Introduction

Since its establishment the University has been acutely aware of the opportunity to positively contribute to the community and the broader region. Over recent years, the remarkable growth that has characterised USC has seen this opportunity develop into a reality. The University has come of age as a proud citizen of the Sunshine Coast becoming increasingly engrained into the social, environmental and economic spheres of the community.

The University is actively engaged in a substantial research agenda that is set to benefit the region. The University works collaboratively with the community to conduct a number of research projects on key local issues and is rapidly developing a reputation for conducting research on topics of regional significance.

The University is actively involved 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.

Over the years the University campus has become a sporting and events hub. The University hosts the annual Voices on the Coast festival, World Environment Day and the Indigenous Education Symposium and Language Immersion Day. The Olympic pool, the childcare centre, the innovation centre and the art gallery all provide unique facilities regularly utilised by the broader community.

Of course, the central pillar of any universities engagement and impact on the community is through its students. Providing 8,000 Sunshine Coast residents the opportunity to access world standard tertiary education will remain the fundamental service that the university provides the community. The substantial economic, social and environmental positives that are a subsequent result are simply an important benefit for the University to share with the Sunshine Coast.

Executive Summary

This report outlines the the University of the Sunshine Coast's extensive contribution to the region's economy, community life and preservation of the environment.

The success of the University's effort to engage locally and impact positively on the Sunshine Coast is revealed in the following summary:
Economic Summary

- In 2010, USC's direct contribution to the regional economy was $269M.
- In 2010, spending by USC and its staff, students and graduates was $536M.
- In 2011, USC spent $70M on salaries (and related costs).
- In 2011, the University employed almost 1,200 people.
- In 2012, USC's 8,139 students will spend $107M.
- Since 2002, the Innovation Centre has supported the start-up and growth of over 87 businesses, creating around 350 jobs.
- By 2025 the Sippy Downs urban village is tipped to create 8,000 jobs.

Community and Social Summary

- The University has 8,139 students and aims to reach 12,000 students by 2015.
- USC is the only Queensland public university to consistently rate 5 stars for teaching quality and rates higher than any other public university in Queensland for graduate satisfaction.
- In 2011, more than 800 undergraduate students at USC received financial support from scholarships, bursaries and prizes worth more than $1.48M.
- Since the University opened participation in tertiary education on the Sunshine Coast by the 15-24 age groups has more than doubled.
- Since its inception, USC has produced 10,641 graduates.
- Almost 8,000 community members access USC facilities each year.
- USC's $2.1M Olympic standard swimming pool was officially opened in 2011. The heated 10 lane, 50 metre pool is used for specialised research and testing of elite athletes, while also being available for general community use.
- In 2011, USC's Art Gallery staged 10 exhibitions attracting 11,500 visitors.

Environmental Summary

- Established in 2007, the Sustainability Research Centre presently has over 50 researchers and twenty-two PhD students. The Director of the Centre, Professor Smith, won the prestigious Australian Museum Eureka Prize, along with his research partners, for work on climate change adaptation.
- USC was part of a research collaboration that won second place in Time Magazine's 50 best inventions of 2009 for the tank-bred tuna project.
- Joint forestry research by USC, Queensland Primary Industries and Fisheries and the CSIRO has resulted in projects worth $7M.
- USC hosts the annual World Environment Day celebrations. In 2012, roughly 8,000 community members came on campus to experience the fun and learn about innovative approaches to environmental sustainability.
Economic impact

Total economic contribution
In 2010, USC's direct contribution to the regional economy was $269M. Spending by USC and its staff, students and graduates was $536M.

Economic Multipliers
Economic multipliers are properly applied in impact assessments to capture the ripple effect through the economy of core spending. For example, when the University spends money on a service in the local economy, the supplier spends some of that money on wages and materials, and the supplier’s employees spend some of that money on products and services, and so on.

Multipliers used in this assessment for staff, student and alumni spending (+.9 times) and for spending by USC itself (+1.5 times) are conservative and consistent with what other Australian and international universities utilise in similar studies.

