

2009

The economic value of Southern Cross University on the Coffs Coast region economy: an input-output analysis

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Publication details

Walsh, L, Wilde, SJ, Buultjens, J & Mason, S 2009, *The economic value of Southern Cross University on the Coffs Coast region economy: an input-output analysis*, report to Vice-Chancellor and President of Southern Cross University, Regional Futures Institute, Southern Cross University, Lismore, NSW, research report no. 5.

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Regional Futures Institute
SOUTHERN CROSS UNIVERSITY

The Economic Value of Southern Cross University on the Coffs Coast Region Economy: An Input–Output Analysis

by

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**Research Report No. 5
October 2009**

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EXECUTIVE SUMMARY

- This report details the estimated economic impact of Southern Cross University's (SCU) Coffs Harbour campus on the local economy. In this study the local economy refers to the Australian Bureau of Statistics (ABS) identified Local Government Areas (LGAs) of Coffs Harbour, Bellingen and Nambucca. These three areas are also referred to as the Coffs Coast Tourism region and this is the term used in this report.
- In 2010, it is projected there will be 216 staff employed at SCU's Coffs Harbour campus catering for 998 equivalent full-time students.
- The estimate of the economic impact on the region is based on the application of a regional input-output matrix which models the industry sectors of the region and the way these sectors interact within the whole of the region's economy. This approach allows a logical and supportable method of determining the contribution of SCU to the region's economy.
- The specific regional input-output model applied in this context is embodied in the computer-based model, Regional Economic Modelling and Planning System (REMPPLAN). REMPLAN was developed by Compelling Economics, in conjunction with La Trobe University.
- The estimated impact of Southern Cross University on the Coffs Coast regional economy is analysed in two key phases. Firstly, the ongoing impact for 2010 was measured using the number of employees and non-local student expenditure as inputs to the model. Secondly, the direct construction effects (2010) related to new campus developments were established.
- The model was used to estimate the impact on: (1) Value of Regional Output, (2) Regional Employment, (3) Household Income and (4) Value Added, within the defined region.

- The **estimated total impact** of the university's Coffs Harbour campus on the regional economy in 2010 is summarised in the table below.

**Table 1: Total Economic Impact – Direct Employment | Construction Effects | Student Expenditure
Coffs Coast Regional Economy, Southern Cross University – Projected for 2010.**

Measure	Value
Region's value of annual output attributable to SCU (including direct employment, construction and student expenditure impact)	\$66.829m
Region's employment attributable to SCU (including direct employment, construction and student expenditure impact)	370 jobs
Region's annual household income attributable to SCU (including direct employment, construction and student expenditure impact)	\$26.605m
Region's value added attributable to SCU (including direct employment, construction and student expenditure impact)	\$36.271m

1. INTRODUCTION: A BRIEF HISTORY OF SOUTHERN CROSS UNIVERSITY

In 1988, the Lismore-based Northern Rivers College was amalgamated with the University of New England and Orange Agricultural College. It became the University of New England – Northern Rivers. However, during 1992 the university's Board of Governors requested the State and Commonwealth Education Ministers consider dismantling the networked university. Subsequently, the ministers established an advisory group to consider the implications of such a move. The group recommended the establishment of a new university in the North Coast region of NSW, incorporating the previous University of New England campuses at Lismore and Coffs Harbour, with the possibility of establishing additional centres at other North Coast locations as required. It also proposed that the new university develop under the sponsorship of a major metropolitan university for the first three years, while operating under its own name and with Council awarding its own degrees.

A new university was established, comprising the former UNE – Northern Rivers and the UNE – Coffs Harbour Centre. The university was officially established in November 1993 and began operating as Southern Cross University in 1994, with a sponsoring arrangement with the University of New South Wales. At the time the university also operated university centres in the Clarence Valley (Grafton), the Gold Coast (Coolangatta), Port Macquarie, and in the Tweed Valley (Murwillumbah), which at the time of writing were no longer in operation.

In 2010, a new Beachside campus, being developed within the Gold Coast Airport Development Park, will welcome its first students.

SCU's Coffs Harbour campus is co-located with Coffs Campus of North Coast TAFE and the Coffs Harbour Senior College, all of which are together referred to as Coffs Harbour Education Campus (CHEC).

SCU offers arts and social science, education, nursing, psychology, business, information technology, and hotel and resort management degrees at this campus.

In 2010, it is projected that 216 staff will be employed on the Coffs Harbour campus catering for 998 equivalent full-time students.

2. METHOD

2.1 Regional Input–Output Methodology

Input–output is a tool often used for estimating the impacts of an economic activity on a regional economy. An important attraction of the input–output modelling approach is that it is capable of providing a detailed picture of the structure of an economy at a particular point in time. This is achieved by disaggregating the productive activities in the economy into industry sectors and documenting all the transactions (purchases and sales) that occurred during the time period (usually one year) between these sectors. The input–output model may be regarded as a set of regional accounts which provides the basis for a detailed analysis of inter–sectoral relationships within a regional economy.

The classic input–output model is described by the following matrix equation:

$$\mathbf{X} = \mathbf{AX} + \mathbf{Y} \quad (1)$$

Where \mathbf{X} is the vector of sectoral gross outputs, \mathbf{A} is the matrix of regional intermediate input or regional purchase coefficients, and \mathbf{Y} is a vector of total final demands by sector. The coefficients a_{ij} of \mathbf{A} are defined as the amount purchased by sector j from sector i per unit of output of sector j . Equation (1) states that gross output of each industry equals intermediate demand sales (\mathbf{AX}) to other industries for further processing plus final demand sales (\mathbf{Y}) of end products to consumers, including households, government and for export. By rearranging and converting to differences, this equation can be rewritten as:

$$\Delta\mathbf{X} = (\mathbf{I} - \mathbf{A})^{-1} \Delta\mathbf{Y} \quad (2)$$

This allows calculation of change in industry production levels $\Delta\mathbf{X}$ in response to the change in industry final demands $\Delta\mathbf{Y}$. $\Delta\mathbf{Y}$ can incorporate any element of final demand expenditure.

Some care needs to be taken in the use of input–output approaches and it is important the underlying assumptions are kept clearly in mind. The main assumptions are (i) Fixed

production coefficients, which imply constant returns to scale. That is to say, if the output of sector j doubled, it would be necessary to double all of its inputs with no evidence of scale economies. (ii) It is also assumed that regional economic performance matches national average performance. (iii) Input proportions are assumed to remain the same with no change in technology. As long as the model is kept up to date this latter concern should not pose a threat to its effectiveness, except as a tool for long-term forecasting. (iv) It is assumed that each industry sector produces a fixed set of products that are not produced by any other sector. While it is possible to have some overlap between sectors, e.g. liquor sold in hotels (the retail sector) and in cafes (the accommodation, cafes and restaurants sector), such an assumption should not inhibit the validity of the model to any great extent. (v) Finally, it is assumed that there are no supply constraints and that the intermediate and household sectors will be able to service any increases in final demand. This assumption can weaken the predictive capacity of the model in cases where increases in overall demand could bring about factor shortages and raise prices in the short term.

