

# Knowledge investment in **NOOSA**



Pathways to education,  
training & lifestyle



# Passport to learning- Noosa's education story

*The backdrop to an education in Noosa is not hallowed halls of learning steeped in centuries-old alumni and tradition. Many of our students draw their inspiration from nature's classroom.*

*Living in Noosa delivers both quality and choice – a platform for learning, whatever your age or life-stage.*

The education and training sector in Noosa encompasses four tiers of education from kindergarten, primary and secondary schools through to tertiary. Additionally, there are accredited vocational educational and training colleges; apprenticeship providers; an English language college; and U3A Noosa, which provides lifelong learning opportunities for those no longer in fulltime employment. Accredited trainers and organisations also offer sports, health and



well-being, music, visual and performing arts programs and classes for children and adults alike.

An educated population and strong destination brand underpin the sector's potential for new business development. Noosa's beach and hinterland experiences, quality and diversity of accommodation and activities are attracting international students, and potential investment in business

leadership and study programs. For those looking to change careers or re-skill, Noosa's education and training pathways connect with local growth industries and tailored programs to develop transitional skills. If you are a skills provider or registered training organisation tired of the daily grind, why not consider investing in our community's appetite for learning.

**Read on to discover what destination Noosa has to offer when it comes to combining learning and lifestyle...**



# DESTINATION EDUCATION NOOSA'S NATURAL CLIMATE FOR LEARNING



## Welcome to Noosa – where you can live your dreams

The Noosa Shire – what a place to inspire learning! It's Queensland's first UNESCO ordained Biosphere Reserve, with a history of careful management of both natural and built environments. Noosa is also home to the tenth World Surfing Reserve. It boasts rainforests, volcanic mountains, spectacular beaches and a near perfect climate. All of this goes towards making Noosa one of the best places on the planet.

Noosa is part of the biogeographic region known as the Macleay-McPherson Overlap Zone, where northern-based and southern-based fauna and flora overlap. This results in an amazing diversity of local wildlife. Nature's classroom leaves all of us richer, and in Noosa the natural diversity provides a clear point of

difference from many other areas. Thus we can offer the perfect locale for the study of environmental and earth sciences. And with our enviable outdoor lifestyle, where better to pursue interests in health and well-being or sports science? Thanks to Noosa's globally strong tourism sector, the hospitality industry also offers significant opportunities for study and advancement.

Noosa's reputation is also growing in digital technology, with local providers offering the whole gamut of IT experiences. Indeed, Noosa boasts an expanding portfolio of new business, tech start-ups and bare-foot entrepreneurs attracted to Noosa's holy grail of lifestyle balance. And then there are the creative industries, which have long been a strong focus of the local culture. We can even boast a tertiary course in theatre studies.

Although it is already home to a range of select courses delivered by the University of the Sunshine Coast and CQUniversity Australia, Noosa is seeking to encourage further tertiary opportunities, as well as establish a Sustainability Centre that can become a focus for a wide range of disciplines. New technology, the flexibility of remote learning platforms, investment by our regional academic providers, and partnerships between training organisations and industry, are already delivering quality options in Noosa.

We recognise that education and training will continue to play a key role in diversifying Noosa's local economy. Creating clear pathways from education to employment will give more students the opportunity to remain in Noosa. But, of course, local education can also have a positive influence on the local culture and the lifestyle of residents throughout the Shire.

But it's not just locals we want to see involved in our education offerings. Being a tourist destination of renown, Noosa is well placed to attract students from further afield. Our enviable lifestyle and strong destination brand can be leveraged to encourage international students.

Noosa has a track record of punching well above its weight. In education we have the opportunity to demonstrate world's best practice, just as we are already doing in environmental management and sustainable human development. Education is now this nation's third largest export industry. Noosa's role as a quality education destination is only just being tapped.

As Benjamin Franklin said, "An investment in knowledge pays the best interest." So consider Noosa for your education opportunity, and discover the many benefits to be gained.

