

The HEDx logo is displayed in a large, bold, sans-serif font. The 'H' and 'E' are red, while the 'D' and 'x' are blue. The 'x' has a stylized, slightly irregular shape.

# HEDx

Changing Higher Education for Good

A photograph of a conference stage. On the left, a man in a patterned shirt and glasses stands at a podium with the HEDx logo. On the right, a large screen displays a video of a man in a suit speaking. The stage is lit with blue and purple lights, and an audience is visible in the foreground.

## 2024/5 Partnership Invitation



# 2024/5 Partnership Opportunity

HEDx invites you to be a part of a world-leading thought leadership network in the higher education sector. Since it was founded in 2020, HEDx has established a position as a leading global thought-leader and primary content source for innovation, culture, leadership and strategy for the higher education sector, its service providers, its partners and its leaders. It provides a unique space for meaningful and impactful debate in our sector. It is an environment for exploration and sharing of ideas that is impacting the future of higher education globally.

In 2020 HEDx launched a podcast series, *The Higher Education Experience*. Since then, HEDx has recorded more than 120 episodes featuring leaders from across the sector in Australia, the US, Canada, Singapore, New Zealand, Mexico and the UK. It is the leading global higher education podcast and is sharing ideas that are impacting global higher education futures.

Our work over the past three years has grown and continues with activities and initiatives from across the globe, all dedicated to our central mission of **Changing Higher Education for Good**. This invitation gives an opportunity for you to engage with this sharing of ideas and be a voice in the debate about that mission.

In addition to our podcast series, HEDx has engaged with the global higher education sector in a variety of ways including a successful event series, HEDx Events. Our events since 2022 have partnered with more than 25 university members in Australia and NZ and engaged a live and social media reach of more than 50,000 people.

Our work has generated three books, including *Changing Higher Education for Good*, launched at the 2024 Universities Australia Conference. HEDx engaged with its members and others in materially assisting the Australian Universities Accord higher education review and its consultation and promotion.

HEDx is now partnering with universities and service providers on global events, in Australia, the UK and UAE in the next 12 months. It gives a partnership opportunity for global service providers to connect to leading innovators in the HigherEd sector around the world.







## 2024/2025 Partnership Benefits

In FY2024/25, we invite you to become a HEDx partner alongside more than 15 current university members and other corporate partners. We are offering partnership to all higher education institutions to facilitate ongoing meaningful debate and dialogue with international higher education leaders in the form of events and other services. Member institutions, and you as our corporate partners, are leading participants in the debate entitled to:

- Extensive access for you and members of your client leadership teams to high quality live events.
- Prominent profiling of your partnership in live event participation and in thought leadership content in podcasts, publications and other briefings.
- Institution brand profile and promotion as a partner committed to change, innovation, and the best possible staff, student and partner experiences.
- Media and social media coverage of positive stories relating to innovation, purpose and strategy.
- Advocacy of your leadership and corporate profile in HEDx podcasts, events, publications and other content that you would co-curate with HEDx.
- Opportunities for further profiling and reputation building through interview transcripts, op-ed articles, and book publications.

# HEDx Annual Corporate Partnership

In FY2024/25, universities and higher education institutions have the opportunity to renew or join HEDx as a member organisation, and a limited number of selected leading corporate organisations have the invitation to work with them and with us as partners. Our HEDx activities and events to date have attracted support from the majority of Australian universities and many other leading global HigherEd providers. While continuing to provide commentary and engagement to the sector, in 2024 HEDx has introduced further exciting sector engagement offerings: HEDx Conferences and HEDx Partner Events in locations around the world.

HEDx Annual Corporate Partnership is being extended to a growing number of corporate partners to further establish a shared model of debate and to open access, engagement and dialogue across the sector. Annual Partnership allows partners to engage with any and all of our HEDx offerings, securing attendance at and input to all HEDx events and a raft of other benefits. In 2024/5, HEDx and the sector is exploring challenges and solutions relating to **Changing Higher Education for Good**, through innovation and digital transformation leading to sustainable and inclusive impact. Together we will align as much as possible with activities associated with implementation of policy reviews wherever they are taking place, like we have in 2023/4 with the Australian Universities Accord, and leading examples of sector innovation by providers and those that support them.

