Our vision
UQ's Strategic Plan 2014–2017 outlines our objectives to achieve our vision of knowledge leadership for a better world. As the current Strategic Plan expires at the end of 2017, work has commenced to develop the University’s new strategic direction and plan for 2018 and beyond.

Our mission
UQ positively influences society by engaging in the pursuit of excellence through the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni.

Pursuit of excellence
We strive for excellence, seeking to apply the highest standards to benefit our communities.

Creativity and independent thinking
We welcome new ideas from our staff and students as well as from our alumni and our external partners. We support intellectual freedom, courage and creativity. We encourage the pursuit of innovation and opportunities.

Honesty and accountability
We act with integrity and professionalism and uphold the highest ethical standards. We are committed to transparency and accountability. Our decisions ensure responsible stewardship of the University’s resources, reputation and values. We lead by example in all areas, including our approaches to sustainability.

Mutual respect and diversity
We promote diversity in the University community—through our people, ideas and culture. We create a vibrant, inclusive environment in which ideas flourish and future generations, regardless of background, are empowered. We respect our colleagues and work together for shared success.

Supporting our people
We ensure the safety and wellbeing of our people. We create an inclusive and supportive university community in which achievements are celebrated and rewarded. Our people have the opportunity to enrich their lives and pursue their goals.

Strategic objectives
Our strategic objectives are defined around the three pillars of Learning, Discovery and Engagement, along with a group of Enablers (people and culture, resources and governance) that provide critical support to these pillars.

Learning
UQ has an outstanding reputation for the quality of its teachers, its educational programs and its employment outcomes for students. We will build on this by ensuring students remain at the heart of what we do. The UQ experience—or the UQ Advantage—will be distinguished by a research-enriched curriculum, international collaborations, industry engagement, and opportunities that nurture and develop future leaders. We will deploy technologies in ways that improve the learning environment and outcomes for students, and continue to engage our alumni. Our ambition is to be internationally renowned for high-quality graduates.

Our Learning objectives focus on achieving this ambition, while acknowledging the challenges of rapidly changing learning environments, increasing international competition, fluctuating demand in some areas, and resource constraints.

Discovery
While UQ is already recognised as an international leader in research, we aim to further improve our performance. We will do this by focusing on quality—both of people and research outputs.

We will work on attracting and developing the best researchers and Research Higher Degree (RHD) candidates to increase our international reputation in research. To do this, UQ will continue to strengthen and deepen its relationships with these communities.

Our ambition is to be positively influential societies. Our Engagement objectives focus on achieving this ambition, while acknowledging the challenges of building and sustaining relationships with a diverse and growing number of local, national and international stakeholders.

Engagement
Key to the UQ Advantage, and UQ’s continued success as a knowledge leader, is our global connectivity and the forging of strategic partnerships with people and organisations across the world. UQ works hard to ensure that all its relationships are mutually beneficial. In particular, the University has much to offer its alumni who have a strong stake in continuing to enhance the University’s national and international esteem.

UQ also has an important role to play in contributing to the intellectual, social and economic advancement of Aboriginal and Torres Strait Islander people, and the University will continue to strengthen and deepen its relationships with these communities.

Our ambition is to be positively influential society. Our Engagement objectives focus on achieving this ambition, while acknowledging the challenges of building and sustaining relationships with a diverse and growing number of local, national and international stakeholders.

Enablers
Great universities achieve their status through the excellence, commitment and diversity of their staff, a positive culture, outstanding infrastructure, sustainable finances, efficient systems and transparent governance structures. As well as supporting the realisation of UQ’s Learning, Discovery and Engagement objectives, the enablers work to ensure that the University operates as ‘One UQ’.

A unity of purpose guides UQ’s decisionmaking and operations. UQ operates in a complex, internationally competitive and compliance-driven environment, subject to rapid change. By promoting an ethical culture, and adopting a common-sense approach to managing risk and uncertainty, UQ will ensure greater success in achieving its objectives.

The UQ Oral Health Centre at the Herston campus, which received three awards at the National Architecture Awards in 2016, showcases the University’s outstanding infrastructure.