**Tony Wellington - Noosa Mayor**



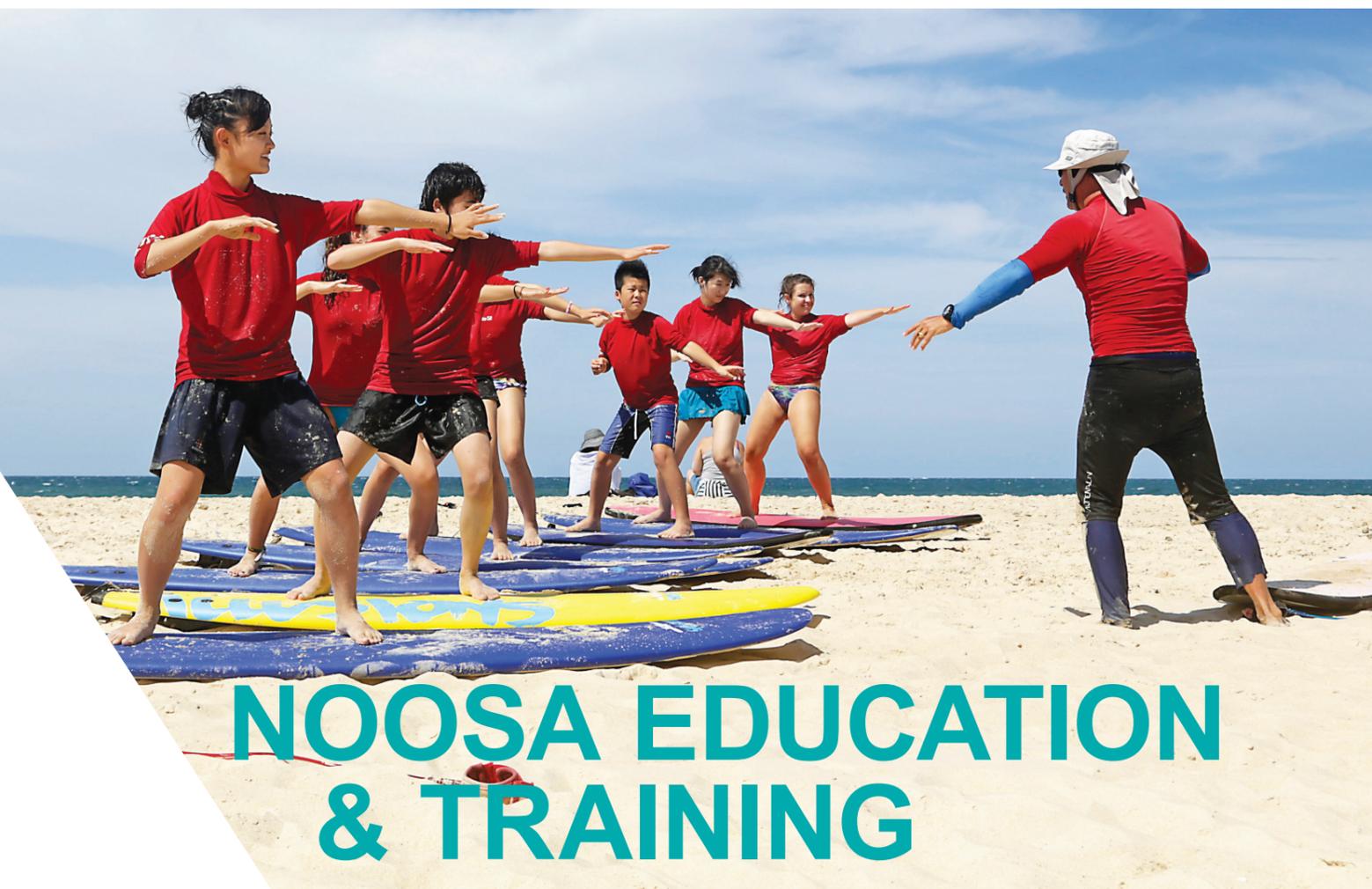
# At a glance

The Noosa Shire and surrounding Sunshine Coast region is carving up a reputation both in and beyond the classroom. Sought after early-learning, primary and secondary schools, both public and private, offer a range of formal and vocational pathways to universities, training organisations and industry placements. Noosa's natural assets provide the perfect backdrop to marine, environment and biosphere studies, and our growing health, digital and creative sectors along with our renowned tourism and hospitality industries deliver real life experience and opportunity.

## What the statistics say about us...

- **We have an educated workforce...** over 17.9% of the Noosa population have a Bachelor Degree or above, which is slightly below Queensland at 18.3%. 11.0% have an Advanced Diploma and Diploma level qualification, which is higher than the Queensland average of 8.7%, and 22.8% of the population aged 15+ have certificate qualifications.
- **Almost 1 in 5 are younger than 14 years old...** 17.5% of the Noosa population is 0-14 years of age, only slightly lower than the Australian average at 18.7%.
- **More than 1 in 4 are studying...** in Noosa 27.5% of people were busy getting an education. Of these, 30.6% were in primary school, 24.2% in secondary, and 13.4% completing tertiary or technical studies.
- **We value education...** with higher than average attendance at 'other non-Government' schools at both the primary (7.2%) and secondary (7.5%) level compared to the Queensland average of 3.5% and 4.1%, and Australian averages of 3.2% and 3.9%.

We sometimes travel away ...for study and jobs. Beyond secondary, the percentage of students studying in Noosa is 4.3 % for technical students and 9.1% for University, indicating many local students complete their tertiary studies outside the shire. Source: ABS Noosa 2016 State Electoral Division



*A snapshot of Noosa's education and training sector follows. This information has been taken from a range of sources and is provided as a guide...*

## Noosa education & training – how the numbers stack up

### Education & training – employment numbers and growth

Education & Training	2011	2016	Growth	Growth
Education & Training	19	36	17	89.5%
Preschool and School Education	1,132	1,238	106	9.4%
Tertiary Education	86	99	11	12.8%
Adult, Community and Other Education	181	251	70	38.7%
Total Education	1,419	1,626	207	14.6%



**Contributing to the local economy**



Notes: IVA= Industry Value Add - the total value of all goods and services produced by an industry after deducting the cost of goods and services used in the process of production.

Source: [Noosa Economic Profile 2018](#)

**Noosa Education & Training GRP**

Education and Training contributed \$122.8 M, or 5.9 percent to Noosa's GRP\*, ranking it sixth out of nineteen sectors with considerable growth prospects. At June 2016, Ibis World Industry Research Report predicts revenue is expected to grow across the education and training sector generally, while the university and other higher education segment is in a growth stage of its lifecycle.

The sector employs 9 per cent of Noosa's workforce, ranking it fourth highest in terms of employment. Universities and other institutions fuel innovation, drive productivity and contribute to the cultural fabric of our community.

**Education & training workforce**

Number of people working **2091\***

GRP per employee **\$58,737\*\***

Average weekly salary

**\$1,103\***

\*Source: [Noosa Shire Economic Profile 2018](#)

\*\* [Noosa Priority Industries 2018](#)

**SEIZE THE DAY IN NOOSA**



Noosa has a range of formal and informal pathways via schools, universities, and registered training and skills providers outlined in more detail on the following pages. Digital technology and improved connectivity enables diverse online study opportunities supported by regional hubs.



# Schools of thought

**‘The human mind is our fundamental resource’**

John F Kennedy 1961

Learning underpins how we function as a society – it’s at the heart of all sustainable economic and social development. Here in Noosa a growing range of stakeholders are recognising the sector’s potential and its capacity to deliver value well beyond classrooms and lecture halls.

Noosa has 16 high performing primary and secondary schools, two university campuses and over fifteen training organisations with further choices close by, in the broader Sunshine Coast region. An education in Noosa is a quality foundation that can lead to further studies and careers in any field, anywhere. Tertiary opportunities and pathways in Noosa continue to expand.

CQUniversity offers more than 200 education and training offerings across Australia, from short courses and certificates, through to undergraduate, postgraduate and research degrees. Study areas include Apprenticeships, Trades and Training, Business, Accounting and Law, Creative, Performing and Visual Arts, Education and Humanities, Engineering and Built Environment, Health, Information Technology and Digital Media, Psychology, Social Work and Community Services, Science and Environment, and Work and Study Preparation. Many of these courses are available on-campus at Noosa or online with access to all facilities and resources.

CQUniversity also offers STEPS for those considering tertiary study - returning to study or work after some time away, or to make up prerequisite subjects needed. Click here for further information. [www.cqu.edu.au/steps](http://www.cqu.edu.au/steps)

The CQUniversity Noosa campus features state of the art clinical laboratory facilities for the delivery of its nursing courses and also provides state-of-the-art spaces for digital media and creative arts. The campus is also a thriving hub for postgraduate and research higher degree study.

University of the Sunshine Coast (USC) is one of the world’s top 150 young universities and is ranked by students as one of Australia’s best universities for teaching quality and overall student experience. All USC programs include practical training or internships, and in 2017, USC ranked in the top three universities in Australia for employer satisfaction with graduates.\* Students can access hands-on learning and flexible study options across more than 120 programs at a network of teaching locations between Brisbane and the Fraser Coast. Located at The J, USC’s Noosa Hub offers business and bridging courses and local study facilities in the heart of Noosa. Leading research areas include environmental and agricultural sciences, nursing and health sciences, biological sciences and ecology.

