Our mission at The University of Queensland is to enable our students and staff to positively influence the society in which they live by creating a Learning and Discovery environment in which they can develop and fulfill their aspirations, that rewards excellence, openness and innovation and encourages widespread Engagement with our state, national and international communities.
The University of Queensland is well placed to respond to these challenges through the continuation and expansion of its scholarships, special-entry and outreach programs and its well-established curriculum, teaching and learning spaces and an integrated embedded curriculum, teaching and research assessment frameworks. Strong and purposeful initiatives in teaching and learning complement the internationally prominent research of the University’s institutes, faculties and centres. The significant increase in the numbers of international students and staff drawn to the University, particularly at the postgraduate level, attests to the quality of the learning and discovery environment that we offer.

The University of Queensland’s willingness to back innovative ideas and to respond to opportunities that align with our Strategic Objectives is fundamental to its success. The use of a Strategic Initiatives fund to leverage external support has harnessed considerable philanthropic and Government funding for a string of major new developments over the past decade.

The University aims to achieve the highest levels of excellence in all aspects of learning and teaching, and to secure its position as a genuinely world-class higher education institution that is the destination of choice for the very best domestic and international students.

To realise these goals, the University will:

- Attract and retain the most able undergraduate and postgraduate students and act to achieve social inclusion and diversity in the student population.
- Build an understanding of and commitment to the distinctive features of the UQ student experience, the ‘UQ Advantage’, and support initiatives to enrich this experience, including the benefits that derive from the University’s diversity, its research reputation and capacity, its international links and its strong links with industry and the professions.
- Increase the number of students who gain international experiences; and support opportunities for students to develop global and inclusive perspectives.
- Support and reward teaching excellence, and raise the professionalism, viability, and status of teaching and learning at UQ.
- Enrich all aspects of students’ learning experience with priorities on the development of state-of-the-art teaching and learning spaces and an integrated ‘blended’ learning environment.
- Promote and support innovative teaching practices that actively engage students, provide an international, intercultural and global dimension to learning, enhance the quality and rigor of assessment practices, and improve retention rates.

The University aims to develop, enhance and sustain mutually supportive relationships with the wider community, industry, commerce and government through the application of research and through the quality and focus of its teaching and its commitment to social inclusion.

To achieve this, the University will:

- Exemplify the role of education and research in underpinning the economic and social well-being of local, state, national and international communities.
- Build on the University’s academic strengths, in strategic partnerships with external agencies, including industry, business and professional groups and with instrumentality at city, state, national and international levels, helping to find and promote innovative and sustainable solutions to community challenges.
- Advance the University’s leading position in knowledge transfer and commercialisation.
- Foster and reward the application of expertise and knowledge to community issues and build up an infrastructure to support engagement.
- Advance and sustain the University’s interaction with the community through its libraries, museums, clinics and collections.
- Foster structured strategic relationships with specific high schools.
- Identify, develop and reinforce collegial and supportive relationships among UQ Alumni, nationally and internationally.

*UQ Strategic Plan 2010–2014*