PRME

an initiative of the
United Nations Global Compact

2025 Sharing Information on Progress **(SIP) Report**

University of the Sunshine Coast

December 2025

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.

" *The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).* "

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

Principles of PRME

Purpose
We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Values
We place organizational responsibility and accountability to society and the planet at the core of what we do.

Teach
We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

Research
We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

Partner
We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Practice
We adopt responsible and accountable management principles in our own governance and operations.

Share
We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.

Getting Started

This section provides foundational information about University of the Sunshine Coast, including key details and basic institutional data.

Mission

The mission of the School of Business and Creative Industries (SBCI) is 'educating to make a difference' .

Strategy

Strategic Directions

UniSCs aspiration over the next ten years is to adopt a challenger mindset and be globally recognised in the following domains:

- **Student success by design:** A national leader in personalised learning and support, recognising students as partners who are engaged and ready for the future of work.
- **World-class research at scale:** A global leader in applied research addressing key challenges to ensure healthy people and a healthy planet to improve lives, communities and the environment.
- **Sustainability leadership:** Sustainability will continue to be at the core of all that we do, to foster the well being of communities and our environment for the benefit of current and future generations, while we work toward our national target of net zero by 2050.
- **Expanding global footprint:** Globally engaged university serving more than 30,000 students from Australia and around the world through onshore, online, and transnational education.

A challenger mindset is one where we embrace agility and adaptability when presented with uncertainty; we seek to go beyond traditional limitations; we are optimistic and entrepreneurial; we pursue goals which are larger than ourselves; we anticipate and prepare for future challenges and opportunities; and we create a better tomorrow for all, where integrity, community and sustainability define who we are and how we work.

Strategy Alignment

Pillars and Goals

The School of Business & Creative Industries supports the achievement of UniSC's strategic goals through the following underpinning pillars, objectives and measures of success.

1. Transformative Student Experience

Our students are at the heart of all we do as a university. Securing the future of UniSC's educational service delivery through growth and diversification, we focus on equity, expansion of online learning, and innovation in our learning and teaching model. We will achieve these aims through the following objectives:

- 1.1 Design and implement a significant evolution of the UniSC Learning and Teaching Model to differentiate and modernise our approach to learning and teaching to meet the diverse needs of current and future students.
- 1.2 Expand the size and breadth of our student body through a five-year Enrolment Strategy that will drive diversification and enrolment growth in Australia and around the world.
- 1.3 Increase participation of students from equity backgrounds through a revised Student Success and Equity Plan, with specialised support to ensure every student has the best chance of success, with strong retention, satisfaction, and graduate outcomes.
- 1.4 Implement a comprehensive governance and delivery framework to drive growth through an Online Program Management Framework and a Short Courses and Micro-credentials Program Stream.

KPI 1 Teaching quality, overall satisfaction and graduate outcomes

KPI 2 Achievement of enrolment strategy targets

KPI 3 Access, participation and success

2. People First

We are a people first workplace that cares for the health, safety and wellbeing of our students and staff, where our work has meaning and impact, and our culture and values are embedded in every step of what we do.

- 2.1 Identify talent requirements, build capability, and mobilise our people toward achieving strategic goals around quality education, research excellence, and exceptional leadership through a five-year university-wide Strategic Workforce Plan.
- 2.2 Embed a Health, Safety, and Wellbeing Framework that fosters a culture of safety through risk control, accountability, compliance, and measurable outcomes, supported by training, education, and community engagement.
- 2.3 Set the tone for our culture, decisions, and behaviours across the university through an Embedding our Values Program of communication, awareness, and engagement with our values of integrity, community, and sustainability.
- 2.4 Continue to develop, renew, and enrich the adoption of the UniSC Reconciliation Charter by supporting new and innovative approaches to strengthening meaningful partnerships with Aboriginal and/or Torres Strait Islander students, staff, and communities.

KPI 4 Staff engagement and satisfaction

KPI 5 Equity, diversity, and inclusion metrics on employment representation and belonging

KPI 6 Engagement with Aboriginal and/or Torres Strait Islander students and communities

KPI 7 Culture of health, safety and wellbeing

3. Local and Global Impact

Our partner engagement and research focus is on sustainability, social and environmental justice, addressing global challenges, expanding strategic partnerships, deepening connections in the Asia-Pacific, and enhancing our global reputation through key strategies.

- 3.1 Tackle pressing global challenges and change lives to create healthy people and a healthy planet, while strengthening our capability to drive research performance, commercialisation and impact through a five-year *Better Tomorrow Research Strategy*.
- 3.2 Expansion of strategic partnerships in key growth areas with a focus on enhanced industry-integration through a five-year *Partner Engagement Strategy*.
- 3.3 Deepen key connections Southeast Asia and the Pacific and expand community development opportunities and student enrolments through the development and implementation of a *Transnational Education Strategy*.
- 3.4 Strengthen our global reputation and profile in key markets through the *University Brand Strategy* and *University Rankings Improvement Plan*.