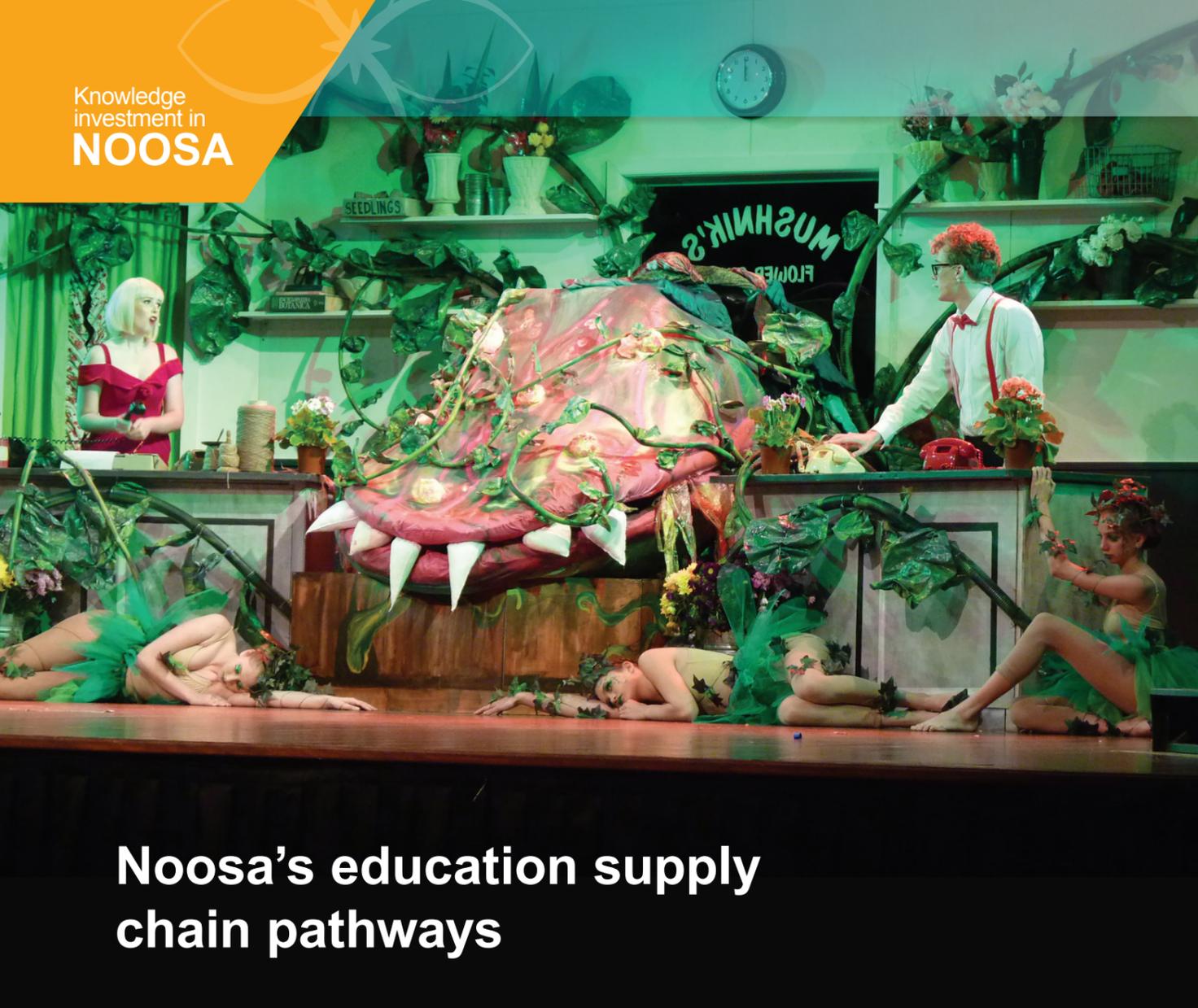
TAFE Queensland East Coast has three campuses on the Sunshine Coast – Mooloolaba, Nambour and Maroochydore catering to around 16,000 students. As one of the biggest TAFE Institutes in Australia, it offers a range of courses, qualifications, pathways to university, full-time, part-time and school-based apprenticeships and traineeships for industries. The Mooloolaba campus boasts a training restaurant and a training hairdressing salon; Nambour offers a professional recording, photographic and drafting studios; and Maroochydore a training beauty salon.

# EDUCATION PATHWAYS



For a list of primary, secondary, tertiary and vocational education and training options in Noosa and the Sunshine Coast, click [here](#).

A thriving education sector largely depends on understanding the values and needs of each key segment and the strength of the links between them. Noosa Education and Training Alliance (NETA), an industry driven stakeholder group, has been established with the support of Noosa Council to promote education and training pathways within the Shire.



## Noosa's education supply chain pathways

Some of our known and lesser known paths to knowledge include...

### Creative minds - from schools of rock to talking tech...

- Noosaville State School has its own Rock Academy in the Sage Music Academy (SMA) which promotes family and community links along with developing industry partnerships.
- Noosa District State High School was one of the first state schools in Queensland to get a fully functional recording studio.
- Students at CQUniversity, Noosa can study a number of courses, from vocational

to postgraduate level, within the creative industries including Digital Media and Music (Contemporary).

- USC offers a wide range of study options in creative industries, business, IT, entrepreneurship and social enterprise, and in emerging fields like prosthetics and serious games design.
- Digital technology and immersive experiences are recognised as key to future career paths by Noosa's education sector as evidenced by local high schools support and participation in regional Virtual Reality Art competitions; continued investment in VR systems, and the inclusion of VR art in curriculums.

### Learning in a biosphere – environment & marine studies

Noosa, in the heart of the United Nation's recognised Biosphere Reserve, provides a unique 'hands-on' opportunity for Environmental and Marine Studies from school through to tertiary and vocational training.

- Sunshine Beach High School's hydroponics and aquaculture systems provide students with the opportunity for research and its Marine Department has five vessels for on-water activities and powerboat licensing.
- St Andrews Anglican College senior marine studies focus on coral reef ecology with an extended marine investigation on Heron Island
- Noosa District State High School owns and runs a fleet of commercially registered marine vessels for training and licensing purposes. The study of water quality and systems in the Mary River ecosystem is a part of NDHS's focus on 'New Pedagogy for Deep Learning' (NPDL), an internationally acclaimed approach.

### Fit for life – boost your career in health & well-being

For many, a career in sports science, health, well-being, fitness starts early in Noosa – on the beaches with Nippers, on the points learning to surf, in the Kid's Triathlon at the Noosa Tri and in our schools. We don't lack for inspiration. Elite triathletes like Emma Snowsill and Jan Frodeno, AFL and NRL teams and many more train here; our students make their mark in National titles, Commonwealth & Olympic Games, World Lifesaving Championships, World SUP and Surfing tours; world-renown coaches live here and share their knowledge and experience; and our schools and tertiary institutions such as Sunshine Beach High School, St Andrews Anglican College and USC offer diverse pathways. The Sunshine Beach State High School is home to the Surfing School of Excellence, one of only two in Queensland.

