

Regional Engagement Review

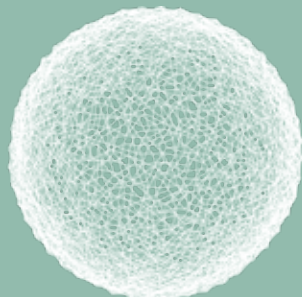
In 2009, USC connected with...

Business and industry

- **Business Professionals' Forum:** providing monthly executive education and networking opportunities for Sunshine Coast business professionals. Launched in May, six forums were held during the year. *A partnership between USC Faculty of Business, CPA Australia, The Institute of Chartered Accountants.*
- **Enterprise Tuesday:** networking events for innovative ambitious businesses. Building on a successful year in 2008, six events were held in 2009, attracting more than 250 business delegates. *An Innovation Centre Sunshine Coast initiative, sponsored by Westpac.*
- **USC_Link:** the University's clearing house for requests from regional business and industry for R&D/problem-solving support. Live in 2009, the Network involves around 20 of the University's top researchers. *A USC Office of Regional Engagement initiative.*

Property and development

- **Understanding Contemporary Property Seminar:** providing an assessment of current conditions relating to the development of property in Sunshine Coast region. Industry experts examined the south-east Queensland property market at the second annual seminar. *A USC Faculty of Business initiative.*
- **Sunshine Coast Regional Forum:** bringing local and state leaders together with industry professionals to consider new ways to deal with growth and development on the Sunshine Coast. *Co-sponsored by USC, Parsons Brinckerhoff, Sunshine Coast Regional Council.*
- **State of the Region Summit:** bringing together decision-makers, researchers and strategists from public and private sectors to discuss major issues facing the Sunshine Coast. USC presented the seminar, 'Environmental Trends: Trade-offs, Business and the Environment'. *An event hosted on campus.*



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Environment and science

- **World Environment Day:** attracting a record crowd of more than 6,500 people in June, the festival highlighted how individuals could help reduce carbon emissions. *Co-hosted by USC, the Sunshine Coast Environment Council, Sunshine Coast Regional Council, SEQ Catchments.*
- **Fraser Island:** increasing numbers of school students, researchers and hikers used the University's education camp and research facilities at Dilli Village on Fraser Island (14,273 bed nights in 2009). *A USC Faculty of Science, Health and Education activity.*
- **Science Centre of Innovation and Professional Practice (SCIPP) event:** a professional development opportunity for Sunshine Coast teachers. Popular television presenter and author Dr Karl Kruszelnicki delivered the keynote address at the Innovation Centre. *An event hosted on campus.*

Arts and culture

- **Voices on the Coast Youth Literature Festival:** providing the opportunity for more than 4,000 school students to meet and learn from top international and Australian authors, illustrators and poets. *An annual event co-presented by Immanuel Lutheran College and USC.*
- **Indigenous Education Symposium:** helping to raise awareness of Indigenous culture and facilitate understanding between Indigenous Australians and the wider community. Now in its second year, the October event again proved popular with USC staff, students and community representatives. *A USC Buranga Centre initiative.*
- **Language Immersion Day:** increasing school students' interest in studying a foreign language at university. Around 120 high school students attended workshops run by University academics and international students. *A USC Faculty of Arts and Social Sciences initiative.*
- **University Art Gallery:** exhibiting works by students, travelling exhibitions and contemporary Australian artists. The gallery attracted a record number of visitors for the fifth consecutive year—15,369 people, with the number of visitors from school groups higher than in 2008. *A USC facility for the University and community.*

Two academics and a student from USC were invited to attend the United Nations Climate Change Conference in Copenhagen in December. Adjunct Professor Dr Robert Kay represented the low-lying Pacific island nation of Kiribati alongside Master of Climate Change Adaptation student, and Kiribati national, Riibeta Abeta. Professor Noel Meyers was invited by the Governor of the Indonesian province of Papua to accompany his delegation, to help ensure Papua's forests continue to lock up carbon while preserving more than 23 million hectares of pristine rainforest.

GOAL To engage in productive partnerships to further the region's interests and the University's strategic priorities

Health and sport



Buderim triathlete Chloe Turner was the University's first Sportsperson of the Year in 2009. Ms Turner won a silver medal in her division of the ITU World Triathlon Championships at the Gold Coast in September, and received her USC award at the inaugural Sports Awards Ceremony in November. The Sport and Exercise Science student's stellar year included finishing first in her age group at the Australian University Triathlon Championships, winning USC's Great Court Race, and finishing third in the Open category of the Noosa Triathlon.

