and linguistically diverse (CaLD) community organisations and other relevant networks.
- ④ Strengthen business networks and innovation opportunities for young professionals in WA and the target markets.
- ④ Promote the uptake of language learning (Mandarin in WA and English in China).
- ④ Promote WA as a study destination with a view to increase enrolments in Western Australian secondary schools and the higher education sector from target markets.
- ④ Promote WA as a tourism destination with a view to increase visitation to WA from China.

The \$1 million budget was structured into two complementary areas:

1. Public activation programs—OMI contracted Avid Events to deliver a cultural program at Elizabeth Quay and expand existing Chinese New Year activations in Perth and Northbridge.
2. Partnership programs—OMI funded government and community agencies to deliver 15 programs that addressed one or more of the priority areas.

## 1. Public Activation Program

The Avid Events Activation included a series of temporary activation installations and performances throughout Northbridge (James Street), the City of Perth (Forrest Chase, Brookfield Plaza) and Elizabeth Quay from 27 January to 5 February 2017. Avid employed around 70 people to deliver a cohesive, branded and coordinated festival to celebrate and promote Chinese and other Asian cultures and linking many of the partner activations.

The Elizabeth Quay free public event attracted around 25,100 people and included day and night activations, interactive and digital elements, workshops and traditional and contemporary Chinese performances. OMI engaged 33 Chinese community volunteers to provide language support. A public photographic exhibition depicting early Chinese migrants and contemporary Chinese Australians has been retained for future display at the State Library of WA.

The Forrest Chase reached around 25,087 people and was the site of a projection onto the GPO Building and the Friday night Hawkers Market was themed with red lanterns, music, and lion dancing. Around 620 people participated in Brookfield Place events which included the Chinese Fashion and Design Exhibition in a partnership with Fashion Council WA, morning Tai Chi lessons and Chinese Lion Dancing on Monday 30 January as part of the Fashion Council of WA's 'China Musings' exhibition. OMI recruited seven volunteers who provided Chinese language support.

James Street was the site of the Chinatown Gate Chung Wah performance space as part of the Chinese New Year Fair which attracted 80,000 people. As part of Avid's activation, the Chung Wah Association building on James Street was lit with projection and red 'up' lights on Sunday 29 January. Further along James Street at the Perth cultural centre, 3060 people visited the WA Museum's CNY activities at the Discovery Zone in the State Library of WA.

### The partnership programs:

- **Australia China Initiatives Limited**—for the Golden Koala Chinese Film Festival which attracted over 800 people, including a strong representation of the local community and providing an opportunity to increase local audiences' appreciation and understanding of Chinese culture and language.
- **Chinese Language Teachers Association**—for a Community School Teachers' and Teachers Professional Learning Project to increase the quality of Chinese language teaching and learning across the formal and informal education sectors.
- **Chung Wah Association**—for the 2017 Perth Chinese New Year Fair which attracted around 80,000 people from across the Chinese and mainstream communities and engaged attendees in a celebration of the diversity of Chinese culture and traditions.
- **Confucius Institute of WA**—for the Wenqin Performance Troupe Tour of WA which provided opportunities for cultural exchange through three public performances in Mandurah, Bunbury and Perth, nine workshops at schools with Chinese language programs and a performance at the Australia-China Business Council Lantern Festival Gala Dinner, reaching around 3,800 people. The project resulted in plans for future tours and for Confucius Institute to work with DSD to bring a primary school performance troupe to WA as part of celebrations of the 30th anniversary of the WA-Zhejiang Sister State relationship.

- 
**Department of Culture and the Arts**—for a ‘Connect and Create: Creative Industries Forum’ which attracted around 160 people from across the WA arts and culture sector. The forum connected WA attendees with representatives from Shanghai Theatre Academy, the Director of the Chinese film ‘Song of Cotton’ and a Chinese international fashion buyer, brand consultant and columnist, enabling discussions regarding potential collaborations with the Asian arts and culture sector.
- 
**Department of Local Government and Communities (DLGC)**—for a Hong Kong-WA International Youth Exchange Program which saw an exchange of seven students between WA and Hong Kong, strengthening DLGC’s relationship with the Home Affairs Bureau of the Hong Kong Special Administrative Region Government with consideration being given to future exchanges.
- 
**Department of State Development**—for a Zhejiang Digital Animation Delegation which brought 10 digital animation students from Zhejiang to WA for a professional development program, enhancing links between Chinese and Western Australian education and training providers and the digital animation industry.
- 
**Fashion Council WA**—for the 2017 Chinese New Year Fashion Festival, the first of its kind, which included a ‘China Musings: A Fashion Journey’ campaign featuring top Chinese model Wang Yi, promotional activities with retailers Enex, Carillon and Garden City. Twelve leading local designers were commissioned to create a bespoke couture ensemble interpreting Chinese style displayed at Brookfield Place. A Chinese international fashion buyer, brand consultant and columnist was brought to WA for the event and also spoke at the DCA Creative Industries Forum. Connections continued following the project, with a delegation of three WA designers attending China Fashion Week in March 2017 and plans began for a multicultural theme for the Telstra Fashion Festival in September 2017.
- 
**OiChina**—for the Yangzhou Cultural and Cuisine Festival which enabled a delegation from Yangzhou to undertake a range of arts performances and cooking demonstrations to around 6,500 people including WA Academy of Performing Arts, Methodist Ladies College, Australia-China Business Council and Chung Wah Association and in Forrest Chase. The visit provided an opportunity to promote WA brand food products and establish partnerships with Chinese industry peers and resulted in an invitation from Yangzhou government for a reciprocal visit.
- 
**Perth Airport**—for a Welcome Activation—which for the first time saw the airport including CNY themed signage and branding at the Arrivals and Departures terminals, an Arrivals CNY Information Desk, themed content through the airport’s media channels and 33 Mandarin speakers volunteering as language ambassadors at the information desk to enhance the arrival experience for Chinese language speakers.
- 
**Study Perth Australia**—for a Perth Professional Development and Internship ‘Picture Yourself in Perth’ Competition, a Chinese English Teachers Professional Development Program and a Key Opinion Leaders (KOL) visit that introduced Chinese teachers to education facilities in Perth and highlighted international study opportunities in Perth. The KOLs reached 763,923 Weibo followers attracting 4,825,000 views with a media value of \$147,500 and 11,514 contacts through WeChat through 48 posts with a media value of \$68,000. The Chinese English teachers have become ambassadors for Perth to current and future students.

- ❶ **Tourism WA**—for a social media Buzz Marketing competition ‘Who can best match China and Western Australia?’ that attracted 235 participants and a visit by four KOLs who came to WA and visited key tourist attractions (Rottnest Island, Fremantle, Margaret River and the Swan Valley), promoting WA through online platforms Weibo and WeChat and reaching over two million followers.
- ❷ **Western Australian Chinese Scientists Association**—for the inaugural Australia-China Conference on Science, Technology and Innovation which attracted 139 Australian and 122 Chinese delegates that brought together academia, government and industry around key themes of sustainable and resilient infrastructure, medical science and public health, clean energy, agricultural and food sciences, and policy business and entrepreneurship. The forum included a Young Professionals Forum attended by around 100 young professionals and provided a platform to promote WA not only as a research and industry partner but also as an attractive tourism destination.
- ❸ **Western Australian Museum**— for a Discovery Centre at the WA State Library. The WA Museum presented children’s activities from 28 January 2016 to 15 February 2017, along with an exhibition of cultural artefacts sourced from the local Chinese community. Activities included making and decorating Chinese lanterns with images from the Chinese zodiac and attaching personal messages.
- ❹ **Wine Association of WA**—for a ‘Journey of Discovery Dinner’ hosted at Matilda Bay Restaurant that brought together a group of 14 people comprising four Chinese KOLs, WA wine and WA Fishing Industry Council industry representatives to raise brand awareness of WA as a premium food, wine and lifestyle destination and demonstrate the synergy between white wine and seafood. The event laid the foundation for an ongoing relationship between the two industry associations and resulted in discussions regarding a potential reciprocal event in mainland China.

The CNY program highlighted the breadth of WA’s engagement with China and future collaborative opportunities including in the arts and culture, international education, science and technology and research sectors. It demonstrated the effectiveness of a whole of government and cross-sectoral approach that establishes and builds on networks across government, the community, business and industry and the tertiary education sectors.

The program was typified by a high degree of collaboration which built new relationships, connected community, government and industry, and strengthened cultural, diplomatic and business links between WA and China.

It also confirmed OMI as an appropriate lead agency for such an initiative due to its established networks across each of these sectors and across government. Coordination by OMI enabled connections to be made between projects and facilitated the development of collaborative partnerships and support for projects. The community engagement process also uncovered new community groups to deepen OMI’s existing network.

The program enabled program partners to build their profile, raise awareness, and expand their business activities. It connected people with different expertise to create something more than they could deliver independently and to identify and explore future collaborative opportunities.

A focus on young professionals produced positive and unexpected results and revealed the potential for greater engagement with this group. Those involved in the CNY program revealed themselves as a driving force for their communities and a support in connecting with the wider community.

As a result of the initiative there was a deepening of trust and respect in OMI's relationship with the Chinese Consulate General in Perth, and the Consulate demonstrated its support through the gifting of lanterns and knots to the State. OMI and the State Government agencies involved have developed significant relationships with Western Australian Chinese communities representing both mainland and diaspora communities including those from Malaysia, Taiwan, Indonesia and Singapore.

OMI's overarching communications plan ensured consistent messaging and an identifiable 'brand'. It leveraged the combined stakeholder, media and social networking reach of partners and funded organisations and create positive media opportunities for all stakeholders.

An assessment of the investment in advertising and marketing indicates that this was achieved with expenditure of \$21,216<sup>1</sup> resulting in more than \$269,000 in unpaid media coverage reaching an audience of around 3.7 million.

The program highlighted the power of social media and the influence of KOLs as an effective strategy to reach overseas markets and promote WA and its products and services.

It also highlighted the value of a bilingual approach using translated information and engagement of Chinese language speakers wherever possible, including on the OMI project team.

The program also produced several tangible legacy pieces including WA Maritime Museum's bilingual (English/Mandarin) audio guide and OMI's series of short video vignettes 'Chinese Voices' that have been retained for future use.

The investment in the 2017 Chinese New Year clearly demonstrated the potential for the State to strengthen recognition and understanding of its relationships with international trading partners through cultural and social initiatives that:

- ④ invest in the relevant multicultural communities
- ④ identify new community and business networks
- ④ engage the wider population.

Based on the program's success, it is recommended that the State Government consolidates the relationships and strategies established through the program. This could include capitalising on its Sister State relationship with Zhejiang Province, local government Sister City affiliations, and major cultural events as levers through which to promote international trade and domestic enterprise opportunities, and to further cultural understanding and cultural literacy across the WA community.

---

<sup>1</sup> This included \$7,390 in paid advertising, \$6,751 in branding support to partners and \$7,072 in printing and marketing collateral - such as banners and t-shirts.

The program demonstrated the value of strengthening local multicultural community organisations to enable them to work as partners in achieving the State's international trade, business and cultural priorities. The Chinese New year program model could be adapted to WA's other major diaspora communities (e.g. India) and major trading partners particularly in Asia.

## INTRODUCTION

---

This report examines the 2017 Chinese New Year (CNY) program undertaken by the Office of Multicultural Interests (OMI) and covers the period from the announcement of funding to OMI for the program on 8 May 2016 to the conclusion of CNY projects in March 2017. It considers the:

- outcomes of projects funded by the CNY program
- extent to which the program achieved the proposed objectives
- OMI's project management of the program
- potential future directions.

The evaluation is based on information obtained from the following sources:

- project reports submitted by funded organisations in accordance with their Funding Agreements.
- feedback provided a debrief workshop with external representatives from funded projects held on Friday 17 March 2017
- feedback provided in an internal debrief workshop with OMI staff and employees held on Thursday 30 March 2017
- an online survey distributed to both external stakeholders including funded organisations, non-funded Chinese organisations, OMI staff and individuals that attended CNY projects and events.

