

Review of operations

Regional engagement

“AUQA commends USC for its commitment to regional engagement and... partnerships that are perceived as genuine and productive...”

Australian Universities Quality Agency report



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A strong first impression... a crowd of more than 300 turned out in April for the official dedication of a seven-metre-tall sculpture, Pulse, in the USC Gallery forecourt.

Goal: to engage in productive partnerships to further the region’s interests and the University’s strategic priorities

Inform and lead discussion and decision-making about alternative futures for the region

State of the Region Conference

Prospects for the Sunshine Coast following amalgamation of local councils in 2008 led discussions at the third annual State of the Region Conference held on campus in October. *Revelations: the new Sunshine Coast* attracted 200 major decision-makers, researchers and strategists from the public and private sectors.

Newly-appointed Queensland Treasurer Andrew Fraser outlined the State Government’s position and delegates discussed major concerns. USC researchers presented findings on key issues such as housing affordability, increasing numbers of senior residents, training and development needs and environmental sustainability. Talks closed with a forum featuring the three current mayors and members of the transition committee set up to merge the Councils.

The conference was co-hosted by USC and the Committee for Economic Development of Australia with additional support from companies CADET Training and Employment, Investa, Munro Thompson Lawyers and Parsons Brinckerhoff.

University Research Conference

Regional issues were among topics discussed at the second annual University Research Conference, open to the public (page 33).

Planning regional facilities

A University Working Group formed as a stakeholder advisory body to help plan a \$940 million world-class acute-care Sunshine Coast Hospital near Kawana. The facility is due to open in 2014 with 450 beds (and potential for 650 beds by 2021), and

will offer complex patient services alongside educational and research facilities.

The working group includes an external facility planning consultant plus the University’s Deputy Vice-Chancellor, Deans, Head of Health and Sport Sciences, Professor of Psychology, and the Directors of Capital Programs and Operations, Teaching and Research Services, and Human Resources. They will develop a strategic brief by early 2008. The exercise involves determining USC needs for delivering education at the hospital and advising master planners on teaching and space requirements.

Regional engagement

Advance the sustainability of the region through concentrated research effort, teaching programs, scholarly activities, strategic partnerships, consultancies, and educational initiatives

Research of regional benefit

Numerous research projects yielded regional benefits (page 35). Other moves to strengthen regional links included an agreement with Mooloolaba-based firm Munro Thompson Lawyers. The agreement cements the firm's support for future State of the Region conferences, other USC initiatives and various research projects such as a Faculty of Business study of how exponentially-increasing numbers of residents aged 65 and over might affect regional development during the next 15 years (page 33).

Teaching and learning

Activities included contributions to Student Excellence Week at Chancellor State College, adjoining the main campus. USC academics led presentations and workshops in creative writing, sport science, food science, drama and media studies to enrich and extend Years 8 and 9 students with particular talents.

Conversely, an initiative involving Siena Catholic Primary School had preschoolers and Year 3 students aged four to eight helping to assess major assignments by 20 University students. The assignments (displayed at USC for teachers from local schools) focused on creating maths teaching resources, such as instruction kits for teachers and activities for children.

Taking care of business

Enterprise Tuesday, a free monthly program of early-evening events, provided a wealth of business-centred learning and networking opportunities for members of the public plus students and staff from educational institutions. This year, about 70 people each month attended presentations by successful entrepreneurs on various topics. These included:

- *Increasing the odds of business success* (Nigel Hall, Business Incubator manager at USC's Innovation Centre and former CEO of diverse businesses); and
- *Recognising opportunities* (Leigh Hemming, inventor of the wool-insulated Australian Cooler Bag, co-founder of Caloundra-based award-winning company Digeridoonas and exporter of Australian oilskin, leather and woollen products).

The Faculty of Business and the Business Educators Association of Queensland co-hosted a Business Enterprise Day at the USC Noosa Centre for about 230 Years 9 and 10 students. They came from Coolum, Kawana Waters and Nambour State High Schools; and from Pacific Lutheran College and Matthew Flinders Anglican College.

