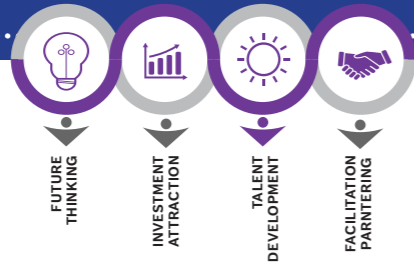


Department of Innovation, Tourism Industry Development and the Commonwealth Games

Strategic plan 2018-2022

Our purpose: To grow a stronger and more collaborative innovation ecosystem in Queensland, a more resilient and competitive tourism industry and maximise the economic benefits of major events

Our vision is to drive economic growth and job creation through innovation, tourism industry development, and major events.



Our drivers for success

We will drive economic growth and job creation in Queensland through thought leadership, investment attraction, talent development and facilitation to motivate new ideas, investments and markets.

We contribute to the Queensland Government's Our Future State: Advancing Queensland's priorities of create jobs in a strong economy ¹, be a responsive Government ² and protect the Great Barrier Reef ³ through alignment of our department objectives:

<p>Leverage benefits of major events, tourism and international education to maximise the potential of Queensland's visitor economy^{1,3}</p>	<p>Foster innovation to grow industry and attract skills, talent and investment^{1,3}</p>	<p>Improve business and investor confidence to leverage private sector investment and attraction^{1,3}</p>	<p>Build economic opportunities across sectors through industry collaboration and partnerships²</p>	<p>Enable a skilled and flexible workforce²</p>
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Our strategic opportunities and risks

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

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
- use major events to provide a lasting economic and tourism legacy for Queensland
- understand and adapt to changing customer demands, expectations, behaviours and attitudes.

Strategic risks

- global competition for infrastructure investment and increased investment into emerging markets
- unstable global economic conditions and/or geopolitical instability can have significant implications on visitor and investor decisions
- major weather events can disrupt the tourism sector and impact on visitation in affected regions
- ability to secure and retain suitably skilled people at the right time and manage the workload variability needed for projects that are short term, time critical or involve new technologies
- diverse interests and expectations of stakeholders, business customers and the community may affect DITID's ability to deliver outcomes.

Our strategies

<p>Grow visitation to Queensland through:</p> <ul style="list-style-type: none"> • progressing the <i>Advancing Tourism 2016-2020 Growing Jobs strategy</i> and its supporting initiatives, through championing leadership and policy development and leading industry engagement • maximising Queensland's major event attraction efforts to ensure greater return on investment • leveraging ongoing benefits of the Gold Coast 2018 Commonwealth Games and delivering the <i>Embracing 2018 Legacy Program</i> to provide lasting legacy for Queensland • strengthening partnerships across the international education sector to promote Queensland as a international destination for study. 	<ul style="list-style-type: none"> • Support innovative startups and businesses to commercialise and scale their products and services. • Incentivise greater collaboration between business, industry and the research base. • Be an exemplar lead customer for innovation and collaborate across government to increase industry opportunities. • Expand Queensland's startup flagship hub The Precinct, with a focus on new technology clusters and Artificial Intelligence. • Explore further opportunities for spare capacity in the Queensland Government-owned fibre network to enable faster internet throughout regional Queensland. 	<ul style="list-style-type: none"> • Support research, innovation and collaboration with game-changers in Queensland to keep investment and jobs in our state. • Deliver new funding programs to develop new tourism infrastructure across Queensland. • Identify and pursue policy and regulatory opportunities that support and stimulate investment in tourism. • Provide one-stop shop support to targeting new investment in ecotourism and Indigenous tourism experiences. 	<ul style="list-style-type: none"> • Deliver programs to build the capabilities of Queensland tourism businesses. • Connect innovators with the skills and partners they need to grow across Queensland's regions and internationally. • Facilitate and deliver significant tourism infrastructure projects, including Queen's Wharf Brisbane. • Leverage existing projects to maximise further investment and business development opportunities. • Advance the government-industry partnership for tourism to grow a more resilient and competitive tourism industry. 	<ul style="list-style-type: none"> • Foster innovation and diversity to be 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.
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Our values



Our indicators of success

<ul style="list-style-type: none"> • Growth in international overnight visitor expenditure in Queensland supported by tourism development programs • Amount of additional capital attracted into tourism investment • Ratio of tourism investment attraction costs to the value of direct capital attracted • Growth in domestic overnight visitor expenditure 	<ul style="list-style-type: none"> • Percentage of Advance Queensland funding recipients satisfied with contract management services provided for related grant programs (overall satisfaction) 	<ul style="list-style-type: none"> • Value of capital investment being developed or delivered through the department's facilitated tourism infrastructure projects • Inbound seat capacity supported by route development programs • Ratio of investment leveraged as a result of Queensland Government funding invested 	<ul style="list-style-type: none"> • Percentage of collaboration opportunities identified by participants of innovation programs/events • Proportion of stakeholders who are satisfied with innovation and commercialisation consultative and engagement processes 	<ul style="list-style-type: none"> • Working for Queensland staff survey results
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