We will deliver on our vision and mission by embedding our distinguishing features, investing in our distinctive models and building the right foundations.

**DISTINGUISHING FEATURES**

1. The University of Opportunity
2. The University of Industry and Community
3. Australia’s Sport University

**LEARNING AND TEACHING AND THE STUDENT EXPERIENCE**

A learning and teaching experience that empowers students to grow their capabilities and transform their lives.
- Integrated tertiary programs across AQF levels with flexible entry and exit points
- Course content and teaching method aligned with student needs
- Industry focussed content underpinned by blended and work-integrated learning.

**ENGAGEMENT WITH INDUSTRY AND COMMUNITY**

A leader in the exchange of knowledge with industry and the community to make the world a better place.
- Key industry focus (10 industries)
- VU Industry Connect, including Victoria Plus
- Targeted community engagement with flagship projects in Maribyrnong, Brimbank, Wyndham and the Melbourne CBD, alongside VU Learning Link beyond these areas.

**APPLIED AND TRANSLATIONAL RESEARCH**

Recognised for our applied and translational research in three inter-disciplinary themes.
- Sport, health and active living
- Education, lifelong learning and workforce development
- Sustainable industries and liveable cities.

**TARGETED INTERNATIONAL ENGAGEMENT, ESPECIALLY IN ASIA**

An international university recognised around the world for leadership in transnational education.
- Beneficial partnerships with Asia, with strong teaching and international student mobility programs and research collaboration
- Increased number of successful on-shore Asian students.

**A DYNAMIC ORGANISATION**

A dynamic and sustainable organisation and an employer and partner of choice.
- High performing and engaged staff
- Lean and effective shared services that support achievement of educational and research outcomes
- Consolidated and focused campus presence e.g. Footscray, Melbourne CBD, Sunshine/St Albans and Werribee
- Financially sustainable performance that delivers investment for the future.