

CITY OF BUNBURY INTERNATIONAL RELATIONS COMMITTEE

Thoughts from the Workshop 18th March 2024 – Guest: Gai Chesworth

Observations:

Limited Resources – 1 staff member and many new suggestions to investigate

Three Sister Cities – One very successful, two opportunities as yet not fully explored

My idea, given the limited resources, is to concentrate on something relatively simple and get another city in play without reinventing the wheel. It involves introducing a reciprocal tourist exchange program with retirees from Bunbury and Jiaying following the template of the very successful Setagaya Tokyo Talent Tour.

I chose retirees because: they have time for travel; a lot of people are single and not comfortable travelling alone so would embrace the opportunity of a group venture; they are keen to be of assistance in promoting local tourism making them ideal “Ambassadors” for their town. An added bonus is they will talk to each other and promote the Sister City Partnerships awareness in Bunbury.

I chose Jiaying because: of the knowledge of the city expressed by some of the Committee Members at the workshop. Ip being Chinese, speaking the language, simplifies communication enabling greater success for liaising with the logistics for a long term exchange program to be planned with her counterparts in Jiaying.

The Ambassadors to be chosen from Bunbury Retirees would:

- qualify by meeting a Medical Referral/Fitness criteria currently required by gyms
- be able to pay their own way;
- committed to promoting Bunbury to a similar aged group from Jiaying while on the tour
- be capable of carrying their own luggage
- be capable of participating in moderate physical activity ie dancing, tai chi, walking tours etc
- have knowledge of Bunbury (10 years residence)
- willingness to socialise with the reciprocal group from Jiaying during the tour
- a commitment to assist to host in future exchange programs in Bunbury
- willingness to work to promote Bunbury International Relations Committee locally
- be eager to fulfil the role of Ambassador for the City of Bunbury etc.

(Perhaps a pin could be designed and given to the successful participants – AMBASSADOR – City of Bunbury – Australia)

The chosen group would meet with appropriate members of the IRC facilitated by Ip, several times prior to the trip and to establish themselves as a cohesive and self-sufficient team with common goals for the trip. Flyers could be designed, assisted by them, to sell the beauty of Bunbury and possible tourist activities promoted by them, to a similar aged group of tourists in Jiaying. This would give the group purpose and ownership of the Ambassador role.

Qing Ye is the ideal choice to lead this inaugural tour, she has a full knowledge of the program, speaks Chinese, is the perfect translator, and she already networks with her peers in Jiaxing. She could promote a reciprocal tour, designed with help of the Ambassadors, so they too are on the same page. She would be there to give feedback on the appropriateness of the itinerary and daily activities for future tours while working to promote Bunbury's future partnership. It is important that she is working with Jiaxing and not babysitting the participants which should be made clear to the Ambassadors.

For the future cultural exchanges to be successful, she has a big job which, is to secure a suitable tour program outline and date for a similar return group visit.

The role of an Ambassador should be promoted so people are attracted by the adventure.

If you are retired and excited to join a group of like- minded people to sell the beauty and diversity of Bunbury touring our Sister City Jiaxing China then we invite you to apply.

- Planned itinerary
- Plenty of down time
- Modest single accommodation, same for all with private facilities
- Clear costs – nothing hidden
- Etc.etc

THIS TEMPLATE COULD BE USED FOR UNIVERSITY STUDENTS IN VIETNAM

THREE TOURS FOR DIFFERENT AGE DEMOGRAPHICS IN THREE SISTER CITIES