There are three main approaches to the construction of *regional* input–output models. The first approach is to survey all firms in the region to obtain details of the source of supply of all inputs as well as the destination of outputs. This is often referred to as the *bottom up* approach. While such an approach is often considered robust it is very expensive in terms of the resources and time necessary for data assembly. A less expensive and timelier approach is to adapt the data available from national tables produced by the Australian Bureau of Statistics (ABS) in a manner likely to be representative of the particular region under study. This *top down* approach, as it is known, uses available regional Census data (such as employment by industry group) to adjust national data to form a regional input–output table. A third approach is the *hybrid* method that commences with the top down disaggregation of the national model and is supplemented by selective surveys for key sectors within the region. This is the method used by the REMPLAN model. Such an approach is more economical and timely than surveying all firms within a region.

Research relating to the accuracy of these three main approaches has indicated that results from the top down approach were very close to that provided by a bottom up approach. The hybrid method produced results even closer to that of the full survey approach and was seen

to be superior in terms of cost and timeliness. REMPLAN provides regional input–output matrices at three levels of sector aggregation: 17 sectors, 35 sectors or 106 sectors. The sector aggregations are consistent with Australian Bureau of Statistics classifications with all data used by REMPLAN derived from the ABS 2006 Census of Population and Housing. The model also tabulates employment figures (by number of employees) by industry sector. In addition to providing static data for each region, REMPLAN has the facility to model impacts on the regional economy. The user is able to enter impacts in terms of changes in direct output or direct employment for a particular sector or mix of sectors. These direct impacts then flow through the model in order to provide detailed information on the total impact, both direct and indirect, to the regional economy.

The model provides detailed information on the changes in output, employment, household income and value added which result from a change in the direct output of one or more sectors. Economic impact scenarios can be conducted for both actual, as well as hypothetical changes within the region’s economy.

2.2 Region of Analysis

The immediate impact region for this report has been defined as the Local Government Areas of Coffs Harbour, Bellingen and Nambucca. These three Local Government Areas form a collective community known as the Coffs Coast Tourism region.

2.2.1 Economic Overview – Region of Analysis

Defined Area: **Coffs Coast**¹

Population: 95,223

Gross Regional Product (\$M): \$3,760.117

Per Capita Gross Regional Product (\$'000): \$39.487

Output

Total output in the area is estimated at \$7,217.667m. The major contributors to output are shown in the following illustration:



Figure 1: Coffs Coast Region Total Output (\$m) and Major Contributors

¹ Data sourced from: ABS 2006 Census Place of Work employment data; ABS 04/05 Input – Output Matrix; ABS 2008 June NSW GSP. Using ABS datasets, an input/output methodology and industrial economic data, estimates for defined geographic regions are generated.

Employment

Total employment in the area is estimated at 31,249 jobs. The major contributors to employment are illustrated below:



Figure 2: Coffs Coast Region Total Employment (Jobs) and Major Contributors

Value-Added

Total Value-added in the area is estimated at \$3,290.568m. The major contributors to value-added are:



Figure 3: Coffs Coast Region value Added (\$m) and Major Contributors



Pictured (from top to bottom, circa 2009): Campus gymnasium; campus courtyard; and a panoramic view of the front of campus.

2.3 Simulating the Model

The estimated impact of SCU on the surrounding region's economy in 2010 was analysed in two ways. Firstly, the ongoing impacts were measured using direct employment and student expenditure as inputs to the model. Following this, additional impacts related to new campus developments were established.

| Ongoing regional impact: Projected Direct Employment (2010)

In order to simulate the model it was assumed that the Coffs Harbour campus would be hypothetically shut down and all employment involved with this location terminated. Furthermore, it was assumed that estimated new employment growth assigned to this campus would also be lost should SCU's presence in Coffs Harbour (hypothetically) cease. Employment data (projected for 2010) was provided by the Finance and University Services office of SCU.

The number of employees (either increasing or decreasing), when entered into REMPLAN, provides an estimate of the direct impact on \$ value output of the education sector resulting from these employees. The model then determines the total linked and induced impacts of this initial employment (either increasing or decreasing) on the respective regional economy according to the value of regional output, regional employment, household income and value added within the region. An important notion linked to this aspect of impact would be to assume that all individuals employed by SCU at its Coffs Harbour location reside within the Coffs Coast region. An analysis of current staff residential locations revealed that 91% of all SCU Coffs Harbour staff reside within the Coffs Coast region, with the remaining 9% travelling into the region to undertake their employment duties. This being the case, only the impact of those individuals residing within the Coffs Coast region is included in this analysis. The 2009 ratio of Coffs Coast region versus non-Coffs Coast region staff is also used when projecting 2010 employment impacts. Therefore it is estimated that there will be 197 staff members who work at the Coffs Harbour campus and live in the Coffs Coast region. Finally, the mix of full-time and part-time staff within direct employment figure is assumed to be similar to the national mix of these employment patterns within the education sector.

| Ongoing regional impact: Projected Student Expenditure (2010)

Student demographic data provided by the university's Marketing and Media Department was used for determining student expenditure impact. In 2008, it was found that approximately 44% of students studying at SCU's Coffs Harbour facility came from outside the region. This Coffs Coast region versus non-Coffs Coast region student ratio is applied to student expenditure projections for 2010 and equates to expenditure of 439 students.

In this report, it is conservatively assumed that only expenditure by non-local (including international) students provides a net dollar value added impact to the regional economy. Local student expenditure has not been included on the assumption that these students would remain within the Coffs Coast region despite a hypothetical absence of SCU. However, it is likely a high percentage of these students would, in fact, leave the region to attend a university elsewhere. If this occurred it would mean the figures reported here are an underestimate of the SCU student impact.

For this exercise, the average annual expenditure for students, as determined by the university (SCU Costs Brochure, January 2009), has been taken across a number of key sectors, notably retail; transport and storage; property and business services, and cultural and recreational services:

- Retail – \$4050 (food – \$2800, clothing – \$500, deposits – \$750). This equates to 34% of total expenditure.
- Transport and storage – \$1200 (10%)
- Property and business services – \$4600 (38%)
- Cultural & recreational services – \$2100 (18%)

It should be noted that the above figures are most certainly conservative. Looking at general patterns of student behaviour there is a strong likelihood that many students seek and successfully gain local employment. An increase in student income would lead to an increase in their expenditure within the local region, notably within the key sectors listed above.

| New regional impact: Projected Construction Effects (2010)

In January 2010, construction will commence on a new building with completion anticipated in December 2010. The planned building will be located adjacent to Building M to form a university precinct. The new building will contain a student hub area, teaching facilities and office accommodation.

