

Trade and Investment Queensland Strategic Plan 2017–2021



Vision

A prosperous Queensland – underpinned by diversified exports and high-value investments that create jobs and sustain a vibrant, innovative economy.



Purpose

Trade and Investment Queensland was established as a statutory body under the *Trade and Investment Queensland Act 2013* to contribute to economic and social benefits for Queensland by facilitating, supporting and encouraging trade, investment and other commercial opportunities for Queensland, including between Queensland and foreign countries.

Our contribution to the Queensland Government's objectives for the community	Strategic risks and opportunities	Key priorities for 2017–18
<p>Creating jobs and a diverse economy:</p> <ul style="list-style-type: none"> We are contributing to new investment and jobs by attracting vital investment to the state through our international network, and by supporting the growth of our domestic export businesses to increase jobs in the state. We are contributing to a diversified and innovative economy by providing support across our key sectors as well as for emerging industries. <p>Delivering quality frontline services:</p> <ul style="list-style-type: none"> We are delivering responsive and quality integrated export and investment services to Queensland's business community and international buyers and investors. <p>Building safe, caring and connected communities:</p> <ul style="list-style-type: none"> We are supporting Queensland's regional communities by providing locally relevant and responsive services through our regional network. 	<p>We have identified the following risks, but have strategies in place to manage them:</p> <ul style="list-style-type: none"> global trends and domestic regulations that might have a negative effect on our clients – we are adopting a whole-of-government approach to identifying and addressing barriers and impediments faced by industry to support a stronger export and foreign investment environment in Queensland fragmented approach to government service delivery to exporters and investors – we are actively working with other agencies to develop an integrated approach to trade and investment services across government dealing with multiple, and sometimes competing, key priorities – we are aligning all our strategic priorities and maintaining focus on longer-term objectives resource shortages and frequent organisational changes – we are empowering and appropriately resourcing our people to focus on delivering targeted trade and investment services. <p>We take advantage of opportunities by:</p> <ul style="list-style-type: none"> maximising trade and investment potential for clients in innovative and emerging industries promoting regional (and in particular North Queensland) strengths with targeted trade and investment initiatives capturing trade and investment prospects generated by significant international events such as the Gold Coast Commonwealth Games in 2018 capitalising on trade-conducive global trends. 	<ul style="list-style-type: none"> Leading the implementation of the whole-of-government strategies: <i>Advancing Trade and Investment: Queensland Trade and Investment Strategy 2017–2022, and the International Education & Training Strategy to Advance Queensland 2016–2026</i> Developing, and then implementing, a streamlined whole-of-government client case management system and processes to provide the highest quality services to exporters and investors Providing quality advice to business clients, and government and industry stakeholders, on trade and investment matters and global business issues Maintaining a strategically positioned network of overseas offices to leverage high-potential export and investment prospects Delivering efficient and effective international trade and investment missions, with a focus on planning and delivering three targeted agribusiness missions to support food and fibre products, as well as niche and new or emerging products

Our objectives, how we will achieve them, and how they will be measured

Objectives	Strategies	Performance indicators
<p>Growth in diversified exports – contribute to jobs creation by enabling Queensland businesses across regions and sectors to be successful exporters</p>	<ul style="list-style-type: none"> Facilitate comprehensive service provision to Queensland businesses with an internationally competitive export offering Target innovative and emerging sectors and SMEs with exporting potential Promote Queensland export capabilities through TIQ's global network Champion and assist the Queensland international education and training industry, particularly in regions 	<ul style="list-style-type: none"> Export client satisfaction with TIQ services Cost per export lead
<p>Job-creating investment – attract high-value international investment into Queensland to enable a connected and innovative economy</p>	<ul style="list-style-type: none"> Promote Queensland investment opportunities through TIQ's global network Pitch Queensland to international investors as an ideal location for business establishment Lead cross-government service provision to international investors interested in Queensland opportunities Specifically focus on regions (North Queensland), and on investment into the innovation sector and infrastructure 	<ul style="list-style-type: none"> Investment client satisfaction with TIQ services Cost per investment lead
<p>Queensland on the global stage – drive export and investment growth by identifying global opportunities and promoting Queensland's strengths to the world</p>	<ul style="list-style-type: none"> Foster relationships, partnerships and agreements with global stakeholders Deliver relevant events across Queensland and offshore to promote the state as a pro-business location and a hub of world-class suppliers Arrange effective inbound and international outbound missions that achieve export and investment outcomes Identify, systematically communicate, and capitalise on key trade and investment opportunities Work with relevant agencies and stakeholders to deliver a strategy to leverage trade and investment opportunities arising from the Gold Coast Commonwealth Games in 2018 Promote Queensland as an international destination for business and skilled migrants 	<ul style="list-style-type: none"> Satisfaction of Ministerial mission participants with TIQ services Overall Government stakeholder satisfaction with advice on, and support to intergovernmental issues on trade and investment promotion



Customers first



Ideas into action



Unleash potential



Be courageous



Empower people