Department of Innovation and Tourism Industry Development

# Strategic Plan 2019-202

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:







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 vision is to shape

Our strategic objectives...

Leverage benefits of major events, tourism and international education to maximise the potential of Queensland's visitor economy



# Our objective

Advance the innovation economy and grow Queensland's tourism industry to create jobs and attract investment, skills and talent



Provide easy access to department services and stakeholder advice, to build collaboration and opportunities across industry



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

# Our strategies

- Work across government to strengthen investment attraction and deliver economic development in Queensland.
- Work across government, and with business, industry, entrepreneurs and academia, to scale-up innovation and position Queensland as a leading testbed for new technology.
- Encourage local corporate and investor confidence by maintaining and ensuring a supportive business environment.
- In partnership with industry, deliver funding programs to develop new tourism and innovation opportunities to support jobs, including Indigenous and regional opportunities across Queensland.
- Strengthen partnerships across the international education sector to promote Queensland as an international destination of choice for study.
- Partner with industry to ensure Queensland's tourism, innovation and international education sectors are competitive, resilient and environmentally sustainable.
- Support industry to connect with government and to navigate policy and legislative requirements.

## Indicators of success

- High level of collaboration opportunities identified by participants of innovation programs/events.
- Increased private sector investment in tourism industry development projects and tourism grant initiatives.
- **Growth of Tourism visitation** and international student statistics to Queensland.
- Number of jobs enabled in Queensland through tourism projects delivered in partnership with private sector investment, and the number of Indigenous businesses engaged to provide services to the department.
- Achieve target of 85% customer and stakeholder overall satisfaction with commercialisation, consultative and engagement processes.

## 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.

values









**Customers first** 

Ideas into action Unleash potential





Empower people

Be courageous

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.

