

STRATEGIC PLAN 2019–2023

Our Future State: Advancing Queensland's Priorities

Contribution to the Queensland Government's objectives for the community.



Create jobs in a strong economy

- > By implementing the *Advancing Trade and Investment – Queensland Trade and Investment Strategy 2017–2022* we are helping to create jobs by growing Queensland businesses through global trade.
- > By implementing the *International Education and Training Strategy to Advance Queensland 2016–2026* we are supporting industry growth and knowledge and talent attraction.
- > By attracting foreign capital into Queensland businesses and catalytic regional projects through our global network we are helping to increase private sector investment.

Be a responsive government

- > We are delivering exceptional client experiences to Queensland's business community and international investors by providing a comprehensive, targeted and coordinated service.
- > We are supporting Queensland's regional communities by providing responsive services and upskilling regional export and investment capabilities through targeted programs.
- > We are creating an agile organisation that is ready to respond to opportunities and the needs of our stakeholders by cultivating a skilled and empowered workforce.

Strategic opportunities:

- > **Growth in Asia**
Continued strong economic growth in key Asian markets will continue to provide Queensland industry with new export markets for goods and services.
- > **Business innovation**
New innovations will continue to increase the competitiveness of Queensland businesses and improve the efficiencies of trade.
- > **The green economy**
Rising awareness of environmental issues is providing opportunities for the development of clean energy sources and environmental management services.

Strategic risks:

- > **Global economic uncertainty**
Uncertainty in the global business environment including US-China trade tensions, the implications of Brexit and the slowing growth of the Chinese economy may negatively affect Queensland's exports.
- > **Rising protectionism**
The growing popularity of protectionist trade policies globally may reduce global trade flows and impact economic growth.
- > **Demand for services**
High demand for TIQ's services from Queensland businesses and government partners will place pressure on TIQ's resources.

Our vision

Queensland's economy grows and transforms through global trade and investment.

Our purpose

We connect Queensland with the world and the world with Queensland – driving global business opportunities that create jobs and prosperity across Queensland.

Our objectives:

Position Queensland globally for success	Grow diversified exports	Attract job creating international investment	Attract and develop talent to grow Queensland	Promote regional success through global links	Deliver exceptional service from a high performing organisation
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What we will do:

<ul style="list-style-type: none"> > Champion a 'Team Queensland' approach, through our international network, to position the state as a place to invest in, buy from, study in, establish a business in and migrate to. > Foster relationships with global stakeholders to extend Queensland's influence and reach in priority markets. > Coordinate overseas missions and events with stakeholders to promote Queensland's business brand and profile and achieve new global business opportunities. 	<ul style="list-style-type: none"> > Help ambitious, capable Queensland businesses with an internationally competitive offering go global by developing capability, providing market intelligence, accessing networks and making valuable connections. > Support growth of exports in priority industries, including value-adding and knowledge-based offerings. > Foster growth in targeted overseas markets with the greatest potential for Queensland. 	<ul style="list-style-type: none"> > Champion 'Team Queensland' overseas to attract international investment and firms and build a pipeline of international investment opportunities. > Pitch significant, catalytic Queensland opportunities to targeted international investors. > Assist entrepreneurs and established businesses to attract global capital to grow and scale. > Foster strategic relationships with international investment stakeholders to build Queensland's commercial reputation. 	<ul style="list-style-type: none"> > Foster the sustainable growth of the international education and training sector, and connect the sector with the broader economy. > Attract business migrants and skilled workers to Queensland who will contribute to new business, investment opportunities and wider job creation. > Connect global talent with industry to encourage knowledge transfer, foster innovation and entrepreneurship and deliver global skill needs. > Increase export and investment capability of Queensland's businesses and stakeholders. 	<ul style="list-style-type: none"> > Provide global exposure to catalytic projects with potential to transform regional economies. > Support significant regional industries to grow through export and international investment facilitation. > Connect regional businesses with locally relevant and responsive services through our network and partnerships. 	<ul style="list-style-type: none"> > Deliver exceptional service to business, international buyers and investors, and partners. > Collaborate with Queensland Government agencies to provide a comprehensive, targeted and coordinated client service offering. > Be an agile and flexible organisation with strong governance, and an inclusive and collaborative culture across our global network.
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Performance indicators:

<ul style="list-style-type: none"> > Number of Ministerial visits and inbound and outbound TIQ-led delegations. > Client satisfaction of Ministerial mission and TIQ-led delegation participants. 	<ul style="list-style-type: none"> > Number of export outcomes achieved and dollar value generated by clients assisted by TIQ. > Client satisfaction of export clients assisted by TIQ. 	<ul style="list-style-type: none"> > Number of investment outcomes achieved and value and jobs generated by clients assisted by TIQ. > Client satisfaction of investment clients assisted by TIQ. 	<ul style="list-style-type: none"> > Growth of IET sector exports. > Number of skilled workers attracted to Queensland. > International student satisfaction. > Overall satisfaction of Business and Skilled Migration Queensland agents. 	<ul style="list-style-type: none"> > Number of businesses assisted in the regions. 	<ul style="list-style-type: none"> > Proportion of clients assisted by TIQ who progress their international business dealings. > Number of workplace health and safety incidents. > Percentage of staff undertaking professional development.
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Key priorities for 2019–2020

Dubai Expo 2020 > Profile Queensland to global business audiences at World Expo 2020 in Dubai.	Global new energy economy > Promote Queensland's capabilities in new energy to global markets to attract international investment, facilitate exports and develop new partnerships.	India and South East Asia > Focus on India and South East Asia with the aim to increase the number of export and investment activities and opportunities from these key markets for Queensland.	Investment attraction > Increase our effort in attracting international investment across the key sectors in the precincts, projects and firms that will drive the Queensland economy.	Regional Action Plan > Deliver a regional action plan that connects regional firms with global markets and attracts investment into catalytic projects across Queensland.	Talent and employability > Position Queensland as a place with a strong talent pipeline through international education and training and skilled migration programs.	Business transformation > Improve TIQ's business systems, processes and tools to provide exceptional client services and enable the agency to meet its strategic objectives.
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