## HEDx 2024/5 Corporate Partnership

\$10,000+GST per year

20 x tickets HEDx Spring Conference in Brisbane

20 x tickets to HEDx 2025 Conference in Melbourne or Sydney

Open access to initiate and deliver with us on HEDx Partner Events

Priority stage and commentator involvement in HEDx podcasts and other thought leadership activities



“Our involvement in HEDx has enhanced our tertiary education commitments across our Australia and New Zealand portfolios. HEDx provides refreshing and insightful global perspectives, while facilitating an important forum for courageous debate and inclusion of everyone.”

Linda Brown, CEO and President of Torrens University Australia



# HEDx 2024/25 Partnership Opportunities

## HEDx Conferences

HEDx 2024/5 Conferences will be held in spring and autumn at major venues in Australian capital cities. The precise timing, venue and topics will reflect the ongoing feedback from current members, and the realisation of opportunities and priorities as they arise from policy reviews and the ongoing fast-paced technological and equitable development of the landscape of higher education globally.

## HEDx Podcast

HEDx brings the opportunity for debate about the future of the sector, and a place for the exploration and sharing of ideas from the leading thinkers in the sector, globally curated and commented on by HEDx and its partners. This will include invited co-hosts from member institutions and corporate partners. Exemplary global and Australian sector leaders, innovators, and employers, share insights as a unique source of ideas and new sector thinking.

## Partner Events and Executive Briefings

HEDx 2024 Partner Events and study tours will be explored, developed and delivered in response to opportunity. Drawing on our 2023/4 experience they will include webinars, major events, roundtables, study tours, and leadership development activities. Our partners share a focus on **Changing Higher Education for Good** and HEDx will facilitate value in their engagement with members.

## Other Thought Leadership Activities

Other thought leadership activity will include publication with shared authorship by global leaders on current leadership and innovation topics including op-eds and occasional book publications. It will also include circulation of a regular newsletter blog of ideas for sector leaders and white paper or standards documents around key topics impacting the sector at relevant times.



# HEDx

## 2024/25 Conferences



Further HEDx 2024/5 conferences will be held in spring and autumn in various locations in Australia and around the world. With a focus on the need for innovation, HEDx conferences will explore and challenge current policy, economic and social context, global best practice and university culture. The HEDx team source leading local and international talent, before curating and facilitating a meaningful and practical dialogue aimed at informing university strategy, culture and student experience.

The HEDx conference format is one of a dynamic event that addresses current and pressing issues for the higher education sector. In 2023/4, the HEDx conferences featured national and international speakers and thought leaders from the world's leading professional services firms and technology companies.

Our Member Institutions' and partners leadership teams and invited clients have the opportunity to attend our high quality HEDx conferences in person. HEDx Live events partnered with the majority of Australian universities since 2022 and reached an audience of over 50,000 through social media. In 2023/4 the HEDx conferences built on our existing value proposition and united the industry in activities associated with the Australian Universities Accord and the launch of ***Changing Higher Education for Good***. Our March 2024 Conference was widely applauded as our most impactful to date, as noted in numerous testimonials in this document.



# Changing Higher Education for Good Conference

Melbourne March 2024

HEDx kicked off 2024 with its autumn Changing Higher Education for Good Conference on March 21 in Melbourne. Our biggest conference to date, the event saw more than 210 executives from partners and universities throughout Australia and New Zealand dissect the final report from the Universities Accord and respond to other issues of equity, innovation, technology and change as it is occurring in global higher education. Chair of UA Professor David Lloyd gave the opening keynote, fresh from the Accord's release.

The conference featured live cross presentations to international presenters in President Michael Crow of Arizona State University and Ghassan Aouad Chancellor of Abu Dhabi University. Important and valuable conversations continued at an exclusive and private dinner for VCs and DVCS after the event. The conference was widely promoted by Vice Chancellors and partners to their networks, and the social media promotion by HEDx of the event had a reach of more than 22,000 global practitioners.





