

Strategy and Engagement

Strategy and Engagement leads intergovernmental relations, strategic policy, integrated communications, protocol, events coordination, sponsorship, and regional, national and international engagement for the Queensland Government.

Strategy and Engagement informs the strategic direction of government (*Strategic Plan 2017–21*) and performs a leadership and coordination role across government to ensure Queensland remains future-focused in contributing to the delivery of the government's objectives for the community. The division also influences whole-of-government policy development through evidence-based research, best practice and evaluation. It also advocates for Queensland's best interests in intergovernmental forums, leads strategic communication, and maximises external engagement for the Queensland Government.

Strategy and Engagement also oversees Trade and Investment Queensland (TIQ) and Screen Queensland's interface with DPC to support the Premier as the Minister for Trade.

Key achievements for 2017–18

- ▶ Led the planning and delivery of whole-of-government communication activities involving stakeholder and community engagement programs, advertising direction and crisis communication through:
 - delivery of critical communication campaigns, comprising the:
 - *Domestic and Family Violence Bystander* campaigns across the state to raise awareness of domestic and family violence among youth and to encourage intervention by bystanders
- ▶ the *Go Local* campaign in Mackay and Townsville
- delivery of the whole-of-government *Crisis Communication Plan*
- leading the Heads of Communication Network to drive the planning and delivery of whole-of-government communication and digital engagement
- managing the Government Advertising and Communication Committee process to ensure rigour around government advertising and implementing the Queensland Audit Office recommendations into government advertising.
- ▶ Advised internal and external clients on best practice event delivery and sponsorship strategy by:
 - leading the Sponsorship and Events Advisory Group to provide a coordinated approach to assessment and implementation of outgoing sponsorships ensuring value for money investments for the Queensland Government
 - managing 76 active sponsorships including major events, driving key objectives of the Queensland Government such as the inaugural World of Drones Congress 2017, World Science Festival Brisbane 2018, Beef Australia 2018 and Myriad 2018
 - delivering a range of events and engagement celebrations programs, including a program of events across the state celebrating Australia Day 2018 and Queensland Day 2018
- celebrating outstanding Queenslanders through delivery of significant award programs, including the:
 - 2017 Premier's Awards for Excellence to recognise the Queensland public service
 - 2018 Queensland Australian of the Year Awards on behalf of the National Australia Day Council
 - 2018 Queensland Reconciliation Awards to recognise initiatives advancing reconciliation
 - 2018 Queensland Great Awards to recognise long-term achievement and dedication.
- ▶ Provided strategic advice and coordination of international engagement activities including:
 - the Premier's two official overseas visits to the United States of America (USA) in February 2018, and the USA and Japan in June 2018
 - 26 official functions for visiting dignitaries, community events and annual functions supporting Queensland's strong relationships with trading partners such as China, India, Japan and USA
 - 28 official state visits and diplomatic communications.
- ▶ Delivered four state funerals for prominent Queenslanders and Australians who made significant contributions in their field of expertise.

- ▶ Supported the delivery of the 2018 Commonwealth Games including:
 - hosting dignitaries and bilateral meetings, and leading the Queensland leg for the Royal Visit by His Royal Highness Prince Charles and Her Royal Highness The Duchess of Cornwall to Brisbane and Bundaberg
 - delivering the team celebration event for GC2018 Commonwealth Games Athletes.
- ▶ Provided a leadership and coordination role across government to deliver future-focused strategic policy and ensure Queensland is well positioned to address government-wide issues through intergovernmental forums, in particular COAG by leading:
 - the Interdepartmental Committee for Intergovernmental Relations to drive whole-of-government engagement on national and state policy matters
- Queensland's engagement in the Counter Terrorism COAG in October 2017, the Special Gathering of Indigenous Leaders in February 2018, and the General COAG in February 2018
- advocated anti-bullying and cyberbullying on the national COAG agenda.
- ▶ Supported the Queensland Plan Ambassadors Council and developed the *Queensland Plan 2016–17 Annual Progress Report* to demonstrate the government's progress on implementing the *Queensland Plan*.
- ▶ Successfully integrated TIQ and Screen Queensland into the portfolio to provide a whole-of-government coordinated international profile and to position Queensland as globally competitive.
- ▶ Published the *Queensland Drones Strategy* on 22 June 2018, an Australian first, to take advantage of this emerging technology.
- ▶ Worked with Screen Queensland to finalise and publish the *Advance Queensland Screen Industry 10-Year Roadmap and Action Plan*.

