

Trade and Investment Queensland

Strategic Plan 2018–2022



Our vision

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



Our 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: Our Future State – Advancing Queensland's Priorities

Create jobs in a strong economy – increase private sector investment to help achieve the nominated target:

- We are contributing to jobs by attracting vital investment to the state through our international network and our activities onshore and offshore.
- We are supporting the growth of Queensland exporting businesses to increase jobs in the state and contribute to the dynamism of the Queensland economy.
- We are contributing to a diversified and innovative economy by providing support across our key sectors as well as for emerging industries.

Be a responsive government – make Queensland Government services easy to use:

- We are delivering responsive and quality integrated export and investment services to Queensland's business community and international buyers and investors, and working on streamlining the whole-of-government offering to these clients.
- We are supporting Queensland's regional communities by providing locally relevant and responsive services through our regional network and upskilling regional export and investment capabilities through targeted programs.

Strategic risks and opportunities

We have identified the following risks, and have strategies in place to manage them.

- Global trends, such as rising trade protectionism, and domestic regulations that might have a negative effect on our clients' business dealings – We are adopting a whole-of-government approach to identifying barriers and impediments faced by industry and we are helping our clients to access markets with the greatest competitive advantage for their business.
- Fragmented approach to government service delivery to exporters and investors that might confuse our clients and diminish the effectiveness of service delivery – We are actively working with other agencies and stakeholders to develop an integrated approach to trade and investment services across government.
- Dealing with multiple, and sometimes competing key priorities, which might reduce the quality of our operations – We are aligning all our strategic priorities and maintaining a focus on longer-term objectives.

We take advantage of opportunities by:

- maximising trade and investment potential for clients in innovative and emerging industries
- promoting regional (and in particular North Queensland) strengths through targeted trade and investment initiatives
- capturing trade and investment prospects generated by significant international events, such as the Gold Coast Commonwealth Games in 2018, and the legacy benefits that will flow from related investments
- capitalising on Queensland strengths and trade-conducive global trends as identified in the *Queensland Trade and Investment Strategy 2017–2022*.

Key priorities for 2018–19



Leading the **implementation of the whole-of-government strategies**: *Advancing Trade and Investment: Queensland Trade and Investment Strategy 2017–2022*, and the *International Education & Training Strategy to Advance Queensland 2016–2026*



Implementing a **streamlined whole-of-government client case management system**, within a comprehensive trade and investment client services framework, 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 for Queensland



Delivering **efficient and effective international trade and investment programs and missions** in collaboration with other agencies and stakeholders

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, including export training, 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 and communicate opportunities to exporters Champion and assist Queensland's international education and training industry, particularly in the regions 	<ul style="list-style-type: none"> Export clients' satisfaction with TIQ services; their progress in international business dealings; and number of their export deals assisted by TIQ Increase Queensland's share of national overseas exports to 22% and maintain through to 2022*
 <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 to establish their businesses Lead cross-government promotion and service provision to international investors interested in Queensland opportunities, including to potential business migrants Specifically focus on regions (North Queensland), and on investment into the innovation sector and infrastructure 	<ul style="list-style-type: none"> Investment clients' satisfaction with TIQ services; their progress in international business dealings; and number of their investment deals assisted by TIQ Increase the number of investment outcomes facilitated by the Queensland Government by 20% by 2022*
 <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 initiatives and events across Queensland and offshore to promote the state, and its individual regions, as a pro-business location and a hub of world-class suppliers In collaboration with stakeholders, arrange effective international inbound and outbound missions that achieve export and investment outcomes Identify, systematically communicate, and capitalise on key trade and investment opportunities Promote Queensland as an international destination for business and skilled migrants Manage Study Queensland brand and promotion of Queensland as a study destination 	<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 Number of international inbound and outbound missions organised, or significantly assisted by, TIQ Number of large international events organised, or significantly assisted by TIQ
 <p>A well-functioning TIQ</p>	<ul style="list-style-type: none"> Lead an agile and flexible organisation that operates with integrity, transparency and accountability Enable effective and efficient governance, processes and business systems by embracing new technologies Foster an inclusive and collaborative organisational culture through an empowered workforce that operates across a globally dispersed environment 	<ul style="list-style-type: none"> Working for Queensland survey results

*Queensland Trade and Investment Strategy 2017–2022 measures and targets.

Our values

TIQ follows the Queensland Government's core values of:



Customers first



Ideas into action



Unleash potential



Be courageous



Empower people