Their current schoolwork involved setting up and operating "small businesses", and the Business Enterprise Day demonstrated entrepreneurship via interactive, practical and experiential activities involving group work, problem solving, case studies and reflective activities.

Keynote speaker Rachael Bermingham drew on her experiences as a hairdresser, shark diver, travel agent, motivational speaker and best-selling author to present *Making money from home*; and USC staff and students joined 20 local business people in leading sessions on business planning, accounting, marketing, e-commerce, human resource management and information technology.

Extending Library access

The University's award-winning Library now holds more than 100,000 items as a valuable resource for staff and students. This year borrowing privileges became available to residents of Caloundra, Maroochy, Noosa and Cooloola Shires, extending an existing service for local secondary school teachers and students in Years 11 and 12 (page 26).

In line with USC's policy of sharing resources, the Library collection has always been publicly available for on-site study and research. Now, for an annual fee of \$88, a registered community borrower can borrow five items at a time, each for seven days, from the general collection. For details, visit <www.usc.edu.au/library>.

This year the Library also served as a venue for public display of plans for the Sunshine Motorway upgrade at Sippy Downs, before the display moved to Chancellor Park Marketplace shopping centre.

Sharing teaching skills via short courses in...

- health promotion, implementation and evaluation (four days—practical skills for workers in government, private sector, and community-based programs)
- languages (eight weeks—French, German, Indonesian, Italian, Japanese, Mandarin and Spanish for all ages)
- entrepreneurship (two four-day residencies for 128 university students from Australia, New Zealand and the UK; developed for students in all disciplines by University of Cambridge and Massachusetts Institute of Technology)*
- emergency resuscitation for babies and children (paediatric training for 13 doctors and nurses from Gympie and Nambour hospitals)

** This was the first Enterprisers program (of 12 since 2002) run outside the UK and the US. It was one-third funded by the Queensland Department of State Development and Trade and presented by the USC Innovation Centre. USC is negotiating an agreement for sole rights to run the program in Australia and New Zealand.*

Regional engagement

Produce graduates who contribute to the achievement of regional economic, social, cultural and environmental priorities

Employability

Relevant teaching, internships, quality degrees and healthy community relationships contribute to the University's reputation for producing employable graduates, many of whom find jobs in the region (see right).

A recent national survey of business graduate employment confirms this claim to employability. USC's Faculty of Business topped the survey with its degrees consistently rating higher than the national average when it came to finding jobs (source: *Good Universities Guide*, from the Graduate Destination Survey conducted by Graduate Careers Australia).

Quality training

Learning techniques such as internships serve double duty as a significant University-community link. USC values the real-life learning aspect, which helps turnout well-qualified graduates; and local industries appreciate the input from and contact with prospective employees. The University's careerconnection team (page 25) furthers this cause by promoting casual or graduate jobs free-of-charge and liaising with employers and students.

As an example, nine of 15 accountants working for Mulraney Accountants in Mooloolaba and Caloundra this year are USC graduates and students. Perceived benefits to the firm include quality skills and low staff turnover. It regularly recruits staff from final-year business students and is planning a third office at Peregian.

Productive associations with regional employment agencies such as CADET and STEPS also enhance graduate employment prospects.

In particular, EastCoast Human Resource Group works closely with the University on its Work Integrated Learning program, commended by AUQA for enhancing employment prospects for USC students and for developing closer ties between the University, employers and the community.

EastCoast facilitates internships (and sets the scene for future graduate employment) by providing background checks and skills testing to match employers with students.

Meeting the market: new programs

The University continued to review existing programs and develop new offerings, to ensure the value and relevance of its degrees in a swiftly-changing world. New programs are listed on page 23. Of these, the following particularly suit regional needs.

