

CLUBS/SPORTS AND PHYSICAL ACTIVITY

INDEPENDENT AND CREATIVE THINKERS



- Support competitive and high-performance athletes to think independently and creatively
- Pride on our chest, belief in our heart, sport in our bones



CREATORS, EVALUATORS AND COMMUNICATORS OF KNOWLEDGE



- The scholarship of sport pushes the boundaries of sport through education, research and innovation
- UCC provides sports scholarships to over 90 students annually which is a vital support in the recognition, attraction, facilitation and co-creation of knowledge



SOCIALLY RESPONSIBLE



- Inclusive agenda which promotes participation in sport by all students and staff at UCC
- Enhance the student experience while contributing to students' health and wellbeing, building life-wide skills as well as lifelong friendships
- UCC Sports Strategy is democratic in its appeal and inclusive in its draw



DIGITALLY FLUENT

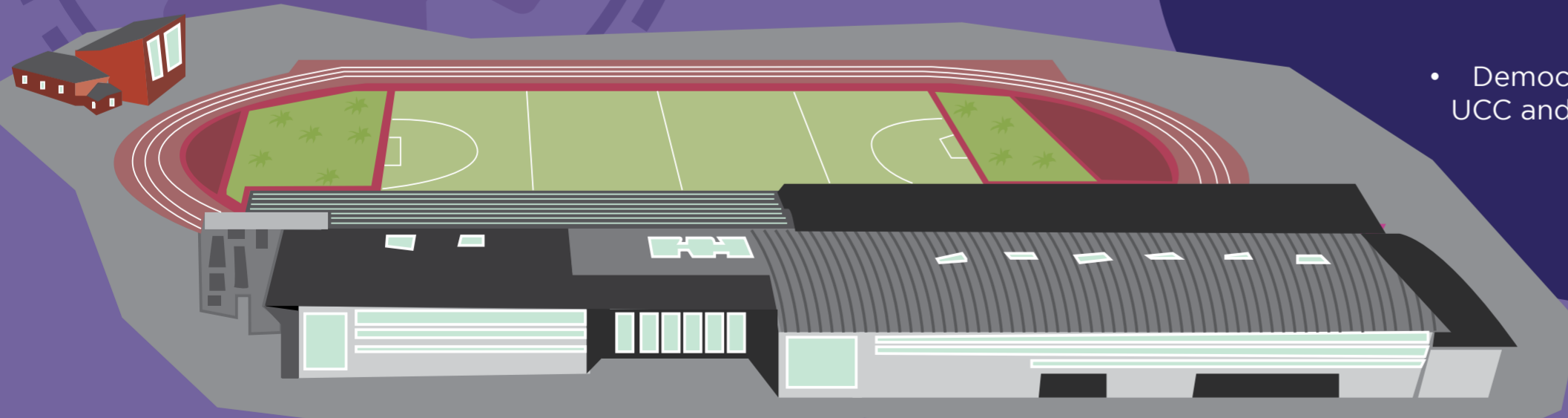


- Communicate and celebrate individual and student team success via social media platforms
- Raise our profile, communicate and connect with our students, staff, partners and alumni in a rapidly changing digital and online sporting world
- #SIOB social badge for students, staff and alumni to wear with pride on all online platforms



EFFECTIVE, GLOBAL CITIZENS WHO RECOGNISE AND CHALLENGE INEQUALITY

- Sport is a powerful tool that brings people together to develop connections that transcend languages and cultural differences
- Democratised the power of sport in UCC and with our wider community
- Many tribes, one team



MARDYKE ARENA

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