### Tourism, events & hospitality – homegrown advantage is our recipe for success

*Welcome to Noosa the relaxation capital of Australia* is the invitation extended to our two million plus visitors each year. Tourism is one of Noosa's most significant industry sectors and Noosa schools, industry and environment provide diverse opportunities. We're also a foodie town with an appetite for excellent produce, service, menus and eating establishments – this love affair serves up the annual Noosa Food & Wine Festival and incredible chefs.

- Noosa schools offer a range of certificates in hospitality and tourism as an introduction to further study
- TAFE East Coast offers a range of certificates and diplomas in tourism, events management, travel, hospitality and cookery, and outdoor recreation
- CQUniversity offers students a range of courses in business and sustainable tourism. Courses are available online and students can access all campus facilities.
- USC has a range of degrees majoring in tourism and events management, recreation and outdoor environmental studies.





# Schools of thought

# SKILLS & TRAINING

Not everyone's career path or way of learning comes from higher education. In Noosa there are numerous roads to success that follow alternate paths, including skills-based on the job training, VET health courses, nursing, apprenticeships and employment services. Noosa's climate and lifestyle are a beacon for entrepreneurs, start-ups, a range of trades, creatives, artists and artisans all making their own way.

**Registered training organisations** in Noosa offer a range of expert-led, skills-based courses including early learning, health, fitness and well-being, beauty and hairdressing...

- Lexis English Noosa offers vocational training courses in Business and English Language (TESOL) teaching
- Allens Training Noosa located at The J in Noosa Junction and Noosaville, offers a range of nationally recognised and accredited courses specialising in First Aid and Health and Safety.
- Sunshine Coast Academy of Hairdressing at the Atrium Centre in Tewantin, is a registered training organisation offering Certificate level courses in hairdressing and barbering. Proprietor Angela Wilson has 30 years industry experience and 20 years teaching experience.

- All Care Training based in Cooroy was established by qualified nurses passionate about caring for elderly people and those with disabilities. Offering Certificate level and short courses - training includes workplace training with ACT trainer support and in-class learning. All Care Training is a well-respected local training provider with many graduates finding employment locally.
- Frontline Care Solutions in Noosa are industry leaders in Nursing Home and Aged Care Facilities. They provide education, training & resources for Nurses, and Care Workers. Frontline has a featured case study at the end of this profile.

**On the job learning** is provided by BUSY At Work, a not for profit organisation with an office in Noosa. They offer a range of apprenticeship, employment and community programs and services for young, mature-age, indigenous and students with disabilities.

**Re-skilling to a new path** is the aim of STEPS providers of education and training solutions that meet real market needs. With a focus on industry partnerships and flexible delivery, the STEPs program achieves successful outcomes for both employers and students. The Resource and Recovery Centre provides training and re-skilling opportunities, diverting items from landfill of a nature that can be repaired, modified or recycled.

**Staying in school** is a focus of United Synergies a local organisation providing support services to primary schools to increase student wellbeing, engagement, social inclusion and transition to high school. The Connect2Education school-based program focuses on supporting young people in their senior phase of learning (years 10, 11 and 12). In particular, the program targets young people that are at risk of disengaging, or who are recently disengaged from learning.

**Upskilling – job ready** is another core activity of United Synergies by providing training for the local job market and on the job experience for young people. These services are tailored to people who are vulnerable in the labour market such as young people (15 to 24 years), early school leavers and young offenders, and offer customised training options and industry work experience. Ultimately our aim is to help young people get a job.



**“You don't learn to walk by following rules. You learn by doing, and by falling over.”**  
Richard Branson



# Welcome to Noosa

## – realising our export potential

### What drives international students to choose Noosa's deep learning, research and academic institutions?

#### **Lifestyle. Location. Experience.**

What a place to live, play and study! To learn English, or prepare for further University requirements, surrounded by rich bio-diversity.

International students add diversity to our schools and community and support our economy through retail, hospitality, tourism, housing and the broader services sector. They encourage visitation from family and friends and often return themselves post study. In 2014-15, visiting friends and relatives (VFRs) of international students studying in Queensland spent approximately 114,500 nights in the State leading to tourism expenditure worth \$14.6 million.

Many of Noosa's highly successful education and training organisations recognise international students as a key part of their cohort. Lexis English, Sunshine Beach Primary and Sunshine Beach State High schools - as part of Education Queensland International's international schools' placement network, UQ Noosa and USC all actively promote and encourage international students. St Teresa's Catholic College have CRICOS registration and hosts a small number of international students. Other schools including Good Shepherd Lutheran College, St Thomas More Catholic Primary School, Noosa District High School, and Sunshine Beach State High School also host international students and study tours. International students including 200 US students each year, come to Noosa to complete part of their university studies.

In 2016, the Australian Bureau of Statistics estimated international education contributed A\$22 billion to the Australian economy<sup>1</sup>. In the 2015 calendar year, total measured revenue from the Queensland international education and training sector was equal to \$2.9 billion, making it the State's fourth largest trade export sector. Currently the Sunshine Coast region is the fourth most popular destination for international students to study in Queensland. International education enrolments to the region are currently forecast to grow at the modest rate of around 2.5% annually and Noosa is well placed to capitalise and develop this growth<sup>2</sup>.

Our enviable lifestyle and safe, natural and inclusive community offers considerable opportunities to promote Noosa and expand our market share. The expansion of the Sunshine Coast airport and potential increase in international flights will contribute further to our accessibility. Noosa's relaxed and friendly lifestyle, beautiful environment, the ease of getting around and the ability to participate in a wide variety of activities is likely to see significant growth to this sector.