Full construction expenditure for this building is \$10m. The Facilities Management and Services office of SCU estimates that 80% of all contractors working on the new building will reside within the Coffs Coast region. Therefore only 80% of the \$10m will be included in the analysis.

3. PROJECTED DIRECT EMPLOYMENT IMPACTS (2010)

3.1 Projected Economic Impact of Direct Employment (2010) at SCU on Value of Regional Output

Tables 2 to 5 present the economic impact analysis resulting from direct staff employment (estimates) at the SCU Coffs Harbour location on the regional economy. The tables show columns for final demand, the industrial effect after the impact, the consumption effect following the impact, and the total effect according to: (1) Value of Regional Output, (2) Regional Employment, (3) Regional Household Incomes and (4) Regional Value Added. The tables also show type 1 and type 2 multipliers. These represent the multiplier which is applied to final demand in order to obtain the industrial and the consumption effects, respectively.

There are always flow-on effects arising from the actions of an industry or institution. It is important to take these flow-on effects into consideration when trying to gain an overall view of the economic impact of an institution such as SCU. These flow-ons can be identified using the multiplier effect. Milbourne *et al.* (1993, p.21) described the multiplier in the following way:

When a resident of a locality receives an increase in income, he or she spends some of that income and creates further income and employment in the locality. In the language of economics, the final or total effect is some multiple of the original spending injection (called the multiplier). The multiplier depends on how much each person spends out of each extra dollar. If each person spends the proportion C out of each extra dollar the final effect is $1/(1-C)$.

As Davis, Buultjens and Whelan (1996, p.33) explain:

In simple terms, a multiplier is a number by which the direct activity (say employment in agriculture for instance) is multiplied to obtain the total level of economic activity (e.g. flow-on employment in the local area).

Table 2 presents data on the Coffs Harbour campus employment impacts on the value of regional output.

Table 2 – Projected Economic Impact of Direct Employment (2010) at SCU on Value of Regional Output

Output	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (\$M)	Industrial Effect (\$M)	Consumption Effect (\$M)	Total (\$M)
Agriculture, forestry & fishing				\$0.016	\$0.193	\$0.209
Mining				\$0.003	\$0.007	\$0.010
Manufacturing				\$1.005	\$1.760	\$2.765
Electricity, gas & water supply				\$0.367	\$0.365	\$0.733
Construction				\$0.075	\$0.109	\$0.184
Wholesale trade				\$0.456	\$0.749	\$1.204
Retail trade				\$0.150	\$2.790	\$2.940
Accommodation, cafes & restaurants				\$0.180	\$1.197	\$1.377
Transport & storage				\$0.281	\$0.523	\$0.804
Communication services				\$0.270	\$0.335	\$0.605
Finance & insurance				\$0.321	\$0.790	\$1.111
Property & business services				\$0.973	\$1.296	\$2.269
Government administration & defence				\$0.145	\$0.072	\$0.218
Education	197		\$23.700	\$0.343	\$0.607	\$24.650
Health & community services				\$0.026	\$0.797	\$0.823
Cultural & recreational services				\$0.309	\$0.467	\$0.775
Personal & other services				\$0.034	\$0.372	\$0.406
TOTAL	197		\$23.700	\$4.957	\$12.428	\$41.085
				Type 1		Type 2
Multiplier				1.209		1.734

It can be seen that the 197 staff employed at SCU's Coffs Harbour campus and living in the Coffs Coast region are estimated to have a direct impact of \$23.700m on regional output. The increase in direct output is estimated to increase the demand for intermediate goods and services by \$4.957m. This represents a type 1 output multiplier of 1.209. These industrial effects include multiple rounds of flow-on effects, as servicing sectors increase

their own output and demand for local goods and services in response to the direct change to the economy.

The increases in direct and indirect output would typically correspond to the creation of jobs in the economy. Corresponding to this change in employment would be an increase in the total of wages and salaries paid to employees. A proportion of these wages and salaries is typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under this scenario are estimated at \$12.428m.

In summary, the total regional output from the university's staff, including all direct, industrial and consumption effects is estimated to be \$41.085m. This represents a type 2 output multiplier of 1.734.

3.2 Projected Economic Impact of Direct Employment (2010) at SCU on Total Employment

Table 3 presents data on the Coffs Harbour campus employment impacts on total employment in the region.

Table 3 – Projected Economic Impact of Direct Employment (2010) at SCU on Total Employment

Employment	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (Jobs)	Industrial Effect (Jobs)	Consumption Effect (Jobs)	Total (Jobs)
Agriculture, forestry & fishing				0	1	1
Mining				0	0	0
Manufacturing				2	3	5
Electricity, gas & water supply				0	0	1
Construction				0	0	1
Wholesale trade				1	2	3
Retail trade				1	24	25
Accommodation, cafes & restaurants				1	7	8
Transport & storage				1	2	3
Communication services				1	1	1
Finance & insurance				1	2	3
Property & business services				3	4	7
Government administration & defence				1	0	1
Education	197		197	3	5	205
Health & community services				0	7	7
Cultural & recreational services				2	2	4
Personal & other services				0	4	4
TOTAL	197		197	18	64	279
				Type 1		Type 2
Multiplier				1.091		1.416

Table 3 shows that while the direct estimated employment of 197 staff (whom reside in the region of analysis) is, in itself, a significant contributor to the regional economy, when the effect of multipliers is taken into account, the total number of regional jobs linked to SCU's presence within the region is estimated at 279. For example, the number of jobs supported by SCU's presence within the retail sector is 25. Other employment impacts can also be observed within accommodation, cafes & restaurants (8); property & business services (7) and manufacturing (5) sectors.

3.3 Projected Economic Impact of Direct Employment (2010) at SCU on Household Income

Households are a key sector of the economy and comprise the regional population which consume the output of the production and services organised by the trading enterprises sector. The impact of SCU's Coffs Harbour campus on household income is shown in Table 4.

