

Strategic Plan

2021 – 2025



The Women's College

within The University of Queensland

ready to lead

Our Vision

Empowering women to lead lives of meaning and purpose.

Our Purpose

To create an inclusive and supportive community that enables our students to discover their potential, build confidence and leadership skills, and form connections for life.

Our Values



Community

Providing a vibrant and collegiate environment of friendship and support.



Diversity

Respecting and seeking to understand different backgrounds, recognising the unique talents, perspectives and experiences of all people.



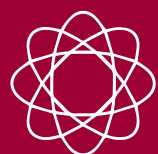
Empowerment

Valuing one another and providing the information and encouragement needed to achieve results.



Excellence

Inspiring and achieving success at the highest level in all pursuits.



Integrity

Consistently doing what is moral, just and fair in every situation.



Respect

Acting with mutual regard, inclusivity and acceptance.

Strategic Goals

1. *Student Experience*

- » Enrich the Pastoral Care program
- » Deliver the best quality experience of College life
- » Emphasise the rich tradition and enhance the unique College culture
- » Advance the Ready to Lead program
- » Increase access for all potential Residents
- » Strengthen the Associate program

2. *Investment in Infrastructure*

- » Upgrade and refurbish assets
- » Prioritise investment in income (surplus) generating assets
- » Enhance AV systems and processes
- » Maximise the use of assets
- » Enhance environmental sustainability of the College

3. *Connected Wider Community*

- » Build on and reconnect with the Alumnae and Friends community
- » Enhance relationship with UQ and other Brisbane universities
- » Build new relationships and strengthen existing ones with all other stakeholders
- » Enhance the culture of philanthropy (fundraising/donor strategy)

4. *Financial Sustainability*

- » Grow Alternative Revenue Sources
- » Increase student residential revenue (core revenue)
- » Manage and control expenditure
- » Grow cash reserves

5. *Brand Awareness*

- » Clarify and communicate unique points of difference
- » Strengthen the digital engagement strategy
- » Identify new markets for residential students
- » Identify new opportunities to raise brand awareness