#### Noosa's international assets include...

- Did we mention our lifestyle of sun, sand and surf? Opportunity to learn to surf with world champions, learn practical life saving

skills with the world's best...kayak through the everglades

- Lexis English are experts at connecting international students to Noosa lifestyle – be it local part-time work, a popular social program or learning to surf. Their well-equipped Noosa campus offers a range of English language study options including the IELTS Preparation course to prepare students to take the internationally recognised International English Language Testing System examination; Cambridge English proficiency studies as well as Certificates and Diplomas in Business.
- Perfect for industry training and corporates...the location, accommodation, facilities and infrastructure to attract executive development programs and intensive study tours and programs.
- Get close to our nature – unique flora and fauna – cuddle a koala at Australia Zoo, see kangaroos in their own backyard at Habitat Noosa – an education and eco-tourism facility
- Live like a local – Noosa is relaxed, safe and accessible – walk or ride to the beach, stay with friendly local families
- Quality schooling that values diversity and inclusion in our classrooms
- Include opportunity for tech learning via the digital hub

<sup>1</sup> Export income to Australia from international education activity in 2016-17, Research Snapshot, Department of Education and Training, December 2017

<sup>2</sup> The opportunity and imperative for Queensland's international education and training sector, Deloitte Access Economics, July 2016, p 13. \*same report



# Educating Noosa...

## ...FOUNDATION, CATALYST, JOURNEY, DESTINATION

*It's not all sun, sand and surf here in Noosa! Despite our relaxed lifestyle, or maybe because of it, we deliver quality education and training outcomes no matter where you are in your life long journey of learning...read about just a few of our success stories...*

### Local schools a platform for success...Noosa Alumni making their mark...



**From Tewanin class rooms to TV studios** Quiz Master and one of the smartest brains on Australian television, Noosa District High School Captain, Issa Schultz, AKA 'The Supernerd' is a Channel Seven Chaser. Having made his mark as a contestant on TV quiz shows, Issa's won both The Rich List and the Einstein factor, along with the Australian Quizzing Championships five times.



**Oxford honours** St Andrew's Anglican College graduate, Hamish Lemmey, has been busy since graduating in 2010! While studying Biomedical Sciences at UQ, he was awarded an Oxford scholarship as part of his honours thesis. He was then awarded a scholarship through the British Heart Foundation to complete his PhD in Cardiovascular Science - the first overseas student to be awarded this honour!



**Home grown Olympian** Jake Packard grew up in Noosa and began swimming at the NAC aged 11. A class of 2012 graduate, Jake is the first St Andrew's student to become an Olympian. His classmates watched him sacrifice much to follow his Olympic dream. He made his first Olympic team after winning the 100m breaststroke at the 2016 Nationals and combined with David Morgan, Mitch Larkin and Kyle Chalmers in Rio to take home bronze in the 4x100m medley relay.



**Award-winning journalist** - Alyse Edwards, has clocked thousands of travel miles since the former School Captain graduated Sunshine Beach High School in 2007. Her passion for languages and global story-telling was first encouraged at school, studying Italian and as an exchange student living in Italy. She then studied journalism and international relations at Griffith University before joining the ABC. Here, she gained both radio and television experience, but her ambition to see the world soon took her to London where she landed her a job with BBC World TV and Channel 4 News ...stay tuned for the next chapter.



**Performing on the world's stage** Good Shepherd Lutheran College Graduate 2006, Anna Smith, is a professional mezzo soprano based in Berlin. Her musical career took off with a distinction in her Grade 8 singing exam and her successful audition at the Queensland Conservatorium at Griffith University in Brisbane. Graduating with a Bachelor of Music Studies she headed to Berlin earning a place in the Academy of the Rundfunkchor, the celebrated Berlin Radio Choir, where she worked with renowned conductors and orchestras in famous venues. She completed a Master of Voice at the Universität der Künste (University of Arts), Berlin and performs around the world.

### Catalytic assets that lead to learn...

**CQUniversity** has invested \$2.5 million into the expansion of its growing Noosa campus to upgrade facilities, increase operational space and allow for a doubling of student capacity over the next four years, with a range of new degrees delivering more locally trained graduates to the community. The University delivers over 300 education and training offerings, from short courses and certificates, through to undergraduate, postgraduate and research degrees. The Federal Government's quality indicators show CQUni's graduate employment rate is 80.4%, compared with the national average of 70.6%.

**Peregian Beach \$3M Digital Hub** – has the potential to add even more fuel to Noosa's growing digital fire under the watch of former Lonely Planet innovation chief, Chris Boden. The Digital Hub will bring emerging and established digital businesses together under the one roof generating opportunities for business collaboration, knowledge sharing and training for tomorrow's digital entrepreneurs. Noosa is well-placed to foster a digital culture and by working with educators and industry to create future pathways to high-value jobs.

**A Sustainability Institute** – is on the horizon with Noosa Council partnering with leading digital research and data-innovation CSIRO business unit, Data 61 to explore options to develop the business case. The Institute could position Noosa as a world leader in sustainability and deliver significant economic benefits for the shire. Partnerships with universities and other stakeholders would be developed, along with our capacity to attract international research experts, boost eco-tourism opportunities and support for local sustainability start-up businesses.

**Noosa Biosphere®** – a growing number of education facilities, study tours, classes, workshops and camps focus on learning outcomes in nature's classroom.

**World class events** – Noosa is home to the world's largest triathlon, largest long-board surfing festival and renown international food and wine events. Having the biggest, brightest and best on our doorstep offers incredible work and life experience opportunities for students. Noosa Council works closely with industry and event operators to enhance employment, training and skills capacity.



# The journey to Noosa ...INSPIRING OTHERS

**Professor Michael Tarrant** from the University of Georgia in the US, now calls Noosa home for ten months a year. As Director of the University's Global Programs, Michael started its global sustainability development program in 2000. Since then, thousands of students have travelled to Noosa to study the biosphere. Positioned as a 'sustainability demonstration area, Noosa acts as "the hub" for a broader itinerary. Students spend four to five days in Noosa, experiencing first-hand our natural habitat and our efforts to preserve it.

In his six years at the helm of Sunshine Coast TAFE, former director, and Noosa resident, **Ross Hepworth**, cemented his reputation as a passionate leader, innovator and advocate for sustainable educational growth on the Sunshine Coast. He augmented key partnerships to establish the institute as a centre of excellence throughout the Pacific region. In 2013, his final year with TAFE, 8400 graduates were awarded full qualifications, and indigenous enrolments reached 1000. Ross continues his values based approach to learning, establishing a registered training organization, Horizon 2 focusing on Early Childhood Education and Care and Community Services, and mentoring and sharing his expertise with the Noosa community.

A recognised leader in the field of coaching, both as a practising coach and as an educator, **Kathy McKenzie** found her way to Noosa in 2017 when looking to expand her national registered training organization. FIREUP Coaching works extensively in the health and education sectors, offering innovative professional development programs and qualifications. By collaborating with industry experts and developing a curriculum and

training materials based on proven research, FIREUP has built a reputation as one of the most authentic and credible coach training providers.

Taking a LODE off recruitment hassles, **Justin Robinson**, CEO and founder of Lode, started his road to Noosa as an accountant. But it was a short-lived career. He worked his way around UK and Europe's biggest banks learning how, when used the right way, big data could begin to create a better, more customised end-user experience. Back in Australia in 2005, Justin noticed a skills shortage and used his experience with big data to create Lode - Australia's largest University talent platform. A 'career concierge' for Uni students, graduates and alumni, with search and connect features for employers.

