

COMMUNITY

SPRING 2004



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**UNIVERSITY
SET FOR MAJOR
GROWTH IN
2005**

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COVER:

With increases in student places and extra funding, USC is set for a boost in the coming years.

COMMUNITY

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TRIBUTE

AMY BATISTE

TARA BAMBLING

TWO STUDENTS FROM THE UNIVERSITY HAVE RECENTLY DIED IN TRAGIC CIRCUMSTANCES.

The following tribute to Amy Batiste was written by one of Amy's tutors, Jane Fynes-Clinton.

The University lost one of its bright lights on September 14, with the sudden death of creative writing major Amy Batiste.

An enthusiastic contributor to classes, Amy, 19, was well loved and is deeply missed.

Amy, of Verrierdale, had a full life outside of university with her close family and beloved fiancé.

She loved reading, yellow roses and the colour purple. She shared her sunny personality with students, staff and her many friends.

Vale Amy. You will not be forgotten.

First year Science student Tara Bambling died tragically in a car accident on October 5.

Tara was enrolled in a Bachelor of Science (Sport and Exercise) and was originally from Roma.

Tara was highly regarded as both a friend and a student.

With her bright personality, happy outlook and commitment to study, Tara was a very positive influence on her classmates.

Those who knew her describe her as an excellent student who made friends quickly.

Staff and students at USC celebrated Tara's life through discussion in tutorials, in online forums and her Sunshine Coast friends have organised a memorial service for her at Happy Valley.

Student Services provide counselling to students. If you need to talk to someone call 5430 1226 or visit them in ground floor of the Arts and Social Sciences Building.

COMMENT:

The Future



Professor Paul Thomas
Vice-Chancellor

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2005 is going to be the start of a huge growth period for this University, with guaranteed Commonwealth funding for new student places across at least the next four years.

Once the growth was announced, the University began planning an essential major building program, not only for academic buildings, particularly for Science, but also to enhance the provision of technology, sporting and cultural venues, with wide community appeal.

Paralleling those plans have been extensive consultations about strategic planning that will inform and help prioritise how we will use the extra funds.

We have already begun to recruit more staff, further improve IT infrastructure, expand the range of disciplines, provide more leisure facilities and we will see other such actions multiply in the months and years ahead.

As Australia's fastest growing university, we now have a

trajectory that matches the growth of the Sunshine Coast.

We will increasingly be able to meet the needs, not only of students, but of an economy that needs to be knowledge and research driven if we are to sustain our Coast lifestyle.

So there will be next year, extra students and staff, extra courses, more infrastructure and generally more scale.

We are assuming the kind of scale that students and community expect of a major university, and the experience here will far exceed those available at a learning centre, an outlying campus, or those gained through on-line study alone.

There is a range of new programs next year including the high demand area of Education.

With the high level of cooperation between local schools, an enthusiastic and highly qualified staff, and a direct link with the new Education Queensland-USC ICT Centre on the University campus,

student teachers will have access to world-class opportunities as they prepare to enter the teaching profession.

The University is becoming a major force locally, nationally and internationally and our next phase of growth will emphasise that status as the facilities and study opportunities improve and expand even further.

Professor Paul Thomas
Vice-Chancellor

“USC is now considered to be Australia's fastest growing university”

2005 PROMISES SIGNIFICANT GROWTH



2005 PROMISES SIGNIFICANT GROWTH

Since opening in 1996 USC's growth has exceeded all expectations and it is now considered to be Australia's fastest growing university.

Extra funding has resulted in the introduction of a range of new degrees.

USC is offering nine new undergraduate degrees (see story next page) and eight new postgraduate programs for 2005.

New postgraduate programs include a Doctor and Master of Education, Graduate Certificate and Graduate Diploma in Creative Writing, and four new Graduate Certificates in the sciences – Climate Change Management, Coastal Environments Management, Environmental Management and Wetlands Management.

A significant increase in the number of student places at the University will generate never before seen growth for the University over the coming years.

Two new buildings are planned as extensions to the master-planned axis.

The University campus is one of the most highly regarded architectural sites in the country and there has been extensive interest from firms Australia-wide wanting to be involved with future stages.

The campus has already received more than 20 construction, architecture and planning awards, including the prestigious Royal Australian Institute of Architects President's Award.

USC WELCOMES INCREASE IN STUDENT PLACES

The University of the Sunshine Coast (USC) has welcomed the news that it is a major beneficiary of student growth places for Australian universities in 2005.

The University received the largest allocation of new student growth places of any single campus of an Australian university and the seventh largest allocation in Australia.

This boost resulted in new degrees being introduced for next year and popular existing degrees expanded according to Professor Thomas.