## BACKGROUND

---

In May 2016, the Government of Western Australia allocated \$1 million for initiatives that leveraged Chinese New Year to promote Chinese culture and further strengthen relationships between Western Australia, China and neighbouring countries in the lead up to, during and after the Chinese New Year period, 27 January – 11 February 2017. The announcement was made by the then Minister for Citizenship and Multicultural Interests on 7 May 2016.

The program focused on China as the Chinese community is one of the most significant in terms of social and economic impact and is becoming increasingly important as WA strengthens links to China and the Asian region. It also aimed to leverage the annual celebration of Chinese New Year led by the Chung Wah Association, and to highlight the upcoming 30th anniversary of WA's sister-state relationship with Zhejiang province in China in November 2017.

### WA's Chinese Community

In addition to China, people from the WA Chinese community come from a range of countries including Hong Kong, Singapore, Malaysia, Vietnam, Indonesia and Taiwan. Data from the 2011 Census indicated that:

- there were 16,708 China-born people (excludes Special Administrative Regions and Taiwan) living in WA, an increase of 8707 people (or 108.8 per cent) since 2006
- there were 75,935 people in WA who identified as having Chinese ancestry
- there were 28,033 Mandarin speakers and 18,006 Cantonese speakers living in WA
- the median age of the China-born community in WA was 35 years and almost half (44 per cent) were young adults aged between 25 and 44 years
- Mandarin and Cantonese were the second and third most common languages, other than English, spoken at home in WA (Italian is the first).

### China-WA Trade relations<sup>2</sup>

China has been WA's largest export market since 2006. In 2015-16, WA's exports to China were valued at \$53.6 billion. Major exports included iron ore, gold, LNG and petroleum. China was WA's largest market for agricultural exports in 2014-15, leading export markets for barley, wool canola, oats, wine and mutton. China has become WA's sixth-largest source of overseas tourists with approximately 47,000 Chinese visiting WA in 2015-16 and spending approximately \$244 million.

China is WA's second largest source of foreign students (after India) with 3922 Chinese students commencing studies in WA in 2016. The China Australia Free Trade Agreement (CHAFTA) came into force in December 2015 and will make most Australian products free of tariffs when fully implemented, (by 2020).

### Chinese New Year

Chinese New Year is the most important traditional holiday period in China. Also known as the 'Spring Festival', in 2017, the Chinese New Year fell on 28 January and with festivities continuing until the Lantern Festival on 11 February. The Chinese zodiac assigns an animal to each Chinese New Year in a repeating 12-year cycle, with 2017 being the year of the Fire Rooster.

---

<sup>2</sup> Department of State Development (November 2016)

## Sister State Relationship

In 1987, a Sister-State relationship was formed between WA and Zhejiang province in China. The relationship was formalised in a Memorandum of Understanding (MOU) and is managed by the Department of State Development (DSD).

The agreement has resulted in many partnerships between the WA and Zhejiang, including investment by Zhejiang businesses in the resources, hotel, real estate, building supplies, services and agribusiness sectors in WA; collaborative relationships between Zhejiang and WA universities; the development of the live cattle export project from WA to Zhejiang; and cultural exchanges involving the West Australian Symphony Orchestra and the West Australian Ballet.

## PROGRAM MANAGEMENT

---

OMI established a five-member project team comprising OMI's Executive Director, OMI Manager Community Engagement, OMI Manager Community Relations and Information, a participant in the Department of Local Government and Communities' graduate program, and a project officer fluent in Mandarin who was specifically contracted to work on the program.

Two budget allocations of \$500,000 each were made which were directed towards discrete program elements:

- Public activation program—with funding provided to Avid Events through a Request for Service procurement process
- Partnership program—with funding provided through funding agreements with government and community agencies to deliver distinct, but complementary projects.

### Project Scoping

Three priority focus areas—Tourism, International Education and Cultural Diplomacy—were identified as priority areas of focus as well as a target group for particular focus—young professionals.

Initial project scoping was aided by an earlier OMI consultation with Chinese community leaders on 28 November 2015 to identify plans for Chinese New Year 2017. From this stocktake of existing CNY projects, events and activities, OMI was able to avoid any potential duplication of activity, identify opportunities to enhance existing CNY projects that aligned with the CNY program outcomes and focus projects on the four priority areas.

On 28 May 2016, OMI held a second consultation forum with Chinese community leaders on to brief stakeholders about the program and seek their support. This began a process of identifying potential partners through consultation with community groups, the former Minister and the Consulate General of the Peoples Republic of China in Perth.

OMI worked with a range of stakeholders to deliver the CNY program including:

- Commonwealth Government: Department of Foreign Affairs and Trade, Chinese Consulate General in Perth,
- State Government: Department of Local Government and Communities, Tourism WA, Department of State Development, Department of Culture and the Arts, WA Museum,

State Library of Western Australia, Curtin University and the University of Western Australia.

- Local Governments with Sister City relationships in China: City of Perth, Cockburn, Wanneroo, Joondalup, Bunbury, Greater Geraldton, Manjimip, Northam, Augusta-Margaret River and Kalgoorlie Boulder
- Community: Chung Wah Association, Western Australian Chinese Scientists Association, Australia China Young Professionals Initiative and WA Chinese Language Teachers Association
- Business: Avid Events, OiChina Incorporated, Study Perth, Confucius Institute of WA, Perth Airport, Fashion Council of WA, Brookfield Place, Wines of Western Australia, Australia China Business Council and Most WA.

Based on consultations, 15 partnership projects were identified, which had been assessed as value for money; consistent with the priorities and objectives of the program and did not duplicate existing projects, events or activities; and ensuring engagement of the wider community. They were:

1. Australia China Initiatives Limited – for the Golden Koala Chinese Film Festival
2. Chinese Language Teachers Association – Community School Teachers’ and Teachers Professional Learning Project
3. Chung Wah Association – 2017 Perth Chinese New Year Fair
4. Confucius Institute of WA – Wenqin Performance Troupe Tour of WA
5. Department of Culture and the Arts – Connect and Create: Creative Industries Forum
6. Department of Local Government and Communities – Hong Kong-WA International Youth Exchange Program
7. Department of State Development – Zhejiang Digital Animation Delegation
8. Fashion Council WA – 2017 Chinese New Year Fashion Festival
9. OiChina – The Yangzhou Cultural and Cuisine Festival
10. Perth Airport—Welcome Activation and Volunteer Program
11. Study Perth Australia – Perth Professional Development and Internship Competition Program; and Chinese English Teachers Professional Development Program
12. Tourism WA – Social Media Buzz Marketing; and Key Opinion Leaders (KOL) visit
13. Western Australian Chinese Scientists Association – Australia-China Conference on Science, Technology and Innovation
14. Wine Association of WA – The Journey of Discovery Dinner (partnership with the WA Fishing Industry Council).
15. WA Museum – Discovery Zone at the State Library of WA.

### Volunteer Program

To ensure cultural authenticity, strengthen involvement of local communities and to assist in program delivery OMI recruited Chinese language speaking volunteers to provide support at various public activation locations:

- 13 volunteers to provide language support to Gold Coat Ambassadors at the Perth Airport, assisting tourists from Chinese languages speaking regions
- 33 volunteers to provide language support to the general public at Elizabeth Quay during public activation activities
- seven volunteers to provide Chinese language support to the general public at Brookfield Place during public activation activities.

## COMMUNICATIONS

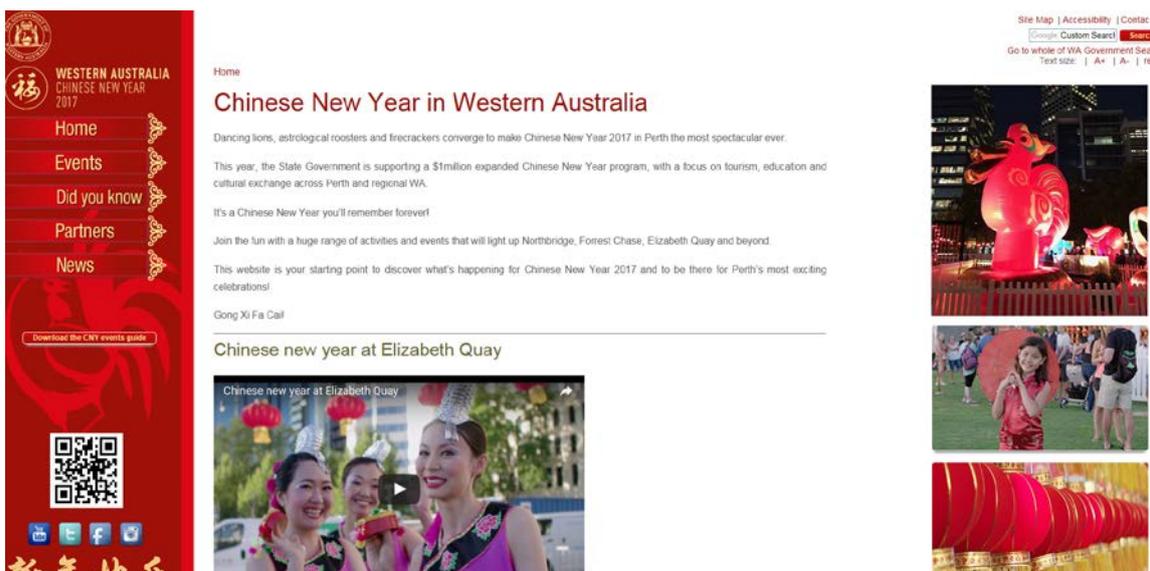
OMI developed an overarching Communications Plan to ensure consistent messaging and an identifiable 'brand'. The plan sought to leverage the combined stakeholder, media and social networking reach of partners and funded organisations and create positive media opportunities for all stakeholders. OMI produced a marketing toolkit, overarching message, and partnered with groups to tailor messaging to suit their audiences.

OMI provided a branding package to all partnering organisations to incorporate into their existing marketing channels to encourage a consistent look and feel across all activities. The branding was flexible and could be incorporated into existing branding and collateral.

The package also included a cultural reference fact sheet that could be distributed to frontline staff and staff who would be liaising with Chinese visitors.

OMI developed a bilingual bespoke website ([www.cny.wa.gov.au](http://www.cny.wa.gov.au)) as a portal of information about Chinese New Year activities in WA. Launched in the first week of January 2017, it featured: a calendar of events (with a downloadable bilingual events guide); links to partners' websites; and background information about Chinese New Year. The site also featured logos, graphics and email signature blocks that could be downloaded.

### Chinese New Year Website





Partnering organisations were encouraged to ‘theme’ the front pages of their website and emails and link through to the microsite. The website received a total of 1,028 384 website hits, with a peak of 169,172 on 28 January. OMI developed the hashtags #WACNY17 and #WACHina that all stakeholders were encouraged to use to promote the CNY Program. The hashtags were unique to the 2017 CNY Program in order to calculate the reach of the program on social media using Radian 6 software, which was trialled as a way of monitoring the effectiveness of the social media strategy.<sup>3</sup>

Partnering stakeholders were encouraged to leverage their own media relationship to promote activities, however OMI took the lead on media activities in relation to the public activation program. Where requested, OMI assisted partners identify and approach mainstream and ethnic media.

Additional social media advertising was provided through OMI’s Facebook page and Twitter account. OMI gained 22,601 impressions on Facebook and 4700 impressions via Twitter.

Capitalising on an existing relationship with *The West Australian* newspaper, OMI arranged for a series of articles about the WA Chinese community in the lead up to Chinese New Year. OMI purchased advertising in *The West Australian* newspaper at a cost of \$10,000 for a CNY supplement that resulted in additional unpaid editorial valued at an additional \$20,000. Between 1 January and 20 February 2017, 18 items were published that specifically refer to the expanded CNY program, and/or mention the [cny.wa.gov.au](http://cny.wa.gov.au) website. This coverage reached a cumulative audience of 1,823,414 and had an advertising space rate (ASR) of \$115,086.