- **Sunshine Coast Sports Hall of Fame:** featuring local high-achieving sportspeople since 1991. In November 2009, world waterski champion Emma Sheers and champion racehorse trainer Bruce McLachlan were inducted into the University Health and Sport Centre's Hall of Fame in front of around 100 guests. *A USC initiative.*
- **Northern University Games:** a gathering of sporting students from 10 universities in Queensland and northern New South Wales. Around 600 students visited the campus to take part in the games in July. The University finished fourth overall and won the Ron Leahy Shield, in recognition of USC athletes' high levels of sportsmanship. *An Australian University Sport event, hosted by USC.*

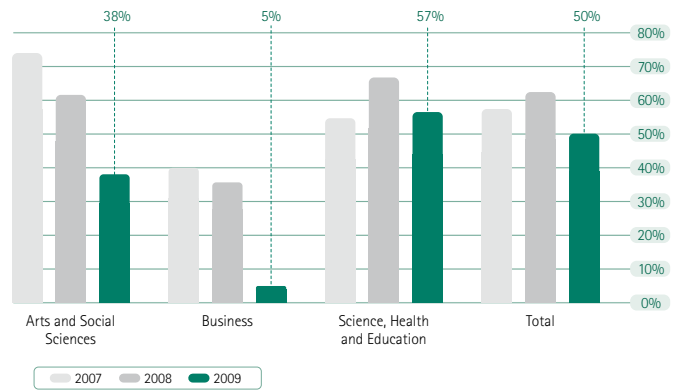
Schools and lifelong learning

- **Science, Engineering and Technology Expo:** providing students with scientific activities they might not have access to in their schools. The second annual expo attracted almost 300 school students to the University's state-of-the-art laboratories from 41 schools across the Sunshine Coast. *Hosted by USC.*
- **Business Enterprise Day:** encouraging students to consider various business-related career paths by introducing them to a diversity of businesses and business people. Around 100 Year 10 students from across the region attended the event in October. *A collaboration between USC Faculty of Business, Business Educators Association of Queensland, Sunshine Coast Enterprises.*
- **Headstart:** giving Year 11 and 12 students the opportunity to study at university and get a headstart on their degree. More than 100 students from across the region participated in the ALTC citation-winning program in 2009. *A USC initiative.*
- **Murri Pathways:** delivering education and training presentations to more than 400 Aboriginal and Torres Strait Islander students through Sunshine Coast and Cooloola high schools. This project demonstrated positive outcomes towards improving enrolment in higher education, with the number of Indigenous students admitted to the Tertiary Preparation and Headstart Programs at USC increasing significantly in 2009. *A collaboration between USC, Education Queensland, TAFE.*
- **Child Protective Practices Conference:** finding creative and evocative approaches to working with young people, within the scope of child protective services. The second annual conference was held in September, and built on themes from 2009 Child Protection Week. *Co-hosted by USC and the Department of Communities. The University also hosted the Australian Historical Association Annual Conference in 2009.*

For information on regionally-relevant research, refer to page 14.



Recruitment efforts in 2009 included 122 visits to more than 80 schools, 11 career markets, two university roadshows and an information day for guidance officers. Eight information events held on campus saw student and staff ambassadors talking to an estimated 5,700 people about their study options at the University. Attendance rates were strong at the on-campus information events throughout the year, including Open Day (4,100 visitors, a 17 percent increase on 2008) and Options Mid-year (220 visitors, up from 100 in 2008). New events were also well-attended, with the Primary Education Evening and Postgraduate Evening attracting 80 and 100 guests respectively.



■ Percentage (%) of research and consultancy income related to projects of regional relevance

Regional Engagement

PERFORMANCE AGAINST TARGETS

Research and consultancy within the region

Target	Performance
Annual increase in the percentage of research and consultancy income related to projects of regional relevance	12 percentage point decrease in research and consultancy income related to projects of regional relevance

While regional relevance is evident in a significant proportion of the institution's research and consultancy income (50%), a 12% decrease was experienced in 2009. This decrease may be attributed to a large overall increase in research and consultancy income (\$4.7M compared to \$2.9M in 2008).