“USC received 1080 places over the next four years, starting with 395 new

student places for 2005,” Professor Thomas said.

“This increase will give USC the flexibility to broaden its range of degrees on offer to Sunshine Coast students, many of whom would prefer to stay on the Coast, but have been unable to because of the absence of their preferred degree programs.

The student allocation translates into significant growth for the University and places it on track to achieve its aim of a student population of 15,000 by 2021.

NEXT BUILDING PHASE – STAGE VI

Plans are underway to begin Stage VI of the University's development and building is set to begin soon.

Stage VI comprises two new buildings, C and H.

Building C, which will be located between Administration Building B and the Faculty of Arts and Social Sciences is due for completion in February 2006.

Building C will house education facilities, a new lecture theatre and a one-stop-shop for students.

Building H, will be where the

USC has received 1080 new student places over the next four years.

demountables are between the Faculty of Science and the campus lake will have a teaching and research focus.

It will contain nursing facilities, science laboratories and research areas.

H Block is due for completion mid 2006.

SIPPY DOWNS SET FOR DYNAMIC GROWTH

The University is not the only area expecting rapid growth in the near future. Plans are underway to develop the Sippy Downs area directly opposite the University entrance.

Plans include shops, wine bars, cafes and a boutique cinema.

The area will grow with the University into an urban centre with work, leisure, study and research opportunities in an environmentally sensitive area.

Studies have affirmed that Sippy Downs is the most promising area in the region to generate high-tech jobs and industries.

“... created in response to an international and Australia-wide shortage ...”

NEW DEGREES DESIGNED TO MEET INDUSTRY NEEDS



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The University has new degrees starting in 2005 including regional and urban planning, health promotion and exercise therapy, education, financial planning and human resource management.

REGIONAL PLANNING DEGREE ON OFFER IN 2005

A Bachelor of Regional and Urban Planning is being offered by the Faculty of Arts and Social Sciences and Acting Dean, Dr Pam Dyer, said it has been created in response to an international and Australia-wide shortage of qualified planners.

“There is a particular shortage of planners in regional and rural areas. A national inquiry by the Planning Institute of Australia earlier this year described the situation as critical for Brisbane and its regions,” Dr Dyer said.

“The Sunshine Coast is an ideal area to study planning. This will give our graduates practical experience in one of Australia’s fastest growing regional areas,” Dr Dyer said.

The new degree will provide a balance of built and natural environment with students undertaking courses in ecologically sustainable development and environmental ethics, economics,

policy, health and management.

Graduates will have a wide choice of career opportunities including community development, corporate or strategic development, ecotourism, environmental planning or management and of course, regional and urban planning.

NEW EXERCISE THERAPY PROGRAM SETS THE PACE

Students can hit the grounding running with a Diploma of Fitness/Bachelor of Science (Exercise Therapy).

The joint program between the University and the Cooloola Sunshine Institute of TAFE (CSIT), will offer a combination of practical hands-on experience and a strong foundation of theory, laboratory testing and research.

Aimed at creating graduates who are at the cutting edge of the fitness industry, the new program is in line with professional qualifications determined by Australia’s leading agency in fitness, Fitness Australia.

Students will participate in a combination of lectures, tutorials, workshops, seminars, practical laboratory and fieldwork, and computer-aided learning.

The result will be a highly

marketable dual accreditation in a rapidly growing industry that needs;

- Exercise physiologists
- Health/exercise/fitness consultants
- Biomechanists
- Cardiac/respiratory technicians
- Coaching or program development officers
- Sports scientists
- Sports physiologists

BACHELOR OF HEALTH (HEALTH PROMOTION)

The University has developed the Health Promotion degree to match an identified shortage of qualified personnel in the health promotion industry.

A qualification in health promotion gives graduates employment choices in a diverse range of jobs within a growing industry.

Key growth areas within health promotion have been identified and specialised studies in these areas have been included according to Lily O’Hara, Lecturer in Public Health.

“Areas such as workplace health promotion, physical activity and health, and community health promotion have been recognised as future growth areas in the

Skills shortages in some industries have prompted new degrees from USC.

profession,” Ms O’Hara said.

“The new degree focuses on these areas and includes courses in health promotion related planning and assessment, learning and teaching for health and research and data analysis.”

“Health promotion is also a key research area within the University and students will become involved in ongoing university-based health promotion programs such as the Everybody Project which focuses on valuing different body shapes and sizes, healthy and pleasurable eating, and active living,” she said.

Graduates will be eligible for membership of the Australian Health Promotion Association, the Public Health Association of Australia and the International Union for Health Promotion and Education.

