



COMMUNITY

The objectives

- Partner a range of local organisations to ensure a vibrant and stimulating environment locally and regionally.
- Attract government and private support for cultural and leisure infrastructure to benefit the university and regional communities.
- Initiate a program of cultural events to appeal to a broad spectrum of the regional population.
- Develop a regional business incubator and technology park in partnership with governments and business.
- Pursue joint projects with shire councils and other organisations to increase local graduate employment opportunities.
- Continue planning a new type of senior high school or multi-sectoral education complex linked to the University.
- Communicate consistently to all stakeholders and interested parties the University's commitment to its academic, cultural, economic and environmental mission, as well as its values, goals and strategic priorities to all stakeholders and interested parties.
- Pursue private funding to accelerate the University's development and capacity to respond to a changing and competitive sectoral environment.

The University of the Sunshine Coast was created to serve the greater Sunshine Coast region. Emphasis is placed on community involvement across all facets of the University, and is demonstrated by the large number of linkages, programs and research projects in place throughout the Sunshine Coast.



The achievements

University praised for community engagement

A study commissioned by the Federal Government in 2002 recognised the University for its interaction with the Sunshine Coast community. The study investigated university-community regional initiatives across Australia and cited 28 best-practice examples of local engagement from around 13 universities, including two examples from the Sunshine Coast: the University's Italian Language Initiative and the Regional Advertising and Design (RAD) Group, both driven by the Faculty of Arts and Social Sciences. The study argued that universities adopting regional engagement initiatives had greater scope for increasing their commercial and competitive viability in the university sector.

The final report, *Creative Regional Development: Knowledge Based Associations Between Universities and their Places*, conducted for the Department of Transport and Regional Services, is expected to be published early in 2003.

Regional Advertising and Design

The Regional Advertising and Design (RAD) group initiative brings together creative industry professionals, students and lecturers on the Sunshine Coast. RAD is the first regional branch of the Brisbane Advertising and Design (BAD) group, and was created in response to feedback from students and local industry members. Formed to better acquaint students with current industry practices, the group also serves to increase regional industry interest in the University, and to increase communication between industry players. The RAD initiative has a number of significant community engagement elements: involving the region's industry professionals in the teaching of courses at the University; and expanding opportunities for students to do internships and for-credit workshops that focus on developing industry relevant skills.

Italian language initiative

The Italian language initiative was designed to introduce the Italian language and culture to the Sunshine Coast. Italian was introduced at the University in 1998 with support from the Italian Ministry of Foreign Affairs, after discussions between the Faculty of Arts and Social Sciences and the Sunshine Coast Italian Schools Committee. The Italian program at the University was further enhanced when an Italian organisation, the Cassamarca Foundation, provided funding for a lectureship. In 2002 students had the opportunity to undertake an exchange to the University of Urbino in Italy. Italian language courses are also available to high school students and members of the community as visiting students.

Community benefits from education links

The University increased its reach throughout the Sunshine Coast region by opening its first learning centre in Noosa on November 19. Based at the Bicentennial Hall, the Noosa Study Centre has a capacity for 60 students in four classrooms. The Centre delivers

classes and provides networked computer facilities to both University of the Sunshine Coast and English Language Centre students. The English Language Centre commenced classes in the facility in November, and University classes will commence in 2003.

The University also established the Brisbane Study Centre, with offices and teaching space, located in HMV House, Queen Street Mall, Brisbane.

Vice-Chancellor, Professor Paul Thomas and Mayor of Cooloola, Councillor Mick Venardos signed a Memorandum of Understanding (MOU) in July to develop closer links with education and research. A priority of the MOU is for the University to establish a physical or virtual presence in the Shire in order to provide educational services direct to the region.

The University worked with Education Queensland to develop an education precinct located adjacent to the University's campus. The precinct will include a new Chancellor College, which, in conjunction with the established Chancellor State School, will provide P-12 education in association with the University and Cooloola Sunshine Institute of TAFE.

University links with Australia Zoo

The University and Australia Zoo signed a Memorandum of Understanding (MOU) to work together on education and the environment in March. The MOU laid the foundation for joint research projects and the exchange of expertise between Australia Zoo and the University. The University is the only institution to have this type of agreement with Australia Zoo. Under the MOU, the University and Australia Zoo agree to jointly promote the University's Study Abroad Program. Two American Study Abroad students participated in the volunteer program in place at the Zoo in 2002, and a third undertook a month-long internship at the Zoo in July. A wildlife rescue at the University by the Australia Zoo crew was filmed in December for possible inclusion in a documentary for the Discovery Channel in the United States in 2003.

The promotion of the Sunshine Coast as a destination for international students was recognised by the International Marketing Group of the Education Cluster, chaired by Vice-Chancellor Professor Paul Thomas. Work commenced on the development of a website to promote the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) registered providers located on the Sunshine Coast. The website was partially funded by Queensland Education and Training International (QETI).

