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Local Cuisine around Japan: Vol.20

Tsuyama City (Okayama)

Tsuyama City is made up of the Tsuyama basin and its surroundings, and is located in the northern part of Okayama Prefecture. This area has been producing wagyu beef for centuries, and has historical ties as a base for distributing horses and cattle. Overtime, these influences have created a distinctive beef food culture found only within this region.

Tsuyama Horumon Udon

The number of local shops and restaurants in the city that serve this famous dish totals over 50, making Horumon Udon a representative dish of Tsuyama City. Horumon Udon is a dish made from wheat-based udon noodles and beef offal, known as *Horumon* in Japanese. The combination of fresh grilled meat, meat juice, and special sauce are added to vegetables and the wheat-based udon, making it a delicious dish full of texture and flavours that many of the locals look forward to.



Tsuyama Sozuri Nabe

This dish is a nabe (hotpot) made from beef shaved from around the bones cooked together with vegetables and a soy sauce based soup. It is an exceptional dish full of rich and refined flavours, filled with beef umami flavours in its broth.

Other well-known local beef cuisines also include *Hoshiniku* (beef jerky), *Yomenakase* (a dish using beef blood vessels),

and *GyuuNikogori* (a gelatin-like dish made from boiled beef tendon and cooled). When checking out the tourist sites in Tsuyama, tourists can be sure to enjoy the unique beef food culture this city has become known for.

Related links:

Official Tourism Site of Tsuyama City: <http://www.tsuyamakan.jp/en/index.html>

Gourmet page: <http://www.tsuyamakan.jp/en/gourmet/index.html>

Support activities for Okayama

Governor of Okayama Prefecture, Mr. Ryuta Ibaragi; and Okayama Prefectural Government staff visited South Australia on May 1 and 2. It was the 25th anniversary of the Sister State relationship between Okayama Prefecture and South Australia which was established in 1993. The Governor of Okayama met the Premier and the Governor of South Australia, and discussed further collaboration opportunities. The 25th anniversary reception was held in Adelaide and was hosted by the Deputy Premier of South Australia, the Honourable Vickie Chapman MP.



Also, On May 4, the delegation from Okayama visited the CLAIR Sydney office. Director of JETRO Sydney, Mr. Hiroyuki Nakazato; Director of JNTO Sydney, Ms. Kana Wakabayashi; and our Director, Mr. Katsunori Kamibo; all made presentations on various topics about Australia, after which the delegation held a lively discussion and exchanged ideas about their visit.

We hope this visit will be a catalyst for a stronger relationship and we will continuously support Okayama Prefecture's activities in Australia.

Snow Travel Expo

The Snow Travel Expo, Australia's comprehensive ski show was held on Sunday May 20 at the International Convention Centre Sydney, and on Sunday May 27 at the Melbourne Convention and Exhibition Centre. CLAIR Sydney supported three different organisations at the events: Aomori Prefecture (both in Sydney and Melbourne), Ishikawa Prefecture (in Melbourne) and the Hokkaido Tourism Organisation (both in Sydney and Melbourne), who had a booth each at the events to





promote their ski resorts. The large venues were filled with skiers and snowboarders, many of them looking for new ski destinations. It was a great opportunity to promote the three regions to people in Australia, and we hope that many people will visit Japan in the next snow season, especially to the resorts in the three regions we supported.

Japan Festival 2018 in Melbourne



"JAPAN FESTIVAL 2018" was held at Box Hill Town Hall in Melbourne on Sunday, May 20. Assistant Director, Mr Takanori Tanimoto represented CLAIR Sydney at the event to assist with the promotion of different Japanese local areas at the booth ran by JETAA Vic/Tas/SA. The spacious hall was very lively and there were constant exchanges of conversations in Japanese. There were continuous performances held at the main stage, such as Japanese taiko drums and traditional dance, as well as a cosplay contest. Takanori spoke with many visitors on the day who all have great knowledge about Japan, and he was able to rediscover the attractions of Japan. It

was a wonderful event that made us feel the exchange between Australia and Japan will continue to prosper into the future; very much like the sister city relationship between Whitehorse, where the event was held, and Matsudo (in Chiba Prefecture). In addition, this year there seemed to be more visitors who showed interest in the JET Programme than the previous years. We would like to express our appreciation for the JETAA Vic/Tas/SA members who helped out at the booth at the event.



The JAPAN ROAD SHOW 2018

The JAPAN ROAD SHOW 2018, organised by JNTO (Japan National Tourism Organisation), was held on Tuesday May 22 in Sydney and on Thursday May 24 in Melbourne. The events comprised of tourism seminars and commercial meetings for representatives from the local media, travel agencies, etc., to meet with representatives from the tourism industry from Japan.



The events were held at a time when there were many travel sellers travelling to Australia from Japan to participate in the Snow Travel Expo. This year, the Road Show events were held in Sydney and Melbourne in Australia, and in Auckland in New Zealand.

CLAIR Sydney supported the activities of Aomori Prefecture, which had representatives at the Road Show events in Sydney and Melbourne. There were more participants at the events than expected, and we were



delighted to be answering questions from the participants. In the previous years, the questions asked at the Road Show events were mostly ski related questions. This year, besides the ski-related questions, there were also a wide range of questions asked such as specific questions about access to tourism spots, and regional festivals. Through our participation in the events, we could see that the demands for tourism in Japan have increased.

The Sister Cities New Zealand annual conference

Between 24 and 26 May, staff from CLAIR Sydney attended the 2018 Sister Cities New Zealand (SCNZ) annual conference and forum discussion in Lower Hutt, New Zealand. The attendees actively participated in discussions on how to further enhance sister city ties. In addition, our staff ran a booth at the event promoting attractive travel destinations in Japan to the conference attendees.

