

Proposal for a Municipality of Clarington representative

at the Newcastle of the World conference 2020

"Smart cities, Innovation for the benefit of the population"

For the attention of Mayor Foster and Council

I am sure many of you remember the successful and enjoyable Newcastles of the World (NOTW) 2016 Conference held here in Newcastle Ontario. It introduced our Newcastle and Clarington to the rest of the world. Many of you will have met Mayors, Councillors, Municipal staff, business representatives and educators during the conference from various Alliance countries. Hosting this conference has netted follow up visits and great interest in exchanges and internships internationally. In 2018 the NOTW conference was held in Shinshiro Japan, October 3-9. A delegation from Newcastle Ontario attended, which consisted of Newcastle ON committee members along with Jennifer Stycuk as the representative from the Municipality of Clarington. It was a very informative and successful event focusing on the future of the Alliance. Many established contacts were strengthened and new ones made. There are various initiatives and opportunities that our community can benefit from the Alliance connection, here are a few :-

- It's important to note that if anyone from our area is travelling to any of the Alliance countries and are close to the Newcastle of that country, there will be a special welcome for them there, and in some areas there is a Passport to give an exclusive and unique experience while visiting.
- During the business section of the 2018 conference each Newcastle was asked to share 5 internationally market ready companies to be promoted to the other Alliance members. Upon our return Willie Woo worked with Sheila Hall from CBOT to create a list which was sent to the NOTW secretariat.
- There are international tourism opportunities, such as creating a passport for Alliance members when they visit our area and assist with promoting our businesses. The committee is working with Kemp Travel and other local companies to create a tour package of our area and beyond for any Alliance visitors.
- There is an opportunity to have a cultural event visit from Neuchâtel Switzerland. The details are still being worked on but we are hopeful to make this happen in 2020. After travelling and meeting people throughout the world (Europe, Russia, Japan, Senegal, Sweden, Canada, USA, Thailand, India, Mexico and other countries). Blueman celebrates this year its 20th anniversary this year. Here is Blueman's website (www.theblueman.com<<http://www.theblueman.com>) to learn more about Blueman and its project. The project is to show that people can meet and interact even if there are not the same (different shape, different colour) and without speaking. It will be interesting for him to meet our Canadian guys and girls.
- Neuchâtel is delighted to invite artists from across the Newcastle Alliance to busk in next year's (2020) annual Buskers Festival, this will take place from 11 August to 15 August 2020. A representative from Newcastle Ontario has already sent an application and we are waiting for the announcement.
- Just announced the first week of September is the launch of the Newcastles of the World online platform #education-exchange. Following keen interest shown and agreement at the

20th anniversary conference in Shinshiro, the Secretariat and Shinshiro have collaborated to create an online platform to facilitate communication and co-operation; leading to exchanges of teachers, students and/or pupils (Shinshiro, Communiqué 2018).

- Before going to Japan for the 2018 NOTW conference, members of Newcastle Ontario committee were invited to meet with Consul General Ito, Consulate-General of Japan in Toronto. We are proud to be able to invite Consul General Ito to Clarington and Newcastle Ontario, September 23rd 2019.

The 2020 conference which will take place in Neuchâtel Switzerland in April (please see attached details). The main theme of the conference will be "Smart Cities, Innovation for the benefit of the population". Many of the NOTW Newcastle Ontario committee members have already committed to representing Newcastle Ontario in Switzerland, providing a delegation with a diverse and knowledgeable group with varied basic subject understanding in Education, Hospitality and Tourism, local community and business. After discussion in our July 2019 committee meeting, it was decided that the group would be strengthened by representation from the Municipality of Clarington and would like to invite Mayor Adrian Foster, Clarington Municipal Council and staff who would be interested to be part of the Newcastle, Ontario delegation, to enhance the group's diversity and bring much needed Municipal insight. I hope that you will see the advantages of continuing to work with the Alliance and being part of the 2020 conference, and the benefit of the contact, interaction, support and knowledge that comes from working with all the various Newcastles around the world.

I look forward to your decision.

Christine McSorley MBA

Chairperson

Newcastles of the World Newcastle Ontario.