KPI 8 Research productivity, performance, and impact

KPI 9 Strengtened brand equity and expanded strategic partnerships

KPI10 Achievement in the Times Higher Education overall, Young University and Impact Rankings

4. Sustainable and Resilient Organisation

We provide vibrant and optimised physical, digital and campus operations through the University's domestic and global footprint. In doing so, we will build on the unique character of each place we operate in and each community we serve to embrace our local context, optimising our deployment of resources, and to engage key partners to drive innovative and strategic outcomes.

- 4.1 Transform our built environment; learning, teaching, research; digital, data; and enabling services through a ten-year Strategic Investment Plan.
- 4.2 Leverage our physical and digital assets through a Campus Optimisation Model to define our future campus footprint while deepening local opportunities and a multi-campus, place-based approach.
- 4.3 Review and redevelop the University Operating Model to underpin financial performance and sustainability, and effective resource planning and management.
- 4.4 Enhance revenue diversification through an Integrated Revenue Diversification Plan to leverage industry and government partnerships, research, training and commercialisation, philanthropy, alumni and university assets.

KPI 11 Timely and effective delivery of the Strategic Investment Plan

KPI 12 Toward carbon neutral emissions

KPI 13 Operating result, financial sustainability, management efficiency

Graduates & Enrollment

2024 Statistics	Number	
Graduates	685	
Faculty & Staff at the University	1,219	
Faculty & Staff at the Institution	67	
Student Enrollment at the University	18,911	
Student Enrollment at the Institution	3,995	
Undergraduate Attendance	3,301	
Masters-Level Postgraduate Attendance	264	
Doctoral Student Attendance	86	

Graduates & Enrollment

Degrees Offered

Bachelor Programs

- Bachelor of Business Administration (B.B.A.)
- Bachelor of Business (B.Bus)
- Bachelor of Commerce (Accounting)
- Bachelor of Business/Bachelor of Communication
- Bachelor of Arts/Bachelor of Business
- Bachelor of Business/Bachelor of Behavioural Science (Psychology)
- Bachelor of Business/Bachelor of Creative Industries
- Bachelor of Business/Bachelor of Criminology & Justice
- Bachelor of Business/Bachelor of Design
- Bachelor of Business/Bachelor of Science
- bachelor of Laws/Bachelor of Business
- Bachelor of Laws/Bachelor of Commerce (Accounting)
- Bachelor of Commerce (Honours)
- Bachelor of Business (Honours)
- Bachelor of Creative Industries (Honours)
- Bachelor of Communication (Honours)
- Bachelor of Design

Masters Programs

- Master of Business Administration/Master of Business Intelligence & Analytics
- Master of Business Intelligence & Analytics
- Master of Business by Research
- Master of Business Administration (Extended)
- Master of Business Administration (M.B.A.)/Master of International Business
- Master of International Business
- Master of Management
- Master of Creative Arts
- Master of Business Administration (M.B.A.)

Doctoral Programs

- Doctor of Philosophy (Ph.D.)

Additional

- Graduate Certificate in Business Research
- Undergraduate Certificate in Digial Business
- Diploma in Business
- Graduate Certificate in Business Administration
- Graduate Diploma in Business Administration
- Graduate Certificate in Business Intelligence & Analytics
- Graduate Diploma in Business Intelligence & Analytics
- Graduate Certificate in Management
- Diploma in Creative Industries

Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment

Letter of Commitment PRME

The School of Business and Creative Industries, University of the Sunshine Coast, maintains its commitment to incorporating responsible management principles into our teaching, research and engagement activities. Consistent with the University's Strategic Plan, and as reported in the University's Sustainable Development Goals Report 2024, we remain committed to embedding sustainability into all aspects of our work and in supporting a whole-of-university approach to sustainability. We have consciously fostered principles of responsible management education by embedding them into the governance structure of the school, the principles of curriculum design that underpin all curricula, into the foundations of our research concentrations, and within our engagement with communities designed to make a positive difference and based on mutuality.

The School of Business and Creative Industries seeks to advance responsible management education by fostering inclusive and forward-oriented learning, responsive and responsible research, and service that builds on the knowledge and knowledge holders of the past and present, all aimed at enhancing and sharing prosperity in a world of thriving ecosystems. The school provides an innovative learning environment, based on our unique geographic location featuring three adjacent biosphere reserves and a combination of business with the creative industries, to deliver a high quality and distinctive student experience, to contribute to knowledge that 'makes a difference' to local, national and global communities, to maintain and nourish strong connections with our environment and all stakeholders, and to attract and retain staff who positively support the school's mission.