<sup>3</sup> Radian 6 is an online social media monitoring tool that scans websites, blogs and social media platforms, identifying relevant hashtags or keywords and analysing the total number of posts on various social media platforms that feature a specific hashtag or keywords; the regions where social media users are using a specific hashtag or keyword; the languages used by the social media users that are using a specific hashtag or keyword; peaks and trends of the use of a specific hashtag or keyword over a period of time; and other keywords or hashtags in the posts that are linked to the specific keyword or hashtag.

Through a partnership the Social Media Command Centre at Curtin University, OMI trialled the Radian 6 software for the first time. Radian 6 is an online social media monitoring tool that scans websites, blogs and social media platforms for keywords related to an activity. For example Radian 6 identified that the Chinese media platform WeChat had 31,484 directly related reads.

OMI also worked with over 13 ethnic media outlets including Mandarin Beats 95.3fm, Australian China Times, Australia Asia Business Weekly, Oriental Online Media, Au People, Chung Wah Magazine, Oceania Times, WeiPerth, Most WA, Perth BBS and Today Perth. A 'Happy New Year from Western Australia' message was also recorded for Chinese national media outlet, People's Daily Online, which was viewed worldwide by an estimated 510 million people.

In partnership with Most WA, OMI developed a series of short video vignettes 'Chinese Voices'. Members of WA's Chinese speaking community were invited to be interviewed in order to highlight WA's Chinese community and the contribution they have made to WA's development. Twenty-four participants were chosen from a broad section of WA's community including arts and culture, education and academia, industry and business, sport and community-building, and shared their experiences of what WA meant to them.

The video was captioned and was shown at various events during the CNY period including on the public screens in the Northbridge Piazza and Perth Cultural Centre. The video could also be viewed on the 2017 CNY Program website ([www.cny.wa.gov.au](http://www.cny.wa.gov.au)) and YouTube and YouKu where it was viewed 4,480 times. The film was also promoted to mainstream and ethnic media channels including MostWA's and Australia China Time's Weibo pages and will be retained for future use.

### Consulate General of the People's Republic of China in Perth

In recognition of the Government of Western Australia's allocation of \$1 million towards CNY celebrations in WA, the Consulate through Mr Lei Kezhong, Consul General gifted the State Government 72 red Chinese lanterns and 75 red Chinese knots to enhance the celebrations.

The lanterns and knots were distributed to:

- ④ 11 local governments across WA who have sister city relationships with Chinese cities— City of Perth, Cockburn, Wanneroo, Joondalup, Bunbury, Greater Geraldton, Manjimup, Northam, Augusta-Margaret River and Kalgoorlie Boulder
- ④ four popular arts and cultural sites across Perth including the Perth Concert Hall, His Majesty's Theatre, State Theatre Centre of WA and the Confucius Institute
- ④ seven community and government organisations delivering projects as part of the 2017 CNY Program
- ④ Oberthur Primary School (in recognition of its leadership in the learning of Mandarin through its Chinese immersion program).

The knots and lanterns enhanced the CNY theming and celebrations across WA and promoted the goodwill of the Chinese Consulate to the State of Western Australia.

## PROJECT ACHIEVEMENTS

---

The Chinese New Year program targeted three priority areas—Tourism, International Education and Cultural Diplomacy—and identified young professionals as a key target group. These provided a focus for the direction of effort and funding. A number of the projects addressed more than one of the priority areas and several included young professionals. The matrix in Figure 1 provides a schematic overview of the areas to which each of the projects contributed.

Outcomes of each of the funded projects are provided below, including the major funding provided to Avid Events for a large scale activation.

### Avid Events Public Activation Program

Avid Events was funded \$500,000 to deliver a public activation program through a series of temporary activation installations and performances throughout Northbridge, the City of Perth and Elizabeth Quay from 27 January to 5 February 2017. Avid Events employed around 70 people to deliver the program. Avid Events worked to create a cohesive, branded and coordinated festival to celebrate and promote Chinese and other Asian cultures through temporary installations and performances, expanding the current CNY celebrations, and linking many of the partner activations.

Avid Events partnered with the Chung Wah Association, Perth Airport, Tourism WA, Australia China Business Council, Metropolitan Redevelopment Authority, Western Australian Museum and Fashion Council to deliver the activation which included the following sites:

- **Elizabeth Quay**—a free public event with 10 days of performance, day and night activation featuring giant lanterns, interactive and digital elements, workshops, and traditional and contemporary Chinese performances with an attendance of around 25,100 people. OMI recruited 33 volunteers from the Chinese community to provide language support to attendees where required. The event included a public photographic exhibition depicting early Chinese migrants between 1900 and 1927 and contemporary Chinese Australians. These have been retained for future display at the State Library of WA.
- **Forrest Chase** attracted around 25,087 people and was the site of a projection onto the GPO Building which ran from 6.00pm to midnight, commencing 27 January and ending 4 February. The Friday night Hawkers Market was themed with red lanterns, music, and lion dancing from 4.30pm to 9.30pm
- **Brookfield Place, Perth** was visited by around 620 people. It hosted the Chinese Fashion and Design Exhibition in Tower 1 Lobby in a partnership with Fashion Council WA from 27 January to 4 February. Tai Chi lessons were held at 7.15am on three mornings in the Main Square and Lion Dancing on Monday 30 January as part of the Fashion Council of WA's 'China Musings' exhibition. OMI recruited seven volunteers who provided Chinese language support to visitors. Lanterns in the trees provided created a cultural setting and enhancement to the plaza.
- **James Street, Northbridge** was the site of the Chinatown Gate Chung Wah performance space as part of the Chinese New Year Fair held on Sunday 29 January which attracted 80,000 people. As part of Avid's activation, the Chung Wah Association building on James Street was lit with projection and red 'up' lights on Sunday 29 January 2016.

### ***Key learnings and future directions***

Avid Events gathered feedback from event attendees via surveys conducted by volunteers. This indicated that the Elizabeth Quay event was considered a welcoming, safe, relaxed place for families and the wider community with a balance of performances, activities, history, and cultural relevance. The installations and theming was well received including the event signage and the Digital Welcome Entry. Of the 138 respondents:

- 📌 72.5 per cent rated the event/performance they attended as ‘excellent’ and 26.1 per cent rated it as ‘good’
- 📌 86 per cent would recommend attending the CNY Festival to friends
- 📌 91 per cent would attend a CNY or similar cultural festival again
- 📌 92 per cent reported that the event they attended makes a valuable contribution to the broader Perth community and cultural scene.

The projection and lion dancing in Forrest Chase added a distinct CNY feature to the Hawkers markets and was well received by patrons.

The blessing and lion dance through the Brookfield café court and precinct was well received as was the corporate function in Brookfield Tower 1 Lobby.

The CNY festival in James Street was well attended and received by the local communities with many families and large groups attending from both Chinese and non-Chinese communities.

The 2017 CNY branding, event website, hashtags and event information was well received and communicated key messages to the general public over the 10 day CNY Festival.

Avid Events collected suggestions from the public on how the public activation could be improved. These included:

- 📌 more advertising of events in newspapers and magazines, on commercial radio in the weeks leading up to the event—43 per cent of respondents heard about the event they attended from passing by; 33 per cent via word of mouth; and 15 per cent from social media.
- 📌 consider links to schools for future festivals
- 📌 more ‘hands on’ activities for adults.

Avid Events noted that although the 2017 events were well-attended despite inclement weather on a number of days, a dedicated marketing and promotion plan and associated budget would increase attendance. It was also recommended that for future events, depending on the time of year, activities occur in the late afternoon/evening, particularly if budget constraints do not allow full day events and activities. A late afternoon/evening program would work best with light and lantern based activities. OMI also noted the value of multicultural activation at mainstream venues such as Elizabeth Quay which has also been utilised for Indian and Buddhist events.

### **Australia China Initiatives Limited**

- 📌 Australia China Initiatives Limited (auspicing Australia-China Young Professionals Initiative—ACYPI), was funded \$15,000 to deliver the Golden Koala Chinese Film Festival. This national touring festival is presented annually and was held in Perth from the 13-17 February 2017. This was the third film festival held Perth and is a free event.

The festival program comprised nine Chinese independent films produced in mainland China and profiled young professionals in the film and screen industries, unique techniques in film production and storytelling and provided insights into Chinese filmmaking.

An opening night was held on 13 February 2017 to promote the featured films and celebrate the Australia-China relationship. Approximately 200 people attended, including guests from education institutions, business associations, film industry practitioners, business, academics, and local Chinese community organisations.

OMI funding enabled an up-scaling of the event including a higher-profile venue of the State Theatre Centre of WA and sponsorship of a visit to Perth by festival's feature film *Song of Cotton*. The director Mr Yuancheng Zhu, presented at a Creative Industries Forum on 11 February 2017 and also participated in a Q&A session on the opening night of the film festival. The Q&A session gave audience members access to a contemporary Chinese filmmaker and offered insights into film-making in China.

The festival provided a platform for young professionals to access and connect with film industry practitioners and academics from Australia and China. One young professional was offered a job opportunity with a joint film production crew team in Sydney through connections made at the opening night function.

### ***Key learnings and future directions***

While there were challenges, the organisers deemed the festival a success. It was the first time for many Chinese film directors and investors to visit Perth and provided an opportunity for practitioners from the WA and Chinese screen industry to connect, share experiences and explore future collaborative opportunities. This was identified as an enduring impact of the project, as well as the formation of new partnerships between Australia China Initiatives Limited and ABC Radio, Most WA and the Hong Kong Australia Business Association.

The event provided ACYPI with greater access to a wider Chinese and non-Chinese network and enhanced relationship and the festival brand.

The festival attracted over 800 people. Australia China Initiatives Limited estimates that the 2017 festival attracted a higher percentage of non-Asian attendees than previous years, with approximately one-third of the audience being non-Asian. In this regard, it helped develop Western audiences' knowledge and appreciation of Chinese culture through viewing Chinese films that showcased a diversity of viewpoints. To enhance this learning in future festivals, it was suggested that a short video at the beginning of each screening in which the Director introduced the film may help audiences better understand its context and meaning.

While the audience numbers were good, it was noted that audience size was likely affected by the conflicting entertainment opportunities on offer in February and that it would be preferable that it be held at a different time—possibly March—which would enable the organisation to enlist the support of university students.

It was also suggested that numbers could be improved by focusing sessions on weekends rather than during the week. While a success factor was the positive partnerships with professional and community organisations to promote the event, it was suggested that it would likely be more effective to focus marketing and promotion activities on targeted group and social media channels rather than offline promotion (such as printing flyers).

## Chinese Language Teachers Association

The Chinese Language Teachers Association of WA (CLTAWA) was funded \$11,848 to conduct a professional learning program from 25 February to 25 November 2017, ensuring that the momentum of the CNY program will continue through to the 30th anniversary of WA's Sister State relationship with Zhejiang Province. The program was launched on 25 February at Shelley Foreshore.

The program will be delivered by specialists in the language teaching field within WA and from interstate. It will focus on improving the skills of Chinese community school language teachers in the areas of programming and use of technology to enhance their language teaching. The CLTAWA estimates that there are around 20 Chinese community language schools in WA with approximately 300 teachers and over 2000 students.

The program comprises three professional learning sessions:

- Understanding how Australian School Students Learn and Implications for Chinese Community School Teaching—Saturday 6 May 2017—delivered by Dr Jane Orton, Director of Chinese Teacher Training Centre, University of Melbourne
- Understanding the New Western Australian Curriculum: Chinese Second Language—Saturday 4 August 2017—delivered by Adriana Douglas, Principal Consultant, WA School Curriculum and Standards Authority
- Effective Teaching Methodologies Incorporating Visible Learning in Chinese Learning and Teaching (date to be determined)—delivered by CLTAWA committee members Jieqi Zhang (CLTAWA President and Chinese Program Coordinator, Oberthur Primary School, Bonnie Woo (CLTAWA Immediate Past President and Head of Chinese Language, Methodist Ladies College of WA), Li Liu (Secretary CLTAWA and Chinese Language Specialist, Christ Church Grammar School) and Arlene Wong (CLTAWA Professional Development Coordinator and Chinese Language Specialist, Perth College).