**Colin Graham** made his way to Noosa as the founding CEO at the Innovation Centre Sunshine Coast, a position he held for 10 years. Colin left the Innovation Centre to establish Causeway Innovation and now works with startups, SME's and universities across Australia designing and delivering business development programs, and writing business cases to inform investment in multimillion dollar projects. Colin has global business experience having worked with companies such as IBM, Unilever and Deloitte; and establishing Yellowbrick Training and development. Additionally, he enjoyed a stint at Career Innovation Company in Oxford UK; ran workshops in Silicon Valley; and established a Student Business Incubator at Robert Gordon University in Aberdeen.

## Trends, opportunities & challenges

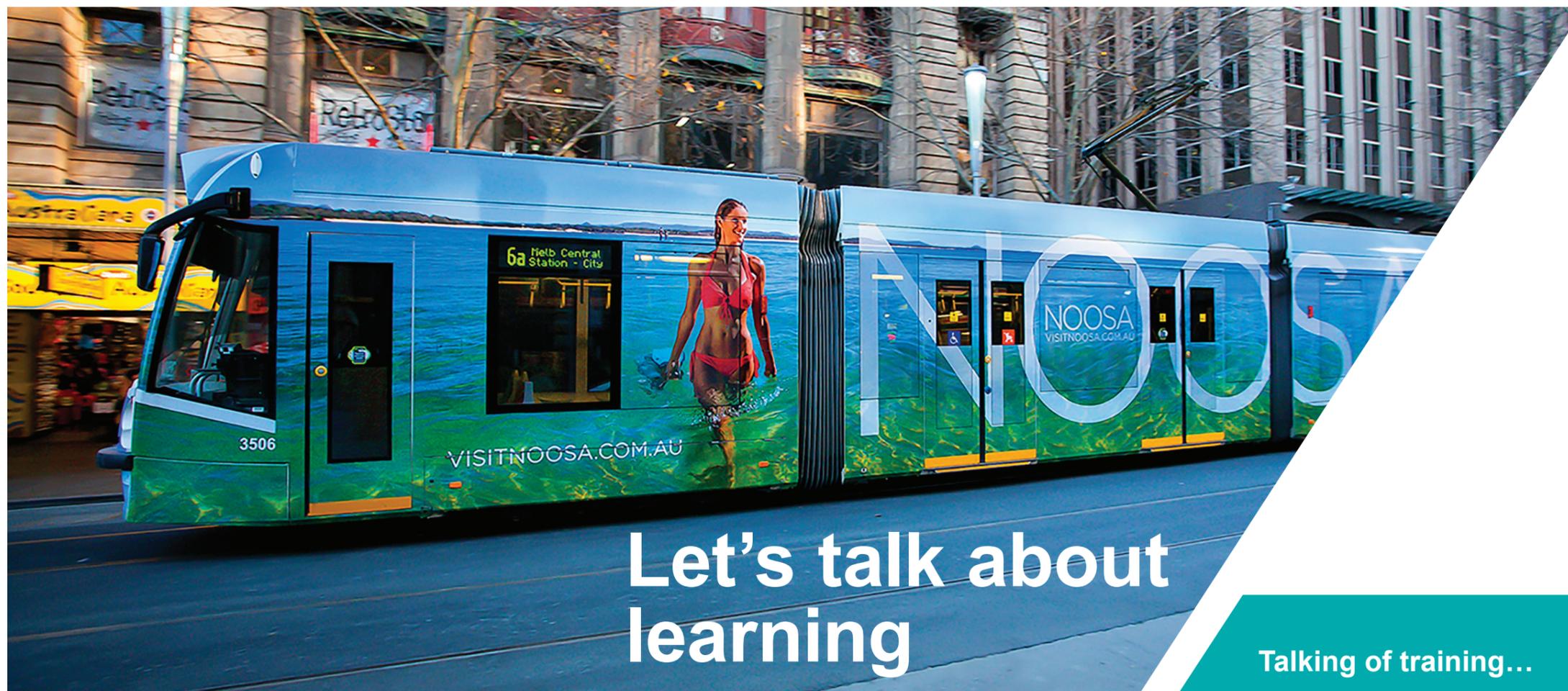




## Key trends to build on

Noosa Council is working with partners, investors and the education and training sector to capitalise on trends and emerging opportunities including...

- Promotion of the Noosa destination, brand, tourism reputation, Biosphere status and growing eco-credentials to attract international students, academic and research professionals and addition learning opportunities
- Population growth across the Sunshine Coast will drive demand for post-school studies – and provide jobs in key high value industry sectors
- International students – export potential – driven by lifestyle and destination brand and increasing awareness of strengths in growth industries and natural environment – practical hands on opportunities.
- Potential to further attract intra and interstate students into intensive university subjects/courses over a weekend/ week, particularly executive/professional business/medical
- School and community group camps – outdoor education, alignment with schools' curriculum and values - special interest focus on environmental studies and sustainability, etc. The Habitat Noosa education and eco development could spearhead this potential further.
- Grow educational tour market (international, specialist)
- Digital platforms: In addition to class-room based learning, there is also further potential to teach through digital or online media across English language, etc.
- Rapid expansion of health and education industries – supported by niche programs (e.g. CQUniversity, Noosa)
- Hinterland sustainable farming practices and agribusiness opportunities abound



## Let's talk about learning

- Well-supported, personalised study options, to suit the diverse needs (including mature/re-skilling)
- Developing role in creative industries - hub for creative education and arts professional practice – links to & promotion of established and emerging artists
- Identification and promotion of career success stories and research findings - high profile and world-renowned academics and researchers – success attracts success – higher degree research students
- Noosa is well positioned to take advantage of industry trends through initiatives, collaboration and partnerships with industry stakeholders

Navigating pathways can be a challenge for prospective parents, students, investors, educators and suppliers – here are just a few of the available resources:

- The St Andrew's Anglican College [Careers website](#) aims to provide the latest information to assist students make decisions about future careers and life beyond school.
- Good Shepherd Lutheran College [Careers](#) page is a great source of information for both current and past students
- [CQUni Careers](#) supports prospective, current and graduate students with career education, guidance and information.
- USC offers career advices and connections via its [Career Development Service](#)

## Talking of training...

- [Busy at Work](#) has an office in Noosa offering apprenticeship support.
- [Noosa District High School Vocational Education](#) offers a range of support and networking services for school based apprenticeships and traineeships
- The annual [Sunshine Coast Daily Careers Expo](#) is the region's most comprehensive careers, employment and training expo with information on tertiary studies, further training, hands on demonstrations and employment opportunities
- Open Days & Expos – are held at schools and universities each year, including [CQU University Noosa](#) and [USC](#) – check websites for details.



