

# STRATEGIC PLAN 2023-2027 SUMMARY

SQ's Strategic Plan 2023-2027 - updated May 2025



## OUR PURPOSE

To provide amazing experiences and opportunities through world class venues, enriching and connecting Queensland communities

## OUR VISION

A world leader in delivering major venues, sport, entertainment and events

## OUR ASPIRATIONS

- > Be an organisation that leads the industry in all aspects of our business
- > Deliver a world class, sustainable portfolio of venues that are accessible, inclusive, safe and enjoyable
- > Prioritise partnerships within our portfolio that optimise outcomes and improve the wellbeing of our community
- > Be recognised by the Queensland community for delivering social and economic value to the state
- > Be an employer of choice for industry leaders and emerging talent

STRATEGIC GOALS

STRATEGIC OBJECTIVES

### 1 DELIVER WORLD CLASS EXPERIENCES



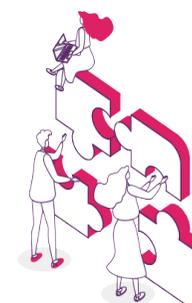
- We will be a leader in our industry in creating and enhancing experiences
- By maintaining our venues and assets we will deliver maximum inclusivity and opportunity for all
- Deliver lasting memories through positive venue experiences

### 2 A WORLD LEADER IN MAJOR VENUES PORTFOLIO OWNERSHIP AND MANAGEMENT



- Further enhance our strategic partnership approach
- Deliver optimised major venue portfolio standards
- Deliver an enhanced strategic approach to use of our assets
- Employ an operating and business model that maximises commercial opportunities and outcomes from our organisational expertise and venue portfolio

### 3 AN INDUSTRY LEADING, HIGH PERFORMING ORGANISATION



- Lift our presence as an industry leader
- Enhance and optimise Stadiums Queensland's work practices
- Invest in our people and proactively support a growing portfolio

## OUR VALUES



## WHAT WE DELIVER

- > Major events
- > High performance sport events and development
- > Community access and use

We aim to respect and protect human rights in our decision making and actions

ENABLERS

ASSET MANAGEMENT

ESG

TECHNOLOGY

FINANCIAL SUSTAINABILITY

INNOVATION AND CONTINUOUS IMPROVEMENT

## OUR CUSTOMER SERVICE STATEMENT

We work together to deliver safe and amazing experiences, for all people, all of the time