The project will be evaluated following its conclusion.

## Chung Wah Association – 2017 Perth CNY Fair

Chung Wah Association was funded \$10,000 to organise and hold the 2017 Perth Chinese New Year Fair in Northbridge on 29 January 2017. The funding supplemented the \$15,000 already received through OMI's Community Grants Program and enabled Chung Wah to provide co-ordination of the Chinatown Gate program on James Street, Northbridge as part of the CNY Fair and support Avid Events activation at Elizabeth Quay.

The 2017 Perth Chinese New Year Fair was held along James Street in Northbridge, extending into the Chinatown precinct in Roe Street. It was joint winner of 2017 Fringe World's Free and Community Event Award.

The Fair attracted a crowd of approximately 80,000 people over four major event zones in Northbridge: James Street, Chinatown, Lake Street and the Piazza. Over 20 Chinese and other community associations participated in the event with over 40 food stalls including Chinese, Korean, Vietnamese, Japanese, Indonesian, Malaysian, Mexican, European, and Australian with 12 trade and 15 community stalls.

Thirteen groups and over 300 performers participated in a street parade on James Street. Performances in Chinatown featured a variety of cultural performances such as a multicultural parade, music, dance, martial arts and lion and dragon dances. Participating multicultural performances included Mauritian, Spanish, Brazilian, Indian and Indonesian.

Cultural stall highlights included Origami, children's crafts, a calligraphy demonstration, children's games, a Chinese costume photo booth and a West Coast Eagles handball goal.

Over 180 performers participated in the evening multicultural concert.

The Chung Wah Association mobilised approximately 100 volunteers to support the event.

The Fair received media coverage through *The West Australian* and *The Canning Times* newspapers, West Television, ABC Perth, SBS Radio Cantonese, 6EBA FM Chung Wah Cantonese Radio, Ostar Mandarin Radio FM90.5, Fringe World, Transperth listings on buses and trains, City of Perth, Chinese language newspapers, WA Fashion Council, the Australia Post website, the Urban List, Weekend Notes and Event Finda websites and the OMI website and promotional material.

### ***Key learnings and future directions***

Chung Wah Association undertook a survey of 45 attendees of whom 93 per cent stated that they had a better understanding of various local Chinese cultures as a result of attending. Chung Wah note that the project would be improved by allowing more time to plan, organise and promote the Fair and earlier confirmation of funding. OMI also noted the need for Chung Wah to generate greater cross-promotion of the Chinese New year program and the events of other stakeholders.

### **Confucius Institute – Wenqin Art Troupe Tour**

The Confucius Institute of the University of WA was funded \$20,000 to deliver a program of performances throughout WA by Wenqin Performance Troupe from Zhejiang University, China.

The purpose of the Wenqin Tour was cultural exchange.

The Troupe performed between 12 and 22 February 2017 delivering three public performances in Mandurah, Bunbury and Perth; nine workshops at schools with Chinese language programs across the Perth metropolitan area; and one performance at the Australia China Business Council (ACBA) Lantern Festival Gala Dinner, attended by 500 people.

The performances represented different Chinese ethnic groups, costumes and traditions to demonstrate the range and depth of Chinese culture. Explanations before each act gave audiences an understanding of the performance, costumes and musical instruments.

The public performances attracted more than 1019 people from the mainstream community in Mandurah, Bunbury and Perth. Each theatre marketed the program to their existing customer base and the Institute received feedback that audience members were mostly from non-Chinese backgrounds.

The schools workshops attracted an audience of more than 2300 students, drawn from the wider school body, not only those studying the Chinese language. The nine participating schools included primary and secondary, private and public schools from across the Perth metropolitan area, from Bull Creek in the south to Hillarys in the north. Students were able to meet the performers and ask questions, as well as try dance steps and traditional Chinese musical instruments.

Discounted tickets for the Penrhos show were provided to members of the Australia China Business Friendship Society of WA, the Chinese Language Teachers Association of WA, the China Youth Association and the Australia-China Young Professionals Initiative, giving them the opportunity to bring friends, family and stakeholders to the performance at a low price.

The performances and workshops gave WA students and community members the opportunity to experience and enhance their understanding of Chinese culture and language, facilitating cultural exchange and enhancing the cultural awareness of the broader WA community and promoting the learning of Chinese languages to students.

While in WA, the Wenqin Performance Troupe were provided with opportunities to experience WA with trips to the beach, Peel Zoo and Rottnest Island, a barbeque by the Swan River with Confucius Institute staff, and an Aboriginal Welcome to Country in Mandurah.

### ***Key learnings and future directions***

The Confucius Institute considered the Wenqin Tour a success on all measures. This was the largest scale project that the Institute had managed and, while there were challenges, demand for workshops and audience numbers were higher than expected and performances were well received.

A key to success was engaging a native Chinese speaker and native English speaker to assist with communication, although this added to the project cost.

Confucius Institute formed partnerships with Mandurah Performing Arts Centre, Bunbury Regional Entertainment Centre and the Bunbury Chinese New Year Festival and Penrhos College. The Institute reported that it is hoped that the tour has removed some of the concerns that mainstream venues may have had in working with performance groups from non-English speaking backgrounds.

Participation in the 2017 CNY Program also built the capacity and confidence of the organisation to progress another tour of a Chinese performance, this time for Moon Festival and Confucius Institute Day in September 2017. The Institute has begun talks with Zhejiang Academy of Arts (a counterpart to the WA Academy of Performing Arts [WAAPA]) to present the troupe at the Octagon Theatre and organise workshops with WAAPA and the UWA Music School.

The Institute also plans to work with DSD to bring a primary school performance troupe to WA as part of celebrations of the 30<sup>th</sup> anniversary of WA-Zhejiang Sister-State relations.

### **Department of Culture and the Arts**

The Department of Culture and the Arts (DCA) was funded \$10,000 to deliver the 'Connect and Create: Creative Industries Forum' at the State Theatre Centre of WA from 12:00pm to 7:00pm on Saturday, 11 February 2017.

This was the first forum organised by DCA on opportunities for the WA creative industry in China and focussed on three key themes: performance, production and practicalities. The project aimed to inform and inspire Western Australian arts and creative practitioners to engage with China, connect their work to Chinese markets and promote creative collaboration and organisational partnerships.

The forum included three Chinese keynote speakers: Professor Changyong Huang, President of Shanghai Theatre Academy, Mr Yuancheng Zhu, Director of the Chinese film 'The Song of Cotton' and Mr Yang Li, international fashion buyer, brand consultant and columnist. Each

keynote address was followed by panel discussions with WA based cultural practitioners such as Alan Lindsay, Managing Director of the Bunbury-based Vue Group Bunbury, and Craig Whitehead, CEO, West Australian Symphony Orchestra.

The forum was free and 160 people registered to attend. Around 50 per cent of attendees were involved in the CNY program, including Chinese digital animation students from the DSD project, Fashion Council WA and the Golden Koala Chinese Film Festival representatives. Approximately 50 per cent of attendees heard of the event through DCA's stakeholder communications, including WA arts professionals, cultural sector practitioners and arts students.

A survey of 25 attendees was conducted before and after the forum and indicated an increased likelihood of future collaboration with the Asian arts and cultural sector (from 58 per cent to 71 per cent), while 56 per cent of respondents expressed their interest in participating in future forums and discussion groups on cultural relationships with China.

The forum progressed participant's awareness of the vitality and scale of the Chinese creative sector and increased the understanding of WA practitioners on the challenges and opportunities of working in China and within Chinese culture.

### ***Key learnings and future directions***

DCA reported that the forum resulted in conversations between participants around potential collaborations in the Asian arts and culture sector. DCA also noted the potential to replicate the program to other key countries of Interest such as India and Indonesia to promote the profile of WA creative industries into these strategic markets.

Following the 2017 State election, OMI will be located within the new Department of Local Government, Sport and Creative Industries and this will facilitate greater synergy and opportunities for partnerships between the multicultural and creative sectors.

### **Department of Local Government and Communities**

The Department of Local Government and Communities (DLGC) allocated \$47,000 for a Hong Kong-WA International Youth Exchange Program involving a visit of seven Hong Kong youth delegates to Perth from 10 to 17 October 2016 and a reciprocal visit of seven WA youth delegates to Hong Kong from 6 to 13 February 2017 during the CNY.

The theme of the exchange was 'youth participation' and 'social innovation', with the programs in both countries constructed around these themes and the delegates were selected based on their involvement in these areas. Delegates gained insights into youth participation programs and social innovation programs in both countries, exposing them to new perspectives and approaches to engage youth and address various social issues. The exchange program enhanced the delegate's capacity and knowledge in these areas which will enrich their future education and career goals. It also enhanced the delegate's cultural understanding and connection and links to Hong Kong and WA.

The program enhanced the personal and professional development of the participating delegates. The exchange program also strengthened relations between WA and China, with the Hong Kong Government keen to continue the initiative.

### ***Key learnings and future directions***

Delivery of the exchange program strengthened DLGC's partnerships with the Home Affairs Bureau of the Hong Kong Special Administrative Region Government and the Youth Affairs Council of Western Australia.

DLGC is scoping the potential of expanding the Hong Kong-WA Youth Exchange Program reciprocal model to other areas across Asia including China, East Java, India, Indonesia, Japan and Singapore.

### **Department of State Development**

The Department of State Development (DSD) was funded \$35,000 to host a delegation of 10 digital animation students from Zhejiang, in recognition of the 30<sup>th</sup> anniversary of WA and Zhejiang's Sister-State relationship. The delegation visited WA from 10 to 16 February 2017.

DSD worked with a range of partners including Zhejiang Department of Foreign and Overseas Chinese Affairs, Zhejiang Business College, Department of Training and Workforce Development (DTWD), South Regional TAFE, TAFE International, Department of Culture and the Arts, and OMI.

The delegation attended a briefing by DSD, OMI, TAFE International, Study Perth and ScreenWest; attended the 'Create and Connect: Creative Industries Forum'; participated in a one-and-a-half day digital animation workshop at South Regional TAFE in Margaret River; and visited various sites in WA including Margaret River, Busselton Jetty, Caversham Park and Perth City.

The briefing and DCA 'Create and Connect' forum provided an opportunity for the delegation to connect with industry professionals and gain insights into WA's digital animation industry. At the Forum, the delegation met Alan Lindsay from The Vue Group, a digital animation company currently working with the Shanghai Hippo Animation Design Company, who shared his advice and experiences.

Briefings from TAFE International and Study Perth increased the delegation's understanding of international education opportunities in WA. Participation in the South Regional TAFE workshop offered insights into studying in WA. The delegation increased their understanding of the WA digital animation sector and built connections, enhancing possible opportunities for WA and Zhejiang to collaborate and work together on digital animation products in the future.

While in Margaret River, the delegation also met with local government representatives from the Shire of Augusta-Margaret River as the Shire is Sister-City relationship with the City of Haining in Zhejiang Province.

Feedback indicated that many of the delegation students were considering pursuing future study opportunities in WA.

### ***Key learnings and future directions***

The visit enhanced existing links between the delegation and Department of Training and Workforce Development (DTWD), South Regional TAFE, TAFE International, Department of Culture and the Arts and Screenwest.

As part of the 30th Anniversary Sister State commemoration DSD is organising for 10 WA digital animation students and two lecturers to travel to Zhejiang in November 2017 to increase knowledge of China's digital animation industry and capabilities. The itinerary will include

briefings by the Zhejiang Departments of Education and Foreign and Overseas Chinese Affairs and visits to the Zhejiang Business College, Institute of Mechanical and Electrical Engineering, National Animation Industry Base and China Animation and Cartoon Museum.