Summary of USC’s contribution to the Sunshine Coast economy

<table>
<thead>
<tr>
<th></th>
<th>2009 base</th>
<th>2010 est.</th>
<th>2010 with multipliers</th>
</tr>
</thead>
<tbody>
<tr>
<td>USC spend</td>
<td>$39.3M</td>
<td>$42M</td>
<td>$105M (1.5)</td>
</tr>
<tr>
<td>Staff spend</td>
<td>$27.4M</td>
<td>$34M</td>
<td>$65M (0.9)</td>
</tr>
<tr>
<td>Student spend</td>
<td>$89.2M</td>
<td>$107M</td>
<td>$203M (0.9)</td>
</tr>
<tr>
<td>Alumni spend</td>
<td>$76.6M</td>
<td>$86M</td>
<td>$163M (0.9)</td>
</tr>
<tr>
<td>Total</td>
<td>$232.5M</td>
<td>$269M</td>
<td>$536M</td>
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USC income/expenditure
USC’s total income in 2011 was $126M, up from $117M in 2010. This increase reflects the continuing growth of the University. Australian Government grants account for more than 70 percent of total income.

Staff spending
In 2011, USC spent $70M on salaries (and related costs), up from $62.5M in 2010. Staff spending within the region directly contributed 34M to the Sunshine Coast economy.

In 2011, the University employed almost 1,200 people, including full-time, part-time and short-term contracts. Full-time equivalent staff was more than 600.
**Student spending**
Before multiplier, USC’s 8,139 students will spend $107M in 2012. Expenditure by domestic students makes up 84 percent of student expenditure, with international students contributing the balance.

USC's 789 on campus international students contribute significantly to the Sunshine Coast economy. In 2010, international students contributed tuition fees of $14.7M a year and their living expenditure was $17M. The University's international program promotes the region as a tourist and study destination. Friends and family who visit international students contribute further to the regional economy.

**Alumni spending**
By the end of 2011, USC had 10,641 graduates. The estimated expenditure of graduates retained in the region is $86M before multiplier.

**Innovation Centre**
The Innovation Centre has supported the start-up and growth of over 87 businesses, creating around 350 jobs. The client companies have a high survival rate, have raised $770,000 in industry funding and $500,000 grants funding.

**Hospital and urban village**
The University has played a key role in bringing together stakeholders for planning of the Sunshine Coast University Hospital at Kawana, and the Sippy Downs Township. Both of these developments will have a huge impact on job creation in the region. The Sippy Downs urban village is tipped to create 8,000 jobs by 2025.
Social and community impact

USC has a key role in meeting the Sunshine Coast’s goals in the areas of skills development, knowledge dissemination, and the provision of social and cultural infrastructure.

Reflecting the region’s needs
USC offers more than 140 undergraduate and postgraduate study programs in business and information technology, communication and design, education, health, humanities and social sciences and science and engineering.

Quality of Learning Experience
At USC, students receive a high quality educational experience, while enjoying the relaxed lifestyle that the Sunshine Coast offers. Students benefit from a friendly and supportive campus environment, access to highly qualified teaching staff, personal attention, and modern technology and facilities.

USC is the only Queensland public university to consistently rate 5 stars for teaching quality and rates higher than any other public university in Queensland for graduate satisfaction (ratings from the independent Good Universities Guide).

Australian Learning and Teaching Council (ALTC)
The University has achieved a high rate of success with ALTC excellence in learning and teaching awards since the ALTC (formerly known as the Carrick Institute) was established in 2006. Since 2006, USC has had more than 20 Academics awarded citations by the ALTC for excellence in learning and teaching.

In 2011, 5 USC academics received citations and the University was awarded grants for two projects including:

- A Handbook: Leadership for excellence in learning and teaching
  Institutions: University of the Sunshine Coast, Phillips KPA Pty Ltd
  Grant: $220,000

- Experiential Learning in Planning Education: Resources and Tools for Good Practice
  Institutions: University of the Sunshine Coast, La Trobe University, University of Tasmania, Edith Cowan University, Planning Institute of Australia
  Grant: $176,000
Demand and enrolments grow
In 2011, first preference demand for USC degree courses increased by 5 percent from 2010, yielding an enrolment of 7,766. Of these, 77 percent were from the broader Sunshine Coast region, 49 percent of undergraduates were first in family to attend university, 56 percent were mature age, 65 percent were female and international students were drawn from 61 countries.