New in 2007

- Graduate Diploma in Climate Change Adaptation
- Master of Midwifery

New in 2008

- Bachelor of Engineering (Construction Management)
- Bachelor of Engineering (Water and Sustainable Resource Management)
- Bachelor of Occupational Therapy
- Bachelor of Paramedic Science
- Bachelor of Social Science (Psychology)
- Bachelor of Social Science (Psychology) (Honours)
- Diploma of Nursing (Enrolled/Division 2 Nursing)/Bachelor of Nursing Science

USC graduates: advancing community interests

- Clare Parry (business marketing and business management): one of four Australian surf lifesaving volunteers recruited for the 2007 *G'day USA* campaign; employed in the BOC Gas graduate program
- Vanessa Moscato (environmental management): University Medallist 2007 (GPA 6.889); employed with Noosa and District Landcare
- Lorin Willson (business, tourism): marketing coordinator for UnderWater World, Mooloolaba
- Kris Boody (environmental science): environmental project officer for Noosa Shire Council; volunteer with Reef Check Australia and Noosa Integrated Catchment Association
- Simon Vigar (business marketing and business management): development manager, EastCoast Human Resource Group
- Sarah McAtamney (communications): communications assistant, Australia Zoo



Working in the community... public health graduate Michelle Costello with colleagues Cathy Snow (left) and Carol Edwards (right). As a health promotion officer with North and West Queensland Primary Health Care, Ms Costello helped develop the Healthy Normanton campaign—a two-year healthy lifestyle program.

Regional engagement

Lead in initiatives designed to foster economic and social development, including the development of the Knowledge Precinct and associated Technology Park, and shared infrastructure such as the Health Precinct, sporting facilities and the proposed Cultural Centre

Sharing academic resources

Thirteen doctors and nurses from Gympie and Nambour hospitals used the University's new, state-of-the-art clinical skills training laboratory in the Science Building (page 16) for advanced training. Paediatric resuscitation specialists ran a session to boost skills for managing acutely unwell or injured children, specifically those with cardiac arrest, multiple trauma and overwhelming infections.

Sharing sports facilities

University staff, students and community groups again made use of Sports Precinct facilities. These include an IAAF-standard athletics track, playing fields, outdoor hard courts and the \$10 million Indoor Sports Stadium opened in July 2007 (page 16).

Regular users included the University's Rugby Club, Junior Rugby Club, Athletics Club and Little Athletics Centre plus community sporting groups and schools. Hiring the facilities enables the University to recoup maintenance and operational costs, and thus contributes to USC's economic development.

Provide direct input to regional economic and infrastructure planning, including the proposed Sippy Downs township

Planning framework

Development of the Sippy Downs Town Centre will be influenced heavily by its role in accommodating the only university on the Sunshine Coast, and is intended to be developed as a fully integrated "university town".

Through the adoption of appropriate land uses, the Sippy Downs Town Centre is to incorporate convenient transport,



Federal Education, Science and Training Minister Julie Bishop declares the \$10 million Indoor Sports Stadium open... 3,505 square metres of air-conditioned space with multiple uses including research, teaching, and University and community sports ranging from basketball to badminton.

retail, commercial, community, cultural, recreational and sporting facilities and services, and function as an important employment node.

Maroochy Shire Council undertook planning for the proposed Sippy Downs Town Centre in 1997 following the first students starting at the University of the Sunshine Coast in 1996. The Sippy Downs Planning Study, a Development Control Plan and the first (Conceptual) Master Plan were completed to provide for a "university town" at Sippy Downs.

Accordingly, the vision for the proposed Sippy Downs Town Centre is for "...a discrete, significant, vibrant and sustainable township at Sippy Downs, focusing on and enhancing the Sunshine Coast University, and resulting in a richer and more diverse quality of life for the University, the Sippy Downs community and the Sunshine Coast".

A review of the Sippy Downs Town Centre Master Plan was undertaken in 2005–2006 in response to plans for a public hospital and to the State Government's SEQ Regional Plan to meet increased residential targets.

This review analysed, among other things, the appropriate amount of retail floor space, the preferred arrangement of the Core precinct, a revised road network to incorporate the Motorway interchange, and the role of the Core and Business and Technology

sub-precincts to promote a compact, self-contained Town Centre. Extensive consultation with targeted stakeholders was undertaken in June and July 2006. This involved 17 State agencies, the University of the Sunshine Coast, Town Centre landowners, the Sippy Downs and District Community Association (SDDCA) and local schools. The Draft Master Plan was endorsed by Council in May 2006.

