



University of the
Sunshine Coast
The best of both worlds



2009

H i g h l i g h t s

Time Magazine rated 'tank-bred' tuna research second on their list of the 50 most important inventions of 2009. USC scientists worked as part of a collaborative team that included Australian and international researchers, with support from the Australia Seafood Cooperative Research Centre.



Vice-Chancellor's Review

2009 has seen the momentum of development gather pace. There was substantial growth in student and staff numbers, in the enhancement and recognition of research capacity, in the awards and acknowledgements for outstanding teaching, in the success rate of the Innovation Centre in generating business, in growing numbers of international students, and in the University's influence generally on regional development issues.

The University has become a major catalyst for the advancement of the Sunshine Coast and is widely recognised and supported to continue that role. The University and the community are symbiotically linked.

Sectorally, too, the University is gaining wider recognition for its remarkable progress across its early years, and is clearly emerging as one of the strongest regional universities of the 21st Century, with growth in excess of 10 percent every year since opening in 1996.

Professor Paul Thomas AM
Vice-Chancellor and President

Professor Paul Thomas will end his tenure as the University's founding Vice-Chancellor in 2010.

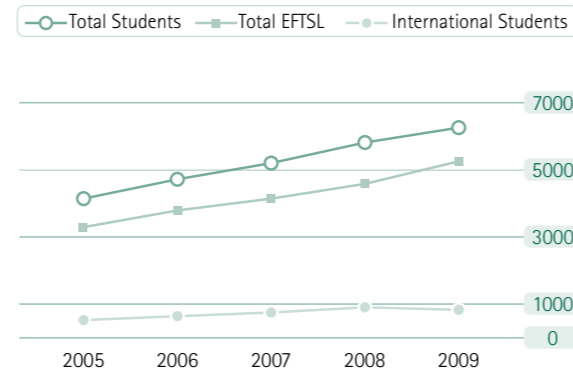


Business graduate Jonty Bush was named Young Australian of the Year for 2009. Ms Bush received the award in recognition of her courageous work in leading the Queensland Homicide Victims' Support Group.

Prime Minister Kevin Rudd presented her with her award at the Australia Day celebrations in Canberra.

The mission of the University of the Sunshine Coast is ▶

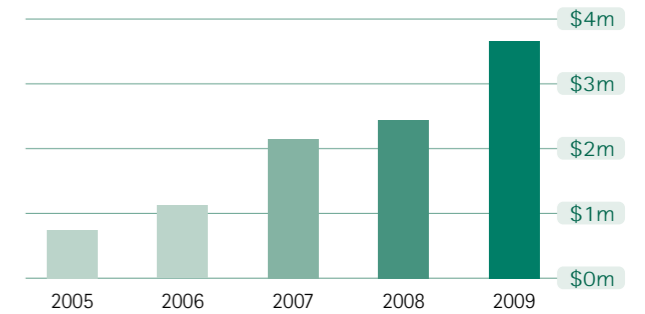
To be the major catalyst for the innovative and sustainable economic, cultural and educational advancement of the region, through the pursuit of international standards in teaching, research and engagement.



■ **Student Growth:** The University's target of enrolling 5,000 EFTSL (Equivalent Full Time Student Load) by 2010 was achieved one year in advance. With 2009 numbers at just over 5,329 EFTSL, this was an increase of 15.9 percent on 2008. International students accounted for approximately 15 percent of the student cohort.



■ **Revenue:** The University's financial position strengthened in 2009 as a result of increased student load and reductions in expenditure. Results included an operating surplus of almost \$17.5 million, and a 15 percent increase in income to just over \$109 million. A large portion of this surplus has been committed to fund teaching and research activities in 2010.



■ **Research income:** Research income from the public sector and industry increased almost 55 percent in 2009 from the previous year. Overall, total research income has increased more than 500 percent since 2005, to over \$3.6 million in 2009.

