

# UC Statement of Strategic Intent

*People prepared to make a difference  
– tangata tū, tangata ora.*

*Our mission is to  
contribute to society through knowledge  
in chosen areas of endeavour by promoting a world-class  
learning environment  
known for attracting people  
with the greatest potential to make a difference.*

*We seek to be known as a  
university where knowledge is  
created, critiqued, disseminated and protected*

*and where research, teaching and learning  
take place in ways that are inspirational and innovative.*

*Looking towards 2023,  
the 150<sup>th</sup> anniversary of our founding,  
the primary components of our strategy are to  
Challenge, Concentrate and Connect.*

**Dr Rod Carr, Vice-Chancellor**  
1 October 2009

## Vision and key strategies

VISION

KEY STRATEGIES

