**SXSW 2017- 2020 report by Wendy Perry, Workforce BluePrint**

*Introduction*

In March 2017, Wendy Perry, Managing Director of Workforce BluePrint travelled to Austin via Sydney and Dallas for SXSW Interactive. This is the third consecutive year that we have funded team members to attend SXSW together with a delegation from the New Venture Institute, Flinders University. The group has grown from 4 people in 2015, to 12 in 2016 and 14 in 2017.

A key reason that our company and colleagues participate in SXSW is because going to Austin for this event means that you’ll get a glimpse of the future, see new discovery technologies in action and meet people you would never usually have the opportunity to connect with.

*Sister city relationship*

From 2016 the delegation connected with sister city representatives and the City of Austin where South Australian entrepreneurs pitched at city hall and were invited to numerous VIP events.

For 2017, this went to the next level with the following activities:

* Negotiation of accommodation through sister city committee members networks
* International VIP event hosted by Tech Ranch and the New Venture Institute
* Women in Austin networking event
* Connections at multiple events with City of Austin representatives, sister city chair and committee members
* Gday USA event with Austrade, Ambassadors and Consul representatives
* Austrade pitch event and Australian startup networking session
* Introductions to the City of Austin’s sister city connections from other countries for example Angers in France

SXSW Interactive, hosted in the City of Austin with sister city connections on our side, is mind blowing and something you must experience to believe. Anything is possible and for Workforce BluePrint this had led to collaboration with the Texas Workforce Investment Board, Texas Association o Workforce Boards, and introductions to colleagues across all states in the USA.

Having experienced the sister city relationship first hand, with a focus on doing business, supporting entrepreneurs and startups, it is clear that there is the opportunity to make more of the relationship as the gateway to the USA for South Australian businesses.

*Austin, Texas – Adelaide, South Australia - Sister Cities & Smart Cities Collaboration*

Building upon the 2016 experience led by Councillor Sue Clearihan and Matt Salier from the New Venture institute, there is the opportunity for like-minded global collaboration across multiple cities.

For example, Adelaide’s sister cities are:

* **Austin, USA**
* **Christchurch, NZ**
* George Town, Malaysia
* Himeji, Japan
* Qingdao, China

And Austin’s sister cities are:

* [**Adelaide, Australia**](http://www.austintexas.gov/department/adelaide-australia)**\***
* [**Angers, France**](http://www.austintexas.gov/department/angers-france)
* [Antalya, Turkey](http://www.austintexas.gov/department/antalya-turkey)
* [Gwangmyeong, Korea](http://www.austintexas.gov/department/gwangmyeong-korea)
* [Koblenz, Germany](http://www.austintexas.gov/department/koblenz-germany)
* [**London Borough of Hackney, United Kingdom**](http://austintexas.gov/department/london-borough-hackney-united-kingdom)
* [Lima, Peru](http://www.austintexas.gov/department/lima-peru)
* [Maseru, Lesotho](http://www.austintexas.gov/department/maseru-lesotho)
* [Oita, Japan](http://www.austintexas.gov/department/oita-japan)
* [Old Orlu, Nigeria](http://www.austintexas.gov/department/old-orlu-nigeria)
* [Saltillo, Mexico](http://www.austintexas.gov/department/saltillo-mexico)
* [Taichung, Taiwan](http://www.austintexas.gov/department/taichung-taiwan)
* [Xishuangbanna, China](http://www.austintexas.gov/department/xishuangbanna-china)

There is a priority action here to also check to see which cities are smart cities but let’s first focus on Adelaide and Austin.Austin Sister Cities International (ASCI) is a non-profit organization made up of the chairs of each of Austin's sister cities committees **and with** Anne Derfler as the Chair of the Sister City Committee**. A strategic** key contact it is Marianne Z. Martinez, Sister Cities/International Program Coordinator, Phone Number: 512-974-6418, [email](http://www.austintexas.gov/email/mariannemartinez) as well as Alyssa Zinsser (Committee Secretary) [alyssa.zinsser@austintexas.gov](mailto:alyssa.zinsser@austintexas.gov).

At a broad level there are similarities between those cities highlighted with areas for cooperation including:

1. Education, future workforce and jobs
2. Entrepreneurship and innovation
3. Smart and green
4. Livable and creative – events, festivals, music, media,

Possible outcomes for collaboration may cover:

1. Austin is the gateway to the USA for Adelaide and Australia and Adelaide is the gateway to the APAC for Austin and USA. Each city is a soft landing pad for entrepreneurs and startups.
2. Adelaide and Austin (& their sister cities) collaborate on Smart City strategies (including green) and identifying future jobs and 21st Century capabilities across education, entrepreneurship, events, film, innovation, music and workforce.
3. Austin welcomes Australians (including Adelaide and South Australian delegations) to SXSW and other events – Adelaide welcomes people from USA (including Austin and Texas delegations) for the Adelaide Film Festival, Adelaide Fringe and Adelaide Festival (escape on your spring break and could include house swaps) as well as [Open State](https://openstate.com.au/) 2017.

