

**OUR  
MISSION**

Buoyant business, strong investment and the workforce we need.

To shape a competitive environment that activates industry and business, attracts investment and drives growth to sustain a vibrant Territory economy and lifestyle.

**OUR  
VISION**

**OUR GOALS**

**GOAL 1: An environment where business can thrive**

**Strategic priorities**

- 1.1 Develop and enhance initiatives to improve business resilience and trigger industry growth
- 1.2 Identify and act on opportunities to grow local supply chain involvement in priority industries
- 1.3 Champion advanced technologies, manufacturing and digital services to enhance business operations and innovation
- 1.4 Deliver business regulation reform, that is both contemporary and delivers certainty and confidence for investment
- 1.5 Work with the Territory's Incorporated Associations to improve governance and sustainability
- 1.6 Improve airline connectivity for business and the community
- 1.7 Reform and contemporise government procurement policy.



**GOAL 2: A population and workforce that supports Territory growth**

**Strategic priorities**

- 2.1 Lead whole of government development and implementation of strategies to build a workforce with the skills and capabilities needed now and in the future
- 2.2 Promote the Territory as a great place to work, study and live
- 2.3 Work with partners on pathways to grow our own, aligning training and workforce programs with the Territory's needs
- 2.4 Advocate to the Commonwealth on international student, migration and regional population policy settings.



**GOAL 3: More investment and intensify trade**

**Strategic priorities**

- 3.1 Build and actively manage the Territory's investment pipeline through attraction and engagement with investors and businesses locally, domestically and internationally
- 3.2 Amplify the Territory in Asia and strengthen relationships to connect local businesses and industries with international markets and investors
- 3.3 Inspire and ignite investment in the Territory by developing investment ready opportunities and incentivising and facilitating investment.
- 3.4 Strategically target markets to accelerate and diversify exports.



**GOAL 4: A solutions-focused, business savvy organisation**

**Strategic priorities**

- 4.1 Value our talent, nurture leaders and unleash the potential of our workforce in a safe, healthy and empowered environment
- 4.2 Reflect our audience: Be where our businesses are through professional informed regional teams that are action focused
- 4.3 Enhance strategic communications to deliver best in class stakeholder engagement promotion and events
- 4.4 Leverage data and insights to improve decision making, deliver priorities and enhance performance
- 4.5 Establish and maintain efficient and effective systems, processes and governance that works for us.



**Live and model the  
NTPS Values in the  
way we work**

Accountability

Impartiality

Commitment  
to Service

Ethical  
Practice

Respect

Diversity