

Our Vision

great venues – great experiences

Our purpose

to provide the best possible venue experience for our users and the community

Core Principles

Integrity – authentic, genuine, ethical, respectful and accountable.

Achievement – takes ownership, consistently improves and results focused.

Agility – understanding and inclusivity, adaptability, solve problems and embrace change.

Team – develops, communicates and coordinates to safely respond to and deliver its purpose.

Stadium Queensland's (SQ) Contribution in support of the Queensland Government's Objectives

Creating Jobs and a diverse economy

SQ's Strategic Plan supports this objective through the job creation associated with major construction, in particular the North Queensland Stadium and Queensland State Netball Centre projects, as well as other ongoing capital projects delivered annually through SQ's capital program.

SQ's event attraction supports the Queensland economy and creates ongoing event related employment across varied sectors to support event delivery.

Delivering quality frontline services

SQ's vision supports this objective through the patron experience focus. SQ's focus on process enhancement and striving for continuous evolution across the organisation will deliver high levels of customer satisfaction and efficient management of the organisational needs in accordance with community expectations.

The objective is also supported by the delivery of elite athlete development and community sport and recreation opportunities across all of SQ's venues.

SQ's challenges and opportunities

Having regard to SQ's Organisational Risk Profile, the key strategic challenges and opportunities facing SQ are:

- Operating an accountable, financially sustainable and agile organisation;
- Maintaining an effective commercial model to deliver optimal operating outcomes;
- Ensuring SQ's venues are safe and provide a quality experience for patrons and hirers;
- Remaining competitive whilst ensuring benefits are gained for the Queensland Government;
- Maximising asset utilisation and diversification of offerings to maintain and grow the revenue base; and
- Recruiting and retaining skilled and experienced staff to deliver the best venue experience for the users and the community.

Protecting the Environment

SQ's environmental focus supports this Government objective. Embedded within our organisational processes are risk strategies to identify, respond to and mitigate environmental hazards.

Additionally, SQ implements a broad range of environmentally sustainable initiatives within its venues, including waste streaming, recycling, water saving, energy harvesting and smart venue technologies that enhance venue operations, create efficiencies and ensure an environmental focus is 'front of mind' in all aspects of SQ's business.

Building safe, connected and caring communities

SQ's operational focus associated with risk management, user safety, workplace health and safety and incident management delivers on this Government objective.

SQ's venues are world class, well maintained, safely operated, and provide facilities that support Government participation initiatives associated with health and fitness, through to elite athlete training, development and as places of mass gathering to support the delivery and for the enjoyment of the community when hosting major events.

Strategic objectives

People – Harnessing our people's energy for great venues – great experiences

- SQ's people strive for excellence, display professionalism and diversity of experience in a safe environment.
- Challenging our workforce to be adaptable, mobile, collaborative, engaged and to continuously evolve.

- Enhance collaboration, embed SQ's values and build the workplace culture to embrace "one SQ".
- Develop and maintain a responsive and agile workforce for emerging needs - career planning, development of pathways and identification of SQ's 'talent'.

Process – Evolving our processes to provide for great venues – great experiences

- Enhance service delivery and efficiency by connecting our people and venues with the Queensland Community and enabling collaboration, knowledge sharing and process alignment.
- Continuous evolution of SQ's processes through innovation, embracing change, information capture, analysis, knowledge and resource sharing.

- Tell the story: enhance awareness of SQ's business through the collection and reporting of data and communication with all stakeholders.
- Increase consistency and connectedness of systems and processes throughout SQ to facilitate knowledge gathering and enable resource sharing.

Places – Delivering infrastructure that promotes great venues – great experiences

- Create a 'sense of place' in the hearts and minds of our communities through accessible, safe, connected and quality facilities.
- Promote and develop SQ's venues:
 - to retain, attract and deliver world class events;
 - to facilitate recreational and community sport opportunities;
 - to support athlete development and high performance training.

- Increase the sense of experience and functionality through venue design, enhancement and smart-venue technologies.
- Achieve optimum utilisation by:
 - scanning the environment to develop new opportunities and enhance the sustainability of venues;
 - developing a diversity of offerings across the portfolio;
 - embracing and developing partnerships for all users;
 - continuous improvement of access, safety, standard and functionality of our venues.