Data for this KPI is based on the Higher Education Research Data Collection (HERDC) reported research projects and consultancy project information (managed by the Office of Research with income data from Financial Services). The 2008 research data has been updated in line with audited HERDC reported income.

Learning and teaching within the region

Target	Performance
Increase the number of regional professions, businesses and industries in which students undertake Work Integrated Learning (WIL)	429 regional professions, businesses and industries in which students undertook Work Integrated Learning (WIL) Note: 2009 is the first year a whole-of-University figure has been available, hence there is no comparison to 2008 to demonstrate an increase or decrease.

In 2009, there were 429 regional professions, businesses and industries in which students undertook Work Integrated Learning (WIL).

For this report, data on WIL placements was tracked manually, with datasets held separately within operational areas. Given that datasets were held separately, there is some potential for double counting of regional partners (eg. where a partner takes WIL placements from more than one operational area) although this is likely to occur only occasionally.

The Career Placement Database (SONIA) was implemented in 2009, however, a number of issues delayed user take-up of the application. To encourage database usage, a proposal to train a SONIA 'expert user' is currently being reviewed. Once business units are confident in their knowledge of the Career Placement Database, more accurate data will be available for reporting.

Engagement focused on shared jointly funded infrastructure

Target	Performance
Annual increase in the number and value of shared jointly funded infrastructure	The number and value of shared jointly funded infrastructure remained at 2008 levels

The 11 joint infrastructure initiatives identified range from occupancy licenses (U3A) through to joint investment/funding (ICT Building), to in-kind developments (Compensatory Habitat). It also includes major projects (Sports Stadium) and smaller initiatives (Alumni Way). All initiatives are currently on campus.

The total investment by USC's partners was \$11.36 million.

Notes for: Research and consultancy within the region

Regionally relevant income was identified as fulfilling one or more of the following three criteria:

1. The project/consultancy was undertaken with a regional partner;
2. The project/consultancy was based on the region; or
3. The project/consultancy topic was relevant to the region.



■ Number (n) and Proportion (%) of Graduates Employed in the Region

GOAL To engage in productive partnerships to further the region's interests and the University's strategic priorities

FORWARD PLANNING FOR 2010

Engagement focused on support to advance the knowledge economy

Target	Performance
Annual increase in jobs and businesses created within the region (via the Innovation Centre)	34% increase in jobs created within the region (via the Innovation Centre)

At the end of 2009 there were 34 companies in the Innovation Centre (including ICSC Pty Ltd). This included 20 incubator clients, eight companies in the Accelerator, and four associate member companies. They employed 85 full-time and 30 part-time staff, as well as 31 University researchers, giving a total of 146. This was compared to 109 staff employed in 2008.

This data reflects employment created directly through the operation of the Innovation Centre and associated business development programs. Since 2008, an option has been made available for companies to join as associate members. These companies are either not yet ready for office space, are based elsewhere in the region, or are past tenants who want to stay in touch. They have access to ongoing business support, network and discounts on hiring facilities.

Number of graduating students employed in the region

Target	Performance
Annual increase in the number of graduates employed or self-employed in the region	The number of graduates employed or self-employed in the region in 2009 remained at similar levels to 2008

The number of graduates employed locally on a part-time basis increased in 2009, however the number employed in a full-time capacity decreased. The decline in the local full-time employment rate is consistent with a decline in the overall percentage of Australian resident USC graduates in full-time employment between 2008 and 2009, and may reflect the impact of the economic downturn in 2009.

- Continue to emphasise partnerships across research and consultancy, learning and teaching, and engagement domains, while also focusing on advancing the knowledge economy and fostering sustainable jobs and employment, particularly for USC graduates.
- Manage the USC_Link project to facilitate engagement with the Sunshine Coast community and stakeholders, with an initial review of operations in September 2010.
- Demonstrate best-practice in regional engagement by establishing a discipline area within the University for studies and research into the role of regional universities in the engagement with, and sustainable development of, their regions.
- Identify projects and engage with government in supporting researchers seeking funding for projects of regional relevance and state, national and/or international significance.
- Maintain key external linkages with key partners through membership of multi-stakeholder strategic groups such as Sunshine Coast Regional Council, Sunshine Coast TAFE and Sunshine Coast University Hospital Project.
- Investigate, seek approval for, and establish a multi-discipline/multi-partner project to provide a flagship for regional engagement.