LEARNING AND TEACHING

The University was recognised at a national level for its quality of learning and teaching in 2009:

- USC was the only public university in Queensland to gain five stars for teaching quality in the 2010 Good Universities Guide. The annual Guide also awarded USC five stars for its staff qualifications, and for graduates' satisfaction with the generic skills they gained while at university.
- USC won an unprecedented six Australian Learning and Teaching Council (ALTC) citations in 2009, gaining national recognition for its quality academics and for its special programs that help school students reach university, feel at home once they arrive, and study overseas on exchange.
- USC's proportion of academic staff with postgraduate qualifications was the seventh highest in Australia.
- USC's Global Opportunities (GO) Program received an ALTC Citation and won the Queensland Education and Training International (QETI) Award for best practice in outbound student mobility. USC student and GO Program participant, Rachel McKay, won the QETI award for Queensland Student Ambassador of the Year. More than 70 students travelled overseas to study in 2009.



RESEARCH

In 2009, the University's research capacity increased, major national and international accolades were received, and research projects diversified:

- Research income, refereed publications and numbers of graduating research students continued to rise steadily, with researchers securing more than \$6.5 million in grants, almost trebling from \$2 million in 2007.
- The significance of blue-fin tuna research undertaken in collaboration with USC researchers was acknowledged by Time Magazine as the world's second-most important invention in 2009, while another USC researcher received the highly prestigious Eureka Prize for Science for research into climate change adaptation.
- The Sustainability Research Centre was established following the success of the Sustainability Research Group in the publication of more than 100 research papers and in attracting \$2 million in competitive research funding in 2008. Key aspects of the centre's research include coastal management, climate change, water management, natural and cultural heritage, innovation, adaptive growth and community well-being.
- Two academics and a student from USC were invited to attend the United Nations Climate Change Conference in Copenhagen in December. They represented the low-lying Pacific island nation of Kiribati, and the Indonesian province of Papua.



EQUITY

Moving towards greater social inclusion, the University worked to enhance opportunities for participation by equity groups throughout 2009:

- Around 600 undergraduate students received scholarship support worth more than \$1.8 million.
- New Indigenous student enrolments increased by 35 percent, particularly in the Tertiary Preparation Program—an entry pathway into university for those who need additional qualifications to apply for university study.
- USC launched its first Reconciliation Action Plan.
- The Tertiary Enabling Program expanded its offerings, and supported more than 300 enrolled students in improving their skills and knowledge in areas such as maths, science and statistics.



COMMUNITY

A new bus interchange boosted public transport to the campus, generating additional bus services to cater for an estimated 8,400 extra passengers per week across the region. The \$5.5 million triple-platform Transit Centre is the second-largest bus interchange on the Sunshine Coast, with the project also including the construction of a 'green link', which provides safe and direct access into Chancellor Park for buses, cyclists and pedestrians.

A new advertising campaign, themed "The best of both worlds", was launched in July. The campaign highlighted how USC students can enjoy the Sunshine Coast lifestyle while gaining qualifications that can take them anywhere in the world. The advertisements, which underlined USC's commitment to sustainability, entrepreneurship, research and global study opportunities, achieved a high level of local awareness.

Sunshine Coast Regional Council set aside more than \$13 million to accelerate the coordinated development of the Sippy Downs Town Centre, in which the University will play a significant role in attracting businesses to the proposed 'Technology Hub'. To date, the Innovation Centre has supported the start-up and growth of more than 55 businesses and created around 400 jobs in sectors such as ICT, clean technology and creative industries, and is attracting the interest of major, national and international companies.



The top ten undergraduate programs in 2009:

1. Bachelor of Nursing Science
2. Bachelor of Arts
3. Bachelor of Education/Bachelor of Arts
4. Bachelor of Business (Accounting)
5. Bachelor of Education/Bachelor of Science
6. Bachelor of Social Science (Psychology)
7. Bachelor of Business
8. Bachelor of Education (Early Childhood)/ Bachelor of Human Services
9. Bachelor of Nutrition and Dietetics
10. Bachelor of Journalism





The University of the Sunshine Coast was the first greenfield university to be established in Australia since 1975. Founded in 1994, USC took its first 500 students at the Sippy Downs campus in 1996. Enrolment has grown to more than 7,500 in 2010, with the student population projected to be 15,000 by 2021.

The 100-hectare campus lies 90km north of Brisbane on land that was once a cane farm. The University has won many architectural awards and is part of a wildlife reserve.

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The University of the Sunshine Coast's full statutory annual report is available online at www.usc.edu.au/reports.

Copies of the 2009 annual report are available from the Administrator, Office of Marketing and Communications, University of the Sunshine Coast, by telephoning +61 7 5459 4558 or faxing +61 7 5430 1187.

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