### Fashion Council WA

The Fashion Council WA (FCWA) was funded \$100,000 to deliver a CNY Fashion Festival program that ran from 30 January to 10 February 2017 that included:

- *China Musings: A Fashion Journey* campaign featuring top Chinese model Wang Yi
- promotional activities with retailers Enex, Carillion and Garden City
- contribution of one keynote speaker and one panellist at the *Connect and Create: Creative Industries Forum*
- commissioning of 12 leading local designers to create a bespoke couture ensemble that communicated their ideas on Chinese style whose designs were publicly displayed in Brookfield Place from 30 January to 10 February, attracting around 113 attendees over the weekend of 4 and 5 February 2017.

The program showcased WA as a creative destination through a familiarisation program for fashion industry guests. FCWA secured high profile guests including top model Wang Yi, the Vice Chairman of the China Fashion Association (CFA) Mr Yang Jian, the International Program Director of CFA Mr Xu Ning, the International Program Senior Manager of CFA, Ms Shi Na, leading Chinese designer Zhang Yichao, and international buyer and columnist Yang Li. Fashion Council WA's industry guests shared their WA experience online, raising the profile of WA's fashion industry in China, and promoting WA as a tourist destination.

The FCWA delivered an extensive media campaign promoting the festival to the broader WA community with 10 articles appearing in various WA newspapers; five articles appearing in local Chinese newspapers; four advertisements and one supplement appearing in *The West Australian* newspaper; and two radio segments and six television segments also featuring the Fashion Festival. The festival was featured in an article in *The People's Daily*; the biggest newspaper group in China with a circulation of between three and four million people.

A launch event of the designs was held at Brookfield Place and attended by around 200 industry, media, public and private sector guests. A living installation was displayed at the Australia China Business Council (ACBC) CNY Gala Dinner, attended by around 500 people, on 16 February 2017. This involved a runway display of 12 garments from the 'China Musings: A Fashion Journey' exhibition and a video recognising the cultural exchange and commercial development opportunities arising from the formalised partnership between FCWA and the China Fashion Association.

FCWA provided two speakers for the DCA Creative Industries Forum on 11 February: Yang Li, who spoke about growing a business for international markets, and Alvin Fernandez, a designer, who spoke about his recent experience in the China market as a result of the FCWA and CFA partnership.

Retail activities included a prosperity shrine at Garden City shopping centre; a CNY Fortune Cookie competition by Enex 100 at the predominantly Asian food podium; and a 'Lucky Lunar' competition at Carillon City.

FCWA hosted famils for guests to experience Perth as a destination and to enhance the CNY media story. Activities included dining, visiting key tourist destinations, a meet and greet with officials including the City of Perth Lord Mayor and other officials, and designer studio visits.

### ***Key learnings and future directions***

This was the first project of its nature for FCWA. FCWA reported that the project deepened its level of engagement with the China Fashion Association, China's largest fashion group. As a result of this engagement, Fashion Council WA and China Fashion Association achieved an Australian first by signing a five year memorandum of understanding to advocate, and promote WA designs in China and internationally, It was noted that the partnership will nurture, advocate and celebrate WA designers in China and internationally which was expected to boost tourism and cultural connections between WA and China. An enduring impact was identified as increased Asian literacy, cultural awareness and bilateral exchange.

Arrangements were also made for a delegation of three WA designers to attend China Fashion Week in March 2017 and FCWA will include dedicated multicultural and Indigenous platforms for the first time, as part of the Telstra Fashion Festival in September 2017.

In terms of lessons learned, FCWA noted that longer lead times would enable greater collaboration and planning and that increased funding and more support, including from additional partners such as the City of Perth, would enable the program to be strengthened and expanded.

### **OiChina Incorporated**

OiChina Incorporated was funded \$10,000 to host a delegation from Yangzhou for the Yangzhou Cultural and Cuisine Festival in Perth. The delegation visited Perth between 15 and 18 February 2017, undertaking a range of arts performances and cooking demonstrations. The delegation consisted of 13 performing artists and government officials from the Administration of Press, Publication, Radio, Film and Television of Yangzhou City Government.

The delegation performed to approximately 6500 people in Perth at four community performances (WA Academy of Performing Arts, Methodist Ladies College, Australia-China Business Council Ball and Chung Wah Association), and one public performance in Forest Chase, showcasing Yangzhou's culture through arts and food experiences.

The Yangzhou delegation also met with representatives from the WA Academy of Performing Arts (WAAPA).

A closing 'thank you' gala event was held at the Northbridge Hotel on 18 February.

An article on the visit was published in the Yangzhou Daily newspaper, highlighting WA's scenic landscape, cultural diversity and positioning WA as an ideal tourist destination. The newspaper has a distribution of around 150,000 including 50,000 via internet and 100,000 hard copy.

The project also offered opportunities to form education partnerships between WA and Yangzhou. The delegation visited Methodist Ladies College, where primary school students currently learn Mandarin, delivering a performance and gifting the College a Guzheng (a traditional Chinese instrument) to enhance the Chinese cultural learnings.

OiChina formed partnerships with Chinese government organisations including the Foreign Affairs Office of Yangzhou City, the Yangzhou Public Diplomacy Association, Guesthouses of Yangzhou City Government, the Administration of Press, Publication, Radio, Film and Television

of Yangzhou City Government and the Consulate General of the People's Republic of China in Perth.

OiChina also formed partnerships with WA organisations including the Australia China Business Council (ACBC), Chung Wah Association, Price Waterhouse Coopers (PwC), Australia Jiangsu United Association, WA Academy of Performing Arts, Methodist Ladies College, City of Perth, DCA and DSD.

### ***Key learnings and future directions***

As a result of the visit, Methodist Ladies College has expressed an intention to pursue collaboration opportunities with Yangzhou including a potential student exchange program. The Yangzhou delegation and WAAPA have also expressed interest in exploring future collaborative opportunities.

The Yangzhou government delegation has extended an invitation to OiChina and relevant WA counterparts to join its International Canal Seminar and Yangzhou International Cuisines Festival in September and October 2017. OiChina reported that the delegation's visit provided an opportunity to promote WA brand food products and establish partnerships with Chinese industry peers at the Yangzhou International Cuisines Festival, scope a Sister-City relationship between Yangzhou and a WA city; and discuss the visit of future delegations from Yangzhou with the Chinese Consulate General in Perth.

Subsequent to the CNY event, in March 2017, a Yangzhou enterprise delegation visited Perth and connected with PwC, ACBC and other local services to explore future business opportunities.

### **Perth Airport**

OMI partnered with Perth Airport to provide a 'Chinese New Year' welcome at Perth Airport through activation and marketing to ensure tourists, particularly those from China and other Asian countries, would receive a cultural welcome at the Arrivals hall as they arrived. The activation included:

- A CNY Information Desk at the Arrivals Hall with themed signage - an opportunity to share information with visitors about activities during the CNY period
- provision of CNY branding and promotion to airport retailers who then built the concept into their own promotions.
- sponsorship by China Southern Air through a competition for a return flight to China, which was promoted in the terminal and on social media
- enhanced passenger experience through themed signage (physical/ digital) in the Arrivals Concourse
- enhanced passenger experience through themed signage and decals in the Departure concourse.
- themed content through Perth Airport's social media channels.

OMI enlisted the support of 33 Mandarin-speakers who volunteered as language ambassadors at the Perth Airport CNY Information Desk to provide information on the CNY program during the peak arrival times for visitors from China and other Asian countries such as Singapore.

OMI provided a 2017 CNY branding package, social media content and program calendar for distribution to tourists at the Airport during, and overlapping the CNY period.

The language ambassadors worked alongside Perth Airport's official volunteer Gold Coat Ambassadors to provide language support to Chinese tourists. The participating volunteers demonstrated a high level of enthusiasm, pride and dedication, sometimes meeting flights very early in the morning or late at night.

### ***Key learnings and future directions***

Engagement of community volunteers was highly successful and lent an authenticity to the program and Perth Airport expressed interest in sourcing more multicultural volunteers within its Ambassador program.

Retailers reported a modest increase in sales over the CNY period.

The success of the CNY promotion has led Perth Airport to consider annual CNY activations and exploration of opportunities to incorporate other multicultural events into their promotions, for example Indian Diwali.

### **Study Perth Australia**

Perth Education City Inc. (trading as Study Perth Australia) was funded \$40,000 to deliver three programs:

- a Perth Professional Development and Internship 'Picture Yourself in Perth' Competition
- a Chinese English Teachers Professional Development Program
- KOL delegation—a familiarisation program in Perth for four Chinese 'Super Bloggers'.

Through the 'Picture Yourself in Perth' (PYP) project, four interns from Sichuan province were selected from 680 applications to visit WA between 19 and 27 March 2017 for one week of professional development placements with the Bank of China, Price Waterhouse Coopers, Sinosteel, Australia China Business Council and Minter Ellison.

A delegation of seven teachers from Chengdu (Sister City to City of Perth) visited WA between 4 and 11 February 2017 for a professional training program at South Metropolitan TAFE designed to increase the competency of Chinese teachers, collaboration between schools, and promote WA as a study destination. The program included school visits, engagement with WA teachers and a reception at the City of Perth.

Five Chinese super-bloggers visited WA from 21 and 27 March 2017 and visited the four major universities, attended a workshop on International Education at the Chamber of Commerce and Industry and toured Perth it's and surrounds. The KOLs reached 763,923 Weibo followers attracting 4,825,000 views with a media value of \$147,500 and 11,514 contacts through WeChat through 48 posts with a media value of \$68,000.

The City of Perth also hosted a welcome lunch for the interns and the bloggers. OMI provided a briefing for the KOLs and facilitated a meeting with the Chung Wah Association, including a presentation on Chinese history in WA.

### ***Key learnings and future directions***

Study Perth noted that, with more funding, it would have been desirable to host the Chinese teachers for a longer period of time so that they could have been engaged in more activities,

such as a workshop to engage with local partners. With the time available, and given the focus on professional development, priority was given to training.

Dependent upon funding, therefore, Study Perth would be keen to expand the program, including engaging with other cities such as Nanjing. A legacy of the project is establishment of a group of ambassadors for Perth who will use the materials gained from the Perth exchange to teach their students and raise the profile of Perth with residents of Chengdu.

### Tourism WA

Tourism WA (TWA) was funded \$89,200<sup>4</sup> to deliver a program that promoted WA as a tourist destination through a social media competition and high profile KOLs. This was the first time TWA had incorporated a major WA community celebration into a strategic marketing program for inbound tourism.

Tourism WA launched an HTML 5 interactive game on their Weibo and WeChat accounts that reached 16,164 unique visitors between 5 and 15 January 2017. The game featured popular WA and Chinese sites, exposing social media users to WA tourist attractions. Through the game, a social media competition - 'Who can best match China and Western Australia?' - was launched, with 235 entrants submitting screenshots of their game. The four KOLs promoted the game and competition, reaching a total of 12,091,318 internet users. Tourism WA's press release on the 2017 CNY Program was featured in 35 media reports across China and detailed WA's efforts to welcome Chinese tourists with various CNY celebrations.

Tourism WA delivered an inbound program for four Chinese Key Opinion Leaders (KOLs)—online bloggers—to visit and promote WA. Bloggers visited Perth from 28 January to 5 February, attended CNY events, visited tourism destinations (Rottnest, Fremantle, Margaret River, and the Swan Valley) and engaged with wine and seafood suppliers. The average number of followers per blogger was 448,516.

Through the Key Opinion Leaders engagement, the campaign reached 12,091,318 internet users with a total media value of RMB 588, 715 (\$112,906 AUD), 35 media reports with a value of RMB 920,217 (\$176,484 AUD). The total online follower reach was 2,222,545, with a value of RMB 2,259,160 (\$433,273 AUD).

The site visits aimed to counter perceptions of WA as the most isolated city in the world, with limited range of experiences and attractions, through visits that showcased the richness and diversity of experiences available.

