ACHIEVE YOUR PERSONAL BEST
Pursue growth and learning. Never settle for good enough.

EMPOWER AND INSPIRE
Break down barriers. Make a positive difference in our community.

FIND THE FUN
Create positive experiences. Make the most of it.

MAKE YOUR ACTIONS COUNT
Give respect. Earn respect.

ALWAYS GOT YOUR BACK
Listen, Encourage, Collaborate, Check-in, Explore solutions.

TRUST YOUR TEAM
Deliver on promises, Take ownership, Be responsible, Embrace expertise, Stay safe.

WHATEVER IT TAKES
Embrace change, Encourage feedback, Champion innovation, Exceed customer needs, Foster work-life balance.

STRONGER TOGETHER
Embrace differences, Respect each other, Encourage conversation, Celebrate wins, Challenge norms.

BE AUSTRALIA’S NUMBER ONE SPORTING UNIVERSITY.
Deliver exceptional sporting opportunities for the UQ community.

OUR VALUES

OUR PRIORITIES

PARTICIPATION
Build the most engaged and successful student community by providing free and affordable opportunities to embrace an active lifestyle, contributing to their UQ experience.
Strategies:
• Minimise barriers to participation by delivering inclusive and low-cost access to sport and recreational activities.
• Promote the benefits of an active lifestyle.
• Offer a dynamic range of traditional and emerging sporting activities.
• Deliver a seamless user experience across physical, social and digital platforms.
• Support and encourage the continued growth and development of UQ Sport affiliated clubs.

PERFORMANCE
Support UQ students, teams and UQ Sport-affiliated clubs to reach their full potential and thrive in local, national and international events.
Strategies:
• Promote success at UniSport Nationals and other sporting competitions to attract and retain UQ students.
• Attract and retain top performing coaching and support staff to mentor sporting champions.
• Be recognised for innovative programs, premier facilities and award-winning coaches.
• Engage with local, interstate, and national sporting organisations to facilitate and foster opportunities for achieving sporting excellence.
• Identify opportunities to partner with relevant research and academic programs to develop and support student placements.

OUR MISSION

OUR ENABLERS

FACILITIES
Establish a diverse and sustainable financial model that supports maximum accessibility, participation and engagement.

REVENUE AND INVESTMENT
Establish a strong brand presence synonymous with sporting excellence and the benefits of an active lifestyle.

REPUTATION
Build a strong brand presence synonymous with sporting excellence and the benefits of an active lifestyle.

PEOPLE AND CULTURE
Foster an environment of high performance, built on exceptional customer service and innovation, where UQ Sport is recognised as an employer of choice.

OUR VISION

GUIDING PRINCIPLES
Guided by the following principles, strive to create an inclusive environment where our people can reach their PB.