

Trade and Investment Queensland STRATEGIC PLAN 2023–2027



Trade and Investment Queensland is the Queensland Government's dedicated global business agency, promoting Queensland as an ideal location for trade, investment, study and migration.

We have 18 trade and investment offices in 14 international markets and a presence in eight locations across Queensland. We lead the *Queensland Trade and Investment Strategy 2022-2032* and the *Queensland International Education and Training Strategy 2022-2027*, and support initiatives in other public sector strategies and roadmaps.

Our purpose

To grow international trade and investment, and attract global talent and international students for the good of Queensland

Our vision

We make global trade and investment possibilities a reality for Queensland

Our actions reflect our values

- > **Ambitious and decisive** – We think big and take action, embracing risk
- > **Client-focused** – We provide services that exceed expectations
- > **Empower our people** – We devolve decision making, recognising everyone's capabilities
- > **Accountable** – We take responsibility for our actions and decisions and behave ethically

We support the Queensland Government's objectives for the community

- > **Good Jobs:** *Good, secure jobs in our traditional and emerging industries*
- > **Better Services:** *Deliver even better services right across Queensland*
- > **Great Lifestyle:** *Protect and enhance our Queensland lifestyle as we grow*

We are delivering on these objectives by



Supporting jobs: through fostering new trade and investment opportunities in the industries of the future



Connecting Queensland: by offering trade and investment facilitation and promotion activities via digital platforms.



Backing small business: by helping clients to succeed on the global stage



Growing our regions: supporting regional businesses to export, attract investment, and attract talent



Making it for Queensland: through the facilitation of onshore advanced manufacturing across various traditional and emerging industries



Building Queensland: attracting investment to support infrastructure development and business growth



Investing in skills: by providing learning and development opportunities for our clients and our people



Honouring and embracing our rich and ancient cultural history: by promoting First Nations businesses internationally



Backing our frontline services: by offering timely and useful assistance to current and prospective clients

Acknowledgement of Country

We pay our respects to the First Peoples – the Traditional Owners of the lands, their spirits and their legacy. We recognise their continuing connection to land, water and community. We pay respect to the Elders and acknowledge the hope, strength, inspiration and courage of current and future generations in creating a better Queensland.

To support our purpose and vision, our priorities are to

Promote Queensland	Boost exports	Grow investment and jobs	Be a trusted partner
<ul style="list-style-type: none"> Develop Queensland's global business brand Build a team of allies to emphasise Queensland's strengths Promote Queensland as a destination for international students via the Study Queensland network Maximise opportunities associated with the Brisbane 2032 Olympic and Paralympic Games Facilitate and boost inbound and outbound international missions 	<ul style="list-style-type: none"> Connect exporters to international opportunities Support exporters' product and market diversification Uplift exporters' capabilities, e.g. e-commerce Provide quality and timely market intelligence to stakeholders Grow Queensland's cohort of export-ready businesses 	<ul style="list-style-type: none"> Attract global investment to drive Queensland's future growth and diversification Foster transition to new energy solutions, supporting the implementation of the Energy and Jobs Plan Connect Queensland organisations with R&D and commercialisation opportunities, through Study Queensland Provide quality and timely market intelligence to stakeholders Optimise Queensland's access to international talent via Migration Queensland Grow Queensland's cohort of investment-ready businesses 	<ul style="list-style-type: none"> Act as Queensland's trusted advisor for global affairs – the global face of Queensland Focus on high value and high impact activities Recruit, grow and retain people with the capabilities and skills we need for the future Collaborate with other agencies and support delivery of other government strategies Emphasise our digital services to clients

We measure our success by

<ul style="list-style-type: none"> Mission participant satisfaction Event attendance and attendee satisfaction Results of brand tracker survey Growth in digital engagement 	<ul style="list-style-type: none"> Number and value of export outcomes, including First Nations outcomes Client satisfaction and net promoter score Growth of international student enrolments Number of new exporters assisted Growth in the number of export-ready First Nations businesses More balanced contribution from top export markets and commodities 	<ul style="list-style-type: none"> Number and value of investment outcomes Number of jobs created Client satisfaction and net promoter score Percentage of business and skilled visa quotas filled Value of investment by business migrants 	<ul style="list-style-type: none"> Proportion of advocacy opportunities addressed Stakeholder satisfaction with policy input Stakeholder feedback on TIQ's effectiveness as a partner
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Our plan helps us to embrace our opportunities and manage our risks

- **Global megatrends and geopolitics** – we are agile and able to assist clients to explore and diversify into new markets in response to environmental changes
- **New energy** – we support Queensland's decarbonisation ambitions and intentions to become a leading supplier of clean energy inputs and outputs
- **2032 Olympic and Paralympic Games** – we leverage global prominence to boost exports and investment and support jobs
- **Rise of e-commerce and digital trading** – we support our clients to address skill and knowledge gaps
- **Queensland's business brand** – we build Queensland's business brand to match Queensland's tourism brand
- **Talent management** – we support businesses to attract skilled and innovative workers
- **Stakeholder management** – we balance diverse needs, priorities, and expectations

Trade and Investment Queensland will respect, protect and promote human rights in our decision making and actions.