Specific activities could include:

* Delegations for festivals and Open State 2017 specifically from 28 September – 8 October 2017 plus SXSW18 trip for South Australians from 9 – 18 March 2018, 2019 and 2020; Startup, entrepreneurs and mentors/investors collaboration between the cities
* Hidden gem stories including FCT Flames, New Venture Institute, Rising Sun Pictures, Workforce BluePrint and many more…
* Sister City Network (from your sister city to ours); Introductions and referrals; Joint projects and initiatives; Knowledge exchange and collaboration

*SXSW 2018-2020*

For SXSW18 & SXSW20 specifically, consider the following suggestions:

* Adelaide 2 Austin event - Brand South Australia event
* Workforce BluePrint plans to suggest the following meet ups for SXSW Interactive 2020:

1. Sister to city - future cities and regions – collaborate and share your knowledge across sister cities, smart cities, cities and regions with big goals for Zero carbon and World Heritage status, entrepreneurship and world-class festivals, job creation and education. This will be cohosted by the City of Adelaide, the City of Austin, Angers, France, Christchurch, NZ and London Borough of Hackney, UK.
2. Life Begins at 45 – for those who are 45+ business leaders, entrepreneurs and founders enjoying the SXSW experience.
3. Hot Product Pitch – do you have an idea, concept or MVP for a physical product that you would like to pitch in front of those interested in engineering, making and manufacturing? Practical products can sometimes be overlooked but this meet up gives you the opportunity to pitch, gain feedback, identify potential partners and streamline your approach.

*Conclusion and next steps*

With the SXSW trips, the delegations have been self-funded and/or part of the prize sponsorship for the Venture Dorm prize from the New Venture Institute and the City of Adelaide. This approach could continue with the City of Adelaide and Austin, hosting delegations from each city. Please find attached appendices which outlines identified Sister City Connections, potential draft schedule for Austin, Texas delegation over 2020, and possible delegation invitees.

Casey Smith, International Program Manager, Global Business Expansion Division, Economic Development Department, City of Austin suggested that a key step is to identify mutual industries to pursue then begin local outreach to see which companies in those industries are looking for expansion opportunities or a way to partner with an agency that aligns with their goals abroad. All in the name of linking our two cities more commercially and exploring the role of sister city brand ambassadors would be very interesting.

The City of Austin schedules two official delegations per year and it would be an excellent opportunity to make a clear case as to potential deliverables from SXSW 2020. Perhaps the next step is to set up a meeting to discuss what might be possible for SXSW 2020 plus explore the potential connections outlined in Appendix 1 as a starting point.

**Appendix 1 - Sister City Connections**

|  |  |  |
| --- | --- | --- |
| Collaboration focus | Adelaide, South Australia | Austin, Texas |
| Smart City objectives  Bio/Life Sciences  Clean energy  Homelessness  Health  Mobility and Transportation | City of Adelaide  DTC  GOGO Events  Hutt Street Centre  R&D  SAHMRI  Water Industry Alliance  Green Industries SA | Aerospace  City of Austin  ECHO  Energy efficiency  Infrastructure improvements  Medtech, pharma, research and tech applications  Traveltech  Water |
| Chamber of Commerce | Business SA  Local Business Associations  Western Business Leaders | Austin Chamber of Commerce |
| Entrepreneurship | Adelaide entrepreneurial ecosystem and startups scene members  Switch Start Scale | Tech Ranch  City of Austin programs and wider startup community |
| Economic development | DPC  Department for Innovation and Skills  EDA SA  LGA SA | Governor’s Office of Economic Development and Tourism  Opportunity Austin  Texas Economic Development Council  The Downtown Austin Alliance |
| Education | Australian Science and Maths School (ASMS)  Department for Education  Entrepreneurship Specialist Schools  South Australian Universities  Study Adelaide | Texas Higher Education Coordinating Board  Texas Education Agency  School?  University of Texas |
| Creative Industry  Arts  Festivals  Film  Gaming  Music | Adelaide Festival  Adelaide Film Festival  Adelaide Fringe  Cabaret Festival  Carclew  DreamBIG  Hybrid World  Music SA  Musitec  South Australian Film Corporation  Womadelaide  UNESCO Creative Cities Network (Music) | SXSW Interactive  SXSW Film  SXSW Music  Austin City Limits  Arts/education exchange (existing)  Multimedia city |
| Food and Wine | Adelaide Central Market  Food SA  Wine and Grape growers Associations | Austin Food and Wine Alliance  Food Trailer Austin  Slow Food Austin  Texas Food Processors Association |
| Future Workforce | Department for Innovation and Skills  Industry Skills Councils  Workforce BluePrint - workforce planning and development colleagues and partners | Texas Workforce Investment Council  Texas Association of Workforce Boards  Workforce Solutions  University of Texas |
| Government | Department for Innovation and Skills  Heart South Australia  Showcase South Australia | City of Austin  Office of Governor |
| Media | Cara Jenkin  Others to be identified | Dan Zehr  Others to be identified |
| Sport | AFL  eSports  Tour Down Under  Superloop race  The Bend | University of Texas  Others to be identified |
| Tourism | Adelaide Convention Bureau  SATC  IiCSA | Austin Convention and Visitors Bureau  Austin Tourism  Governor’s Office of Economic Development and Tourism  Texas Travel Industry Association |
| Women | Business SA  Chooks SA  SA Woman  Women in Innovation | Women in Austin  Innovation Women |
| Youth Leadership | Youth organisations | Austin Youth Leadership |

