

The new vision and objectives capture a bold aspiration for Abu Dhabi and reflects the broad, central role that ADSC will play

The Vision

Enable Abu Dhabi to be a world-leading sports destination with a strong culture of participation, competition and excellence

A vision supported by three key objectives:

INSPIRE BETTER LIVES

Inspire a healthier, happier community by championing physical and mental wellbeing through sport

CHAMPION THE CHAMPIONS

Fuel the journey to greatness by supporting athletes to win more medals on regional and global stages

DELIVER IMPACT FOR ABU DHABI

Drive economic, social, media and tourism benefits of sports through hosting world class events



Underpinned by core values

- Integrity
- Transparency
- Inclusivity
- Accountability
- Excellence
- Collaboration