“Health promotion activities are positive health activities aimed at developing healthier living conditions and ways of life,” Ms O’Hara said.

“USC can offer smaller class sizes compared to other Queensland universities.”

COMBINED EDUCATION PROGRAMS OPEN DOORS TO TEACHING CAREERS



The University of the Sunshine Coast will offer three combined education degrees for secondary teaching in 2005.

USC will offer the new four-year education programs with courses from Science, Arts or Business giving graduates a combined Bachelor of Education / Bachelor of Science, Bachelor of Arts, or Bachelor of Business (all Middle/Senior Phase).

USC Vice-Chancellor, Professor Paul Thomas said this is the first

school teacher.”

“This is a significant step forward for the University and the region.”

“We have also considered the quality of the course, and an intake of only 120 students means USC can offer smaller class sizes compared to other Queensland universities,” Professor Thomas said.

Dr Jennifer Nayler is a Lecturer in Education and is involved in setting up the new degree.

“The combined education degrees

work among young people who are the same age as secondary school students,” Dr Nayler said.

“This will give our graduates a richer understanding of issues and problems facing young people that may impact on their school life and ability to learn.”

Industry links have been enhanced with a fibre optic line to neighbouring Chancellor State College.

This will allow USC students to observe real classroom activity in

Lecturer in Education Dr Jennifer Nayler discusses the new education programs with students and staff from Kawana Waters State High School.

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“There is a real need in the profession for secondary school teachers.”

time secondary education programs have been offered on the Sunshine Coast.

“These degrees have been created to answer a need in the industry. Secondary school teachers are in high demand,” Professor Thomas said.

“As well as increasing the range of subjects and courses available at the University, these new degrees mean people will not have to move away from the Sunshine Coast if they want to study to become a secondary

are targeting a specific demand in the industry. There is a real need in the profession for secondary school teachers,” Dr Nayler said.

The teaching degrees will include actual school experience in the first semester of the first year.

But industry experience planned for the course covers much more than the classroom.

“Students will engage in a range of activities in the community as part of their degrees and will be provided with a variety of opportunities to

real time from the campus.

“Education students will be able to watch a teacher manage and teach a class and once the session is over, the teacher can discuss their teaching methods with our students and students can ask questions in a two-way discussion.

“It will be a dynamic, exciting course and IT will play a big part in the degree we offer,” Dr Nayler said.

“Schools are changing and this new degree will be up-to-date and reflect that.”

Students who combine a Science degree with Education will be able to teach subjects such as Biology, Chemistry, Health, Marine Studies, Mathematics, Multi-Strand Science or Physical Education.

Arts graduates with the Education degree will be able to teach English, Geography, History, Indonesian, Italian, Japanese and Studies of Society and Environment.

Those who combine Business subjects can teach Accounting, Business or Computer studies.

NEW DEGREES FOR THE FACULTY OF BUSINESS

As part of the range of new degrees for 2005, the Faculty of Business will be offering a Bachelor of Business (Human Resource Management), a Bachelor of Business (Financial Planning) and a Diploma of Sport Development with Honours and Bachelor of Business.

USC OFFERS PARALYMPIC EXPERIENCE

Former Paralympian and senior lecturer, Sport Science (Biomechanics), Dr Brendan Burkett, has recently returned from Athens where he worked as a Sports Scientist Coordinator for the Australian Paralympic swimming and cycling teams.

During Dr Burkett's 12-year swimming career as a Paralympian he won a total of five medals over four Games including one gold, three silver and a bronze.

He competed in the 50m freestyle swimming event and in the 2000 Sydney Olympics was the flag bearer for the Australia team and led them into the opening ceremony.

His understanding of what is expected of an elite athlete is now paying off for the Australian Paralympians.

As part of the lead up to this year's Games, Dr Burkett travelled to Athens to take part in the international Pre-Olympic Congress.

The Congress provided a venue for the scientific community from around the world to exchange the latest findings, experiences and developments in the areas of Sport Science and Physical Education.

There he presented a paper on the technological developments in sport science.

"It's what we (USC) are all about. Applying technology into sports science and healthy activities in a practical way," Dr Burkett said.

Dr Burkett returned from the Congress on the day of the official opening of the Centre for Healthy Activities and Sport and Exercise (CHASE) [see story opposite].

The CHASE laboratory includes facilities for sport science assessment and monitoring of athletes.

Dr Burkett and the team took the laboratory to Athens, allowing them to continue their work during the Games.

Training with the Athens swim team began in 2001 and the Australian cycling team came on board in 2003.

"It's a long process preparing for the Games. Every year the team takes part in an international competition and two or three training camps per year.

During the rest of the time, the University stays in touch with the athletes through regular monthly monitoring.

