



University of the
Sunshine Coast
The best of both worlds



2010

H i g h l i g h t s

Vice-Chancellor's Review



■ Leadership

After some 16 years leading the institution, foundation Vice-Chancellor, Professor Paul Thomas AM, handed over administration of the University to the Vice-Chancellor and President Designate, Professor Greg Hill in mid-June. Selection of a new Deputy Vice-Chancellor, Professor Birgit Lohmann, and a foundation Pro Vice-Chancellor (Research), Professor Roland De Marco, was completed

during the second half of the year. Both took up their new roles in early 2011. Two long-standing Deans, Professor Pam Dyer and Professor Rod Simpson, retired at the end of 2010.

■ Growth

The remarkable growth that has characterised the University since its establishment has continued, with around 7,200 students on campus in 2010. Student numbers have roughly doubled in the last five years and USC has been the fastest growing campus in the country for a number of consecutive years now. The growth in student demand sees USC well positioned for future growth, especially leading into 2012 when enrolments are deregulated.

The incentives for growth and social inclusion being introduced by the Commonwealth through the Higher Education Participation and Partnerships Program (HEPPP) have seen the University expanding its interaction with schools, TAFEs and communities across the broader region. This activity will increase substantially if the Structural Adjustment Fund (SAF) application submitted in 2010 is successful.

■ Quality

Despite the rapid growth in student numbers, the quality of learning and teaching has remained high. All national surveys aimed at gauging satisfaction with teaching and the overall educational experience place USC in the top quartile of universities Australia-wide. The University was the top ranked public university in Queensland for teaching quality and graduate satisfaction in the most recent Good Universities Guide.

This recognition from students is matched by recognition through the Australian Learning and Teaching Council (ALTC). For the second year running, USC staff received six Citations for Excellence in Learning and Teaching. Based on numbers of staff, or students, this is by far the best performance of any university in Australia.

■ Research

The quite spectacular research successes of 2009 were consolidated in 2010 with additional national awards and major grants. Twenty-five higher degree by research (HDR) candidates graduated in 2010, which is a marked increase on previous years where numbers have been around 10 per annum for some time. An increase in the research block grant allocations to USC and an institutional commitment to growing research is witnessing a greater investment in research infrastructure and activity.

■ Infrastructure

After many years of false starts, funding sources were finally aligned for the Olympic swimming pool project. Construction is underway on the pool as Stage I of a much larger aquatic centre concept. The new science workshops were completed by the end of the year, providing excellent facilities for engineering and paramedic science. A range of refurbishments are being completed to expand capacity for the coming year and Council has approved construction of a new \$4.75 million building as part of the science cluster. Work begins on this early in 2011.

The University is actively engaged in planning for the Sunshine Coast University Hospital, the Sippy Downs town centre and urban developments such as the Caloundra South project. All of these will be crucial elements of the University and the region in the future.

Professor Greg Hill
Vice-Chancellor and President

THE MISSION of the University of the Sunshine Coast is:

Student and staff statistics

	2010	2009
Enrolments (total full-time and part-time)	7,276	6,325
Student load (equivalent full-time)	6,016	5,333
Female students (%)	65	64
Postgraduate students	795	861
International students	870	880
Global Opportunities program students (studying part of USC degree overseas)	78	79
Degrees conferred	1,630	1,237
Staff (excluding casuals)	561	517
Academic staff (excluding casuals)	210	188

LEARNING AND TEACHING

Continuing its success of 2009, the University was again recognised at a national level in 2010 for its quality of learning and teaching:

- USC was the only public university in Queensland to gain five stars for teaching quality and four stars for graduate satisfaction in the 2011 Good Universities Guide.
- USC won six Australian Learning and Teaching Council (ALTC) citations for its outstanding academics and student experience programs.



■ A record number of organisations (612, 42 more than in 2009) provided student placement opportunities as part of the Work Integrated Learning (WIL) program in 2010.

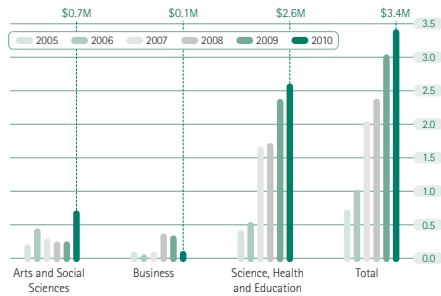
■ USC held its inaugural Learning and Teaching Week in 2010. There were more than 830 participant registrations for the 28 presentations, workshops and masterclasses on offer during the week, which also incorporated the University's Indigenous Education Symposium.

- USC offered 164 academic programs in the disciplines of Business and IT; Communication and Design; Education; Health; Humanities and Social Sciences; and Science and Engineering.
- Thirty schools participated in USC's Headstart program, with 116 high school students completing university courses.
- The top 10 undergraduate programs for 2010 were:

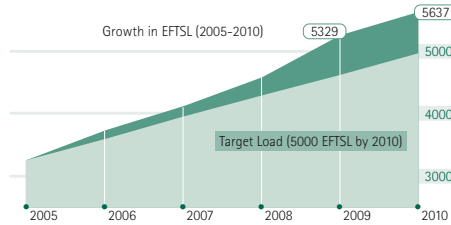
1. Bachelor of Nursing Science
2. Bachelor of Social Science (Psychology)
3. Bachelor of Arts
4. Bachelor of Sport and Exercise Science
5. Bachelor of Paramedic Science
6. Bachelor of Education/Bachelor of Science
7. Bachelor of Business
8. Bachelor of Education/Bachelor of Arts
9. Bachelor of Education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

- Cover: USC researchers appeared in a 2010 television commercial highlighting the University's strengths in aquaculture, forestry and climate change.