Table 4 – Projected Economic Impact of Direct Employment (2010) at SCU on Household Income

Wages and Salaries	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (\$M)	Industrial Effect (\$M)	Consumption Effect (\$M)	Total (\$M)
Agriculture, forestry & fishing				\$0.003	\$0.029	\$0.032
Mining				\$0.001	\$0.001	\$0.002
Manufacturing				\$0.169	\$0.246	\$0.415
Electricity, gas & water supply				\$0.049	\$0.054	\$0.104
Construction				\$0.012	\$0.017	\$0.030
Wholesale trade				\$0.116	\$0.193	\$0.310
Retail trade				\$0.051	\$0.898	\$0.949
Accommodation, cafes & restaurants				\$0.042	\$0.282	\$0.324
Transport & storage				\$0.058	\$0.112	\$0.170
Communication services				\$0.044	\$0.054	\$0.098
Finance & insurance				\$0.094	\$0.227	\$0.321
Property & business services				\$0.261	\$0.335	\$0.596
Government administration & defence				\$0.070	\$0.035	\$0.104
Education	197		\$16.153	\$0.234	\$0.414	\$16.800
Health & community services				\$0.017	\$0.507	\$0.524
Cultural & recreational services				\$0.096	\$0.093	\$0.189
Personal & other services				\$0.013	\$0.174	\$0.187
TOTAL	197		\$16.153	\$1.330	\$3.672	\$21.154
				Type 1		Type 2
Multiplier				1.082		1.310

Table 4 shows that \$16.153m in wages and salaries will be paid directly to households in the Coffs Coast region in 2010. A proportion of these wages and salaries is typically spent on consumption and a proportion of this expenditure is captured in the local economy. The consumption effects under this scenario are expected to further boost employment in sectors such as retail therefore further increasing wages and salaries by \$3.672m. The total regional impact on household income is \$21.154m. This represents a type 2 household income multiplier of 1.310.

3.4 Projected Economic Impact of Direct Employment (2010) at SCU on Regional Value Added

The value of the annual output of an enterprise is the sum of its annual sales to other enterprises together with the change over the year in the value of its stocks of finished or semi-finished goods. This change represents the enterprise's investment expenditure on

stocks which may be positive or negative. The value of the annual inputs used up in the production of the annual output is the sum of annual purchases from other enterprises and the change over the year in the value of the stock of inputs. Annual value added of enterprises within the region is therefore equal to sales of output during the year plus net additions to stocks less the purchase of intermediate goods during the year. By analogy, with the value added of a trading enterprise, the value added of the government sector is defined as the value of collective goods and services provided *less* the value of goods purchased from trading enterprises. These are regarded as intermediate goods from the viewpoint of the government. For financial enterprises, the output may be defined in terms of the value of the services they provide. All production within a regional economy occurs in these three sectors.

Annual output is valued at market prices, directly in the case of trading enterprises, and indirectly in the case of the government and financial enterprises. The sum of the value added of these three sectors within the region is equivalent to Gross Regional Product.

Table 5 – Projected Economic Impact of Direct Employment (2010) at SCU on Regional Value Added

Value-Added	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (\$M)	Industrial Effect (\$M)	Consumption Effect (\$M)	Total (\$M)
Agriculture, forestry & fishing				\$0.009	\$0.111	\$0.120
Mining				\$0.002	\$0.004	\$0.006
Manufacturing				\$0.275	\$0.405	\$0.680
Electricity, gas & water supply				\$0.182	\$0.189	\$0.371
Construction				\$0.026	\$0.037	\$0.063
Wholesale trade				\$0.198	\$0.331	\$0.529
Retail trade				\$0.078	\$1.407	\$1.485
Accommodation, cafes & restaurants				\$0.072	\$0.480	\$0.553
Transport & storage				\$0.115	\$0.216	\$0.331
Communication services				\$0.135	\$0.167	\$0.302
Finance & insurance				\$0.226	\$0.527	\$0.753
Property & business services				\$0.447	\$0.593	\$1.040
Government administration & defence				\$0.080	\$0.040	\$0.120
Education	197		\$17.906	\$0.260	\$0.459	\$18.624
Health & community services				\$0.021	\$0.620	\$0.641
Cultural & recreational services				\$0.143	\$0.160	\$0.303
Personal & other services				\$0.018	\$0.218	\$0.235
TOTAL	197		\$17.906	\$2.287	\$5.963	\$26.156
				Type 1		Type 2
Multiplier				1.128		1.461

In summary, the component of value added within the Coffs Coast region attributable to SCU staff in 2010 is estimated at \$26.156m. The main value added impacts were experienced in the education (\$18.624m), retail (\$1.485m), property & business services (\$1.040m) and finance/insurance (\$0.753m) sectors.

4. PROJECTED STUDENT EXPENDITURE IMPACTS (2010)

Students are the consumers of the majority of the output of the education sector. Generally, the consumers of a firm's output are not directly considered when modelling the impact of the firm on an economy. Consumers are assumed to exist in the economy prior to the firm's (changed) output and therefore do not need to be added to the model beyond the output of the firm in which they consume.

In the case of students from outside the region, however, the above assumption needs to be relaxed. Non-local students come to the area because of SCU's presence and would not otherwise reside in the region. It is appropriate to include not only the students' consumption of education services but their consumption of other goods and services in the region. For the purposes of this exercise, only non-local students have been included in the calculations.

As stated previously, it is likely a percentage of local students would, in fact, leave the region to attend a university elsewhere if SCU were not present. However, it is not possible to ascertain how many would leave the region so all local students have been excluded from the analysis thus suggesting an underestimate of the SCU student impact.

The consumption of services other than education by these non-local students based at the Coffs Harbour teaching campus was established as follows:

1. The number of students was initially determined, based on information provided by the Office of Deputy Vice-Chancellor. An estimated Equivalent Full-Time Student Load (EFTSL) model, a measure of the standard annual study workload of a student undertaking a full year of study on a full-time basis, was used as the basis of student numbers. The 2010 projected student numbers are 998 students for the Coffs Harbour campus of SCU, with 44% of these (439) coming from outside the Coffs Coast region.

2. A student's typical consumption pattern for services and products other than in the education sector was established. For this exercise, the average expenditure for students, as determined by the university (SCU Costs Brochure, January 2009) was used. This equates to an amount of \$5,258 expenditure for each student.
3. Next the two figures above were multiplied to obtain total non-education consumption by students.
4. Finally, the total consumption figures were put into REMPLAN as a direct expenditure/output impact in the appropriate sectors.

Tables 6 through 9 present the economic impact analysis resulting from non-local SCU student expenditure on the regional economy. Each table show columns for final demand, the industrial effect after the impact, the consumption effect following the impact, and the total effect according to: (1) Value of Regional Output, (2) Regional Employment, (3) Regional Household Incomes and (4) Regional Value Added.

