

PURPOSE AND VALUES

Griffith is driven by purpose and guided by our values. By 2030, we will have:

- provided a nationally distinctive career offering based on purpose and improved careers outcomes for graduates
- integrated our values-informed challenges into our educational priorities
- further enhanced our accessibility by increasing the cohorts of students from under-represented groups
- used our values-informed challenges to assist in focusing our research efforts with demonstrated impact from our researchers in each challenge.

PEOPLE

Our staff, students, alumni, partners and friends drive our success and shape our purpose. By 2030, we will:

- grow our student body through diversification, access and retention—in particular, we will have: implemented our online strategy; launched our Brisbane CBD campus; seen students transition from enabling programs to degrees; improved our retention and completion rates for students
- provide more opportunities for staff to build fulfilling careers
- be a university of choice for Indigenous staff and students
- provide staff and students with the skills to embrace the opportunities of digital and technological change.



PARTNERSHIPS AND IMPACT

Partnerships are critical to creating impact—and impact is at the heart of all we do. By 2030, we will:

- be recognised as one of Australia's most innovative and impactful research universities, in part through the establishment of a Research Impact Hub and an Entrepreneurship Centre
- have strengthened our international networks
- have launched the next phase of the philanthropic Campaign to Create a Brighter Future for All
- have established a new set of high-impact domestic and international partnerships that further Griffith's core purpose.

PLACE AND COMMUNITY

We acknowledge the need to deepen our connection to Country, Traditional Custodians and ongoing Indigenous contribution. We are also part of broader communities throughout Queensland and engage with them in the spirit of reciprocity. By 2030, we will:

- demonstrate our value to South East Queensland including through the provision of 1.5 million community hours over the life of the strategy
- support the success of the Brisbane 2032 Olympic and Paralympic Games
- have opened the CBD campus, new student accommodation and the Health and Advanced Technologies Research and Innovation Centre and undertaken other digital and physical projects to support the future of the University.

VALUES-INFORMED CHALLENGES

These values-informed challenges guide our decision-making, teaching and research across disciplines, helping us focus on the local, national and global issues that matter.

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| ▪ Indigenous flourishing | ▪ Inclusive, diverse and cohesive societies |
| ▪ A more sustainable world | ▪ Technology that improves lives |
| ▪ Better health and wellbeing | |

VALUES-LED ATTRIBUTES

Our core attributes are led by our values and define who we are and how we operate as a university community, setting the standard for how we pursue our purpose.

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| ▪ Excellence | ▪ Integrity |
| ▪ Reciprocity | ▪ Innovation |
| ▪ Inclusion | |