Pre planning included acclimatising the athletes from an Australian winter to a hot Greek summer.

To make the change as gradual

as possible, the Australian team broke the trip to Athens with a stopover in Singapore and then in Rome.

"We broke the trip up into manageable travel times for the athletes," Dr Burkett said.

"As part of the pre event planning we competed in Singapore, which is only an eight hour flight from Australia and then stopped again in Rome before heading to Athens."

The sport science system used by Dr Burkett has been very successful and has since been adopted by the Olympic swim team.

"With USC having a team of sports scientists working with these athletes we are really able to put our applied science research to the test," Dr Burkett said.

"We used a system followed successfully in the 2002 World Swimming Championships in August.

"This system has since been adopted by the Olympic swim team, so the Olympic athletes had the same training and assessment as the Paralympic team," he said.

Local Sunshine Coast athletes can use the facilities at CHASE to not only improve their performances but also to avoid post event injuries.

Students studying sport sciences

at USC will have their practical experience increased next year with the inclusion of clinical placements, which will equate to 40 hours of work in the field.

*See story on page 5 about new Diploma of Fitness/Bachelor of Science (Exercise Therapy) degree.

USC STUDENT BRINGS HOME THE MEDALS

Congratulations to USC student Marayke Jonkers who won two bronze medals at the Athens Paralympic Games.

Ms Jonkers competed in both the 50-metre breast stroke and the 150 metre individual medley.

Athens was her second Paralympic competition having competed in the Sydney 2000 Games.

Australia finished the Paralympics with a total of 100 medals, the second best overall effort of the 136 participating nations.

Ms Jonkers has already completed a Bachelor of Social Science (Community Work) and is currently studying a Bachelor of Arts (Communication).





CHASE opens and receives \$200,000 grant

World champion Olympic marathon runner, Robert de Castella, officially opened the Centre for Healthy Activities, Sport and Exercise, (CHASE) at USC earlier this year and our newest research centre has already received a \$200,000 grant from Ausindustry for research into injury rehabilitation.

CHASE was created to increase the understanding and enhancement of sports performance and to develop healthy activity programs in the community.

CHASE Director Dr Brendan Burkett OAM has recently returned from Athens (see story opposite).

While the experience gained by Dr Burkett in Athens focuses on the Sport and Exercise part of CHASE, the centre is also working closely with the community to develop the Healthy Activities area.

Staff from CHASE have been actively promoting projects such as injury prevention and educating the public on how to incorporate healthy levels of exercise into their daily activities through exercise programs and challenges.

The CHASE Sports Clinic, located on campus, offers fitness testing and counselling to elite and amateur athletes.

The Clinic has a sports medicine specialist, sports physiotherapist, sports dietician, and sports psychologist available.

DVC moves on

Former USC deputy Vice-Chancellor, Professor Paul Clark, has moved to Southern Cross University as their new Vice-Chancellor. Professor Clark was Deputy Vice-Chancellor at USC for four years and prior to that he was Deputy Vice-Chancellor (higher education) at Victoria University of Technology.

Vice-Chancellor Professor Paul Thomas said Professor Clark's contribution to USC was outstanding and he played a crucial role in the establishment of the University.

"On behalf of all staff and students, I congratulate Professor Clark and wish him well in his new position," Professor Thomas said.

Multicultural Youth Project

The Multicultural Youth Leadership Development Project is being run by the Centre for Multicultural and Community Development at the University.

The major aim of the project is to develop leadership skills among young people and to create and strengthen links between young people, government and non-government organisations.

The people involved in the project are aged between 18 and 28 and come from Afghanistan, Bosnia, Kurdistan, Iran, Iraq, Somalia and Sudan.

Workshops and training sessions have been conducted to address issues in education, employment, the legal system, cultural awareness and communication.

One of the highlights of the program is the involvement of young people in the Multicultural Families

Conference on the Coast where project members share their personal journeys from their past to their current day success in Australia.

The project will come to an end in late November with festivities including cultural presentations, entertainment, a fashion show and guest speakers.

If you would like more information on the project or the final celebrations, please contact Amela Joldic, Multicultural Youth Leadership Development project worker on 0402 483 452.

New Website proving popular

The University's new look website has proved to be a hit with an almost 30 per cent increase in visits to the site since its launch in May this year.

The new design allows for easy site navigation and provides both students and visitors with a range of comprehensive information about the University in a user-friendly format.

The new site is a one-stop-shop for users and has everything you need to know about the University of the Sunshine Coast.

Current students can access a range of information from student policy to graduation information and detailed program structure to help plan the progression of their degree.

The site offers future students both general and detailed information supported by contact details for phone or email follow up.

