

# Trade and Investment Queensland STRATEGIC PLAN 2022–2026



## Who we are

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

The Queensland Government has one of Australia's largest international networks of 18 trade and investment offices in 14 markets. Led by trade and investment commissioners, the offices are a vital connection between international buyers/ investors and business opportunities in Queensland.

TIQ has a regional Queensland presence across eight locations and works closely with other Queensland Government regional networks to assist firms with export advisory services and investment attraction and facilitation.

## Our vision

A strong economy for all Queenslanders.

## Our purpose

Fostering trade and investment to deliver prosperity and employment now and for future generations.

## Our strategic opportunities

- > **Organisational agility** – embrace change and strengthen resilience to thrive in a fast-paced global trade and investment market
- > **Geopolitical tensions** – mitigate impacts by assisting exporters to explore and diversify into new markets
- > **Renewable energy** – in response to rapid decarbonisation, Queensland can become a leading supplier of hydrogen and new economy minerals
- > **2032 Olympic and Paralympic Games** – leverage global prominence to boost exports and investment and support jobs
- > **Maximise export outcomes** – identify and address skill and knowledge gaps (including digital trading) within businesses

## Our strategic risks

- > **Reduced competitiveness** – inadequate aviation and freight capacity, and higher travel/freight costs could hinder export volumes and tourist and student arrivals
- > **Dependency on natural endowments** – exports are dominated by mineral and agricultural commodities, which increases the exposure of the state to shocks
- > **Queensland's business brand** – Queensland has a strong tourism brand however its business brand is weaker
- > **Talent management** – complexities in establishing and maintaining a workforce with the capability and capacity to deliver on objectives
- > **Information security** – potential target of cyber security attacks without constant vigilance and use of various mitigating measures

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

## Government objectives for the community supported by Trade and Investment Queensland

### Queensland Government objectives (new)

- Good jobs
- Great lifestyles

### Queensland Government objectives (new)

- Good jobs
- Better services
- Great lifestyle

### Queensland Government objectives (new)

- Good jobs
- Great lifestyle

### Queensland Government objectives (new)

- Better services
- Great lifestyle

## Our strategic priorities



Take Queensland to the world



Get Queensland goods into global value chains



Attract investment to support growth



People, skills and ideas

## Our strategies

- Support exporters to deliver market growth and diversification, improving resilience
- Assist exporters to find opportunities in new markets with new products
- Champion Queensland's innovative services abroad, promoting the state's 'know-how'
- Tell the story of TIQ's services, client successes, and Queensland's industry strengths to a global audience
- Promote Queensland as a destination for international students through an expanded Study Queensland network

- Expand Queensland's trade network (local and overseas) to provide direct support to exporters and investors
- Coordinate with partners to help exporters meet traceability requirements and emphasise Queensland provenance
- Support efforts to restore aviation and freight capacity to facilitate the movement of people, goods, and services across the globe
- Encourage and empower exporters to use e-commerce as a channel to new markets

- Attract international investment to support the development of a strong economy for all Queenslanders
- Support global net zero ambitions, and state targets, with lower carbon products, services, and technologies
- Support connection of Queensland organisations with offshore R&D and commercialisation opportunities

- Enhance the experience of international students while onshore
- Optimise talent attraction through Migration Queensland's visa nomination program
- Provide quality and timely market intelligence/insights to internal stakeholders and clients
- Use data to inform and strengthen services and service delivery

## Our measurements

- More balanced contribution from top export markets and commodities
- Growth in new client leads
- Number of new exporters assisted

- Number and value of export outcomes
- Increase in export of knowledge-intensive goods/services
- Client satisfaction with TIQ export services

- Number and value of investment outcomes
- Client satisfaction with TIQ investment services

- Client participation in workshops, training and grant programs
- Student return and growth in enrolments
- Percentage of business and skilled visa quota filled