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A case study of two regions

Business and community priorities for newly established regional university facilities: A comparative case study analysis (Gympie, Qld and Port Macquarie, NSW)

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Research questions:

• How can newly established universities engage with their local community effectively?
• What are the enablers and barriers?
• Does this differ between regions?

Methodology:

• Theory building, case study approach
  – 26 interviews, qualitative data
8 Enablers

• Awareness
  – Regional disadvantage needs to be recognised

• Aspirations
  – Desire for a better future, championed by local leaders

• Alignment
  – All levels of government, business, industry and community interests

• Access
  – Scholarships, community foundations
8 Enablers (cont’d)

- Advisory groups
  - Key regional identities, must have influence
- Added value
  - Internships
- Attainment targets
  - Regionally relevant and viable
- Authentic listening
  - Two ears, one mouth
Barriers

• Lack of leadership
  • Critical role of Local Government

• Lack of participation
  • Importance of networks, forums, involve everyone

• Lack of regional ‘buy-in’
  • Issue needs to be ‘owned’ beyond the urban hub

• Lack of analysis
  • Strong business case is essential

• Lack of flexibility and adaptability
  • Regional leadership roles will change
Differences

• Providers
  – Single
  – Multiple

• Politics
  – Dynamic
  – Stable

• Pace
  – Fast
  – Slow
Implications

• Policy within the region
  – Information for active participants and providers (Port Macquarie & Gympie)

• Policy for other regions
  – Cooma, NSW
  – Wangaratta, Vic
  – Moreton Bay, Qld
  – Hume multiversity, Vic
Further research

• Include cases in other regional and metropolitan areas where new campuses have been (or are likely to be) established