



OUR VISION

BE AUSTRALIA'S NUMBER ONE SPORTING UNIVERSITY.

OUR MISSION

Deliver exceptional sporting opportunities for the UQ community.

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 VALUES

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.

GUIDING PRINCIPLES

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

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.

OUR ENABLERS

FACILITIES

Maintain and develop world-class sporting facilities to maximise participation and cultivate sporting achievements.

REVENUE AND INVESTMENT

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

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.