**Appendix 2 – Draft schedule for Austin delegation to Adelaide, South Australia**

Dates: TBA

|  |  |  |
| --- | --- | --- |
| **Date/Time** | **Activity** | **Location** |
| Saturday | Arrive in Australia – Austin – Dallas – Sydney - Adelaide | Adelaide |
| Sunday | Sleep in  Penfolds Wine Tasting (pm) &/or AFL Grand Final event | Adelaide  Penfolds Magill Estate |
| Monday |  | Adelaide |
| Day 1 am | Welcome to Adelaide, South Australia  City of Adelaide  DSD | Adelaide |
| Day 1 pm | Meet the industry associations and leaders | Adelaide |
| Day 1 evening | Welcome reception | Adelaide |
| Tuesday |  | Adelaide |
| Day 2 am | City of Entrepreneurs Tour | Adelaide |
| Day 2 pm | City of Entrepreneurs Tour | Adelaide |
| Day 2 evening | Premier and Ministers event | Adelaide |
| Wednesday |  | Southern Adelaide |
| Day 3 am | Tonsley | Southern Adelaide |
| Day 3 pm | Tonsley | Southern Adelaide |
| Day 3 evening | Tonsley  Icebreaker event – check date? | Southern Adelaide |
| Thursday |  |  |
| Day 4 am | FCT Flames  Western Adelaide - TechinSA | Western  Adelaide |
| Day 4 pm | Northern Adelaide | Northern Adelaide |
| Day 4 evening | Polaris Centre  City of Salisbury  FCT Flames | Northern Adelaide |
| Friday |  |  |
| Day 5 am | Barossa Valley | Barossa Valley |
| Day 5 pm | Barossa Valley | Barossa Valley |
| Day 5 evening | Free night and/or Adelaide Central Market | Adelaide |
| Saturday |  |  |
| Day 6 am | McLaren Vale and Fleurieu Peninsula or Adelaide Hills | McLaren Vale and Fleurieu Peninsula  Adelaide Hills |
| Day 6 pm | McLaren Vale and Fleurieu Peninsula or Adelaide Hills | McLaren Vale and Fleurieu Peninsula  Adelaide Hills |
| Day 6 evening | Farewell reception |  |
| Sunday |  |  |
| Day 7 am | Depart Adelaide (around midday)  Arrive Sydney | Adelaide - Sydney |
| Day 7 pm | Sydney | Sydney |
| Day 7 evening | Sydney | Sydney |
| Monday | Sydney | Sydney |
| Tuesday | Sydney | Austin |

Option of additional 2 days to include Kangaroo Island, South Australia or Sydney, Australia.

**Appendix 3 – Possible Delegation Invitees from Austin, Texas**

1. Alyssa Zinsser (Secretary of the Sister City Committee) and Marianne Z. Martinez
2. Anne Derfler (Chair of the Sister City Committee)
3. Craig Carlson, Wyze Worldwide, LLC
4. Craig Watkins, University of Texas
5. Dan Zehr, Austin American-Statesman
6. Denise Mayfield, Husch Blackwell
7. Education
8. Eileen Gordon Chiarello, Barnraiser
9. Eli Mercer, Genesis Consulting and 3D Innovation Labs TM
10. Felora Derakhshani, Crimson Woman
11. Film
12. Food
13. Greg Abbott, Governor of Texas
14. Hugh, Forrest, SXSW
15. Jeff Wilson, Kasita
16. Jennifer Todd,
17. Julio Viniegra, Nopanoga
18. Kevin Koym (Tech Ranch)
19. Lance McInnes, Boomerang Pies
20. Laura Cisneros, Women in Austin
21. Lee Reagan, Texas Workforce Investment Council
22. Michael Rollins, Austin Chamber of Commerce
23. Paula Ivey, The CSR Group
24. Sid Jawahar, Esperosinc
25. Steve Adler, Mayor of Austin, Texas
26. Texas Workforce Commission
27. Tourism
28. Yael Trevino, Workforce Solutions
29. Youth
30. Your suggestions…