School students are catered for with information on the Headstart and School Links Programs and members of the community can easily access details of current and

upcoming Art Gallery exhibitions, community events, and details of University-based education programs such as Keep Pace.

WEBSITE FACTS

The number of visits between June and August 2004 increased by 28 per cent.

There were 130,719 individual visitors to the site in July.

Mondays and Tuesdays are the busiest days for the website.

Popular pages include;

- Library
- Current Students
- Courses and Programs
- Online Learning

Major Italian gift

The University of the Sunshine Coast has had its funding for Italian studies extended for a further 13 years. As part of a A\$22.5 million Australia-wide donation from the privately owned Cassamarca Foundation in Italy.

USC was one of only two Queensland and nine Australian universities to receive part of the donation.

The substantial donation will guarantee that future generations of students at USC will reap the benefits of access to Italian language, culture and education.

The gift was in addition to A\$6 million already donated by the Foundation in the past six years and funds one half of several positions around Australia.

The Cassamarca Lecturer in Italian at USC is Francesca Laura. The donation will ensure her work at the University will continue.

STUDENTS MEAN BUSINESS

A new club for the Faculty of Business called, Students Mean Business, is providing students with the opportunity to network, directly access industry and business professionals and take part in seminars and workshops.

Student Club Administrator, Melissa Sheridan is urging all business students to take advantage of the club.

"You shouldn't leave it too late when planning your career. You need to start networking well before the last semester of your final year," Ms Sheridan said.

The club provides a direct link to industry and provides advice on gaining employment or starting a business.

The club's events and social

calendar is packed with presentations from people in organisations such as the State Development and Innovation department and local marketing and design company dtb!

Employers and industry leaders provide tips on writing winning resumes and how to be totally prepared for a job interview.

Contact Melissa Sheridan on (07) 5459 4617 or email: msherid1@usc.edu.au to find out more about Students Mean Business.

BUSINESS STUDENTS PREPARE FOR NATIONAL COMPETITION

Earlier this year four students from the Students Mean Business Club travelled to Melbourne to attend the Australian National SIFE

(Students in Free Enterprise) Competition.

As part of their trip the students presented their 2004 Business Plan for the Students Mean Business Club to a panel of 12 CEOs from around Australia.

(SIFE is a global student organisation that aims to change the world through innovative and socially responsible community projects.)

The USC students also were able to observe this year's entrants in the national competition in preparation for their own entry in 2006.

The 2004 competition saw projects from students from 30 Australian universities which ranged from chocolate crackle fundraisers to Justice Department women in community service projects, netball

marketing and online shopping website design.

They also observed the high standard of presentations from this year's competitors, which were judged by a panel of 50 CEOs and representatives of major corporations.

On their return, the students involved in the SIFE project put the word out in the community that they were looking for projects.

By helping community groups and organisations solve problems and creating business and marketing plans, students will leave university with the added skills of interpersonal communication, conflict resolution and dealing with clients – key qualities employers look for.

HEADSTART SUCCESS

High school student Reuben Godfrey is getting a head start in his plans for a career in international business.

The Maroochydore State High School Year 12 student is in his fourth semester of Japanese language study through the University's Headstart Program.

The Headstart Program gives Year 11 and 12 students the opportunity to study an undergraduate USC course while still at school.

"Combining Year 12 and university study is challenging, but I know I have support from my lecturers when I need help," Reuben said.

That close support is proving invaluable with Reuben receiving straight High Distinctions for his university assignments.

"It can be tough during exam week, but it is manageable," he said.

Reuben enjoys being a part of the university community and admits to having a lot of fun with his older classmates.

He plans to apply for enrolment in International Business and Japanese Language at USC on completion of his high school studies.

Being a part of the Headstart Program has really paid off for Reuben.

Not only does he know exactly what to expect at University, but he also has a number of university credits to his name while still at high school.

HEADSTART – WHAT ARE THE BENEFITS?

- Gives students a taste of university life and helps prepare them for future study.
- Provides a guaranteed entry into USC if the student successfully completes two courses within the Headstart Program.
- Provides academic credit towards related USC degrees saving both time and money.
- Extends subject choice and allows students to pursue subjects not offered at school.

Application dates for Headstart enrolment in semester 1, 2005 close on November 26, 2004. For further information on the Headstart Program contact the External Relations Officer on (07) 5430 1117 or email <kmckenzi@usc.edu.au>.



Headstart student, Reuben Godfrey is looking forward to a career in international business.

Creative writing lecturer Steven Lang received the Premier's Literary Award for his first novel *An Accidental Terrorist*.

