



SUMMARY OF STRATEGIC DIRECTION **2019-2023**



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OUR VISION

Great venues –
amazing experiences



OUR PURPOSE

To develop, manage,
maintain and promote major
facilities in Queensland for
staging sport, recreational
or entertainment events



OUR VALUES

Team
Achievement
Agility
Integrity

OUR CORE SERVICES

- Asset portfolio management
- Venue management
- Major event management
- Community and high performance access

OUR SUCCESS MEASURES

- Customer experience rating
- Ongoing sustainability
- Venue content
- Stakeholder feedback rating
- Improved employee engagement

OUR KEY RISKS & OPPORTUNITIES

- Supporting and enhancing fan experiences at venues
- Enhance relationships with key stakeholders
- Funding for venue maintenance, capital enhancement and commercial resourcing
- Telling the SQ story – celebrate successes and highlight value propositions

STRATEGIC OBJECTIVES

OUTCOMES



1. Amazing customer experiences

- Enhanced and innovative fan engagement
- High quality and contemporary venues and facilities
- Growth in attendance
- Understanding fan experience
- Positive Customer Experience rating
- Enhanced forward-facing technology initiatives
- Growth of digital analytics



2. Financial growth and viability

- Optimal business model for major sports facilities
- Enhanced venue utilisation
- Balanced profitability
- Capital investment driven by long-term strategy
- Appropriately maintained asset portfolio
- Decision-making enhanced by analytic tools



3. Maximise content

- Increased number of events
- Increased diversity of content/content mix
- Optimised community utilisation of entire venue portfolio
- SQ venues desirable for use by Queensland and national high performance sport



4. Collaborative stakeholder relations

- Positive stakeholder feedback/engagement scores
- Embedded focus on external engagement and stakeholder relations
- Positive brand perceptions



5. High performing organisation

- Improved people engagement
- Innovative and positive organisation culture
- Enhanced Career and Development focus
- Robust and holistic performance reporting
- Embedded focus on organisational development



6. Sustainability

- SQ is a sustainability focused organisation
- Energy consumption practices that minimise costs and CO₂ emissions
- Optimised waste recycling and reuse practices
- Potable water consumption minimised without hindering sports field performance
- Positive perception regarding SQ's sustainability efforts