To activate the principles of the Final Draft Master Plan, planning scheme amendments were prepared for endorsement by Council at its Ordinary Meeting on 27 September 2006 to enable commencement of the consideration of State interests. Council received Ministerial approval to exhibit the proposed amendments on 1 May 2007. The proposed Maroochy Plan 2000 Amendment—Sippy Downs Town Centre was notified publicly from 8 May 2007 to 22 June 2007.

Following review of submissions, specialist input and legal review, Council endorsed the Final Draft Master Plan and planning scheme amendments on 28 November 2007. The amendments were then presented to the State Government for a second State interest check and are expected to be endorsed by the new Sunshine Coast Regional Council in early 2008.

The proposed amendments provide a robust planning framework for the development of the Sippy Downs Town Centre.

Regional engagement

Enhance relationships with governments and their agencies, other education providers, and public and private partners for the benefit of the region

Governments and their agencies

Improving health options

The University and Cooloola Health Service District signed an agreement formalising existing strong relationships. Regional health demands are increasing, and the agreement aims to reduce the need for acute hospital care (via a holistic approach to community health) while boosting opportunities for:

- graduate employment;
- research;
- University membership of Health Service District planning committees; and
- joint appointments in nursing and allied health areas.

USC's wide range of quality programs in sport and exercise science, nursing science, health promotion, nutrition and psychology represent a valuable resource. These and planned allied health care programs contribute significantly to achieving the goal of healthy communities and productive ageing.

Boosting national exports

The University partnered with Federal Government trade promotion agency Austrade to launch an education package aimed at boosting exports. *Next Step the World: Series 2—Austrade Learning Resources for Higher Education* is a set of multimedia international business case studies, available to university students and industry across Australia. It includes a case study prepared by a former USC international business lecturer.

Assessing labour demands

Federal Minister for Workforce Participation Dr Sharman Stone led talks at a working lunch addressing local skill shortages. She also toured the campus and inspected USC's Innovation Centre (page 5).

Lunch participants included the Vice-Chancellor and University staff plus representatives of the Innovation Centre, Sunshine Coast Institute of TAFE and

Sunshine Coast Regional Organisation of Councils (SunROC). Issues discussed included:

- returning unemployed and ageing people to the workforce;
- addressing skills shortages; and
- meeting labour demands.

Education providers

Exploring university issues

Representatives from USC and most other Australian universities met at the University of Tasmania for a Cross-campus Teaching Forum, preceded by a meeting of regional campus directors.

The Forum explored ways for multi-campus universities to (1) ensure equivalent student experiences at all campuses while (2) respecting the individual qualities of each campus. It provided an opportunity to consider and discuss USC developments (particularly of the Noosa Centre) in the context of a broad range of cross-campus teaching experiences.

Working with TAFE

USC and the Sunshine Coast Institute of TAFE (SCT) strengthened ties with an agreement to address regional skill shortages by sharing resources and expanding education opportunities. The agreement will:

- benefit school leavers and mature-age students via new joint USC-SCT programs (page 25) in areas with high student demand and strong employment prospects; and
- support seamless student transitions between the two institutions and the development of major infrastructure, including community and sporting facilities.

Helping out at high schools

In January, the University partnered with Maroochydhore State High School, Beerwah State High School and Chancellor State College for a grant of \$470,000 over three years to develop a Sunshine Coast Science Centre of Innovation and Professional Practice. This will provide a hub for teacher activity, linking schools, teachers, the University, industries and community organisations likely to advance science

education in the region. The consortium is one of six groups developing such Centres with funding from the Queensland Government's 2006–2009 Science Education Strategy.

Other cooperative efforts involving high schools included the following.

