

Strategic Plan 2019-2023

Our vision is to shape the Queensland of the future by driving economic growth and diversity, through building our innovation economy and maximising our potential as a dynamic leisure destination.

Our department's purpose is to support the transformation of the Queensland economy by harnessing Queensland's innovation strengths, creating a more competitive tourism industry, and maximising the economic benefits of major events.

We will contribute to the Queensland Government's *Our Future State: Advancing Queensland's priorities* of:



Our strategic objectives...

...which we aim to achieve through our whole-of department strategies



We will build organisational capability and enable a skilled and flexible workforce through our corporate strategies:

- Foster innovation and diversity to support a creative, diverse and inclusive workplace.
- Create the right environment for people to thrive and translate opportunities into outcomes.
- Enable an effective workforce through systems and process reform.
- Increase accountability and agility through strong corporate governance.

Our values



To achieve our objectives, we will actively manage our key risks and take advantage of our strategic opportunities.

Strategic risks

- Failure to effectively communicate and gain stakeholder support for short and long-term strategies, may diminish our ability to effectively meet current and pipeline objectives.
- Failure to effectively promote understanding of, and commitment to, the innovation agenda could impact our ability to encourage investment in innovation.
- A downturn in visitation and delays to new tourism infrastructure development as a result of major weather events.
- Inability to secure and retain suitably skilled people may impact our ability to deliver timely and optimised services.
- Inability to effectively manage and administer grants programs could result in scheme objectives not being met.

Strategic opportunities

- Leverage Advance Queensland to nurture innovation and a strong entrepreneurial culture.
- Embrace the digital future to deliver new products, processes and services.
- Capitalise on growing global tourism market especially from Asia and the Indian subcontinent.
- Use major events to provide a lasting economic and tourism legacy for Queensland.
- Understand and adapt to changing customer demands, expectations, behaviours and attitudes.