

Trade and Investment Queensland STRATEGIC PLAN 2026–2030



Queensland is a trading state. Exports account for around one quarter of Queensland’s Gross State Product (GSP), and trade supports one in four jobs.

Trade and Investment Queensland (TIQ) is the Queensland Government’s dedicated global business agency, supporting the economic security of the state. We have 27 locations across 18 international markets, and nine locations across Queensland. We lead the delivery of trade and investment strategies and support other Queensland Government strategies and frameworks such as the *Primary Industries Prosper 2050*, *Queensland Energy Roadmap*, *Destination 2045*, *Transforming Queensland Manufacturing Strategy*, *The Right Skills Strategy* and Sovereign Industry Development Fund priorities including defence, biomedical and biofuels.

Our purpose:

To grow international trade and investment and attract global talent and international students to Queensland.

Our vision:

Queensland is recognised globally as a trusted and competitive place to trade and invest, and TIQ turns opportunity into measurable outcomes for the State.

TIQ’s 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

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

To support our purpose and vision, our objectives are:

<h3>Boost exports</h3>	<h3>Promote Queensland</h3>	<h3>Be a trusted partner</h3>	<h3>Grow investment and jobs</h3>
<ul style="list-style-type: none"> Nurture interest in becoming an exporter and support businesses in becoming export-ready Connect businesses in traditional and emerging industries to diversified and sustainable international opportunities Inform existing exporters about product demand in new markets and assist with accessing these markets 	<ul style="list-style-type: none"> Strengthen Queensland’s international profile as a place to study, live and work Embed Queensland’s global business brand, to drive trade and investment Nurture relationships with existing and emerging trading partners including through ministerial and business missions, and trade shows and events 	<ul style="list-style-type: none"> Grow TIQ’s digital service offerings to allow more businesses to access TIQ support Provide quality and timely market intelligence and insights to clients and other stakeholders Coordinate whole of Government engagement for priority trade and investment opportunities Collaborate with other agencies and support delivery of cross-government strategies Advocate for Queensland in a range of federal forums 	<ul style="list-style-type: none"> Attract foreign direct investment to support the state’s exporters, including small, family-owned and regional businesses Provide a coordinated investor interface across agencies Lead a coordinated approach to state sponsored skilled migration, targeted to priority industries Connect Queensland businesses and prospective investors with international students, graduates and skilled migrants

Opportunities

- Queensland’s strong governance and position as a stable and attractive destination for trade, investment, education and employment offer a competitive advantage in uncertain times.
- Leveraging Australia’s 19 Free Trade Agreements and promoting product and market diversification can help Queensland exporters navigate global trade challenges.
- Queensland’s strategic supply chains, supported by 21 ports, 6 international airports and digital infrastructure, enhance its global connectivity.
- Promoting Queensland’s strengths such as its vibrant economy, natural resources, skilled workforce, regional capabilities and lifestyle can elevate its global profile and attract investment, talent and international students.
- The 2032 Olympic and Paralympic Games are a once-in-a-generation opportunity to showcase Queensland on the global stage, fostering international engagement, partnerships and investment pathways.

Challenges

- Global and regional geopolitical shifts create risks to market stability and Queensland’s ability to maintain and expand its trade and investment footprint.
- Trade barriers and rising protectionism including tariffs may restrict the movement of goods, capital and investment, limiting Queensland exporters’ ability to access key international markets.
- Disruptions in global logistics and supply chains expose vulnerabilities for Queensland exporters and investors, potentially impacting the reliability of trade and investment flows.
- Heightened competition in a constrained global market could undermine Queensland’s efforts to attract investment, skilled talent, and international students, as well as its ability to maintain a competitive edge.
- While the 2032 Olympic and Paralympic Games present opportunities, they also bring risks, if not managed.

We use these metrics to evaluate our success:

<ul style="list-style-type: none"> Number and value of export outcomes facilitated Number of deals facilitated for first-time exporters Number of deals facilitated for a business commencing exports to a new market Proportion of grant recipients who achieve one or more export outcomes 	<ul style="list-style-type: none"> Number reached through digital channels (paid and organic) Level of stakeholder satisfaction with advice and support Number of business missions, trade shows and events, and value of outcomes achieved 	<ul style="list-style-type: none"> Client satisfaction levels and net promoter score Percentage of clients and investors reporting improved access to coordinated support and services Number of strategic insights developed 	<ul style="list-style-type: none"> Number and value of investment outcomes Number of jobs expected to be created through investment Percent of skilled visa quota nominated
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We support the Queensland Government’s objectives for the community:

<h3>A better lifestyle through a stronger economy</h3>	<h3>A plan for Queensland’s future</h3>
<p>Contributing to <i>A better lifestyle through a stronger economy</i> through strengthening trading relationships, promoting existing and emerging industries in international markets, supporting small and family businesses, and growing regional exports.</p>	<p>Contributing to <i>A plan for Queensland’s future</i> through leveraging the 2032 Olympic and Paralympic Games to promote the state’s business credentials and drive trade and investment.</p>