

Engaging Minds, Engaging Communities: Towards 2020



PURPOSE

To further develop valued citizens for the benefit of Western Australia and beyond through teaching and research inspired by engagement and partnerships.

VISION

For our students, staff and graduates to be highly regarded internationally as ethical and engaged contributors to more inclusive, sustainable and prosperous communities.

VALUES

- **Integrity**
Behaving ethically and pursuing rigorous intellectual positions.
- **Respect**
Valuing individual differences and diversity.
- **Rational Inquiry**
Motivated by evidence and reasoning.
- **Personal Excellence**
Striving to realise potential.

STRATEGIC PRIORITIES

1. To create positive outcomes in our communities through mutually beneficial engagement.
(The range and quality of our engagement and collaborations will produce mutual benefits for ECU and our communities.)
2. To deliver accessible world-class education and an enriching student experience.
(Our programs will be relevant, inclusive and flexible, provided in a supportive and stimulating learning environment.)
3. To enhance the personal and professional outcomes of graduates.
(The academic environment will promote leadership, values and behaviours that result in positive outcomes for students, graduates and our communities.)
4. To strengthen research capability, capacity, translation and impact.
(We will contribute to the creation and use of knowledge through relevant research and creative activity.)
5. To enhance organisational resilience, sustainability and reputation.
(ECU's sustainability will be facilitated through the appropriate application of cost-effective systems and technologies. The recruitment, retention and further development of quality staff will remain a priority.)