4.1 Projected Economic Impact of Non-Local Student Expenditure (2010) at SCU on Value of Regional Output

Table 6 shows the projected impact of student expenditure on the total value of regional output according to industry sector. The total estimated impact, including type 1 and 2 multipliers, within the Coffs Coast region is \$9.758m.

Table 6 – Projected Economic Impact of Non–Local Student Expenditure (2010) at SCU on Value of Regional Output

Output	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (\$M)	Industrial Effect (\$M)	Consumption Effect (\$M)	Total (\$M)
Agriculture, forestry & fishing				\$0.027	\$0.023	\$0.050
Mining				\$0.003	\$0.001	\$0.004
Manufacturing				\$0.375	\$0.209	\$0.584
Electricity, gas & water supply				\$0.092	\$0.043	\$0.135
Construction				\$0.072	\$0.013	\$0.085
Wholesale trade				\$0.182	\$0.089	\$0.271
Retail trade		\$1.778	\$1.778	\$0.105	\$0.331	\$2.215
Accommodation, cafes & restaurants				\$0.097	\$0.142	\$0.239
Transport & storage		\$0.526	\$0.526	\$0.164	\$0.062	\$0.752
Communication services				\$0.127	\$0.040	\$0.166
Finance & insurance				\$0.182	\$0.094	\$0.276
Property & business services		\$2.020	\$2.020	\$1.354	\$0.154	\$3.528
Government administration & defence				\$0.035	\$0.009	\$0.043
Education				\$0.030	\$0.072	\$0.102
Health & community services				\$0.006	\$0.095	\$0.101
Cultural & recreational services		\$0.922	\$0.922	\$0.173	\$0.055	\$1.151
Personal & other services				\$0.012	\$0.044	\$0.056
TOTAL		\$5.246	\$5.246	\$3.037	\$1.475	\$9.758
				Type 1		Type 2
Multiplier				1.579		1.860

Major value of output impacts are experienced by the sectors of property & business services (\$3.528m), retail trade (\$2.215m) and cultural & recreational services (\$1.151m).

4.2 Projected Economic Impact of Non–Local Student Expenditure (2010) at SCU on Total Employment

Table 7 shows the total employment within the Coffs Coast region due to student expenditure patterns. It can be seen that student expenditure is expected to support a total of 43 jobs in the region.

Table 7 – Projected Economic Impact of Non–Local Student Expenditure (2010) at SCU on Total Employment

Employment	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (Jobs)	Industrial Effect (Jobs)	Consumption Effect (Jobs)	Total (Jobs)
Agriculture, forestry & fishing				0	0	0
Mining				0	0	0
Manufacturing				1	0	1
Electricity, gas & water supply				0	0	0
Construction				0	0	0
Wholesale trade				0	0	1
Retail trade		\$1.778	15	1	3	19
Accommodation, cafes & restaurants				1	1	1
Transport & storage		\$0.526	2	0	0	2
Communication services				0	0	0
Finance & insurance				0	0	1
Property & business services		\$2.020	5	4	0	9
Government administration & defence				0	0	0
Education				0	1	1
Health & community services				0	1	1
Cultural & recreational services		\$0.922	4	1	0	5
Personal & other services				0	0	1
TOTAL		\$5.246	26	9	8	43
				Type 1		Type 2
Multiplier				1.346		1.654

The major employment impacts, according to industry sector within the Coffs Coast region, can be seen in retail trade with 19 jobs, with a further 14 jobs between property & business services and cultural & recreational services.

4.3 Projected Economic Impact of Non–Local Student Expenditure (2010) at SCU on Household Income

Table 8 shows the total regional household income according to industry sector within the region resulting from student expenditure on goods and services. The total estimated impact on household income within the Coffs Coast region is \$2.510m.

Table 8 – Projected Economic Impact of Non-Local Student Expenditure (2010) at SCU on Household Income

Wages and Salaries	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (\$M)	Industrial Effect (\$M)	Consumption Effect (\$M)	Total (\$M)
Agriculture, forestry & fishing				\$0.004	\$0.003	\$0.007
Mining				\$0.000	\$0.000	\$0.001
Manufacturing				\$0.054	\$0.029	\$0.084
Electricity, gas & water supply				\$0.015	\$0.006	\$0.021
Construction				\$0.011	\$0.002	\$0.013
Wholesale trade				\$0.044	\$0.023	\$0.067
Retail trade		\$1.778	\$0.577	\$0.037	\$0.107	\$0.720
Accommodation, cafes & restaurants				\$0.023	\$0.033	\$0.056
Transport & storage		\$0.526	\$0.112	\$0.033	\$0.013	\$0.158
Communication services				\$0.021	\$0.006	\$0.027
Finance & insurance				\$0.050	\$0.027	\$0.077
Property & business services		\$2.020	\$0.496	\$0.329	\$0.040	\$0.865
Government administration & defence				\$0.017	\$0.004	\$0.021
Education				\$0.021	\$0.049	\$0.070
Health & community services				\$0.004	\$0.060	\$0.064
Cultural & recreational services		\$0.922	\$0.191	\$0.032	\$0.011	\$0.234
Personal & other services				\$0.005	\$0.021	\$0.025
TOTAL		\$5.246	\$1.376	\$0.699	\$0.436	\$2.510
				Type 1		Type 2
Multiplier				1.508		1.825

As shown, there have been notable impacts on regional household income in the sectors of property & business services (\$0.865m) and retail trade (\$0.720m).

4.4 Projected Economic Impact of Non-Local Student Expenditure (2010) at SCU on Regional Value Added

Table 9 shows that the non-local student expenditure impact on total regional value added for the Coffs Coast region is estimated at \$4.398m.

Table 9 – Projected Economic Impact of Non-Local Student Expenditure (2010) at SCU on Regional Value Added

Value-Added	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (\$M)	Industrial Effect (\$M)	Consumption Effect (\$M)	Total (\$M)
Agriculture, forestry & fishing				\$0.016	\$0.013	\$0.029
Mining				\$0.002	\$0.000	\$0.002
Manufacturing				\$0.091	\$0.048	\$0.139
Electricity, gas & water supply				\$0.049	\$0.022	\$0.071
Construction				\$0.024	\$0.004	\$0.028
Wholesale trade				\$0.074	\$0.039	\$0.113
Retail trade		\$1.778	\$0.899	\$0.054	\$0.167	\$1.121
Accommodation, cafes & restaurants				\$0.039	\$0.057	\$0.096
Transport & storage		\$0.526	\$0.217	\$0.067	\$0.026	\$0.310
Communication services				\$0.063	\$0.020	\$0.083
Finance & insurance				\$0.122	\$0.063	\$0.184
Property & business services		\$2.020	\$0.925	\$0.618	\$0.070	\$1.614
Government administration & defence				\$0.019	\$0.005	\$0.024
Education				\$0.023	\$0.054	\$0.077
Health & community services				\$0.005	\$0.074	\$0.079
Cultural & recreational services		\$0.922	\$0.322	\$0.055	\$0.019	\$0.397
Personal & other services				\$0.006	\$0.026	\$0.032
TOTAL		\$5.246	\$2.365	\$1.326	\$0.708	\$4.398
				Type 1		Type 2
Multiplier				1.561		1.860

The major sectoral value added impacts from student expenditure in the region occur in property & business services (\$1.614m) and retail trade (\$1.121m).