Image courtesy of Anthony Phillips



USC lecturer wins top literary award

Three and a half years of hard work paid off for creative writing lecturer Steven Lang, when his manuscript won the Queensland Premier's Literary Award for the Best Unpublished Manuscript of an Emerging Queensland Author in Brisbane recently.

An Accidental Terrorist, is Mr Lang's first novel although he has written several short stories, a play and a film script.

Set in Eden on the far south coast of New South Wales in the early '80s, the novel revolves around Kelvin, who becomes involved with a group who have moved to the wilderness to save the forest from wood chipping.

Kelvin, along with others in the group, ends up scheming to sabotage wood chipping machinery and it is then that he begins to realise not everyone is who they first appeared to be.

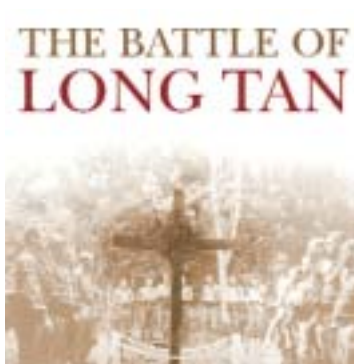
The Queensland Premier's Literary Awards are Australia's richest and most prestigious and Mr Lang's prize included \$20,000 and a publishing contract.

Mr Lang has been lecturing and tutoring at the University for the past five years and together with his wife Chris runs the Rosetta Book shop in Maleny's main street.

Creative writing senior lecturer Gary Crew agrees with the judges decision wholeheartedly.

"I've always seen Steven as one of Queensland's best unpublished writers. This award is highly deserved," Mr Crew said.

Creative success - Bob Grandin's first book is published.



Creative writing student tells story of Vietnam battle

Creative writing student, Bob Grandin, has had his first book published.

The book, titled *The Battle of Long Tan As Told By the Commanders to Bob Grandin*, is the first book written by Mr Grandin, himself a Vietnam Veteran, who began studying creative writing to build a career for himself in retirement.

Mr Grandin travelled to the Australian War Memorial in Canberra for the August launch, which was timed to coincide with the 38th anniversary of the attack.

Mr Grandin has a personal connection with the Battle of Long Tan.

In 1966 he was a RAAF helicopter pilot delivering ammunition to the soldiers at the height of the intense battle.

Each Commander involved in the fighting was interviewed for the book as it describes how the company commander led Delta Company to become one of the most outstanding fighting units in the Australian forces.

"Their [the Commanders] decisions saw 100 Australian soldiers hold 1500 enemy soldiers at bay," Mr Grandin said.

Eighteen Australians died at Long Tan and 24 were wounded.

The event has been recognised with its anniversary marking the annual Vietnam Veteran's Day.

Mr Grandin returned to study to develop his writing skills and hopes to eventually move into writing for children.

Research into cardiovascular disease to begin at USC

PhD student, Rachel James, is set to begin a three-year study into the biomarkers of cardiovascular disease in children and young adults.

Her research into the early warning signs of cardiovascular disease will then help to identify the long-term risks of heart disease and diabetes in adulthood.

Cardiovascular disease affects around 3.67 million Australians and is responsible for 37.6 per cent of all deaths, making it Australia's number one killer.

The prevalence of these conditions has increased by 18.2 per cent over the past decade.*

Set to begin the research project in 2005, Ms James is currently completing background research to determine her approach to the comprehensive community-based study.

"My research findings will come from extensive consultation with the community, particularly school groups," Ms James said.

Ms James received a Faculty of Science Teaching and Research Fellowship from the University's Institute for Sustainability, Health and Regional Engagement (iSHaRE) Healthy People - Sustainable Communities Research Program.

The research project will integrate nutritional science, epidemiology and health promotion and aims to identify an optimal set of biomarkers for the identification

PhD student Rachel James received a Faculty of Science Teaching and Research Fellowship from iSHaRE for her study into biomarkers of cardiovascular disease in children and young adults.



of children at increased risk of cardiovascular disease and type II diabetes with a view to preventing the occurrence of these diseases in later life.

* Information from the Heart Foundation website
<www.heartfoundation.com.au>.

Innovation Centre grows

The Innovation Centre, based at the University of the Sunshine Coast, has doubled in size to become one of Australia's largest technology incubators.

Stage Two of the Innovation Centre was officially opened in July and a wall between Stage One and Two was knocked down to make way for up to 10 new companies to move in, bringing the business incubator a step closer to its goal of creating 100 new jobs. They are already half way there with 50 people working full-time in the centre.

Innovation Centre CEO Colin Graham said the expansion was the most significant event since the Centre's opening in 2002.

"This event is evidence that the next phase of the Innovation Centre is happening," Mr Graham said.