We have appointed a Sustainability Lead and a Health Safety and Wellbeing Lead, positions unique to the School of Business and Creative Industries within UniSC. They support the capacity building and creation of a sustainable, care-full, and collegial environment/culture; a model that provides a foundation for the work we do, and for the school we are. The SDGs have been embedded across our course profiles, and in 2025, the School appointed Associate Professor Gail Crimmins to lead the embedding of Aboriginal and/or Torres Strait Islander perspectives into our courses.

We acknowledge the guidance and inspiration we gain from being a PRME signatory and thank you for supporting us to grow the responsible leaders of tomorrow through our teaching, research and engagement activities, and to advance sustainable development as an institution.

Professor Mark Loon
Dean, School of Business and Creative Industries
October 2025

✏️ Definition of Purpose

We exist to educate responsible, creative and ethical future leaders who balance economic, environmental, socio-cultural and cultural goals. Grounded in integrity, community and sustainability, and informed by place, partnerships and practice, we embed responsible management education to create positive impact for communities and ecosystems.

Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

✎ How We Define Values

We support the University's valuies of Integrity, Community and Sustainability in our teaching, research and engagement activities and in the way that we operate as a school.

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Disciplinary efforts within business school
- ❖ Interdisciplinary efforts across business school
- ❖ Interdisciplinary efforts across parent organization
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Individual leader

Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

✏️ How We Define Teach

Our location in three adjacent biospheres on unceded Aboriginal Land and combination of business and creative industries offers a rich context to equip students with the competencies to balance economic, environmental, socio-cultural, and cultural goals. We embed RME in what we teach and how we engage students and facilitate learning.

Educator Recognition

At University of the Sunshine Coast, we recognize educators for quality of teaching in the following ways:

- ❖ Annual teaching excellence awards
- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Institutional recognition events
- ❖ Professional development opportunities

💡 Fostering Innovation

A lot
Our institution supports innovation significantly through teaching and learning.

💡 Experiential Learning

To a great extent
Teaching and learning at our institution strongly encourage experiential learning.

💡 Learning Mindset

A lot
Our institution supports a lifelong learning mindset significantly through teaching and learning.

💡 Method of Teaching and Learning

Hybrid
Combination of in-person and virtual learning methods.

Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

✏️ How We Define Research

Our researchers contribute to knowledge that makes a difference to our communities locally, nationally, and internationally. We focus on collectively pursuing high-quality impactful intellectual contributions, develop productive collaborative relationships with key partners, support HDR students and supervisors, and provide professional development opportunities to build a supportive research culture.

Research vs Research for RME/Sustainable Development

143 Peer-reviewed articles were published by University of the Sunshine Coast from this past calendar year.

VS

72 Peer-reviewed articles were published by University of the Sunshine Coast from this past calendar year in support of RME.

Research Funding

In 2024, University of the Sunshine Coast was awarded funding for research that is:

Local   **Regional**   **National**   **International**

Socializing Research

In 2024, University of the Sunshine Coast contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Public events and lectures
- ❖ Research collaborations
- ❖ Social media and digital outreach

Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

✐ How We Define Partner

We understand that to make a difference, a students' education must be broader than traditional learning of technical knowledge in a classroom context, and that industry relationships are essential to achieving our mission and supporting graduate employability. Our academics partner with community, industry and government organisations on activities that dialogue, problem-solve, inform public policy, funding decisions, professional practice and curricula.

Institutional Partnerships

❖ AACSB (Association to Advance Collegiate Schools of Business)

Student Organization Partnerships

❖ None

Practice

We adopt responsible and accountable management principles in our own governance and operations.

✏️ How We Define Practice

A broad range of university policies direct school actions, and support as well as guide efforts towards responsible and accountable management. The university strategic plan informs the school's strategic plans and reinforce our commitment to fostering supportive environments conducive to the academic and personal development of staff and students based on the values of integrity, community and sustainability.

Institutional Policies and Practices

- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Accreditation body recommendation documents
- ❖ Employee equity, diversity, inclusion
- ❖ Environmental stewardship policies
- ❖ Ethical leadership or good governance policies
- ❖ Faculty hiring, tenure, and promotion guidelines
- ❖ Student equity, diversity, inclusion

Policy Documents Related to RME and/or Sustainability

241024_strategic_plan_2025_digital-sept25.pdf	View document ↗ Download document ⬇

Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

Engagement Opportunities

University of the Sunshine Coast offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Public events and panel discussions
- ❖ Partnerships with local organizations
- ❖ Sustainability-focused research and collaboration Opportunities
- ❖ Boards and advisory committees

Communication Audiences

University of the Sunshine Coast communicates its policies and progress on sustainable development and responsibility with:

- ❖ Boards and advisory committees
- ❖ Research and academic networks

University of the Sunshine Coast

Address

90 Sippy Downs Drive, Sippy Downs, QLD, 4556

Australia

Website

https://www.usc.edu.au/