Traditional Welcome

We acknowledge the traditional custodians of this land upon which we meet today, and pay our respects to the traditional Elders past and present.
USC Gympie

The best of both worlds

© University of the Sunshine Coast, Queensland, Australia | CRICOS Provider No. 01395D
The best of both worlds

© University of the Sunshine Coast, Queensland, Australia | CRICOS Provider No. 01595D
History of USC Gympie

• Personal vision of our Vice Chancellor
• Make possible with SAF and USC funding
• $6 million investment
Why Gympie?

• One of the poorest and least educated communities in Queensland

• To bring the opportunity to attend a University to regional Gympie residents
Semester one 2013
Semester one 2014
Degree offerings in 2014 at USC Gympie

Bachelor of Nursing Science
Bachelor of Primary Education
Bachelor of Business (Management & Marketing)
Bachelor of Commerce (Accounting)
and
Tertiary Preparation Pathway
Current enrolments for USC Gympie

S1 2013: 43
S2 2013: 66
S1 2014: 145
USC Student Enrolments 1996-2013

Source: SIAU – Census 1 (E1)

**Education statistics by Local Government Area (LGA)**

<table>
<thead>
<tr>
<th>LGA Region</th>
<th>15+ year olds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunshine Coast</td>
<td>6.6%</td>
</tr>
<tr>
<td>Brisbane</td>
<td>15.4%</td>
</tr>
<tr>
<td>Gympie</td>
<td>4.5%</td>
</tr>
<tr>
<td>Moreton Bay</td>
<td>6.2%</td>
</tr>
</tbody>
</table>

**Note:** Data based on place of usual residence. Count of persons aged 15 years and over. Bachelor and above qualifications includes Bachelor degree, Postgraduate degree and Graduate Diploma/Graduate Certificate level qualifications. Data sourced from Australian Bureau of Statistics, Census of Population and Housing; Census tables and Basic Community Profile of each LGA region for each Census period 1996, 2001, 2006 and 2011.
# New Enrolments by Type

## 2011 to 2013 (aggregated) - All & Gympie

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>Gympie</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First in Family</strong></td>
<td>49%</td>
<td>59%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 or younger</td>
<td>66%</td>
<td>72%</td>
</tr>
<tr>
<td><strong>Student Type</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>School Leaver</td>
<td>41%</td>
<td>45%</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>65%</td>
<td>69%</td>
</tr>
<tr>
<td><strong>Study load</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-time Study</td>
<td>89%</td>
<td>92%</td>
</tr>
<tr>
<td><strong>OP or Equivalent</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 10</td>
<td>49%</td>
<td>57%</td>
</tr>
<tr>
<td>1 - 15</td>
<td>91%</td>
<td>91%</td>
</tr>
</tbody>
</table>

Source: SIAU (A4)
Challenges past, present and future
Construction and Fit-out issues

• Lack of overall project manager
• Accuracy of information
• IT involvement in construction design
• Quality of work
Wall-Talker
Sustainability issues

- Number of students required
- Demographics of Gympie region
Demographics for Gympie LGA

<table>
<thead>
<tr>
<th></th>
<th>Gympie</th>
<th>QLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 11 or 12 or equiv.</td>
<td>39%</td>
<td>55%</td>
</tr>
<tr>
<td>Bachelor degree or higher</td>
<td>7.6%</td>
<td>15.9%</td>
</tr>
<tr>
<td>Unemployment rate (Dec 2013)</td>
<td>8.1%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Median pers. income</td>
<td>$21,500</td>
<td>$30,500</td>
</tr>
</tbody>
</table>
Demographics for Gympie LGA

• 50% of Gympie residents from most disadvantaged quartile (20% for QLD)
Implications of this

• Essential to raise tertiary study aspirations of Gympie residents:
  – Tertiary Preparation Program (TPP)
  – Community engagement
  – School engagement
  – Strategic initiatives
  – Word of mouth
Story of the two shoe salesmen....
Prime marketing challenge

• Promote the presence of USC Gympie
• Why should you care?
What’s the big advantage?

• Ongoing investment in the community
• Bringing skills such as Business, Education and Nursing to the Gympie region
• No need to leave the region to study, which is expensive
  – Typically $16,000 to $20,000 extra p.a.
• Support structure stays with the student
Thank you