The KOLs shared their experience of WA with 2,222,545 Weibo and WeChat followers; posting 62 posts on Weibo, three posts and 86 moments on WeChat. The Weibo and WeChat posts reached an audience of 1,816,000 and generated 13,521 responses (shares, comments, likes).

### ***Key learnings and future directions***

This was the first time Tourism WA had engaged KOLs to promote WA and, given the effectiveness of the strategy in terms of its reach to potential customers, Tourism WA has indicated that it will consider the use of KOLs and explore the possibility of aligning future tourism initiatives with community celebrations as a means of promoting WA.

---

<sup>4</sup> Final expenditure was \$81 306.

Tourism WA note that the project could be improved by inviting more high profile travel KOLs to expand the promotion of WA across China. Tourism WA also recommended allowing sufficient time to plan to ensure high profile and influential KOLs are engaged.

### Western Australian Chinese Scientists Association (WACSA)

The Western Australian Chinese Scientists Association (WACSA) was funded \$20,000 to support the inaugural Australia-China Conference on Science, Technology and Innovation. The conference included a forum targeting Chinese Young Professionals.

WACSA was established in 2003. Membership comprises around 100 professionals and students of Chinese background undertaking postgraduate studies at WA universities. Its objectives include promoting friendships and exchange of professional information and experiences among its members and other societies; enhancing Sino-Australia exchanges of science, technology and culture and encouraging contributions to advancement of science and technology.

The Australia-China Conference on Science, Technology and Innovation was held between 2 and 6 February 2017 at the University of Western Australia (UWA). It aimed to:

- further the bilateral understanding of important issues concerning Australia and China
- facilitate interdisciplinary and strategic collaboration and communication among science, technology, innovation, humanity and social sciences, business and education between Australia and China
- provide forums for the exchange of ideas and networking among representatives from governments, academia, industry and research organisations of the two nations
- support career development of young Chinese scholars in Australia and China
- disseminate knowledge of the latest developments in science, technology and innovation.

With an opening ceremony keynote speech by WA Chief Scientist, Professor Peter Klinken, the conference attracted 261 delegates (139 from Australia and 122 from China) and featured six key themes (WA's priority research areas): Sustainable and Resilient Infrastructure, Medical Science and Public Health, Clean Energy, Agriculture and Food, Policy, Business and Entrepreneurship. The conference was delivered through a coordinated approach across WA universities.

Professor Ynong Liu (UWA), Dr Ting Zhang (Handle Group) and Dr Ryan Loxton (Curtin University) gave key note speeches, six young professionals were given distinct early career research awards and five PhD students received distinct research publication awards.

Following a suggestion from OMI, the conference included a Young Professionals Forum held on 2 February at the UWA Business School. The forum attracted more than 100 participants from Australia and China. The forum was opened by Pro Vice Chancellor Iain Watt, OMI Executive Director Rebecca Ball, Executive Director Office of Science Fiona Roche and WACSA President Guowei Ma.

The forum provided an opportunity for young professionals from Australia and China to present their research achievements and discuss future collaborative opportunities.

OMI facilitated links between WACSA and the Office of Science and Industry which resulted in sponsorship of \$10,000. WACSA secured additional sponsorship from Bankwest, Handle Group,

Sinosteel, City of Perth, Perth Convention Centre, Schneider Electric, UWA, Murdoch University, and Monash Research Hub. OMI brokered WACSA's relationships with Tianqi Lithium and Curtin University Business School –Asia Business Centre also resulting in sponsorship.

### ***Key learnings and future directions***

Feedback from WACSA following the conference highlighted the benefits of OMI involvement which included broadening the scope of the conference to connect science with industry and business. The connection was strengthened through the conference focus on the key industry areas relevant to WA and connections made with education and tourism. For example, the conference raised the profile of WA universities and included a full-day tourism package to Kalbarri to expose delegates to the range of holiday and sight-seeing opportunities that WA offers. The conference expanded delegates view of industry in WA from a perception of the State as predominantly focused on mining to one that supports a high number of other businesses, industries and infrastructure.

WACSA noted that other than the funding provided by OMI, the partnership had a number of other benefits including the facilitation of introductions that enabled formation of strategic partnerships that in the immediate term resulted in sponsorships and increased media coverage, and in the long term established the potential for ongoing partnerships and collaboration. Access to OMI CNY branding helped increase awareness of and promote the conference.

Chongqing University has confirmed that it will host the next ACCSTI conference in China in 2019 which will provide an opportunity to further the links with WA. These are already substantial. With China announcing a change in its higher education policy to advance its research status, there has been an increase in China-Australia knowledge production. For example, in 2015 there were over 350 University of WA co-publications with China<sup>5</sup>. The majority of these publications cover the disciplines of crop and pasture production, civil engineering, clinical sciences, materials engineering and geology. This not only reflects the current trade relations between WA and China, but offers opportunities to expand into other areas such as clinical science and biomedicine.

Since the conference, WACSA President, Professor Guowei Ma has been appointed as Vice President, Dean of School of Civil and Transport Engineering at Hebei University of Technology, China. OMI has connected WACSA to the Australia-China Council and part of the North Asia Division of the Department of Foreign Affairs and Trade, and Commonwealth's Global Innovation Strategy, with particular reference to the Global Connections Fund; the Global Innovation Linkages Programme; and, the Regional Collaboration Program.

As the next ACCSTI conference will be in 2019 WACSA has ample time to plan, seek new resources and broaden its networks.

### **WA Museum**

With funding from OMI, the WA Museum presented children's activities from 28 January 2016 to 15 February 2017 at the WA Museum's Discovery Centre at the WA State Library along with an exhibition of cultural artefacts sourced from the local Chinese community. Activities included making and decorating Chinese lanterns with images from the Chinese zodiac and attaching personal messages.

---

<sup>5</sup>Figure provided by Professor Greg McCarthy, School of Foreign Languages, Australian Studies Peking

Building on the success of the Museum engagement carts, a new cart was designed for CNY that explored the Chinese zodiac and offered visitors a greater understanding of the ways that the zodiac links with other belief systems. The WA Museum also arranged for a Chinese language translation facility for the audio guides at the Fremantle Maritime Museum and promoted the Museum's preservation of a 100 year old banner made for the Chung Wah Association to commemorate the birth of Confucius.

### ***Key learnings and future directions***

WA Museum noted the potential of working in partnership with the Chinese and multicultural communities as part of their ongoing engagement activities, preservation and exhibition programs. The WA Museum is strongly committed to engaging multicultural communities as part of activating the new WA Museum which is to be opened in 2020. Fremantle Maritime Museum also acknowledged the value of language translation for the audio guides as a way to enhance both the visitor and tourism experience.

### ***Wines of WA***

Wines of WA (WoWA) was funded \$6000 to present a degustation style experience featuring regionally sourced WA seafood with white wine styles from the fine wine regions of WA. The event was held at Matilda Bay Restaurant on Friday 3 February to raise brand awareness of WA as a premium food, wine and lifestyle destination, and demonstrating the synergy between white wine and seafood.

WoW partnered with the Western Australia Fishing Industry Council (WAFIC), Scoop Digital, Howard Park Wines, Mandoon Estate Wines, Cape Mentelle, Vasse Felix, Iron Cloud Wines, Matilda Bay Restaurant, Tourism WA and DSD to deliver the project.

The event was attended by 18 key industry representatives including four Key Opinion Leaders (KOLs) brought to Perth from China by Tourism WA, Anlin Sun, Deputy Consul-General of the Chinese Consulate in Perth, John Harrison, CEO, WA Fishing Industry Council, Don Hancey WA's seafood ambassador, Mr Khoon Tan, President, WA Chinese Chamber of Commerce and Mr Ding Shao Ping, President, Chung Wah Association.

This was first event on which WAFIC and WoWA had collaborated and confirmed the alignment in outcomes for the two organisations: WoWA's aim was to position white wine styles (currently only 12 per cent of exports to China) with a high valued food product in China. WAFIC's aim was to develop an awareness of high value seafood products other than WA rock lobster in China.

The event and its setting was specifically designed to present a high level of sophistication while highlight the open, clean, fresh environment of WA. Matilda Bay provided a Swan River location with a CBD backdrop and the capacity to deliver on every aspect of the event from kitchen to service.

### ***Key learnings and future directions***

WoWA reported that the event was successful because of its clear focus on positioning white wine styles as a premium product with communications and promotion reflecting this. The KOLS and Chinese stakeholders attending providing an excellent source of influence for local, diaspora and mainland Chinese.

Key success factors included the support provided by OMI, the calibre of the KOLs and the collaboration with WAFIC and Matilda Bay Restaurant. Understanding of the wine and

seafood offering was supported by translated materials prepared to a high level of detail to facilitate accurate communications, and effective WA brand positioning.

Both attending local Chinese representative organisations expressed an interest in executing a similar event in mainland China as a part of their annual business development programs.

As a result of the event, WAFIC and WoWA will continue to collaborate and formalise the partnership at Board level. Tourism WA are developing a food and wine tourism program, with WoWA and the regional wine associations partners in this process and both WoWA and WAFIC have indicated that they will consider hosting future events with Chung Wah and WA Chinese Chamber of Commerce.

## PROGRAM ACHIEVEMENTS

The objectives for the program were aspirational but provided guidance in terms of the outcomes sought and direction for program partners in implementing projects.

The program's contribution to the objectives are detailed below:

### 1. Increase awareness of the depth of engagement between Western Australia and China and Western Australia's cultural and linguistic diversity.

The majority of projects funded through the CNY program contributed to this objective. The program was mindful to include the Chinese diaspora, such as the Vietnamese and Taiwanese communities, which is a large and international community in WA,

The OMI marketing strategy through its website and *The West Australian* newspaper insert, Avid Events public activations, the Chung Wah Association CNY Fair and Fashion Council WA events reached the wider community, highlighting the history, depth and breadth of Chinese culture and connections to WA:

- ④ Promotion on the OMI CNY website resulted in 1,028,384 hits in January/February and a peak of 169,172 on 28 January.
- ④ The public activation at Elizabeth Quay attracted 25,087 people and offered a range of activities from an historical exhibition to children activities and performances
- ④ The Chung Wah Fair in Northbridge on 29 January 2017 attracted over 80,000 people, reportedly attracting more mainstream attendees than in previous years, and achieved enhanced exposure through inclusion in the Fringe World program.
- ④ The Golden Koala Film Festival attracted around 800 attendees, many of whom were from the wider mainstream community.
- ④ There was extensive mainstream media promotion for individual projects in addition to an article and two colour feature on the Fashion Council project in *The West Australian* newspaper on Saturday 14 January 2017.

The program highlighted a wide level of engagement in sectors including education, culture and the arts, business and industry, State and local government and academia. The depth and breadth of engagement was illustrated through the:

- ④ The program strengthened OMI's relationship with the Chinese Consulate General in Perth which demonstrated its support for the project through the gifting of lanterns and knots, meetings with OMI and attendance at a number of events.
- ④ the WACSA conference which brought together 250 academia, government and business and industry representatives from Australia and China
- ④ DSD's digital animation project which brought together representatives from Zhejiang Department of Foreign and Overseas Chinese Affairs and Zhejiang Business College with WA agencies—DTWD, TAFE International, South Regional TAFE, DCA and OMI
- ④ DCA's 'Connect and Create: Creative Industries Forum' which brought together creative industries practitioners from China, including the President of the Shanghai Theatre Academy, Director of 'The Song of Cotton' and a Chinese international fashion designer, with around 160 representatives from across the WA culture and arts sector

- Study Perth's Professional Development and Partnership project which placed five young Chinese professional interns in WA companies for a week and brought seven teachers from Chengdu, for placements with Bank of China, Price Waterhouse Coopers, Sinosteel, Australia China Business Council and Minter Ellison.

A post-program survey of organisations involved in the delivery of the program found that, of the 28 respondents, 75 per cent benefited from cross-cultural exchanges and 61 per cent from greater engagement with the broader WA community.