- A Students in Free Enterprise (SIFE) team of 10 USC business students ran five marketing workshops for Year 10 students from two schools—Matthew Flinders Anglican College and Beerwah State High School. SIFE nurtures strategic links between students, their universities, their communities and the private and public corporate sectors.
- About 220 Years 11 and 12 students of French, Indonesian, Italian and Japanese attended Language Day at USC's Innovation Centre to practise their language skills by conversing with 44 native speakers.
- Ninety high-performing Years 6 and 9 students graduated from the Middle School Excellence Program for Maths and Science (partnership with James Nash State High School, Gympie; involved one 90-minute after-school session each week for eight weeks and a visit to USC Health and Sport testing laboratories).
- USC strengthened ties with James Nash State High School when Dr David McKay, Head of USC's School of Science and Education (and a former high school teacher), became Principal for a Day as part of Education Week.
- Links with Indigenous school students included contributions to Beerwah State High School Indigenous Boys' Group, hosting Sunshine Coast Indigenous Network Group meetings on campus and campus tours for visiting students from Palm Island and the Torres Strait.
- USC provided career planning and talks, and guidance appointments for students from Mountain Creek State High School and Sunshine Coast Grammar School.
- The University's careerconnection team (page 25) contributed to the *Mentor our youth* program arranged by the Sunshine Coast Schools Industry Links Scheme; and *Interview skills* at Good Shepherd Lutheran College and Immanuel Lutheran College.

Regional engagement

- careerconnection also worked with regional high schools to provide study and career counselling while promoting alternative entry pathways available to OP-ineligible secondary students.

Welcoming kids on campus

The University again proved popular as a venue for school-based activities such as the following.

- Four hundred students from 20 regional high schools competed in the 10th annual Sunshine Coast Maths Tournament held at the Innovation Centre.
- Four thousand students drawn from Years 5 to 12 spent two days on campus as part of *Voices on the Coast*, an annual week-long youth literature festival co-presented by USC and Immanuel Lutheran College. Twenty-four presenters led sessions on topics ranging from traditional literature to computer games writing, graphic novel writing and illustrating, clowning workshops, and script and play writing.
- About 40 Year 5 students attended a movie editing training day to produce video clips for a *Surf's Up* website for Our Lady of the Rosary School. Two schoolteachers teamed with a USC student and lecturer in computer-based art and design to train the students, with such success that the University is likely to expand input next year to include editing on campus and on location at surfing contests.

Public and private partners

National Seniors Australia

The University and National Seniors Australia concluded a Memorandum of Understanding to establish a National Seniors Chair in Productive Ageing and focus research effort in that area. The move reflects mutual interests in evidence-based decision-making related to the wellbeing of increasing senior populations in Australia and other nations.

Clever Networks

University, community and business have contributed to and will benefit from the \$6.3 million Maroochy Clever Networks Project launched this year at the University's Innovation Centre. The optical fibre and wireless networks initiative is funded by

the Federal Government (\$2.9 million), the University (\$600,000), Maroochy Shire Council, Allegro Networks and other private businesses. The project will benefit up to 53,000 homes and 33,000 businesses in the region; and significantly boost USC teaching and research opportunities. Perceived benefits for USC include:

- more leverage from the Australian University Super Computing Network;
- improved Internet education modules and online learning;
- an expanded range of educational programs on offer; and
- scope to attract more students, nationally and internationally.

Partnering for best-practice water conservation

The University and EcoNova Pty Ltd (based at the Innovation Centre) signed an agreement that could see the region achieve world leadership in water conservation. Jointly, they will:

- establish a regional water testing program;
- develop a business partnership to service industry and government; and
- promote teaching and research into water conservation and quality.

The agreement builds on a cooperative pilot program focused on testing for a broad range of markets. These include potable water plants; domestic and commercial effluent; water quality in rivers, creeks and waterways; newly-constructed sewage treatment system outflows; and aerated water treatment systems.

Benefits for the University will include:

- establishment of a sustainable water facility on campus to provide potable water and Class A+ effluent for toilet flushing and irrigation; and
- research opportunities for honours and PhD students to (1) develop techniques and standards for quality water testing and monitoring and (2) design potable water and waste-water treatment systems.

Community celebrations

University involvement in national and local commemorative events and celebrations again evidenced close USC-community relationships. This year, on-campus initiatives included the following.