5. PROJECTED CONSTRUCTION IMPACTS (2010)

Planned expenditure on campus construction will generate significant direct and indirect economic impacts. As stated previously, final 2010 construction expenditure is expected to be \$10m. However, it is estimated that 80% of all contractors working on construction will reside within the Coffs Coast region. In the light of these estimates, a final 2010 construction expenditure figure of \$8m will be used in the study.

5.1 Projected Economic Impact of SCU Campus Construction Expenditure (2010) on Value of Regional Output

In 2010, as Table 10 indicates, the \$8.000m campus construction costs at the Coffs Coast campus are estimated to generate \$15.986m in regional output.

Table 10 – Projected Economic Impact of SCU Campus Construction Expenditure (2010) on Value of Regional Output

Output	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (\$M)	Industrial Effect (\$M)	Consumption Effect (\$M)	Total (\$M)
Agriculture, forestry & fishing				\$0.022	\$0.027	\$0.049
Mining				\$0.032	\$0.001	\$0.033
Manufacturing				\$1.802	\$0.245	\$2.046
Electricity, gas & water supply				\$0.086	\$0.051	\$0.137
Construction		\$8.000	\$8.000	\$1.975	\$0.015	\$9.990
Wholesale trade				\$0.294	\$0.104	\$0.398
Retail trade				\$0.078	\$0.388	\$0.465
Accommodation, cafes & restaurants				\$0.049	\$0.166	\$0.215
Transport & storage				\$0.281	\$0.073	\$0.354
Communication services				\$0.084	\$0.047	\$0.131
Finance & insurance				\$0.301	\$0.110	\$0.411
Property & business services				\$1.137	\$0.180	\$1.317
Government administration & defence				\$0.048	\$0.010	\$0.058
Education				\$0.018	\$0.084	\$0.103
Health & community services				\$0.002	\$0.111	\$0.113
Cultural & recreational services				\$0.038	\$0.065	\$0.102
Personal & other services				\$0.013	\$0.052	\$0.064
TOTAL		\$8.000	\$8.000	\$6.258	\$1.728	\$15.986
				Type 1		Type 2
Multiplier				1.782		1.998

The sectors other than construction to benefit most from the construction taking place at the Coffs Harbour campus are manufacturing (\$2.046m) and property & business services (\$1.317m).

5.2 Projected Economic Impact of SCU Campus Construction Expenditure (2010) on Total Employment

The construction impacts on employment in the Coffs Coast region are estimated to be 48 local jobs (Table 11). It is estimated that there will be 28 jobs created in the construction sector with a further 12 jobs created over the manufacturing, retail trade, and property & business services sectors.

Table 11 – Projected Economic Impact of SCU Campus Construction Expenditure (2010) on Total Employment

Employment	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (Jobs)	Industrial Effect (Jobs)	Consumption Effect (Jobs)	Total (Jobs)
Agriculture, forestry & fishing				0	0	0
Mining				0	0	0
Manufacturing				3	0	4
Electricity, gas & water supply				0	0	0
Construction		\$8.000	20	8	0	28
Wholesale trade				1	0	1
Retail trade				1	3	4
Accommodation, cafes & restaurants				0	1	1
Transport & storage				1	0	1
Communication services				0	0	0
Finance & insurance				1	0	1
Property & business services				3	1	4
Government administration & defence				0	0	0
Education				0	1	1
Health & community services				0	1	1
Cultural & recreational services				0	0	0
Personal & other services				0	1	1
TOTAL		\$8.000	20	19	9	48
				Type 1		Type 2
Multiplier				1.950		2.400

5.3 Projected Economic Impact of SCU Campus Construction Expenditure (2010) on Household Income

Table 12 includes the impact of construction on household income in the Coffs Coast region. A total of \$2.941m is projected to be generated with the major impacts in the construction, manufacturing, and property & business services sectors.

Table 12 – Projected Economic Impact of SCU Campus Construction Expenditure (2010) on Total Employment

Wages and Salaries	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (\$M)	Industrial Effect (\$M)	Consumption Effect (\$M)	Total (\$M)
Agriculture, forestry & fishing				\$0.005	\$0.004	\$0.009
Mining				\$0.005	\$0.000	\$0.005
Manufacturing				\$0.316	\$0.034	\$0.350
Electricity, gas & water supply				\$0.013	\$0.008	\$0.020
Construction		\$8.000	\$1.097	\$0.368	\$0.002	\$1.467
Wholesale trade				\$0.075	\$0.027	\$0.102
Retail trade				\$0.029	\$0.125	\$0.154
Accommodation, cafes & restaurants				\$0.012	\$0.039	\$0.051
Transport & storage				\$0.060	\$0.016	\$0.075
Communication services				\$0.014	\$0.008	\$0.021
Finance & insurance				\$0.094	\$0.032	\$0.126
Property & business services				\$0.293	\$0.047	\$0.340
Government administration & defence				\$0.023	\$0.005	\$0.028
Education				\$0.012	\$0.058	\$0.070
Health & community services				\$0.001	\$0.070	\$0.072
Cultural & recreational services				\$0.007	\$0.013	\$0.020
Personal & other services				\$0.006	\$0.024	\$0.031
TOTAL		\$8.000	\$1.097	\$1.333	\$0.510	\$2.941
				Type 1		Type 2
				2.216		2.681

5.4 Projected Economic Impact of SCU Campus Construction Expenditure (2010) on Regional Value Added

The regional value added arising from construction on the Coffs Harbour campus is \$5.717m (Table 13). Close to \$3.2m is generated the construction sector, \$0.606m in the property & business services sector, \$0.575m in manufacturing and \$0.242m in finance & insurance.

