

University positioning

Charles Darwin University

A new world university

Brand values

Collective Effort

Inclusivity

Creativity

Social Justice

Sustainability

CVP

We cannot build a new world without diversity of thought; therefore we bring those with **unique perspectives** together in an **inclusive and supportive learning environment**.

Product proof

Empathy

Support

Flexibility

Creative platform

You make CDU
We celebrate those with unique paths, perspectives and experiences.

Communication pillars

Enablers
Those who support the new world vision.

Students
Those who practically develop the skills and mindsets to create the new world.

CDU staff

Supporters

Employers/
industry

Indigenous

Fresh minds

Change-makers

Up-skillers

International

Staff
Researchers
Academia

Parents
Social workers
Career advisors

Business owners
Recruiters

Communities
Influencers
Individuals

School Leavers

Parents
Returning to uni
Deferred
Postgrad/RHD

Never been to uni
TEP
VET

Across all cohorts

Building a new world means we need to interrogate the past, understand the present and imagine the future.

You bring intellect and vision.

A new world can't be built alone. You need a support network that pushes you in the right direction from time to time, one who believes in you.

You bring encouragement.

The world is changing fast, we need to build a resilient workforce stocked with open minds, new skills and the tools to create a new world.

You bring opportunity and partnership.

New worlds can only be built on a foundation of mutual respect and celebration of diversity.

You bring traditional knowledges, culture and community.

You were born into a changing world. You know that nothing is certain, but you're excited by where your journey will take you.

You bring optimism for the future.

You've been busy doing other things, now it's time to learn something new. Your diverse experiences, not always taking the straight path, makes you valuable to us all.

You bring unique perspective and experiences.

Change is good for all of us but it takes bravery to try something new. You haven't yet realised the goat value you can bring to this world.

You bring courage and creativity.

You come from different cultures, places and mindsets. You represent the promise of a more diverse world in which borders are malleable and language is not a barrier.

You bring a global mindset.