"Our expansion creates room for more innovative companies, it is the stepping stone to creating the Technology Park, and it reaffirms the potential of the Sippy Downs area, with the educational, residential and commercial components all starting to come together to form a university town."

In 2003 the Centre contributed an estimated \$2.3m in salaries to the local economy, and employed more than 70 people.

BRISBANE COMPANY FINDS USC STUDENT HAS THE RIGHT EXPERIENCE

The University of the Sunshine Coast aims to ensure its students graduate with a higher education qualification in their chosen field and practical workplace experience.

Internships play an important role in providing students with the practical skills they need to step straight into a job after graduation.

In some cases, internships have led to permanent employment for students, with employers being so impressed with their skills, they have kept them on after graduation and even contacted the University for more staff when they have a vacancy.

Internships are not suited to every degree or course, but public relations is one area that fits well with the concept.

Margot Lohan, currently in her final year of a Bachelor of Arts (Communication), has already secured paid work in Brisbane with CS Energy, one of Australia's fastest growing electricity companies with power stations throughout Queensland.

Ms Lohan is contracted 16 hours a week for six months with the Corporate Communications section of CS Energy while she completes her final semester of study.

She said that the practical experience she gained through production workshops and internships organised by her lecturer, Maggie Third, helped her achieve this position.

"Internships allow students to really understand if they want to enter the public relations industry," Ms Lohan said.

"They also provide students with an insight into the way organisations work and the structure of day-to-day activities within a corporate or private consultancy.

"There is no way you can come out of university knowing exactly how an industry operates. Students need practical experience while they are at university to help them get the job they want.

"I believe the university has prepared me for professional employment. The course is totally up to date and 100 per cent industry focussed.

"The degree facilitates real working opportunities with internships and production workshops, and provides excellent tutors with the best experience in the industry. They are friendly and relate to students on a one on one level.

"Work experience is the best way to understand the way an industry works, and it is up to the student to get this while still studying," Margot said.

Strong links between USC lecturers and the industry often lead to internships and full time employment for students.

USC Public Relations lecturer, Maggie Third, keeps in close touch with industry trends and changes by combining her work at the University with managing her own marketing and public relations company.

Ms Third is a senior strategic communications consultant and brings 30 years experience in the private and public sectors to her lectures and tutorials.

She is experienced in corporate, political and small business marketing and public relations

"We know that the communication industry works at a fast and furious pace, especially as everyone who teaches our public relations courses are also industry professionals," Ms Third said.

"Consequently, we aim to prepare students to 'hit the ground running' with practical skills as well as the ability to analyse what is happening in the broader environment.

"It has been very rewarding to see many organisations, small and large, taking our public relations students as interns for one day a week in their final semester.

"In many cases this has evolved quickly into paid work for the students, even before they finish their degree. Industry gets to 'try before they buy' and students have the opportunity to gain the practical experience they need to progress their careers," Ms Third said.

The public relations course is constantly up dated and new subjects added.

This year has seen the first post graduate student enrol in the Graduate Certificate in Public Relations and a new course, International Communication, was added to cover the theory and practice of public relations and communications on the global stage.

Margot Lohan (centre) pictured with CS Energy's Corporate Communications Officer Emma Brigden (left) and Manager - Marketing and Corporate Communications Phillipa Mowle (right).



USC students; sound recordist Brigitte Allen (left) and camera operator Jamie Kehoe film fellow student Hartland Bennett who acted in the CSA.



Students tackle road rage

Final year students from the Faculty of Arts and Social Science Communications degree have produced three community service announcements (CSAs) for the Queensland Police Service.

Communications lecturer Michael Berry, was approached by the police service to produce the CSAs that focus on raising awareness about assault.

The assault reduction campaign themes were road rage, neighbourhood assault and nightclub assault.

The message is "just let it go ... you could lose more than your temper".

As part of their production workshop, the group of eight students were able to experience first hand what it was like to deal directly with clients and deliver a quality product ready for television and radio broadcast.

The students wrote the scripts, produced story boards, listed image shots and one student, Brigitte Scott composed the music and lyrics.

It is hoped that the CSAs will appear on television early in the new year and receive state wide coverage.

Community Service Announcements are produced by government departments, agencies, not-for-profit organisations, voluntary groups and non-government organisations.

Commercial television and radio stations broadcast CSAs free to air as part of their commitment to community service.

The University signed a Memorandum of Understanding with the Queensland Police Service in October further enhancing the University's community links with Police.

Art Gallery opens

The University of the Sunshine Coast Gallery was officially opened in July.

The stunning copper-plated building is in keeping with the cutting edge architectural designs on the campus and is part of the fifth stage of development which included the Information Communications Technology Building, a grassed common area and the J Café.