Table 13 – Projected Economic Impact of SCU Campus Construction Expenditure (2010) on Regional Value Added

Value-Added	Direct Change Jobs	Direct Change Output (\$M)	Direct Effect (\$M)	Industrial Effect (\$M)	Consumption Effect (\$M)	Total (\$M)
Agriculture, forestry & fishing				\$0.012	\$0.015	\$0.028
Mining				\$0.018	\$0.001	\$0.019
Manufacturing				\$0.518	\$0.056	\$0.575
Electricity, gas & water supply				\$0.045	\$0.026	\$0.071
Construction		\$8.000	\$2.438	\$0.754	\$0.005	\$3.197
Wholesale trade				\$0.129	\$0.046	\$0.175
Retail trade				\$0.040	\$0.196	\$0.236
Accommodation, cafes & restaurants				\$0.020	\$0.067	\$0.086
Transport & storage				\$0.117	\$0.030	\$0.147
Communication services				\$0.042	\$0.023	\$0.065
Finance & insurance				\$0.169	\$0.073	\$0.242
Property & business services				\$0.523	\$0.082	\$0.606
Government administration & defence				\$0.026	\$0.006	\$0.032
Education				\$0.014	\$0.064	\$0.078
Health & community services				\$0.001	\$0.086	\$0.088
Cultural & recreational services				\$0.012	\$0.022	\$0.034
Personal & other services				\$0.008	\$0.030	\$0.038
TOTAL		\$8.000	\$2.438	\$2.450	\$0.829	\$5.717
				Type 1		Type 2
Multiplier				2.005		2.345

6. SOUTHERN CROSS UNIVERSITY & COMMUNITY ENGAGEMENT: COFFS COAST REGION

In addition to its valuable economic and educational roles, Southern Cross University also plays other important roles within the local community of Coffs Harbour and the wider Coffs Coast region. SCU has a major commitment to the local community as shown in the university's Mission Statement where this commitment is given the highest priority. Rosie Wickert, the head of the Coffs Harbour campus comments that: 'The university highly values and supports our regional communities, and we are committed to enhancing the economic, educational, social and cultural development of this beautiful region that we serve.'

6.1 SCU's Strategic Plan: Regional Engagement Objective

SCU's strategic plan shows that the university values constructive engagement with the local region, stakeholders and governments. The university is committed to the local region and engages with it across all facets of its growth and development.

The SCU Regional Engagement Objective states that SCU will take a prime role in the intellectual, economic, environmental, social and cultural development of our region. This objective demonstrates SCU's commitment to regional economic prosperity, social and cultural wellbeing and environmental sustainability. The SCU Regional Engagement Functional Plan identifies five key approaches to achieving this objective:

- The design and delivery of internationally significant and regionally relevant teaching, learning and research.
- The Office of Regional Engagement (ORE) which proactively links regional partners to leverage the skills, capacity and networks of the university and its communities, as well as facilitating communication and monitoring activity.
- The establishment of partnerships that seek to recognise the value and importance of two-way interaction between SCU's internal and external stakeholders and which will enhance regional growth, sustain the environment and enhance social wellbeing.

- The encouragement of staff engagement activities and recognition of their efforts.
- The development of a whole-of-university, campus and location specific focus to satisfy the needs of the community and consolidate the university's regional position.

An indication of SCU's serious commitment to community engagement is the provision of funds to undertake these activities. Some selected activities, which are indicative of the services offered by the university, include:

- regular donation of works of art and musical performance free of charge in support of worthy causes;
- advice and assistance to local Indigenous groups and individuals;
- library assistance to school and TAFE librarians and teachers on request;
- provision of a public access terminal to the internet; and
- availability of the university's buildings and equipment for use by the local community free of charge or for a nominal fee.

Clearly these types of activities represent an important resource for the local community. Many of these services are provided free or at greatly reduced rates to the local community. In many cases it is not possible to put a dollar value on the community service provided by the university but, clearly, if SCU was not located in Coffs Harbour, the local community would not have access to many of the services available to them now or, if they did, they would have to pay higher fees for them.

| The Office of Regional Engagement

Many university projects that engage with the local community are guided by SCU's ORE which serves as a gateway to encourage the exchange of information, ideas and issues between the university and the wider community. The ORE team works closely with regional communities – from individuals and community-based organisations, to business and government at all levels. The ORE is dedicated to further the cause of regional connectivity and manages a systematic whole-of-university approach to positive community relations and regional engagement. There are also student focused programs dedicated to providing

students with opportunities to engage with the community through various voluntary activities.

6.2 SCU Engagement with the Local Community

Commitment to the community is exemplified by the extensive involvement of the university, both collectively by faculties and centres, and individually by its staff and students, in the provision of community service. The university engages with several local community groups across the region. Some examples are listed in Appendix 1.

The university is continually collaborating with local government bodies on many levels, and with local business and industry. Examples are listed in Appendices 2 and 3. The university is also proud to be able to sponsor awards, offer event management services and support several local events. See Appendix 4 for listings.

As well as all of the formally recognised work of university staff engaging with the local community, there are many members of staff who perform voluntary work in various capacities during their own time. As found by Davis, Buultjens and Whelan (1996); staff voluntary contributions are invaluable to their local region and should not go unmentioned. SCU actively encourages its staff to participate in regional social and cultural boards and agencies and to become community volunteer workers. SCU staff members are involved with both on and off-campus community cultural and recreational activities. Staff also encourage and aid student voluntary efforts in the community through active participation in cultural life and internships with community organisations.

6.3 The Future

There are several more projects that the university is currently exploring and is keen to engage in with the local community. The university is constantly improving and expanding its community engagement projects.

SCU takes an active role in the intellectual, economic, environmental, social and cultural development of its regions and continues its commitment to regional economic prosperity, social and cultural wellbeing and environmental sustainability. Strategies to constantly improve this role include:

- reviewing the Regional Plan with emphasis on two-way interactions;
- continuing the progress of the ORE;
- rewarding regional engagement by university staff;
- bringing business people and members of university communities on to SCU campuses regularly;
- being actively involved in key regional boards;
- collaborating with groups to enhance regional growth; and
- establishing a program for annual recruitment of trainees from our region; and
- establishing the Regional Futures Institute.

SCU actively engages with business, regional agencies, communities, individuals and government at all levels towards this goal.

7. KEY REFERENCES

Davis, D., Buultjens, J. & Whelan, M. (1996), *The Economic Impact of Southern Cross University on the City of Lismore*, Southern Cross University.

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Southern Cross University (2009), *Costs Brochure 2009*, Southern Cross University.