A Memorandum of Understanding (MOU) was struck between the University's Faculty of Business and Queensland Ambulance Service (QAS) in May. The MOU made provisions for collaborative research projects; a research mentor program; access to library resources; and the exchange of skills and data. QAS will also explore the possibility of internships for University students and student research projects.

The University became a registered Sport Education Agency Provider through the Australian Sports Commission and is the only organisation on the Sunshine Coast accredited to offer level one and two coaching principles courses.



In April the University, in conjunction with Maroochy Shire Council, applied through the National Standards Program for funding towards an international standard aquatic centre. The proposal was for the centre to incorporate university research and teaching facilities to accommodate the needs of the Sports Science stream at the University. The proposal was not successful in gaining government funding, and a resubmission is planned for 2003.

In August the work of the region's education and training providers was recognised at the Regional Education Innovation Awards Ceremony – an event conceived by the Sunshine Coast's Education Cluster.

Business and industry opportunities

Senior University staff continued to meet with Federal and State politicians in 2002 on the development of the proposed science and technology park to be built adjacent to the University's campus. The proposed park would provide a 'next stage' location for companies graduating from the Innovation Centre's business incubator, as well as a base for established technology and knowledge based companies attracted to the park.

Student recognised for IT achievements

Business student Kally Bottroff was awarded the WIT (Women in Information Technology) Undergraduate Scholarship Award in June. The award was contested by almost 40 students from Queensland's public universities. Ms Bottroff received the award for her varied work in ICT, including work experience at Sunshine Coast Grammar School developing part of the school's intranet and school multimedia CD.

Graduation

More than 2,000 people and 370 graduates attended the University's fourth graduation ceremony on April 19. The graduating class of 2002 consisted of 551 students from 33 degrees, bringing the total number of the University's graduates to date to 1,289. In one of the highlights of the evening, Richard Butler AM, Australian diplomat and former head of the United Nations Special Commission delivered the graduation address after receiving an Honorary Doctorate from the University.

Three Sunshine Coast identities received Senior Honorary Fellowships at the ceremony for their contributions to the region: Sue McKenzie, Norma McMichael and Benny Pike. Australian and Cultural studies lecturers, Dr Tara Magdalinski and Dr Karen Brooks, received the Vice-Chancellor's Medal for Research and Vice-Chancellor's Medal for Teaching, respectively. Graduates Michael Angelides (Arts and Social Sciences) and Andrew Savage (Business) were awarded the University Medals for academic excellence. Bachelor of Science (Public Health) graduate Eta Brand also received the University Medal, as well as the Chancellor's Medal.

The ceremony marked the University's first graduates from the Master of Science and Master of Business programs, and the first cohort of graduates from the Master of Business Administration program offered in Shanghai. Fourteen students from Shanghai's Jiao Tong University flew to the Sunshine Coast to accept their degree awards. A graduation ceremony for all Jiao Tong students was held in Shanghai in early April. The graduation ceremony for Master of Management students in Fiji was held in September.

Open Day

More than 2,000 people visited the University during Open Day on August 11. From 9am to 3pm, the University showcased its courses and campus to prospective students and the public. The Schools Excellence Expo, a traditional part of Open Day, attracted more than 25 entries from 55 high school students from Gympie to Caboolture. A free bus service was organised for the first time to bring high school students and their families from Kilcoy and Gympie to Open Day.

Art, literature and multi-culturalism

The 2002 Art Gallery program included eight exhibitions of digital art, graphic design, outstanding student works and a private collection consisting of work by some of Australia's most significant artists. More than 5,500 people attended these exhibitions throughout the year. Pixels & Paint was one of the year's most popular exhibitions, and was the Gallery's first joint exhibition of creative work by University of the Sunshine Coast Art and Design lecturers. Genesis of a Collection presented significant artworks by some of Australia's most outstanding artists, collected over 30 years by Phillip Harding. Prominent Australian art critic John McDonald opened the exhibition. Advanced level University of the Sunshine Coast students showcased electronic media, digital prints and design in the E-mage exhibition. In many cases students presented projects that involved working with local community groups and businesses.

The Brisbane Advertising and Design Awards presented award-winning print and electronic design by Queensland designers. For the first time, a section for regional designers was included as a result of the formation of the Regional Advertising and Design (RAD) Group, a regional chapter of Brisbane Advertising and Design (BAD) Group. Two regional designers won bronze awards and a University of the Sunshine Coast student won bronze in the student category. Public Relations students helped publicise the exhibition as part of their student work.

Australian authors, poets, illustrators and performers attended the Voices on the Coast Youth Literature Festival on campus in July. Presented by Immanuel Lutheran College and the University, more than 7,000 tickets were sold for the annual event. Immanuel and the University partnered to organise the festival as a way of encouraging and promoting literature among Sunshine Coast youth. Sessions at the festival included book-talks, writing workshops, poetry, drama, storytelling and illustrating. Two of the

Richard Butler AM

Australian diplomat Richard Butler AM, received the honorary award of Doctor of the University at the Graduation Ceremony on April 19. Mr Butler was awarded the Order of Australia (1988) for services to international peace and disarmament. He is an expert in arms control, international security issues, the United Nations and the Middle East. Formerly the head of UNSCOM, Mr Butler was responsible for finding and dismantling weapons of mass destruction in Iraq after the Gulf War.