Core business	Language and vocational training programs for international students. Lexis welcomes in excess of 7,000 international students from more than 80 countries each year to locations in Australia
Sector	Education and training
Location	Noosa Junction - national & international
Key market	98% services export
Year established	2004

## EDUCATION

The education and training sector is one of the largest employers on the Sunshine Coast and Noosa is well positioned to create and facilitate jobs and skills in a knowledge based economy. Specialist sector training in growing sectors such as health and aged care, extensive RTO institutions, renowned and respected universities and colleges all combine to give students of any age a learning advantage.



### Lexis English *Experience beyond the classroom*

*“Lifestyle was not originally a consideration for us in choosing to operate from the Noosa Shire, but as our family situation has changed it has become increasingly important to us.”*

**Ian Pratt Managing Director Lexis English**

According to their website, there’s only one Noosa, and there’s no better place in Australia to study English. Lexis English, recently named one of the five best English schools in the southern hemisphere and fully accredited as an official Cambridge examination centre, know all about leveraging their location.

#### Getting started – what led you to Noosa?

Noosa was our first campus location and continues to be our head office. The attractions of Noosa were critically important to us in the opening of our business, and gave us a clear competitive advantage (or at least a substantial point of difference) in what is a fiercely competitive trading environment.

#### Key elements in your supply chain. Collaborative partnerships?

Lexis markets our products almost entirely to overseas consumers through a multi-

channel marketing process. Locally, we work with a range of institutions and businesses to provide students experiences and further study opportunities to our clients. The list is diverse – from travel companies, to surf schools, to TAFE and local high schools.

#### Greatest challenge facing your business success?

The international education business trades in an extraordinarily competitive and highly volatile environment. It is extremely subject to shock from outside factors such as exchange rates, government policy etc.

#### Biggest risk?

Opening in a non-mainstream destination was a potentially limiting factor in the establishment of the business and was by far the greatest risk we undertook. We were strongly advised not to consider a regional location such as the Sunshine Coast in that



the majority of the market would simply not consider it as a study destination. In many ways, this greatest risk became our greatest asset.

### Biggest success?

Developing staff to grow with us as we expanded from a single destination into other regions, other states and eventually internationally.

### Biggest failure?

Taking a conservative approach to broadening our investment base in the early years.

### Key point of difference from the competition? What gives you an edge?

Lexis established ourselves in the 'mind' of the market with the concept that students 'could study somewhere seriously nice.... with no loss of academic quality'. We invested heavily in the design of our courses and curriculum to target high value markets, then used the Noosa location as a differentiating factor to the competition, mostly based in the inner city areas of Sydney and Melbourne. Once we addressed perceptions that there would be a loss of product quality by studying regionally, we could leverage the strong natural attractions of the Sunshine Coast into our overall marketing message.

### Connecting with your market? Key channels?

Lexis markets through a range of channels including overseas agent representatives, overseas offices, trade media, online media and a wide range of social media including Facebook, Twitter, YouTube, Instagram, Blogs and language-group specific sites such as Mixi.



### What advice would you give yourself if you could start over?

I would tell myself that I needed to accept that I was going to spend the entire decade of my 30's jetlagged, tired and stressed. I would tell myself that there would be times that the risks seemed to massively outweigh the benefits, but that if I backed myself and my team we would always find a way through. I would tell myself that setbacks that seemed devastating were always temporary, and that there was very little that could not be resolved through hard work and maintaining focus. Most of all, I would tell myself that what I value in my job in my 40s were the extraneous benefits that I never would have considered when I started – a sense of working with good people, of building a team and watching individuals work their way through the company into positions in where

they now actively steer the future of the organization.

### What do you see in your 5-year future?

We will continue to diversify our product base within Australia and expand our physical locations overseas.

### Do you have an exit strategy for your business?

Yes, we have a broad plan for the next decade.

“Lexis markets through a range of channels including overseas agent representatives, overseas offices, trade media, online media and a wide range of social media...”



*“We pride ourselves on who we embrace and include rather than who we exclude.”*

- Teresa Schmidt Associate Vice-Chancellor Sunshine Coast Region



## CQUniversity Australia - Noosa Campus

*Real-world qualifications & experience*

Teresa Schmidt became Head of Campus, Noosa, in February 2017, drawing on nearly two decades of experience in the adult and vocational education field. In September 2017 CQUniversity announced Teresa as the Associate Vice-Chancellor for the Sunshine Coast Region, its 13th education region, extending from Gympie to Caloundra.

### Getting started - what led you to Noosa?

As a destination, Noosa offers an opportunity for both international and domestic students to combine study and play, and the current exponential growth of the Sunshine Coast region offers increasing employment opportunities. CQUniversity established its Noosa campus due to demand for education programs from both school leavers and mature age students including those who wanted to study on campus as well as via distance. A campus presence means local students don't have to relocate north or south to complete their course and also provides support and resources closer to home for students studying via distance.

### Key elements in your supply chain? Collaborative partnerships?

Our target market is broad from school leavers and mature age students looking to study vocational or undergraduate programs to postgraduate students studying a masters or PhD program. We engage

with industry, community and education partners in Noosa and the broader Sunshine Coast region, from Caboolture to Gympie, to develop collaborative relationships and provide seamless and flexible pathways from school to further education and employment. This collaborative approach influences the direction, content and delivery of our courses and research allowing us to provide real-world qualifications and drive impact through our research projects.

### Greatest challenge facing your business success?

It's a changing landscape for tertiary education in regional areas across Australia, including the Sunshine Coast. With the sector growing and the opportunity to realise benefits from further education, we could be a catalyst for new business growth and a re-skilled workforce. Policy changes, funding and budget pressures all influence our ability to deliver initiatives and we constantly need to find ways to maintain academic excellence and deliver quality teaching and research. We also need to help stakeholders and community understand our value-proposition as a regional university; keep up with the impacts of technology and continue to define and develop relevant pathways by engaging schools and taking into account high value sectors, skills shortages and career changes.



Core business	Higher education and Training –, nursing, midwifery, health, education, arts, creative industries, music, digital media, aged care, disability support and STEPS (Skills for Tertiary Education Preparatory Studies)
Sector	Higher education and Training
Location	Noosa Heads - National
Key market	Students from all backgrounds – school leavers to mature age students looking to upskill or make a career change.
Year established	The University expanded to Pomona on the Sunshine Coast in 2001 and relocated to Noosaville in 2007



**Biggest success?**

Realising the potential of Noosa and the broader Sunshine Coast region, CQUniversity invested \$2.5 million into its growing Noosa campus to upgrade facilities, increase operational space and allow for a doubling of student capacity from 600 to 1200 over the next four years, with a range of new degrees delivering more locally trained graduates to the community.