The theme this year is “Connecting Globally through Technology“. In the Community and School forum, Mr





Jade Stent, Deputy Principal of Tui Glen School in Lower Hutt, gave a presentation on the exchange activities through the usage of Skype between his school and a school in Minoh City. Also, two students from Tui Glen School, Miss Hazel Albert and Miss Maya Iti, gave a short speech each in Japanese, and received a big round of applause from the audience.

Our Deputy Director, Mr Shigeki Yamada, made a speech on the role of CLAIR Sydney, the current situations of sister cities and sister-school exchanges between Japan and New Zealand, and then talked about exchanges through sports such as rugby. The attendees were pleased to hear that New Zealand has more sister-city relationships with Japan than any other country. After the speech, some of the conference participants came to the CLAIR booth to ask questions related to the

presentation. In addition, after addressing the audience, the Mayor of Minoh City, Mr Tetsuro Kurata, conducted a Skype session where the audience was able to converse with students at school in Minoh City. During the conference, we noticed that many of those involved with the organisation of this conference, such as staff from SCNZ, various councils, and volunteers assisting at the conference, are ex-JETs. We were able to feel the strong presence of the JET Programme in New Zealand.



Future Asia Business Summit 2018 - Sydney

CLAIR had the wonderful opportunity to attend the Future Asia Business Summit, held annually in the City of Sydney. It is an international business event that aids international and local businesses' economic competitiveness through global engagement, particularly with Asia. Businesses engage with innovative ideas and new connections that allow for global growth, and gain a thorough comprehension of how cities support businesses in international engagement. As the summit is tailored to increase connectivity between local and international businesses, there is a fitting theme to follow: "driving the global economy at city level".





JETAA NSW

Greetings from your new JETAA NSW President! Our AGM in March saw big changes for the committee: not only was I voted in as President after spending a year as Secretary and a year as a General Member, but we also welcomed a number of brand new members to titled roles, including Secretary (Mark Lennie) and Communications Officer (Brittany Alcock), as well as General Members. We now have the largest committee we have had in recent years, with 21 members in total, and plan to deliver a year packed full of events to our NSW community.

We plan to continue our strong relationship with AJS (Australia-Japan Society) NSW and hold three to four “Shaberanaito” events, to promote Japanese language

enthusiasm and networking in the JETAA and AJS communities. AJS will also hold their biennial National Conference in October and we intend to support the event by giving a presentation about the JET Programme. After receiving such positive feedback on our inaugural Career Development Workshop for recent returnees, which we held last November, we plan to further develop the programme and hold it once again this year.



With so many new committee members, we also have lots of ideas for new social events this year to encourage our community to become more involved, with something for everyone, from family BBQ days to sake tasting nights.

If you'd like to participate in our events, check our website. You can also sign up for our newsletter there to get our updates direct to your inbox.

I look forward to a year of serving the JETAA community, as well as the greater community of Australians interested in Japanese culture.

Warm regards,

Sally Miles

President

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Farewell message

Our Senior Research & Liaison Officer, Mr Damian Spinks has left CLAIR Sydney in June to take on new challenges.

My time at CLAIR Sydney has finally come to an end!

When I first started as a Research and Liaison Officer back in October 2015 I wasn't really sure what the role had in store for me.

Since then, I have learnt so much about politics and local governance, multiculturalism and diversity, history and culture. I strongly believe the education I have received over the past few years working in this role has made me a more informed global citizen.



I would like to thank CLAIR Sydney Director, Mr. Katsunori Kamibo for believing in me and giving me the opportunity to become a bridge between Australia/New Zealand and Japan. It has been an honour!

I would also like to extend my thanks to Mr. Masahisa Yoshimi, Mr. Shigeki Yamada (former and current CLAIR Sydney Deputy Directors), Mr. Jason Khoh and Ms. Carol Cheng (former and current Research and Liaison Officers) and all assistant directors and administrators. I have learnt so much from all of you!

I will continue to be a bridge between Australia and Japan into the future!



From the Director

32 –International Sports Events - A Year of Local Governments in Japan

This month, the 2018 FIFA World Cup will be held in Russia, where both Australia and Japan will be competing. I wish the best of luck to both teams. I believe through communicating while having fun with one another, sports exchange is one of the most important international exchanges to take place around the world.

Japan will host for the first time the Rugby World Cup in 2019, and Tokyo will host the 2020 Summer Olympics, Tokyo 2020. Moreover, the Kansai World Masters Games will be held in 2021 in the Kansai region.

In terms of the Rugby World Cup, Australia and New Zealand are both strong teams in rugby. On the other hand, Japan's national team is struggling to improve their ability. I am actually really looking forward to watching a possible match of the Japanese national team playing against the Wallabies or the All Blacks.

Other types of sports exchange include, for example, winter sports such as skiing and skating in January or February in Japan. At the same time, in Australia and New Zealand, we can enjoy summer sports such as surfing and golf. Thanks to this sort of healthy competitive spirit, I believe sports-based exchange has the potential to foster sister city relationships and further business opportunities.

As an example, sports exchange through rugby between Japan and other countries gives Japanese students opportunities to learn both English and rugby skills at the same time while they are being coached by players from Australia and New Zealand. Sports exchange also deepens sister city relationship like the one between Wellington and Sakai City, in which Sakai City dispatched a rugby school delegation to its sister city Wellington.

Japanese people are eager to host these international sports events and we welcome people from overseas, especially our friends, Australians and New Zealanders!