- A *Views and Voices* forum celebrated World Day for Cultural Diversity for Dialogue and Development. Organised by the USC Centre for Multicultural and Community Development, it featured a traditional Indigenous welcome, performances by the Gubbi Gubbi Dance Troupe and Persian music group Dastan, speakers and debate.
- A Harmony Day festival highlighting the relevance of multiculturalism in Australia featured music, dancing, fashion and art, belly dancing, Indigenous performances and international food.
- A keynote address by 2003 Australian of the Year Local Hero Award nominee Dr Chris Sarra and a *Bush tucker in the Wallum* walk through Mooloolah River National Park were highlights of Indigenous Education Week. Other events included workshops on Indigenous research ethics and Indigenous education.
- *Everybody's Business*, a free public exhibition of paintings, memorabilia, posters and ephemera, marked World AIDS Day (USC Gallery Exhibition Program supported by Sajen Legal).



Volunteers... Gwenda Heginbotham, Elizabeth Miers, Marion Robinson, Val Morrison and Marjorie Cox celebrate 10 years of service as USC Gallery volunteers. About 50 volunteers meet and greet visitors and help with exhibition installations, functions and fundraising. Gallery entry is free and members of the public are welcome.

Regional engagement

- Participation in the inaugural Steve Irwin Day supported Australia Zoo's Wildlife Warriors Worldwide. Terri and Steve Irwin received honorary Senior Fellows of the University awards in 2007 and 2000 respectively.
- World Mental Health Day celebrations included stalls, music, food, a workshop on resilience, guest presentations and speakers such as Lifeline Australia's national patron, painter, sculptor and survivor of depression Greg Wilson.
- Student Administration and Student Services staff observed Loud Shirt Day, a fundraiser to help the Hear and Say Centre buy listening devices for deaf children acquiring speech and language skills.
- USC recognised excellence by conferring honorary awards and providing a venue (for the 10th consecutive year) for the Sunshine Coast Sports Hall of Fame awards ceremony.
- Eddie Jones, Queensland Reds rugby union coach and former Wallabies coach, addressed Bachelor of Science (Sport and Exercise Science) students on The role of sport science in the preparation of a high-performance rugby team after an inspection of USC facilities. Alumni were invited to this seminar.

Honorary awards in 2007

- Harold Guida, honorary Doctor of the University for contributions to Australian architecture and the physical planning of the University
- Caroline Jones AO, the University's first honorary Doctor of Letters for contributions to Australian broadcasting and journalism as a producer, director and reporter for film, radio and television
- Terri Irwin, Australia Zoo owner: honorary Senior Fellow
- Peter Owen, Australian Provincial Newspapers executive: honorary Senior Fellow
- Frayda Myers Cooper, University of the Third Age: honorary Senior Fellow
- Graeme Pearce, Sunshine Coast Regional Organisation of Councils executive director: honorary Senior Fellow

Expanding the learning experience

University-community partnerships provided opportunities for community, business and cultural input to teaching.

Melbourne-based author and illustrator Shaun Tan, whose wordless graphic novel *The Arrival* won the 2007 Community Relations Commission Literary Award and the Australian Publishers' Association Best-designed Children's Illustrated Book Award, visited campus:

- in July, to open a free public exhibition of his prints, paintings and illustrations on show at the USC Gallery; and
- in October, as USC artist-in-residence. He worked alongside the University's senior lecturer in creative writing, consulted with students (individually and in small groups), gave a free public lecture and signed copies of *The Arrival*.

Other visitors included the following.

- A wide range of local achievers, ranging from the Sunshine Coast Businesswoman of the Year to a popular radio presenter, were guest speakers at four lecture series for business students (page 25). Topics were *Teamwork for the workplace*, *Public speaking*, *Career planning* and *Maximising your influence*.

Local government elections will be held on 15 March 2008.

Prior to the amalgamation announcement, which combined the existing Caloundra, Maroochy and Noosa Councils to form the Sunshine Coast Regional Council, the University maintained strong links with the three regional mayors and key regional stakeholders through involvement in groups such as the Sunshine Coast Organisation for Regional Enterprise (SCORE), of which the Vice-Chancellor has been a member.

This year the University continued to work with the Local Transition Committee and Interim CEO, to assist in planning and to identify specific areas and projects for joint action in partnership with the new Council.

