Mission
In 2013 the European Union Centre (EUC) at RMIT University will be nationally and internationally recognised as a regional centre of EU expertise. It will be an advocate for the European Union in this region and a catalyst for change, disseminating information and knowledge about the EU to government, business, and the community at large.

Strategic Vision
The European Union Centre at RMIT University will be:

A centre of academic excellence
Embedding into the University a range of innovative and relevant EU studies at VET, undergraduate, postgraduate and PhD levels, educating a new generation of experts on EU policies and EU–Australian relations, and providing a global passport to learning and work.

A centre for research excellence
Internationally known for facilitating expertise and for fostering high quality, cross-cultural research on EU and EU–Australia relations, enabling the transfer of information and technology between the EU and Australia.

Innovative and creative in outlook
Promoting debate on the global issues that shape our world in the 21st Century, specifically those outlined in the 2008 EU–Australia Partnership Framework.

Work relevant and industry engaged
Liaising between industry and the University in terms of knowledge transfer and exchange focused around EU industry partnerships, the RMIT International Experience and Research Program (RIIERP) and Work Integrated Learning (WIL) generally.

Outwardly focused
Enhancing the visibility of the EU, its policies and development through a series of outreach activities targeting government, business, professional bodies, schools, the media, non profit organisations and the community at large.

Global in outlook and action
Facilitating student and staff mobility between RMIT University and Europe and encouraging greater academic contact and exchange with EU universities.

Part of a network
Cooperating with the other EU Centres in Australia and New Zealand to consolidate and enhance the effectiveness of the EU Centre Network.