We acknowledge the Traditional Custodians of the land on which the campus stands and pay our respects to Elders past, present and emerging. USC Fraser Coast is located on the land of the Butchulla/Batjala/Badtjala people.

Campus vision statement

Our vision is to be the University of choice for the Fraser Coast region. We raise aspirations within our community and drive local capacity building. We connect and engage with our community, with other regions and with the world.

USC vision and goals

USC Fraser Coast’s vision and goals will align with those of USC. We will be:

• a University of international standing
• an unsurpassed community asset
• a primary engine of capacity building for our region
• part of a comprehensive multi-campus University growing towards 35,000 students
• positioned globally as a top-500 university and a top-100 university under the age of 50.

Context statement

The Fraser Coast is a regional community which includes Hervey Bay, Maryborough, Tiaro, Woocoo and Biggenden. In total, the region has a population of 105,500. It is among the Queensland regional communities with the lowest uptake of tertiary studies, with only 9.1 percent of the population having completed a bachelor level degree or higher. The Hervey Bay campus was originally built with federal funding to serve the local community and was previously part of the University of Southern Queensland. USC acquired the campus in February 2016.
Study options at USC Fraser Coast

USC's Tertiary Preparation Pathway (TPP) courses offer entry pathways to all other degree offerings at USC Fraser Coast and almost all programs at USC.

Diploma offerings available at USC Fraser Coast are:
- Diploma in Business Innovation
- Diploma in Science and Technology
- Diploma in Social and Human Services

Degree programs offered in full from 2020 at USC Fraser Coast are:
- Bachelor of Animal Ecology
- Bachelor of Animal Ecology/Bachelor of Business (Tourism, Leisure and Event Management)
- Bachelor of Business
- Bachelor of Business (Tourism, Leisure and Event Management)
- Bachelor of Commerce (Accounting)
- Bachelor of Human Services
- Bachelor of Nursing Science
- Bachelor of Primary Education
- Bachelor of Social Work

USC Fraser Coast also offers students the opportunity to study their first year's courses in:
- Bachelor of Counselling
- Bachelor of Education (Secondary)/Bachelor of Science
- Bachelor of Environmental Science
- Bachelor of Science
- Bachelor of Social Science (Psychology)

Campus priorities

In accordance with USC's overall goals, USC Fraser Coast's strategic focus for 2020-2022 is to:

**LEARNING, TEACHING AND THE STUDENT EXPERIENCE**
1. Work with industry partners to expand work experience options for students.
2. Develop international partnerships that provide opportunities for student and academic cultural exchange.
3. Provide extra support for our high numbers of first-in-family and mature-age students during transition to study and throughout their first year.

**RESEARCH**
1. Engage actively with local industry partners, international collaborators and sister-city universities.
2. Increase the numbers of local Honours and HDR students.
3. Encourage and support research projects and collaborations that focus on the unique needs and attributes of the Fraser Coast region.
4. Establish a Marine and Coastal Ecology Centre for research and learning.

**ENGAGEMENT**
1. Build strong partnerships with local industries, organisations and all levels of government.
2. Increase engagement with schools and industry.
3. Build genuine and meaningful partnerships with Butchulla Elders and Community.

**INFRASTRUCTURE**
1. Collaborate effectively with Council and stakeholders in the development of a vibrant Pialba education precinct, including the acquisition of the current Fraser Coast Regional Council Library building and design of a new campus building.
2. Provide staff with access to equipment and new technologies to enhance the learning experience and ensure the USC multi-campus vision is realised.
Values and culture of the campus

We are passionately committed to working with and for our regional community. We support and encourage our students, celebrate diversity, and treat each other with respect. We are an active part of our local economic, cultural and environmental ecosystem and work together with integrity towards building a strong and sustainable future for our region.

Campus operating model

USC Fraser Coast follows the Integrated campus model. There are more than 50 academic, sessional and professional staff based at the campus, with other staff travelling from the Sunshine Coast to teach, support and engage with local students and staff. Each division at the campus reports to their respective managers.

Campus plan review

University Executive approved this plan on 5 December 2018 and reviewed it on 20 November 2019.

Acknowledgement

This plan was compiled with assistance from other USC divisions and staff, both academic and professional, and in consultation with Fraser Coast community stakeholders.