The Vice-Chancellor again chaired the Sunshine Coast Education Executive, previously a committee of SCORE but now auspiced by the University. The Executive advanced regional education and training activities, especially those related to the promulgation of a knowledge economy. Its work is guided by the Regional Economic Development Strategy (REDS) and the companion Knowledge Economy Strategy.

The third annual State of the Region Conference (page 38) focused on prospects for the region following the council amalgamation. It attracted 200 major decision-makers, researchers and strategists from public and private sectors.

Participate in regional governance through close links with local government

Strong partnerships

During 2005, the Queensland Government established an independent Local Government Reform Commission to make recommendations on appropriate structure and boundaries for local government in Queensland. The Commission reviewed all local governments (except Brisbane City Council) and on 27 July 2007 made its recommendations.

These were subsequently accepted by the Government and reduced the number of councils in Queensland from 157 to 73. Local Transition Committees were formed to guide the transition to new councils.

Real-life learning... community partnerships

- field trip for 15 final-year regional and urban planning students on assignment to develop concept plan proposals for a 30 hectare beachfront site—hosted by development company Stockland to demonstrate environmental and social sustainability in planning design
- testing tomorrow's teachers—enlisting Siena Catholic Primary School students to help assess major maths-teaching projects by 20 USC early learning education students (page 39)

Regional engagement

Key performance indicators

Increased number and range of projects with a regional partner or client and increased number and range of regional involvements by staff

The Director, Regional Engagement joined Office of Teaching and Research Services staff in developing a database of research and consultancy projects involving USC staff and regional partners. This baseline data covered new and continuing projects in 2007, and will facilitate comparative analysis in future years. The picture this year is as follows.

- Fifty projects were identified, with a dollar value of \$1.51 million.
- They involved 39 regional partners and 54 USC staff.
- Faculty of Science, Health and Education staff were involved in 34 of the projects.

Increased proportion of undergraduate students from the region who enrol at USC

Summary of enrolments¹

Admission period	Enrolments at other Queensland universities	Enrolments at USC	Total enrolments from region	Percentage of enrolments from region to USC
2002–2003	2,186	756	2,942	26%
2003–2004	1,689	752	2,441	31%
2004–2005	1,811	860	2,671	32%
2005–2006	1,882	1,079	2,961	36%
2006–2007	1,718	1,185	2,903	41%

¹ Includes enrolments at Queensland universities only (excludes TAFE). Enrolments in USC programs do not include TAFE dual award programs or the Central Queensland University dual nursing program.

Increased proportion of USC graduates employed or establishing businesses within the region

Summary of graduate employment in the region¹

Employed in region ²	Employed full-time	% of full-time	Employed part-time	% of part-time	Total employed	% of total ³
2004	59	51%	41	67%	100	57%
2005	106	61%	74	82%	180	68%
2006	104	47%	54	74%	158	54%
2007	133	44%	104	71%	237	53%

¹ The Strategic Information and Analysis Unit commenced management of the Graduate Destination Survey in 2004. Prior to this, summary data was produced in a hard-copy form in tables, which does not allow for ease of aggregation of data. Trend analysis for this performance indicator commences from 2004.

² Data is based on responses to the Australian Graduate Survey (previously the Graduate Destination Survey). Data is included if a student indicated as part of their response to the survey that they were employed or self employed (full-time or part-time) on the Sunshine Coast as at 30 April each year.

³ Respondents employed in the region as a percentage of employed respondents who reported that they were permanent Australian residents.

The year 2008

- The University will partner with the Committee for Economic Development of Australia in co-hosting a fourth annual State of the Region Conference, with support from local companies Cadet, Investa, Munro Thompson and Parsons Brinckerhoff.
- A University Working Group will develop a strategic brief to advise master planners of USC teaching and space requirements for a \$940 million Sunshine Coast Hospital due to open in 2014.
- New program offerings will include degrees and diplomas developed specifically to meet regional needs.
- University researchers will work with EcoNova Pty Ltd to establish a regional water testing program, develop a business partnership to service industry and government, and promote teaching and research into water conservation and quality.
- Community-university activities on campus will again include free public events ranging from *Enterprise Tuesdays* to exhibitions at the USC Gallery; involvement in national and local commemorative "days" and events; and short professional development courses.