

STRATEGIC PLAN 2020–2024

Our Future State: Advancing Queensland's Priorities

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



Create jobs in a strong economy

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- > 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 helping the sector rebound from the COVID-19 pandemic by supporting industry growth and knowledge and talent attraction.
- > By delivering on the Queensland Government's COVID-19 industry recovery package we are helping Queensland businesses manage the impact of the pandemic and sustain jobs.

Be a responsive government

- > We are delivering exceptional client service to Queensland's business community and international investors by providing comprehensive and targeted insights and services through a collaborative approach with our key partners.
- > 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 and adopting flexible, innovative ways of doing business.

Key priorities for 2020-21 | Flagships:

- > We continue our commitment to Talent and Employability, and the Global New Energy Economy.
- > The focus on international diversification which began with the India and ASEAN Expansion will be monitored for developments over 2020/21.
- > Our Investment Attraction team will focus on Reinvestment and Aftercare with clients in 2020.
- > Our Regional Action Plans from 2019 are leading in our focus on Regional Development in 2020.
- > The Business Transformation Flagship evolves into a focus on Systems Integration to build systems capacity.

Strategic opportunities:

- > **Post-COVID-19 world:** The shakeup of global markets due to the coronavirus pandemic will provide new opportunities for innovative and agile businesses in sectors such as health and wellbeing, transport and logistics and professional services.
- > **Asian rebound:** As Asian economies begin to rebound from the economic downturn caused by COVID-19, Queensland businesses are well-placed to be first-movers and capitalise on their resurgence.
- > **The green economy:** Increased focus on environmental issues is providing opportunities for the development of clean energy sources, waste management and environmental services.

Strategic risks:

- > **COVID-19 pandemic:** The COVID-19 pandemic is likely to have a long-term impact on global trade and investment flows, increasing the focus on domestic supply, challenging perceptions of globalisation and constraining global supply chains and export markets.
- > **Global economic uncertainty:** Uncertainty in global markets, shifting geopolitical landscapes and growing social and political unrest due to COVID-19 will dampen business confidence, and plans for global expansion and future investment.
- > **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.



COVID-19 recovery focus for 2020-21

Unite & Recover

1. SUSTAIN

- > Deliver programs to support businesses throughout recovery period
- > Coordinate international education assistance and recovery package
- > Share market insights to support exporters and investors
- > Support international freight assistance mechanism
- > Promote economic and market diversification
- > Pivot to new modes of business engagement
- > Participate in coordination efforts across all levels of government

2. TRANSITION

- > Share market intelligence to support local business transition
- > Explore new business models eg e-commerce
- > Connect alumni network to drive new business opportunities
- > Form new strategic partnerships
- > Establish new digital promotion platforms
- > Support establishment of new supply chains

3. TRANSFORM

- > Explore in-market opportunities
- > Profile Queensland trade and investment opportunities globally
- > Encourage cross border collaboration
- > Foster digital engagement and delivery
- > Strengthen Queensland's competitiveness in international markets
- > Advocate for international education and training sector opportunities

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 an exceptional service from a high performing organisation
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What we will do:

<ul style="list-style-type: none"> > Navigate global change following the COVID-19 pandemic to profile Queensland as a stable place to invest in, buy from, study in, migrate to and establish a business. > Foster relationships with global stakeholders to extend Queensland's influence and reach in priority markets noting their varied recovery trajectories from COVID-19. > Pursue opportunities to promote Queensland's global business brand and profile and achieve new business outcomes. 	<ul style="list-style-type: none"> > Assist businesses to successfully reengage with international markets and activate their market re-entry strategies following COVID-19. > Foster sustainable growth in diverse overseas markets to promote strong supply chains and resilient businesses that can seize opportunities and create local employment. > 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 and emerging industries, including value-adding and knowledge-based 	<ul style="list-style-type: none"> > Champion Queensland overseas to attract international investment and firms and maintain a pipeline of international investment opportunities to support local jobs. > Carry out aftercare activities to support existing investors to reinvest in Queensland. > Leverage strategic relationships with other government agencies and the private sector for investment outcomes. > Assist entrepreneurs and established businesses to attract global capital. 	<ul style="list-style-type: none"> > Foster the recovery and sustainable growth of the international education and training sector and the diversification of international student markets following the COVID-19 pandemic and connect the sector with the broader economy. > Partner with the Department of Employment, Small Business and Training to attract business migrants and skilled workers to Queensland to address critical skills shortages and contribute to new business and investment opportunities > Connect global talent with industry to encourage knowledge transfer, foster innovation and entrepreneurship and deliver global skill needs in a changing global environment. > Increase export and investment capability of Queensland's businesses and stakeholders. 	<ul style="list-style-type: none"> > Promote catalytic projects with potential to transform regional economies and create local jobs > Support significant regional industries to grow, diversify, innovate, and take advantage of emerging international opportunities through export and 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. > Partner with Queensland businesses to develop and deliver their global business strategy by providing professional advice and a tailored service offering. > Collaborate with other government and partner organisations 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. > We will respect, protect, and promote human rights in our decision-making and actions across our global network.
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Performance indicators:

<ul style="list-style-type: none"> > Client satisfaction of international stakeholders. > Increase the engagement of clients and stakeholders with TIQ publications. > Improve client satisfaction of Ministerial missions and TIQ-led delegation participants. 	<ul style="list-style-type: none"> > Increase the 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"> > Proportion of IET stakeholders that indicate SQ has helped enable stronger connections. > Proportion of Partnership Fund projects that are on track or successfully delivered. > Alignment between skilled migrants recruited and Queensland skills list. 	<ul style="list-style-type: none"> > Level of satisfaction of regional clients who have received assistance from TIQ. 	<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.
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