Vice-Chancellor, Professor Paul Thomas, said the Gallery was made a reality through support from the community.

"It is through generous support from the public that the Art Gallery



Staff were on hand to answer questions during Courses for Careers Day 2004.



was completed," Professor Thomas said.

"The University Foundation raised more than \$500,000 from community donations and these contributions funded the new building.

"It was an outstanding response and we thank those donors for their support," he said.

In addition to direct donations, events such as the Australian String Quartet concert in May helped raise funds through community involvement.



FESTURI 2004

FESTURI Multicultural Festival was held at USC on August 29 and the campus was alive with music, food and dancers from around the world.

The University is the primary sponsor of the annual event as part of its community engagement responsibilities in the region.

Courses for Careers Day

Courses for Careers Day was a resounding success with around 2500 people visiting the campus to find out more about the university courses on offer here on the Coast.

Most visitors were well prepared with plenty of questions for staff about degrees, travel opportunities, scholarships and career outcomes.

The new education courses proved popular and all three faculties were kept very busy on the day.

The Schools Excellence Expo showcased the best of local school talent with presentations ranging from science projects, writing essays, creative writing, visual arts and business ideas.

Seeking first graduates

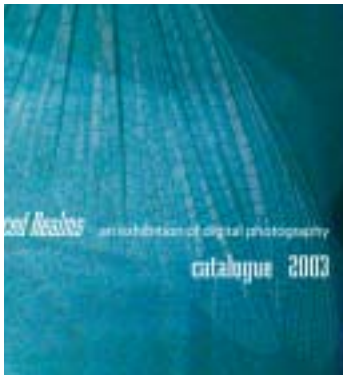
The University is looking for students who graduated at the University's first graduation ceremony on April 13 1999.

One hundred and thirty one graduates received their testamurs on that day and we would like to profile what our first graduates are doing now as part of the University's 10 year anniversary celebrations in 2006.

There are many success stories out there, but they can be difficult to find, so if you know someone who graduated in that first group, or you did, please complete the form on the back page and return to the University.

EXHIBITIONS

EVENTS



Detail from Debbie LIVINGSTON, *Dis/Placed Realms*, Double Bronze Winner, 2003 BAD Awards



Dean JACOBS, *Robot*, from the student exhibition Zenith.



Keep Pace Program

Changing your mind – easy steps to changing your QTAC preference

15 DEC 2004

6.30pm, Lecture Theatre 3, University of the Sunshine Coast

Many students decide to change their QTAC preferences towards the end of the year, especially after OP scores are released on December 17. For the most current information about how to structure your preferences to your best advantage, this information session is a must.

BAD Awards

29 OCT - 13 NOV 2004

USC is the only place outside Brisbane you can see Queensland's advertising industry's best and brightest showcased in the Brisbane Advertising and Design Awards exhibition. This dynamic exhibition offers examples of innovative, exciting and humorous work that demonstrates excellence in both print and electronic design. It features award-winning work in a range of categories including newspaper and magazine design, illustration, packaging, new media and corporate design. There are also special sections for outstanding local practitioners and a student design section.

GALLERY HOURS

MON-FRI 10am-4pm

SAT 1pm-4pm,

(The Gallery is closed on Sundays and public holidays)

ADMISSION IS FREE AND THE PUBLIC IS WELCOME.

Graduating students' exhibition

18 NOV - 26 NOV 2004

Incorporating digital prints, graphic design, web design and interactive CD-ROMS, this exhibition presents the work of advanced level Art and Design students at the University of the Sunshine Coast. A number of works use the medium of the computer to explore relationships between humans and technology. The exhibition is comprised of individual creative works plus collaborative projects involving applied design. In many cases students have developed innovative solutions to graphic design and web design briefs for local community groups and businesses.

The University of the Sunshine Coast 2004 Gallery Exhibition Program is proudly supported by Coastline BMW

STAY IN TOUCH

Title: Dr / Ms / Mrs / Miss / Mr (circle one)
First Name: _____ Last Name: _____
Address: _____
Town / City: _____
State: _____ Post Code: _____ Country: _____
Telephone: _____ Email: _____
Student ID: _____ Degree: _____
Graduating Year: _____

Has your name changed since graduating? No Yes

If Yes, what was your former name? _____

Are you currently working? No Yes

Company Name: _____

Address: _____

Email: _____

Your Job Title: _____

I wish to receive: _____

information on Alumni events

information on how I can become involved with the Alumni

Please send this to: University Foundation, University of the Sunshine Coast
Maroochydore DC Qld 4558
Australia
Tel: +61 7 5430 1104 Fax: +61 7 5459 4403

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