Case study

Royal Visit, 4–9 April 2018

Protocol Queensland in Strategy and Engagement led the planning and delivery of advance visits for the Queensland visits of Their Royal Highnesses, The Prince of Wales and The Duchess of Cornwall in early April. Their Royal Highnesses visited Brisbane and the Gold Coast together from 4–6 April 2018 and officially opened the Gold Coast 2018 Commonwealth Games. His Royal Highness, The Prince of Wales then continued his visit in regional Queensland until 9 April 2018.

Their Royal Highnesses attended 25 engagements in Brisbane, Gold Coast, Bundaberg, and Cairns as well as visiting some of Queensland's most iconic natural wonders including the Great Barrier Reef on Lady Elliot Island and the Daintree Rainforest at Mossman Gorge.

The Royal Visit reached a cumulative media audience of 26,226,935 and generated an equivalent advertising space rate of approximately \$3.5 million.



Our performance

The following service standards in DPC's Service Delivery Statements were used by the department and the government to assess overall performance of the Strategy and Engagement service area.

Department of the Premier and Cabinet	Notes	2017–18 Target/Est.	2017–18 Actual
Service area: Strategy and Engagement			
Service standards			
<i>Effectiveness measures</i>			
Client satisfaction with advice and support relating to intergovernmental issues	1	85%	76%
Client satisfaction with advice and support provided by Strategy and Engagement	2	85%	70%
<i>Efficiency measure</i>			
Cost of strategic engagement services as a percentage of departmental cost	3	15%	12%

Notes:

1. This service standard informs on overall satisfaction of the service and is derived from an annual client survey. Clients are ministers, chiefs of staff, directors-general and their departments' cabinet legislation and liaison officers and senior policy officers. In 2017–18, DPC introduced a new satisfaction scale in its survey which has resulted in the establishment of new baselines.
2. This service standard informs on overall satisfaction of strategic engagement activities (delivered by Communication Services, Protocol Queensland and Events Coordination business units). Clients are ministers, chiefs of staff, directors-general and their departments' cabinet legislation and liaison officers and senior policy officers. In 2017–18, DPC introduced a new satisfaction scale in its survey. This measure was introduced in the 2017–18 Service Delivery Statement and is reported on for the first time in 2017–18.
3. This service standard informs on the overall cost of strategic engagement activities (delivered by Communication Services, Protocol Queensland and Events Coordination business units) as a percentage of the total departmental budget.

Future directions for 2018–19

- ▶ Shape the agenda of national forums and present best policy positions for Queensland through national engagement during COAG.
- ▶ Drive Queensland's future-focused strategy and policy development to support the delivery of the government's priorities.
- ▶ Support the Queensland Plan Ambassador Council.
- ▶ Support Screen Queensland to implement the *Advance Queensland Screen Industry 10-Year Roadmap and Action Plan* including the Brisbane Screen Production Facility and attracting renowned productions to Queensland.
- ▶ Provide strategic advice and coordination of events, Premier's official overseas visits and official functions.
- ▶ Deliver state-wide communication and campaigns that target important social issues.
- ▶ Implement the Regional Office initiative to enhance regional engagement.
- ▶ Provide a best practice advertising and sponsorship process across all Queensland Government agencies.
- ▶ Deliver key events and awards programs for the Premier and high-profile sponsorships such as the inaugural World Congress of Science and Factual Producers 2018 and Money Mines and Energy 2019.
- ▶ Lead TIQ and Screen Queensland's interface with DPC.
- ▶ Drive an international engagement program that positions Queensland as a globally competitive and engaged economy and complements the work of TIQ.

Case Study

World of Drones Congress 2017

The Queensland Government was instrumental in establishing the first World of Drones Congress held at the Brisbane Convention and Exhibition Centre on 31 August – 2 September 2017 and has committed sponsorship totalling \$600,000 to host this annual event in Queensland until 2019.

The World of Drones Congress is the world's first Asia-Pacific drones congress and in 2017 attracted more than 630 delegates from around the globe to the inaugural event.

The Queensland Government continues to enhance service delivery, safety and efficiency through drone technology in industries like emergency response, environmental monitoring, agriculture,

arts, energy and conservation. As the Principal Government Sponsor of the Congress, several Queensland Government departments showcased the government's capability in the drone sector.

The Queensland Government released the *Queensland Drones Strategy* following the launch of the consultation paper at the inaugural congress. Queensland is the first state to launch such a strategy, which aims to take advantage of this emerging technology to support the industry and deliver economic and employment benefits for Queensland.

Following the congress, two new offices of drone technology providers were established in Queensland, as well as drone pilot training facilities.

The strategic vision is for Queensland to be a world leader in drone technology and application. Queensland's drone industry has strong investment and job growth potential, supported by world-leading research and development capability, a highly-skilled workforce, and is a place where drones complement can enhance peoples' lives and support our communities.

The sponsorship cemented the government's position in the sector, which continues to drive economic, industry and community outcomes for Queensland.