Scholarships support students
In 2011, more than 800 undergraduate students at USC received financial support from scholarships, bursaries and prizes worth more than A$1.48M.

Increased tertiary education participation
Participation in tertiary education in the Sunshine Coast region by the 15-24 age groups has more than doubled since the University opened.
Access and participation programs include USC’s national award-winning Headstart program which allows high school students to study university courses, and the Tertiary Preparation Pathway, which helps students qualify for university entry.

International students enrich region
USC’s 789 on campus international students contribute to the cultural, social and intellectual learning environment on campus, and to the diversity of the region. Students are drawn from about 61 countries, with the top five source countries being the USA, Germany, Canada, France and Norway. Friendships forged at university can be life-long and can extend to business relationships.

USC students study overseas
In 2011, more than 80 USC students studied overseas through the award-winning Global Opportunities (GO) Program.
The GO Program allows USC students to undertake study at partner universities overseas while earning credit towards their degree. Top GO destinations in 2011 were the USA, Germany, Japan and Indonesia.
International Projects Group

The International Projects Group (IPG) commenced working with international partners and government agencies early in 2008. The unit was formalised by the University of the Sunshine Coast in 2009 as a specialised group within the School of Science and Education.

The mission of the IPG is to contribute to the sustainable social and economic development of communities in the developing world through collaborative, research-informed human resource capacity building. The underlying objective is to improve the capacity of international communities to better the lives of people by developing sustainable solutions.

Research focus meets regional needs

In response to the region's needs, USC specialises its research activities in the areas of sustainability and genecology. All research at USC is known as Coast Research and open access to research outputs of the University is available through the Coast Research Database.

In 2011, the University of the Sunshine Coast won $5.45M in Commonwealth funding over three years to boost research in areas like water, sustainability, forestry and aquaculture.

USC is rapidly developing a reputation for conducting research on topics of regional, national and international significance.

Some current projects include:

- Repositioning Australian Farmed Barramundi in the Domestic Market: $350,000 awarded over three years from the Seafood CRC
- Seafood CRC—Retail Transformation (Stage 1): 417,500 over 18 months from the Seafood CRC
- Seafood Success—Entrepreneurship and Innovation Program: $300,000 from the Seafood CRC over three years
- National Climate Change Adaptation Research Network in Marine Biodiversity and Resources: $100,000 over three and a half years from NCCARF
- Papuan Master English Language Teachers Program: $200,000 from the Papuan Government
- Papuan Teachers’ Curriculum and Pedagogies Enrichment Program: $500,000 from AusAid
- Feeling Safe: Child Sexual Abuse Prevention Learning Environment: $500,000 over two years from the Telstra Foundation
- Macadamia Jansenaii preservation: Funding from the Australian Macadamia Growers Society (AMS)

Graduate advantage

Since its inception, USC has produced 10,641 graduates. In a financial sense, conservative estimates of average earnings advantage for graduates over non-graduates is 40 percent for those with a bachelor degree, and 59 percent for those with a higher degree. University qualifications can lead to a more satisfying career and more productive regional workforce.

Of those seeking employment, around 82 percent of USC domestic graduates from 2010 found full-time jobs or commenced further studies shortly after degree completion, with about 45 percent remaining on the Sunshine Coast to work. Overall, almost 88 percent of graduates were satisfied with their USC experience, higher than the national average at 82 percent.

Student work placements

In 2011, 1,494 USC students undertook a work placement.

USC’s Work Integrated Learning program supports both employers and students in achieving work readiness in graduates.
Genetic technologies to support a transformation to profitability and competitiveness in F. mergulensis and P. monodon: $300,000 over three years from the Seafood CRC
Combating climate change using hardwood trees: $300,000 from the Australian Government’s Forest Industries Climate Change Research Fund.

Sporting Facilities
Community use of USC sporting facilities represents 80 percent of total usage. Average community weekly use of USC sporting facilities, including the stadium, fields, athletics track and hard courts is around 3,000. In addition, almost 8,000 community members access the facilities each year for various events.

USC’s $2.8M Olympic standard swimming pool was officially opened in 2011. The heated 10 lane, 50 metre pool is used for specialised research and testing of elite athletes while also being available for general community use.

Community events and sponsorship
Community events hosted by USC include Voices on the Coast (organised by Immanuel Lutheran College and attracting 4,000 school children), World Environment Day, the Indigenous Education Symposium and Language Immersion Day.