8. APPENDICES

Appendix 1

SCU Engagement with the Local Community

- Mid Rivers Group of Environmental Educators – collaboration of individuals and representatives of organisations interested in increasing the delivery and effectiveness of environmental education/education for sustainability on the coast and hinterland of mid north NSW. Recently hosted the 29th NSW AAEE Environmental Education Conference held at Coffs Harbour Education Campus;
- SCU’s ORE regularly facilitates community meetings and participates in regular meetings with the executive officers of regional agencies to investigate collaboration projects such as youth orientated initiatives, seamless education opportunities with the Department of Education and Training, TAFE and the University of the Third Age;
- Local schools – the SCU Equity Outreach Program organises regular visits to local schools (and student visits to SCU campuses) and TAFE institutions to encourage the interest and aspirations of students who are under-represented in higher education;
- The Coffs Harbour campus hosts regular lectures open to the public, where information is shared with the community;
- Australian Indigenous Mentoring Experience (AIME) – a not-for-profit charity. SCU is a partner to AIME and has a program running from the Coffs Harbour campus. The AIME program involves the mentoring of Indigenous Australian high school students by volunteer Indigenous and non-Indigenous SCU students. To date there are 80 Coffs Harbour campus students acting as mentors, and volunteering extra time to help with AIME activities.
- Grafton Regional Gallery – staff and student exhibits;
- Local aged community members – the Aged Services Learning and Research Centre (ASLaRC) is a joint initiative of SCU’s Faculty of Arts and Sciences and the University of NSW’s Faculty of Medicine, Rural Clinical School, with links to North Coast TAFE and Coffs Harbour Senior College. The ASLaRC delivers services for regional and rural communities through teaching, research and promotion of evidence-based practice. An example of such research is ‘Bridging the Gap: Scoping study on the health care needs of older Aboriginal people’, a collaboration between ORE, ASLaRC and

representatives of various organisations and agencies, and commissioned by the Federal Department of Health and Ageing;

- Local coastal volunteers – the National Marine Science Centre provides research, educational and consultative services. The centre offers educational opportunities to the public with talks and presentations on the richness and diversity of their local marine environment, encouraging a greater appreciation of that environment. The centre also provides training to up-skill local coastal volunteers to enhance their understanding and knowledge of the coastal environment. Through its activities, the centre helps to conserve a coastal area that is facing increasing pressure.

Appendix 2

Local Government Collaboration

- Consultancies, governance and leadership training;
- Mid North Coast Group of Councils;
- Local residents forum – Coffs Harbour City Council’s Cultural Strategic Plan: to inform of future directions of the city’s cultural development, creative industries and civic amenity;
- Our Living Coast – a three-year project (2009 – 2011) attracting \$2m in funding won as a joint venture by Coffs Harbour City Council, Bellingen and Nambucca shire councils. The project will involve a Regional Sustainable Routemap, community and business engagement projects, Regional Online Sustainability Hub, on-ground works, and a Cross Council Sustainability project;
- Student internships with local councils – current internships in progress, with interest from councils in working with events management students in the organisation of some of the region’s flagship events such as the Global Carnival;
- SCU’s ORE holds workshops for newly elected councillors and encourages collaboration between councils in the area of event management;
- Memorandums of Understanding (MoUs) with Coffs Harbour City Council (CHCC) and Bellingen Shire Council; seeking to provide opportunities to establish collaborative partnerships that provide mutual benefit to organisations and the wider community;
- Coffs Harbour Public Transport Audit – completed for CHCC;
- ‘Coffs Coast Culture 2009–you can make a difference’ – The SCU ORE and CHCC involved with community consultation to establish the needs and desires of the arts and cultural community and to inform the development of the CHCC Cultural Plan and other planning mechanisms;
- Creating Creative Industries Report – commissioned by CHCC. Resulted in the creation of an online creative industries directory on the CHCC website and recommends options for further professional development of the creative industries;
- North Coast Area Health Service – Reduce Risk Increase Student Knowledge (RRISK) is a program that SCU supports and sponsors which offers students the opportunity

to develop the attitudes, skills and knowledge required to reduce risk-taking behaviour associated with driving, drug and alcohol use;

- Review of Infrastructure Reports relating to the Mid North Coast – a review of a range of reports pertaining to infrastructure. Results made available for use by the Mid North Coast Area Consultative Committee and Mid North Coast Regional Council for Social Development.

Appendix 3

Engagement with Local Industry

- Bellingen Business Sustainability Alliance – workshop meetings co-ordinated by SCU to discuss a range of economic, social and environmental issues;
- Local businesses and local councils – National Broadband Network rollout. SCU is currently in talks with councils and local businesses from Tweed to Coffs Harbour regarding ways to position the region to be among the first regional areas to receive the rollout of the National Broadband Network;
- Coffs Harbour Technology Park – partnership between SCU, North Coast TAFE and Coffs Harbour Senior College. The park provides on-site training and education for growth companies, the creation of applied industry research opportunities, collaborative research and development, and co-operative commercialisation of emergent technologies. The park also serves to attract investment and skilled people to the region, and promotes new knowledge-based industries. These benefits strengthen and deepen the regional economy and create employment;
- Coffs Coast arts and cultural trails – tourist trails highlighting local heritage and visual arts points of interest, as part of CHCC’s Cultural Development Project. This was a collaborative project with involvement from staff and students of SCU, the Cultural Development office of CHCC, Coffs Coast Tourism Association and representatives from the region’s creative industries;
- Division of Research – links with industry through research. The division is ever improving ties with local industry and will be conducting workshops for researchers interested in sharing tips for effective links with industry for research. The Division of Research is invested in research into the nature and scope of the Mid North Coast Creative Industries by Arts Mid North Coast;
- Local business operators – in the form of student internships;
- MoUs with Coffs Harbour Institute of TAFE and the Coffs Harbour Senior College.

Appendix 4

Local Events and Sponsorship

- Coffs Coast Ocean Swim – an annual event that SCU sponsors with proceeds of the event donated to local surf lifesaving clubs and local Rotary charities for children. SCU has its own 600m race which promotes a healthy lifestyle;
- Short Sharp Film Festival;
- Coastal conferences – with contributions from staff from the School of Environmental Science and Management;
- Fusion Festival – held on all SCU campuses and is open to the public. This festival aims to further inter-cultural understanding and communal harmony, and includes cultural, social, intellectual and sporting events. The Living Library program is a popular event of this festival;
- International Philosophy, Science and Theology Festival – staff support this biennial event held in the Clarence Valley;
- Mid–North Coast Innovation Festival – showcasing local innovation;
- Science in the Bush – a two-day event where primary and high school students have the opportunity to understand the environment and have hands-on experience. Held at the National Marine Science Centre;
- North Coast Student Achievement Awards – (two prizes) for the Coffs Harbour Senior College recognising academic achievement;
- NAIDOC – events on campus attended by many Indigenous and non–Indigenous members of the community;
- Open Arms – a local reconciliation festival;
- Harmony Day – provides an opportunity to celebrate the multicultural community and the contribution it makes to inter-cultural understanding both on campus and in the wider community.