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.



■ **Research income:** Research income from industry more than doubled in 2010, compared to the previous year. Overall, total research income has increased annually since 2005, to over \$3.4 million in 2010.



■ **Student growth:** The University's target of enrolling 5,000 EFTSL (Equivalent Full Time Student Load) by 2010 was achieved in 2009, with student numbers at 5,333 EFTSL. Student load increased significantly in 2010, to 6,016 EFTSL, an increase of almost 13 percent on 2009. On-campus international student load accounted for approximately 14 percent of the on-campus student cohort.

RESEARCH

The research efforts of academics and students are broad and varied, with sustainability and genecology the core research foci at USC. In 2010:

- Research income, refereed publications and numbers of graduating research students continued to rise, with researchers securing more than \$870,000 in industry funding, more than doubling 2009 funding.
- Head of USC's School of Health and Sport Sciences, Professor John Lowe, became the first Australian to receive the American Academy of Health Behaviour's highest research honour. Professor Lowe won the annual Research Laureate, in recognition of his 30 years of research into health behaviour.
- Associate Professor Julie Matthews— Director of Research within the Faculty of Arts and Associate Director of the Sustainability Research Centre—was the sole Queensland member of a team that received a \$226,000 Discovery grant from the Australian Research Council.
- The University's water testing facility gained accreditation from the National Association of Testing Authorities (NATA). NATA reviewed USC's Analytical Services at Sippy Downs and accredited the facility for both chemical testing and biological testing, making it the only dedicated NATA public water testing facility on the Sunshine Coast.
- The University Research Conference, themed around 'Building research capacity', attracted around 110 staff, Higher Degree by Research students and external guests. USC research was showcased, with workshops delivered to assist staff in boosting their chances of having papers published, developing research partnerships, and gaining grants. Additional workshops are scheduled for delivery in 2011.

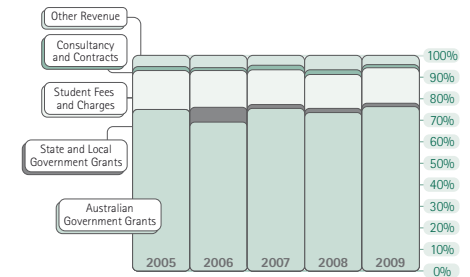


EQUITY

The University's efforts in social inclusion were recognised with four stars for both Indigenous participation and access by equity groups in the 2011 Good Universities Guide. Throughout 2010 the University continued work to enhance opportunities for participation in higher education:



- The Tertiary Preparation Pathway (TPP) provides alternative entry to USC. More than 860 students were enrolled in TPP in 2010 (compared to 601 in 2009). TPP classes were also taught at Caboolture, Gympie, Noosa and Nambour.
- Nineteen Indigenous students graduated in 2010—the highest number of Aboriginal and Torres Strait Islander USC graduates in one year.
- An Indigenous Employment Coordinator commenced in the Buranga Centre, responsible for increasing employment of Indigenous staff on campus; promoting the national Indigenous Cadetship Support program to students; and mentoring of cadets.



■ **Revenue:** The University started the year in a strong financial position, carrying an operating surplus of \$17 million into 2010. An 11 percent increase in income was achieved to just over \$121 million, due mainly to international student fees, and capital and recurrent funding from the Commonwealth.

COMMUNITY

- More than \$2 million in federal and state government funding was received to establish a child care centre on campus by mid-2011. The centre will provide 75 child care places, including 25 places for children with special needs, and will be run by the AEIOU Foundation. USC donated the land for the centre, which will provide teaching placement and research opportunities for students and staff.
- Construction of the University's long-awaited Olympic-standard swimming pool commenced in November. The heated 10-lane, 50-metre pool will be used for specialised research and testing of elite athletes, while also being available for general community use. The Queensland Government contributed \$900,000 toward the \$2.4 million project, with remaining funds provided by the University, community donations and in-kind support during construction. A fundraising campaign aims to raise \$300,000. The pool is expected to open in mid-2011.



- USC hosted a range of community events including Sunshine Coast World Environment Day (4,500 people), Voices of the Coast (youth literary) Festival (4,500 visitors), and Language Immersion Day (400 school students); and more than 13,600 visitors attended exhibitions at the USC Gallery.
- Awareness and reputation for USC continued to grow during 2010, with market research conducted showing solid recall rates for the new advertising and branding campaign. Of students surveyed, 66 percent were able to recall the new 'best of both worlds' tagline in open-ended questioning.



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. Enrolments grew to more than 7,000 in 2010, with the student population projected to double in the next decade.

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.

MAROOCHYDORE DC QLD 4558

Australia

Tel: 07 5430 1234

Fax: 07 5430 1111

Web: www.usc.edu.au

CRICOS Provider Number: 01595D



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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 2010 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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