University's lecturers featured their work at the festival – multi-award winning author Gary Crew and children's fantasy author Dr Karen Brooks.

Gary Crew also ran The Weekend Workshop for Aspiring Authors: From Inspiration to Publication in July. The workshop focussed on developing ideas, different writing genres, writing for youth and non-fiction, and the pitfalls and practicalities of publishing.

The last in a series of Queensland community relations forums on multiculturalism was held in Cairns in May. *Multiculturalism Under Pressure?*, was opened by the Mayor of Cairns, and more than 100 people attended to listen to keynote speakers from government, academia and the community. The forum series was organised by the University in a partnership with Multicultural Affairs Queensland and Department of the Premier and Cabinet. The first two forums were held in Brisbane and on the Sunshine Coast in 2001. The forum program was part of a University research project, which aimed to improve levels of awareness and acceptance of cultural diversity within the Queensland community.

The University hosted a social sciences forum *World in Crisis or Transition?*, for over 400 high school students from seven schools in July. Five academics from the Faculty of Arts and Social Sciences presented seminars to year 11 and 12 students on topics including terrorism, refugees, and global ethics.

The Faculty of Business Seminar Series continued in 2002, supported by the major sponsorship of Sunshine Coast Newspaper Company. Seven monthly seminars were held, with topics ranging from mentoring and benchmarking to strategic marketing planning. The Faculty of Science held 16 science seminars on campus for the public to attend. Topics ranged from vaccine antigens to Meningococcal and plant reproductive biology.

The Commonwealth Heads of Government Meeting (CHOGM) was held on the Sunshine Coast in March and the University, Maroochy and Noosa Shire Councils, Caloundra City Council and Tourism Sunshine Coast collaborated to produce a CD-ROM of key information for CHOGM delegates and the 1,200 international media visiting the Coast.

Community support for the University

The University received strong support from the community throughout 2002, with the annual fundraising appeal generating gifts of cash and in-kind totalling almost \$645,600. This included over \$71,500 from the Cassamarca Foundation in support of Italian Studies, \$6,000 in-kind support in sponsorship to the Gallery exhibition program, and almost \$19,000 from community groups and individuals given directly to students. An in-kind gift of \$400,000 to support campus enhancement was also received. Art donations further enhanced the University's art collection with a major donation of work by Aboriginal artists donated by Yanda Aboriginal Art.

Community funding directly contributed to the 55 scholarships, bursaries and prizes now available to students of the University. Three major scholarships were created for students in 2002: the Rod and Jan Forrester Scholarship for a student in Business; the Sunshine Coast Daily Kathleen McArthur Memorial Scholarship for a student in Environmental Science; and the Reed Property Group Sports Scholarship for a school-leaver with sporting excellence.

The University receives full funding on an annual basis for one Australian Postgraduate Award (APA) scholarship. The amount was increased to \$47,029 in 2002, from \$32,235 in 2001. The recipient of the APA scholarship in 2002 was Jack Tucker, a PhD student from the Faculty of Science, for his project titled *Viral control of aquatic ecosystems*.

The inaugural recipient of the Tim and Gina Fairfax Scholarship in Regional Development was Richard Croome, a PhD student from the Faculty of Business, for his project titled, *Commercial opportunities for regional economies presented by Internet e-commerce and whether the Internet is a destroyer of value and profitability, or whether economic value can be built into websites through a unique service offering*.

Also established in 2002:

- Zonta Club of Caloundra City Inc. Indigenous Bursary
- Boyce Garrick Lawyers Prize
- South Sea Islander Community Foundation Scholarship
- Sunsuper Prize
- Sunshine Coast Ornithological Society Prize
- Australian Human Resource Institute Prize

Alumni relations

The University received a Queensland Government grant of \$10,000 in November to support alumni relations activities in the area of Information and Communications Technology (ICT). The funding is part of the i-STAR program associated with the Information Industries Bureau of the Department of Innovation and Information Economy. The funding will allow the University to establish an ICT innovation network speakers program. The project will assist in creating networking and career opportunities for the University's ICT alumni and students.

Curatorial internship

The local branch of the Australian Decorative and Fine Arts Society (ADFAS) provided a scholarship to fund an art and design student's curatorial internship in the Gallery.

The major focus of the student's work will be on increasing visits by high school students to the Gallery.



The future

Community plans for 2003 include:

- Invite support from the community to build a new art gallery on campus as part of the Stage V building project.
- Establish a formal donor/sponsor recognition area.
- Commence alumni relations activities with the launch of the i-STAR program.
- Increase the number of visitors to the Art Gallery.
- Open the Headstart program to all high schools in the region.
- Refine the format of Open Day.