

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 Government's Advancing Queensland Priorities

Creating Jobs in a strong economy

SQ's Strategic Plan supports this priority by attracting and hosting events, boosting the Queensland economy and creating ongoing event related employment across varied sectors to support event delivery.

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

Be a responsive government

SQ's vision supports this priority through the patron experience focus and emphasis on making our venues and services easy to use. 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.

SQ also continues to advance technology initiatives and digitisation of services to make it faster and easier to access information about and attend our venues.

Protecting the Great Barrier Reef

SQ's environmental focus supports this priority by embedding within our organisational processes risk strategies to identify, respond to and mitigate environmental hazards and minimise our contribution to climate change. 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 our business processes.

Keep Queenslanders Healthy and Communities Safe

SQ's venues are world class, well maintained, safely operated, and provide facilities that enable healthy living for all Queenslanders in the pursuit of recreation, health and fitness, through to elite athlete training and professional sports participation.

SQ's operational focus associated with risk management, user safety, workplace health and safety and incident management delivers on this Government priority. Supported by our key partners like the Queensland Police Service we ensure our Crowded Places, venue precincts and multi-sport venues are safe and protected for the community.

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 Stadium Queensland's venues are safe and secure, contemporary 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.

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.