# CONFERENCE TESTIMONIALS

"Thoroughly enjoyed the conference vibe. Speakers and panelists inspired us all to reimagine higher education and partner to accelerate change. Congratulations on the great contribution HEDx is making!"

Helen Bartlett, VC of University of the Sunshine Coast

"Congratulations Martin - who'd have thunk that with such humble beginnings, HEDx would be making such an impact after such a short time? Well, me for one."

Marcia Devlin AM, CEO of Victorian Academy of Teaching and Leadership

"I thought this was the best yet. It was a really fantastic conference, and really fascinating conversation about the richness of the higher education sector. Michael Crow dialling in from Washington, he's always a superstar. I really love this flavour you're giving HEDx."

John Dewar, Partner KordaMenta

"Martin, you arranged an incredible line up of thought leaders for today's conference, every one of them was inspiring and insightful. It was wonderful to be part of it, thank you."

Annabel Dawson, VitalSource

"Brilliant conference! A great group from across public, private, tech, startup, global, and also a 4th thing, which was the opportunity to bring a bit of vocational into the mix!"

David Yip, Future Skills Organisation, Innovation task Force

"One of the best events in the higher education space ... absolutely loved it. HEDx absolutely it was hands down one of the most thought provoking meetings. Loved how private sector was engaged too and robust conversations happened."

Prof Raj Shekhawat, Dean of Graduate Research, Flinders University

"Thank you for your leadership in pulling together thought leaders in the sector at a time when the leadership is so critical. It was a fantastic conference."

Paul Harpur OAM, University of Queensland

# 2023/4 University Members

## Testimonials



"Being part of the HEDx community means our university is strongly connected with best practice across the sector. HEDx gives us access to the latest ideas and approaches, helping us to deliver an outstanding experience to our students, industry partners and the communities we serve - now and into the future."

**Professor John Dewar AO, Former Chair of UA and VC of La Trobe University**



"HEDx provides a platform for our University to access the leading edge in current thinking and best practice for higher education, not only in Australia but across the globe. Connecting our staff, students and partners to the insights and networks that HEDx offers helps support our mission of delivering an outstanding student experience and serving our regions."

**Professor Alex Zelinsky, VC and President of University of Newcastle**



"The activities we undertook with HEDx last year were well received by our staff and provided timely professional development and insight across a range of topics that were strategically important to Charles Sturt. The conferences, executive briefings and a podcast series all supported collaboration, engagement opportunities and best practice."

**Renée Leon PSM, Vice Chancellor of Charles Sturt University**



"I attended the HEDx Challenge Conference in March this year. It provided a great opportunity for staff to network with peers from around Australia, hear from industry leaders about the challenges we face as a sector and discuss the opportunities."

**Professor Pauline Ford, Deputy Provost at The University of Queensland**



# 2023/4 Corporate Partners

## Testimonials



"Since 2021, we've been proud partners of HEDx. Martin and the team are highly collaborative in their approach, and have a great knack for facilitating rich discussions across a range of formats that add value to the higher education sector."

**Claire Sadler, Executive Director, Market Development OES**



"HEDx has been a breath of fresh air in the higher education sector offering opportunities to engage with important, urgent and relevant debates. Martin and the team have created a vital platform bringing together stakeholders from across the sector and supporting L.E.K. Consulting to collaborate in changing higher education for good."

**Dr Ant Bagshaw, ANZ Education Lead L.E.K. Consulting**



"HEDx is taking bold steps to put the interests of students first and to work with partners that also focus on that. The debates they lead, and topics they raise, are bringing about meaningful change in the sector and provide us with a great platform to engage in high-profile thought leadership in the sector."

**Joel Di Trapani, Co-CEO & Co-Founder, Vygo**



"HEDx brings together all the voices that shape and transform the higher education sector in Australia. From government to industry and key academic executive leaders, Martin connects the dots and amplifies timely discussions whilst also creating a community of likeminded professionals. Our partnership with HEDx has facilitated genuine and insightful conversations via the podcast and events, which have lead the way in inviting the sector to reflect on how new technologies, digital fluency and creativity impact students and educators."