Connections between local governments and their Chinese Sister Cities were strengthened through the display of lanterns and knots gifted to the State Government by the Consulate and attendance by the Shire of Augusta Margaret River at a dinner for the Zhejiang digital delegation.

At the same time, project partners were enabled to build deeper and broader relationships with Chinese communities and benefited from exposure to Chinese language, culture and protocols and the value of bilingual communication and resources.

## 2. Strengthen Chinese and culturally and linguistically diverse (CaLD) community organisations and other relevant networks.

Strengthening and building the capacity of Chinese community organisations was a priority for the program and this was undertaken by brokering relationships and partnerships for Chinese community organisations across State government and the private sector, including within the Chinese community itself.

The program revealed a lack of awareness of and connections between many China born and diaspora stakeholders. Through the program, OMI was able to connect various groups and to facilitate collaborative partnerships and support for projects. The community engagement process uncovered community groups of which OMI had not previously been aware. Consultations with each of these groups revealed strong interest by local Chinese business associations who bring delegations of Chinese investors to WA.

The post-program survey revealed that, of the 28 respondents, 93 per cent were very satisfied (54 per cent) or satisfied (39 per cent) with the promotion and access to community networks provided and facilitated by OMI.

The program also resulted in a strengthened OMI's relationship with the Chinese Consulate General in Perth which demonstrated its support for the project through the gifting of lanterns and knots.

The program was beneficial for program partners to build their profile, raise awareness, and expand their business activities. It connected people with different expertise to create something more than they could deliver themselves and in doing so, consider of future collaboration opportunities.

In direct terms, the program funded six Chinese community organisations—Australia China Initiatives Limited, Chinese Language Teachers Association of WA, Chung Wah Association, Confucius Institute and Oi China Incorporated—which enabled and/or enhanced their capacity to deliver programs for the WA community. Links with program partners helped build organisational capacity and increase the reach and impact of their programs.

Funding provided to five State government agencies (Tourism WA, Department of State Development and Culture and the Arts, Local Government and Communities and WA Museum) to undertake projects in partnership with Chinese community organisations.

The post-program survey of organisations involved in delivery of the program found that, of the 32 respondents, 82 per cent gained enhanced partnerships/links to other organisations or agencies, 79 per cent enhance their relations with government agencies, 54 per cent established new partnerships and 29 per cent gained new business opportunities.

New collaborative partnerships were developed between Chinese community organisations and wider networks, including between the Chung Wah Association and Fashion Council WA; the WA Chinese Scientists Association and the Office of Science; and Department of Culture and the Arts and Australia China Initiatives Limited.

The post-program survey found that 71 per cent benefited from a growth in organisation reputation and recognition by the Chinese community, 64 per cent from a growth in organisation reputation and recognition by the broader community, 61 per cent from greater engagement of members within their organisation, and 29 per cent from growth in membership.

Confucius Institute was supported to take on a project of a larger scale than undertaken in the past, resulting in stronger relationships with mainstream arts centres, particularly Mandurah Performing Arts Centre and Bunbury Regional Entertainment Centre, with plans underway for similar future projects.

WACSA particularly commented on the opportunity provided by the program to expand the reach of its Australia China-Conference on Science, Technology and Innovation, enabling collaboration across WA's five universities and facilitating connections beyond academia and into the government, business and industry sectors.

### [3. Strengthen business networks and innovation opportunities for young professionals in Western Australia and the target markets.](#)

The CNY program was strongly supported by young professionals in recognition of the economic opportunities in China, the need to advance Asia engagement and the national focus on innovation.

As a result of the CNY program OMI has also deeper level of engagement with a number of key Chinese business associations including the Australia China Business Council and the WA Chinese Chamber of Commerce, Australian Shanghai Federation, Tianshan Association, Australia Jiangsu United Association, Australia Guangdong Business Association, Henan Province Association, Australian Central China Association and the Hebei Association.

The post-program survey revealed that 29 per cent of the 28 respondents benefited from new business opportunities as a result of the CNY program.

Several CNY projects included Chinese young professionals in their target audience, including those led by DSD, Study Perth Australia, WACSA and Australia China Initiatives Limited:

- DSD brought a delegation of 10 VET students to WA to participate in a digital animation program and to undertake masterclasses at South Regional TAFE, enhancing links between Chinese and Western Australian education and training providers and the digital animation industry.

- Study Perth arranged placements in WA companies for five young Chinese professional interns and sponsored attendance by seven teachers from Chengdu province at a professional development program in Perth, building links with education, training and business partners and supporters.
- WACSA's Australia China-Conference on Science, Technology and Innovation included a forum for young professionals in its conference program, enabling networks to be built and potential future collaborative projects to be explored.
- Australia China Initiatives Limited supported Chinese young professionals in hosting the Golden Koala Film Festival, enabling the event to reach a wider and more mainstream audience.
- The Wines of WA project facilitated connections between representatives of WA's wine and fishing industries, laying the foundation of an ongoing relationship between the two representative organisations, and connecting both with four Chinese Key Opinion Leaders which resulted in discussions regarding a potential reciprocal event in mainland China.

#### 4. Promote uptake of languages learning (including Mandarin in Western Australia / English in China).

The main focus of activity in relation to language learning was funding to the Chinese Language Teachers Association of WA (CLTAWA) for a professional development project for teachers. The project will provide three professional learning sessions from 25 February to 25 November 2017, ensuring that the momentum of the CNY program will continue through to the 30th anniversary of WA's Sister State relationship with Zhejiang Province.

The program was launched on 25 February 2017 at Shelley Foreshore and will support improvements in the delivery of language learning by the approximately 300 teachers in around 20 Chinese language schools in WA.

#### 5. Promote WA as a study destination with a view to increase enrolments in Western Australian secondary schools and the higher education sector from target markets.

Four projects were funded that aimed to contribute to achievement of this objective.

- Study Perth's 'Picture Yourself in Perth' project, the delegation of seven teachers from Chengdu, and its KOL delegation.
- DLGC's Hong Kong Youth Exchange Program—the program's success has resulted in interest from both the WA and Chinese governments to continue the initiative.
- DSD's Zhejiang Digital Animation delegation—the visit enhanced links between Zhejiang Business College and TAE International and has led to discussions between DSD and Zhejiang Department of Foreign and Overseas Chinese Affairs the possibility of collaboration on a joint animation product to mark the 30th anniversary of the sister state relationship.
- Tourism WA's Social Media Buzz Marketing and KOL visit highlighted Perth as a destination for young people.

However, this is also an objective that requires long term evaluation to assess the impact of specific initiatives, and the extent to which it is achieved is also subject to the impact of wider factors, including changes in migration law and visa arrangements, that is beyond the scope and control of the CNY program.

## 6. Promote WA as a tourism destination with a view to increase visitation to WA from China.

Concerns were raised early in the program that this objective also needed to take into account broader factors influencing the tourism intake from source countries such as China. For example, the feasibility of achieving a significant impact was likely to be affected by fundamental capacity issues, such as the number of flights scheduled to Perth from China. It is also an objective that requires long-term measurement to assess the impact of a program such as this.

The two projects specifically targeting the tourism industry were Tourism WA and the Perth Airport activation, however, other projects also contributed to this objective including Study Perth and WACSA.

- Tourism WA's Social Media Buzz Marketing HTML5 interactive game on Weibo and WeChat offered a fun way to get to know WA and its key connections with China with 235 entrants submitting screenshots of their game. The four Key Opinion Leaders (KOLs) who promoted the game to friends and followers through Weibo and WeChat reached 12,091,318 internet users facilitating a high level of penetration among the young Chinese.

Its press release on the CNY program was featured in 35 media reports across China and detailed WA's efforts to welcome Chinese tourists.

The four high profile KOLs visited key WA sites and reached 2,222,545 social media users with 62 posts on Weibo and 86 moments on WeChat. They generated 180 media reports with a total publicised value of RMB 3, 12, 162 (AUD \$605, 733.84).

- Fashion Council WA's article in *The People's Daily*, the largest newspaper group in China with a circulation of between three and four million people.
- The five super bloggers from across China brought to Perth by Study Perth reached an audience of over two million internet users through 52 Weibo and 48 WeChat posts, and the Chengdu government has expressed interest in sending more teachers to Perth following the project's successful professional development program.
- The WACSA Australia-China Conference on Science, Technology and Innovation attracted 122 delegates from China who participated in a full-day tourism package to Kalbarri to expose delegates to the range of holiday and sightseeing opportunities in WA.

Word of mouth is a key promotional strategy and the projects also contributed to the project in this regard: the program saw 33 visitors from Zhejiang Province, 15 visitors from Yangzhou, Jiangsu Province and 11 visitors from Chengdu, seven visitors from Hong Kong and five from across China. Perth Airport's activation helped ensure that Chinese visitors received a warm welcome on arrival in WA.

## REFLECTIONS AND KEY LEARNINGS

The 2017 Chinese New Year program was the first time that the State Government had identified a specific community celebration as a vehicle to strengthen both economic and international engagement, with a focus on delivering cultural, economic and education outcomes. It was also the first time that OMI had delivered a program of such magnitude within a relatively short timeframe. This brought both challenges and benefits. Regardless, feedback from both OMI staff, partners and the wider community indicate that the program was a success.

The reflections below outline highlights, challenges and makes recommendations in relation to the development and implementation of future programs.

### Strategic Program Co-ordination

Feedback from partners and OMI staff confirmed the benefit of strategic coordination by one lead agency and that OMI was well-placed to take on this role. Through a dedicated CNY team, OMI was able to mobilise quickly and act as an effective broker to plan projects based on the program priorities.

OMI was able to provide:

- direction and influence across Chinese communities
- clear and concise communications to project partners
- effective management of relationships with stakeholders.

OMI already had strong networks across the Chinese community and State government departments and was able to identify, consult and collaborate with key stakeholders to support the initiative. OMI was also able to provide information about the local Chinese community and associated groups, to support the development of cultural competency among partner agencies such as Tourism WA and to facilitate direct engagement with those communities and groups.

A focused team enabled the concentration of effort required to successfully implement the program as well as the agility to manage contingencies such as unexpected gifts—most significantly the lanterns gifted by the Consul—which required an immediate response.

While the dedicated team proved highly effective, it also meant that other OMI staff were less engaged and planning for future programs could also consider how other agency staff could experience, participate and benefit from the initiative.

As previously noted, the post-program survey revealed that, of the 28 respondents, 93 per cent were very satisfied (54 per cent) or satisfied (39 per cent) with the promotion and access to community networks provided and facilitated by OMI.

### Timeframe

The nine-month design and delivery period brought both challenges and benefits. It provided a drive and energy that focused effort for both OMI and its identified partners. At the same time, it limited the extent to a program structure, engagement strategy, implementation plan and evaluative framework could be developed and built. Feedback included observations that the program was designed, developed and delivered in a short period of time—particularly for a government agency.

A restricted timeframe also limited OMI's ability to seek sponsorship, particularly to engage the commercial sector.

The timing and time-frame also impacted on project partners and their projects. Funding processes were managed as quickly as possible once projects were identified and endorsed, however this shortened the project development time, making event planning challenging and limiting the timeframe to engage personnel to support the projects. This was particularly the case for projects that engaged the volunteer and education sectors, given that the Chinese New Year celebrations occur during a holiday period. Late confirmation of funding amounts contracted project planning time.

### Planning

Due to timeframe, the strategic framework was developed in parallel to the projects and evolved organically. For future projects, it was noted that it would be useful to allocate more time to the development of a framework and project scoping that aligns the program with government priorities. A strategic framework would ensure that the program engaged relevant agencies, project partners and identified relevant cross sectoral initiatives. The framework would include an evaluation plan to monitor during program implementation and facilitate final reporting.

While Ministerial direction was to focus in specific areas, the objectives for the program were aspirational and made outcomes and significant impacts difficult to measure in the short-term. However, the objectives did provide direction in terms of the outcomes sought and guidance for program partners in implementing projects, future planning and legacy.

