Our vision
UQ’s Strategic Plan 2014–2017 outlines our objectives to achieve our vision of knowledge leadership for a better world.

With the current strategic plan now expired, to be succeeded by the Strategic Plan 2018–2021, the three pillar Learning, Discovery and Engagement, along with a group of Enablers (people and culture, resources and governance) that provide critical support to these pillars. The following statements framed UQ’s strategic direction throughout the past four years, and still resonate in the Strategic Plan 2018–2021’s long-term objectives.

Learning
UQ has an outstanding reputation for the quality of our teachers, our educational programs and our 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.

Our values
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 cultures. 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.

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 acknowledging the challenges of building and sustaining relationships with a diverse and growing number of local, national and international stakeholders.

Reconciliation Action Plan
In February 2017, UQ employed a Project Manager to collaboratively develop UQ’s inaugural Reconciliation Action Plan (RAP). The RAP provides UQ with a framework to realise our vision for reconciliation between Aboriginal and Torres Strait Islander peoples and the broader Australian community, through practical actions built on relationships, respect and opportunities. At the second stage ‘Innovate’ level, UQ will be able to pilot as well as build on existing strategies.

Future direction 2018–2021
With the expiry of the current Strategic Plan, UQ’s future direction is outlined in the Strategic Plan 2018–2021. The plan is the result of extensive consultation across the broad UQ community and adheres to UQ’s existing vision, mission and values, outlining three long-term objectives to achieve a continued vision of knowledge leadership for a better world.

These objectives are to:

- transform students into game-changing graduates who make outstanding contributions and address complex issues with a global perspective;
- deliver globally significant solutions to challenges by generating new knowledge and partnered innovation;
- develop a diverse community of knowledge-seekers and leaders who embody a ‘One UQ’ culture and use collaborative partnerships to connect and co-create.

Representing in part a more nuanced continuation of the work commenced in the Strategic Plan 2014–2017, the objectives also define a clear direction for the University in response to the increasingly dynamic and challenging global environment in which UQ now operates.