Seminars and forums were conducted for the business community, and for the property and development sector. These included the Business Professionals’ Forum, the Enterprise Tuesday series, Understanding Contemporary Property and the Sunshine Coast Futures Conference Series run annually in conjunction with Sunshine Coast Council.

Childcare Centre opened
In July 2011, the on campus children centre officially opened. Operated by the AEIOU Foundation, the Centre provides 66 places for children aged six weeks to five years including servicing the specific needs of children with autism. USC donated the land for the centre.

Art Gallery
USC’s Art Gallery staged 10 exhibitions in 2011, attracting 11,500 visitors. More than 600 community members are volunteers at the Art Gallery. The gallery has accumulated a very significant collection of Australian and Indigenous works.
Environmental impact

Sustainability is a key element of the design of the University's buildings and grounds and is a research and teaching priority. As part of its mission, USC seeks to be an exemplar of sustainable practices.

Sustainability Research Centre
Established in 2007, the Centre presently has over 50 researchers and twenty-two PhD students. Current projects focus on coastal management, climate change adaptation, water management, natural and cultural heritage, and sustainable tourism. The Centre has secured almost $3M in competitive grants since 2007, with a range of proposals still under consideration. The Director of the Centre, Professor Smith, won the prestigious Australian Museum Eureka Prize along with his research partners for work on climate change adaptation.

Tank-bred tuna
USC was part of a research collaboration that won second place in Time Magazine’s 50 best inventions of 2009 for the tank-bred tuna project. The project was supported by the Australian Seafood Cooperative Research Centre and coordinated by Clean Seas Tuna Limited.

Forestry growth rates
Joint forestry research by USC, Queensland Primary Industries and Fisheries and the CSIRO has resulted in projects worth $7M. Projects include enhancing growth rates of sub-tropical timber forests leading to higher carbon sequestration.

South East Queensland Climate Adaptation Research Initiative
USC was granted $860,000 in funding to become part of a collaborative study with CSIRO, two Brisbane universities (UQ, GU), and the Australian and Queensland Governments. Researchers are assessing the climate change vulnerability of the region (from Noosa to Coolangatta and west to Toowoomba) and determining how ready the region is for climate change, what strategies are required, and which are the most cost effective.
National Climate Change Adaptation Research Facility
USC is a partner in the National Climate Change Adaptation Research Facility which aims to generate the information needed by decision makers in government and the community to manage the risks of climate change.

Wildlife Endowment Fund
The Fund will support the ongoing study and monitoring of native wildlife on campus, particularly kangaroos. Studies of the University’s kangaroo population conducted during the year found no major change in numbers around campus or in the surrounding areas, despite increased student numbers and visitor activity. Other research found significant evidence of inbreeding in the Eastern Grey kangaroo population.

Fraser Island Research and Learning Centre
Over 14,000 researchers, students and members of the public have visited USC’s Research and Learning Centre on World-Heritage-listed Fraser Island. Areas of research undertaken included the development of strategies for preventing fires, weed management, vehicle impacts on flora and fauna, conservation genetics, reproductive ecology of rare species, and ecotourism.

Sustainability studies
At undergraduate level, most students, irrespective of their discipline, can complete a four course minor in sustainability. This process is designed to encourage students to apply the principles of sustainability to their career, a business idea, or everyday life. At postgraduate level, USC was the first to offer a masters degree in climate change adaptation, producing its first graduates in 2009. Postgraduate study in sustainability can be undertaken in sustainability, climate change adaptation, environmental change management, coastal zone management, and wetlands management.

World Environment Day (Sunshine Coast)
USC hosts the annual World Environment Day celebrations. In 2012, roughly 8,000 community members came on campus to experience the fun and learn about innovative approaches to environmental sustainability. The event partners are USC, Sunshine Coast Council and the Sunshine Coast Environment Council.

Campus buildings
In 2011, USC became the first university in Australia to gain full EnviroDevelopment accreditation from the Urban Development Institute of Australia (UDIA) for achieving in elements of sustainability across six categories - ecosystems, waste, energy, material, water and community. This achievement is a reflection of an early commitment to developing the USC campus as an environmental exemplar.