**Manuela Franceschini, Adobe Pedagogical Evangelist**

# Sector Advocacy and Engagement

2023/2024 Summary

HEDx live events and conferences came of age in 2023/4 with two major sector gatherings at two critical stages of the Universities Accord consultation. Both were preceded by podcast episodes from interviews with Professor Mary O'Kane, in each case giving a specific and open invitation to HEDx members to engage with the process at a critical time.

HEDx events are disruptive catalysts for sector change. Stimulating new ideas, ways of thinking and a path toward **Changing Higher Education for Good**, HEDx live events engage the higher education sector on critical topics that matter. We have shown we can deliver high quality and high impact events in a sector agenda-leading model, to multiple members with multiple partners and are taking those events to a global stage with our partners around the world.





# Latest book launch

## ***Changing Higher Education for Good***

March 2024

This book sets out an agenda for how global higher education can embrace change. It makes the case and shows the way for how innovation and technology, as part of strategies in new policy contexts, can deliver transformed equity outcomes for global learners.

The book arises from interviews with 50 leaders of universities, employers, technology companies and of policy bodies leading global higher education. It draws on inputs from Australia, the US, UK, Canada, Mexico, Singapore, Japan and New Zealand.

These five themes concern the goal of a more equitable approach to democratised access to learning. They extend to how innovation and technology can be used by learning providers to achieve greater equity. They build into how strategies can be shaped to embrace approaches to innovation and technology. And they culminate in views of how policy can be framed to allow those strategies to thrive both in how governments provide frameworks for providers and in how the collective actions of providers approach competition and collaboration.



# Previous book launches

## *The New Leadership Agenda*

## *The New Learning Economy*

February, April and July 2023

Leaders from throughout the sector recorded their priorities for leadership in response to the book in the context of the major call for change in the Accord consultation paper launched alongside the launch of this book.

In addition a companion book of *The New Learning Economy* was launched at HEDx partner events at the ASU+GSV Summit in the US in April and the HERDSA Conference in Brisbane in July.

HEDx Live Events in 2023 commenced with a book launch of *The New Leadership Agenda* to open the UA Conference in Canberra.

Vice Chancellors and leaders from more than 20 universities celebrated the major publication of which they had been part, as the Universities Accord was being launched.



# AUT

NEW ZEALAND

“Differentiation for universities has never been more important. Leveraging the opportunities presented through HEDx has delivered greater exposure and recognition of our distinctive characteristics of partnerships, industry engagement and our goal of internationalisation.”

**Professor Guy Littlefair, PVC of Auckland University of Technology**



# HEDx 2023/4 Executive Briefings with sponsors and partners

Major briefing events with partners were organised and delivered to leaders in the sector which included the following:



- VC and senior executive briefing dinners sponsored by L.E.K. after the Melbourne and Sydney conferences involving more than 35 guests of senior leaders from member organisations.



- A presentation of issues arising from the publication of two books with CIOs of multiple Australian universities at the Microsoft Higher Education Summit shared as a 30 minute recorded executive briefing video.



- A book launch of *The New Learning Economy* at the ASU+GSV Summit in San Diego in April with 7000 delegates followed by a podcast summit briefing.



- An interview of Mary O'Kane at the HERDSA annual conference subsequently released as a HEDx podcast briefing.



- August 16th and September 19th webinars on student support needs in response to changes in the Support Amendment Bill joint with Vygo and made available as executive briefings on a podcast.



- An Executive Roundtable Briefing in partnership with Adobe exploring the missing elements of technology in the Accord interim report.

Partner events of this nature will be extended and explored with partners for 2024/25. Each HEDx partner is invited to not only take advantage of active engagement with HEDx conferences, podcast and activities but explore co-branded collaborative activities that serve the broader mission of **Changing Higher Education for Good** and allow particular topics and ambitions that HEDx and each of its partners share in actively engaging with HEDx members and beyond.

# 2022 to 2024

## Members and Partners to date