It was noted that it was challenging to secure clear direction from the Minister on the design and delivery of the program, while also keeping OMI's core business visible and relevant. Also that early endorsement of a strategy and its implementation would alleviate delays caused by the time taken up securing Ministerial approvals.

It was suggested that a cross-sectoral steering committee would be a useful mechanism to guide the design and implementation of the program and allow for the early engagement of key stakeholders in the program.

A consistent structure for project funding agreements that relates activities to program objectives, and a similar reporting template would ensure funded organisations are aware of their reporting obligations earlier and can establish measures and monitoring processes to enable achievements to be assessed.

### Budget and resourcing

The allocation of a significant budget for the program also brought challenges and benefits. It enabled a range of projects to be funded but did not come with FTE to support program implementation. This was managed by focussing the efforts of three senior staff members on the design and implementation of the program, contracting an administrative support person, and making use of one of the DLGC graduate officers.

The program absorbed a great deal of time for OMI management, including taking a lead role throughout the program, Ministerial liaison and engaging and influencing stakeholders.

While the program had to be delivered within a short period of time, it was a long period of time for OMI to work on one community program. As a result, it dominated OMI's work schedule and limited resources for other OMI projects.

The comparatively large budget allocated to one community and for one celebration had the potential to generate dissatisfaction among other communities, however, this was mitigated by the program's focus on including the wider Asian diaspora, and its marketing to and participation by the mainstream community.

At the same time, within the Chinese community there was an early expectation that funding would be directed only towards Chinese associations and this emphasised the need to develop strong links between project partners and community groups.

OMI was extremely mindful of the need to allocate funds equitably, in accordance with government policy, and to achieve the greatest possible value from the investment. An assessment of the investment in advertising and marketing indicates that this was achieved with expenditure of \$21,216<sup>6</sup> resulting in more than \$269,000 in unpaid media coverage reaching an audience of around 3.7 million.

The short time frame also did not enable the development of a sponsorship package or the identification of corporate sponsors and this would be a key recommendation for future programs.

There was general agreement that overall funding was well distributed and effectively applied, while value for money is yet to be fully determined and subject to an assessment of long term outcomes.

### Support and partnerships

The CNY program was typified by a high level of support both at Ministerial and partner level. There was a high degree of engagement by program partners who comment on the level of collaboration and support gained across sectors—government, business, media and community. Partners variously used descriptors such as 'collaborative', 'brilliant', 'inclusive', 'insightful', 'enlightening', 'accessible', 'fusion', 'extensive', 'enthusiasm', 'colourful', 'interesting', 'magnificent' and 'harmony' to describe the program.

The program highlighted that prior to the undertaking of this project there was limited coordination across government, regarding China/Asia strategies and that the program established a foundation on which further coordination could be built.

As noted above, a post-program survey of organisations involved in delivery of the program found that, of the 28 respondents, 82 per cent gained enhanced partnerships/links to other organisations or agencies, 79 per cent enhance their relations with government agencies and 54 per cent established new partnerships.

Five State government departments were involved in the program and notwithstanding different priorities, processes and perspectives, the dealings with these departments worked well. Cooperation across the different government agencies was effective with a genuine willingness to collaborate with other sectors and engage with the Chinese community.

### Grants program and contracts increased program outputs.

The delivery of the program through a series of funded projects ensured external agencies were responsible for organising projects in their area of expertise. This reduced the organisational and administrative burden on OMI and enabled the agency to focus on

---

<sup>6</sup> This included \$7,390 in paid advertising, \$6,751 in branding support to partners and \$7,072 in printing and marketing collateral - such as banners and t-shirts.

coordination of the program as a whole. It also ensured that the reach of the program was as broad as possible, covering a range of areas and sectors.

Funding of projects across different sectors achieved a broader impact for the program and brought together diverse organisations to collaborate and partner.

The CNY program enabled the trialling of new ideas and approaches, such as the Perth Airport marketing activation and volunteers, DCA's Creative Industries Forum, WA Museum's interactive Discovery Zone and Fashion Council WA's Lunar Style celebration. Others were events that already had been planned were expanded to achieve a greater reach and profile—such as the WA Chinese Scientists Association and Golden Koala Chinese Film Festival.

The range of projects also allowed for engagement with mainstream audiences and the Chinese diaspora in a range of settings, from the larger scale public activation events managed by Avid Events and Chung Wah Association, to the smaller scale events such as OiChina Yangzhou Cuisine and Culture Exchange project.

### Communications and Promotion

The marketing and communications approach and tools were effective and are replicable to other future programs. OMI's communication package ensured consistent communications and branding resulting in Program recognition.

It provided the program with a strong and clear identity, linked the different projects together under one umbrella program and enabled individual projects to achieve a higher media coverage than otherwise would have been possible. This was particularly noted by Chung Wah Association, Study Perth and WACSA.

Radian 6 software, provided through a partnership with Curtin University supported the monitoring of the program on social media. The online tracking resource enabled a measure of reach, take up and awareness. It can be used from year to year can measure the growth in reach, take up, and awareness.

New promotional opportunities were also initiated through activations at the Perth Airport featuring CNY themed signage and branding, a CNY information desk, Chinese community volunteers and retailer support. Also, the WA Museum's Chinese themed Discovery Zone at the State Library of WA, featuring children's activities and a carts of historical artefacts.

The post-program survey revealed that, of the 28 respondents, 97 per cent were very satisfied (61 per cent) or satisfied (36 per cent) with the CNY branding provided by OMI and 93 per cent were very satisfied (57 per cent) or satisfied (36 per cent) with the CNY communications/marketing strategy provided by OMI.

### A bilingual approach

Inclusion of a Mandarin language speaker on OMI's CNY team gave the program greater authenticity and resulted in a sense of community pride. The officer was able to facilitate communications with Chinese speaking stakeholders and translate and produce Chinese language communications and resources, provide advice on cultural practices to ensure the successful engagement of Chinese partners and work successfully with the Chinese Consulate in Perth to co-ordinate distribution of the lanterns and knots gifted by the Consulate General of the People's Republic of China.

A number of bilingual communications were used to promote the program and specific projects, including the bilingual OMI website and hard copy guide.

The program also highlighted the power of social media as a marketing and promotion tool. This was noted by project partners, some of whom indicated that this would be a focus for future projects.

The use of 'super bloggers' or Key Opinion Leaders in WA was a new strategy for Tourism WA and was an indicator of the power of social media, particularly in reaching international markets. It underlined the value, particularly in the tourism industry, of reaching directly into the contemporary culture and media of source countries through online platforms with people who have social media influence.

#### Engagement with young professionals

A focus on young professionals produced positive and unexpected results and revealed the potential for greater engagement and co-operation with this stakeholder segment. Those involved in the CNY program demonstrated a strong sense of belonging and commitment to social cohesion through their community work and as driving force in connecting to the mainstream. Survey responses noted that young professionals are in a position to connect young professionals across different communities and a vehicle of promotion for international education.

It was suggested that there is an opportunity to develop these networks as advocates for WA as they work and travel both domestically and internationally.

## CONCLUSION

---

The CNY program highlighted the breadth of Western Australia's engagement with China and identified future collaborative opportunities including in the arts and culture, international education, science and technology and research sectors. It demonstrated the effectiveness of a whole of government and cross-sectoral approach that establishes and builds on networks across government, the community, business and industry and the tertiary education sectors.

The program was typified by a high degree of collaboration which built new relationships, connected community, government and industry, and strengthened cultural and trade links between WA and China. It also confirmed OMI as an appropriate lead agency for such an initiative due to its established networks across each of these sectors.

OMI connected various stakeholders and facilitated collaborative partnerships and support for projects. New collaborative partnerships were developed between Chinese community organisations and the program was beneficial for program partners to build their profile, raise awareness, and expand their business activities.

As a result of the initiative, OMI alongside State Government agencies modelled more efficient practices across government, developed significant and deeper relationships with Western Australian Chinese communities representing both mainland and diaspora communities including those from Malaysia, Taiwan, Indonesia and Singapore. A focus on young professionals produced positive and unexpected results and revealed the potential for greater engagement with this group.

The program also strengthened OMI's relationship with the Chinese Consulate General in Perth which demonstrated its support for the project through the gifting of lanterns and knots. The Consulate was an active participant throughout the program and this enabled OMI to build trust, respect and a long term relationship with an important stakeholder in the Chinese community.

OMI's overarching communications plan ensured consistent messaging and an identifiable 'brand'. It leveraged the combined stakeholder, media and social networking reach of partners and funded organisations and created positive media opportunities for all stakeholders. An assessment of the investment in advertising and marketing indicates that this was cost-effective with expenditure of \$21,216<sup>7</sup> resulting in more than \$269,000 in unpaid media coverage reaching an audience of around 3.7 million.

It highlighted the benefit of a bilingual communication approach that engaged Chinese language speakers where possible, including as part of the lead project team. The program demonstrated the power of social media in reaching both international and local markets to promote the program as a whole as well as individual projects.

The investment in the 2017 Chinese New Year clearly demonstrated the potential for the State to strengthen recognition and understanding of its relationships with international trading partners through cultural and social initiatives which invest in the relevant multicultural communities, identify new community and business networks and engage the wider population. It is clear that the best outcomes will be realised through an overarching strategic framework that is co-ordinated and delivered by a lead agency.

---

<sup>7</sup> This included \$7,390 in paid advertising, \$6,751 in branding support to partners and \$7,072 in printing and marketing collateral - such as banners and t-shirts.

## RECOMMENDATIONS

---

The Chinese New Year program piloted an approach to cross-government and cross-sectoral engagement to promote WA to an international trading partner capitalising on diaspora communities and building on a major community celebration. It demonstrated the effectiveness of coordination by a lead organisation with established government and community relationships and a focused team to manage and administer the program.

Delivery of the program came with both benefits and challenges. The recommendations below suggest ways in which the legacy of the CNY program may be expanded and in which operational mechanisms may be improved for any similar future programs. It is noted that some have operational and/or financial implications that would require further consideration by relevant agencies.

### STRATEGIC RECOMMENDATIONS

#### Recommendation 1

That a lead agency be responsible for the strategic co-ordination across government on major initiatives that seek to advance Western Australia's multicultural, economic and international priorities.

#### Recommendation 2

That major cultural events such as Chinese New Year, Indian Diwali and Vietnamese Tet be leveraged as catalysts to achieve higher levels of engagement across government, business and diaspora communities to promote tourism, international trade opportunities and State development, and further the development of cultural literacy across the WA community.

#### Recommendation 3

That multilingual communication and information strategies be developed and implemented by agencies targeting international markets including translated materials, cultural products matched to target markets and engaging staff with relevant language skills and cultural knowledge and networks.

#### Recommendation 4

That the State Government builds on the CNY program to strengthen its Sister State relationship with Zhejiang Province beginning with a celebration of the Sister-State 30th anniversary in November 2017.

#### Recommendation 5

That local multicultural community organisations and associations be recognised, strengthened and empowered to work in partnership with government and contribute to the achievement of the State's international economic, cultural and social priorities.

#### Recommendation 6

That local governments with Sister City affiliations be engaged in future initiatives that aim to further international, cultural and economic relationships and realise trade opportunities.

## OPERATIONAL RECOMMENDATIONS

That in the delivery of similar initiatives:

- ④ the budget provide for specific staff resources for the project—at a minimum, one Level 6 and one Level 3 officer
- ④ an across-government and cross-sectoral approach be taken that includes the three levels of government, business and industry (including young professionals), the consular corps and multicultural communities and the mainstream community
- ④ program delivery include be multi-pronged including direct administration and delivery, and project-based contracted external delivery that enables delivery of new programs, piloting of innovative approaches and/or builds on existing planned initiatives
- ④ the timeframe for implementation allow for adequate strategic and operational planning including the development of a communications plan, evaluation framework and exploration of sponsorship opportunities
- ④ social media be utilised as an effective means of promotion to penetrate international and local markets.