**Key point of difference from the competition? What gives you an edge?**

CQUniversity is regarded as Australia's most engaged and inclusive university and we pride ourselves on who we embrace and include rather than who we exclude. The Noosa campus offers modern facilities and surrounds including clinical nursing laboratories, library and student resource centre facilities and state of the art collaborative learning spaces. Our programs in Nursing, Midwifery, Creative Industries, Arts and Education are highly regarded by industry, providing real career benefits to graduates. Our Noosa campus is expanding its Vocational Education and Training offerings; we are the only Queensland University to offer a Diploma of Nursing and Certificate III in Individual Support (Aged Care) and we continue to provide the STEPS preparatory program via distance and on-campus options. We are also a vibrant hub for Social Work residential schools and provide resources and services to support students studying a broad range of courses in a distance mode.

**Connecting with your market – key channels?**

CQUniversity relies on a multi-channel approach to connect with our market including advertising, our extensive lecturer and alumni networks, collaboration with industry groups, PR, digital and social.

**What advice would you give yourself if you could start over?**

I have had many different jobs, careers and entrepreneurial ventures before I found myself in this role. I have been a nurse, a seamstress, a fashion designer, a writer, a farmer, a consultant and a teacher and there have been many times that I berated myself for not finding just one career and sticking to it. But if I could start over, the advice that I would give to myself is the same advice that I give to others: 'the pathway to your future doesn't always follow a straight line, and there are really no dead ends, except for those that you create with your own mindset. Don't beat yourself up for taking a path that is different to the path of others - we all have to make our own way - and don't put self-imposed limits or beliefs on what you can achieve.'

**What do you see in your 5-year future?**

Education is set to play a significant role in the Sunshine Coast's growing economy and is predicted to become the region's second largest employer in less than two decades. We want to be well positioned to benefit from this impending growth, and to continue to play a key role in the region's future development. CQUniversity Noosa campus has a well established reputation for providing high quality teacher education programs on the Sunshine Coast, and we will continue to focus on this over the next five years. With the rapid expansion of health and education industries, CQUniversity Noosa campus also offers a niche range of programs and well-supported, personalised delivery options to suit the diverse needs of the growing population. We see a developing role too in creative industries and our central hub for creative education and arts professional practice promotes local established and emerging artists through an extensive calendar of exhibitions. It is important to promote our high profile and world-renowned academics and researchers, who help to attract greater numbers of Higher Degree Research students, both domestic and International. Going forward, these key activities can garner recognition and further promote the Sunshine Coast and Noosa as a unique and attractive location for education.



Core business	Education to aged, community and healthcare industry both online and at campuses nationally
Sector	Education & training
Location	Noosa Heads - national
Key market	Healthcare professionals, aged & community care providers nationally, nurses, care workers and people wanting to work in these areas
Year established	2008



## Frontline Care Solutions/Australasian College of Care Leadership & Management (ACCLM) *Holistic education training and resources for aged and community care professionals*

Raeleen and her team, including partner, Dr Drew Dwyer, are passionate, professional clinicians and consultants specialising in evidence based, personalised solutions to organisations and workers on the front-line of aged and community care. Their research arm, ACCLM, is a nationally recognised RTO.

### Getting started - what led you to Noosa?

This was a lifestyle choice for both our family and ourselves to move away from the big smoke. Much of the work we do is via the internet by way of marketing, sales or online delivery through webinars etc. The delivery of face to face is done in the capital cities, however with the airport so close and so many flights, it makes the travel easy, and it's so good to come home to the coast.

### Key elements in your supply chain? Collaborative partnerships?

Our supply chain relies on the talent we can pull out of the local community. We require staff that are motivated, passionate and productive; thinking people who can adapt to running a national or international footprint from a quiet coastal town. It's all in the recruitment and retention of the right people.

We have individual health professional such as nurses, doctors and allied health professionals and many large aged care providers nationally, including: Catholics, United Protestants, Masonic and private care providers. Education Centre of Australia (ECA Group) is our large training partner with a national campus footprint. We rely on the relationships we build, and we ask our staff to engage and continue building these relationships to support our customer base.

### Greatest challenge facing your business success?

Keeping our brand alive in an innovation age. Relying on our digital marketing, teleconferencing and communications via technology and keeping our skills updated and contemporary...many people move to the coast for the sea change and can become complacent - taking it easy and not doing much...we get it, but it doesn't make business boom.

### Biggest risk?

Not being on the ground in the cities where majority of corporate clients are located and having to reassure clients we are a tangible

organisation. Finding the right people to join the team...those that have the drive and want to succeed in their jobs. Our advice to people looking to move to the coast is keep the enthusiasm that you needed in the city...enjoy the coast on the weekends and time off.

### Biggest success?

Doubled the business income in two years from moving from the city and continue to do so yearly over ten years as we have mastered the use of being virtual and being more attentive to clients. Our own lifestyle is better giving us more time to focus on our clients.

### Biggest failure?

Providing a solution to a client and losing the IP on the project - they can copy what you do, but not master it as well. Staffing is an ongoing issue as many people come to the coast to change pace and work less, to have a sea and tree change. This doesn't always mix well with an innovative and entrepreneurial company.

### Key point of difference from the competition? What gives you an edge?

We are the experts in what we deliver as a solution in a booming industry that is highly regulated and needs to be flexible to meet a diverse market. We have a good reputation and we always perform above the expectations of customers. We also provide customer service, quality and value for money...people see this in the end products and they compare tightly.

Our expertise, understanding and flexibility of our market's needs and providing the solutions to allow them to grow and move forward.

### Connecting with your market. Key channels?

Facebook, Twitter, LinkedIn, Google, faxes, referrals, word of mouth, and seminars.

### What advice would you give yourself if you could start over?

Open ourselves to more alliances/partnerships to share expenses to meet and cover a bigger market. Build a strong and vibrant team that understands the mix and balance of a coast life...it's not just about the beach.

### What do you see in your 5-year future?

We would now like to provide better solutions for healthcare and industry providers and the healthcare workforce locally, as the world is changing, and the coast is booming, but it needs to stay up with the times and still preserve its lifestyle. Offer education and services for the ageing population that will have a major impact on all people, communities and businesses. Older workers will be best suited to work in the services of care and they will need to skill change and enter new and more satisfying careers.

### Do you have an exit strategy for your business?

We would like to ultimately sell out our IP, however as the industry is always changing, so the exit strategy changes on a regular basis. Aged Care Community services and healthcare are the new growth industries over the next 30 years. As others catch on and want to enter the new popular market we hope to sell our share and retire right here on the coast!

*“Moving away from the big smoke was a lifestyle choice. While much of our work is in the capital cities...the airport's close by and regular flights makes travel easy...it's just so good to come home to the coast.”*

- Raeleen Dwyer Managing Director & CEO



# Knowledge investment in **NOOSA**



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