

HEDx

Changing Higher
Education
for Good

2025 Member Invitation

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Changing Higher Education for Good with HEDx

HEDx invites membership of a world-leading, action-oriented and collaborative tertiary education network.

In a rapidly evolving world, the future of higher education hinges on collaboration, innovation, and change. HEDx is at the forefront of sector transformation, uniting sector leaders, technology companies, staff, and students to collaboratively shape the future of tertiary education in Australia and beyond by addressing the pressing challenges and opportunities that universities and other tertiary institutions face today.

What we do:

HEDx aims to transform the Australian tertiary education sector by fostering collaboration between key stakeholders. We deliver actionable projects to address critical challenges in the sector. By investing in HEDx, members not only contribute to meaningful change but also gain measurable returns on their investment. They achieve this through:

- **Attending uniquely innovative events.** Our October conference at The University of Queensland attracted 500 diverse leaders and practitioners, to our largest and most successful gathering to date.
- **Joining in with a collaborative ecosystem.** We bridge the gap between universities, technology companies, Edtech startups, investors, and service providers allowing you to join unique collaborative projects and have conversations and participate in initiatives that are not possible elsewhere.
- **Participation in action-oriented projects.** With new strategic projects, we are now moving from dialogue and reflection to action with tangible impact.

Our themes:

- **Student success.** Enhancing support for diverse students and their wellness as a social imperative and transformational opportunity.
- **Technological innovation.** Leveraging AI and data analytics to significantly improve operations and outcomes and the future of learning for diverse learners.
- **Growing demand for future skills.** Meeting a call to align education with growing learning needs for future skills by a more integrated and diverse tertiary education sector.
- **Social license.** Helping institutions to redefine their purpose to regain public trust and relevance.

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

Join us.

“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, Torrens University Australia



About HEDx

HEDx was founded in 2020, and 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. It provides a unique space for meaningful and impactful debate and action in an environment for exploration and sharing of ideas that is impacting the future of higher education globally.

HEDx is an Australian-led initiative dedicated to transforming higher education through innovation and collaboration. It serves as a platform where university leaders, practitioners, technology companies, and staff and students address the challenges and opportunities for change within the tertiary education sector.

Key features of HEDx include:

- **Leadership Collaboration.** HEDx brings together sector leaders to share insights, strategies, and best practices aimed at improving and innovating tertiary education in Australia and beyond.
- **Technological Innovation.** The initiative focuses on integrating advanced technologies with education. Partnering with tech companies and edtech startups, enhances learning experiences and efficiencies.
- **Student-Centric Approach.** Emphasising the primacy in importance of students, HEDx aims to improve support services, promote equity, and ensure accessible education for all lifelong learners.
- **Events and Conferences.** HEDx hosts conferences, workshops, and webinars that unite practitioners and stakeholders. Events facilitate discussions on future-ready education and collaborative solutions.
- **Podcasts and Thought Leadership.** Through regular podcasts, HEDx stimulates innovative thinking, and shares best practice and narratives that strengthen the social licence of higher education institutions.
- **Future Solutions.** HEDx is committed to building collaborative future solutions that change higher education for good, ensuring it remains relevant, equitable, and sustainable in a rapidly evolving world.

Dr Martin Betts has more than 40 years of experience in academic and senior leadership roles in universities in Australia and around the world. He has now built on this sector expertise to create deep relationships with university and other sector leaders around the globe and a trusted relationship with all in the sector whilst challenging it to, and helping it embrace change.

Martin Betts is an academic advisor and visiting professor to companies and universities around the world and the author of 3 recent books, *Changing Higher Education for Good*, *The New Leadership Agenda* and *The New Learning Economy*.

HEDx works in partnership with sector leaders and their institutions to curate and share content about current global best practice and future solutions and innovation to lead a sector conversation and agenda around change.

The most recent example of that was Professor Deborah Terry AC of The University of Queensland hosting HEDx as part of UQ Teaching and Learning week with more than 200 of her colleagues and 200 more from across the sector.



Prof Deborah Terry **Dr Martin Betts**

Member Benefits

We invite you to be a HEDx member alongside more than 25 current university members, organisations and corporate partners. We are offering membership to all ANZ tertiary education institutions to facilitate ongoing meaningful action, debate and dialogue of international sector leaders through events, projects and other services. Member institutions are leading participants in the debate. As a tertiary education member you will receive:

- Extensive access for you and members of your leadership team to high quality live events and collaborative projects for change involving sector leaders.
- Prominent profiling of your organisation in live event participation and leadership content in podcasts, publications, projects and other activities.
- Brand profile and promotion as a partner committed to change, innovation, and the best possible staff, student and partnership 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.
- Priority stage and commentator involvement in HEDx live events, podcasts and other thought leadership activities.
- Open access to initiate and deliver with us on HEDx partner events.

HEDx 2025 Member Subscription

\$10,000+GST per year

\$5,000+GST per year if less than 10,000 student headcount or outside Australia

Inclusions:

- Tickets at HEDx Autumn Conference in Melbourne in April 2025 and other 2025 events.
- Preferential access and involvement in all collaborative projects and HEDx activities.

HEDx Member Opportunities

HEDx Conferences

HEDx 2025 Conferences will be held at major venues in Australian capital cities starting at Melbourne on 2nd April on **AI in Higher Education**, hosted by La Trobe University. The precise topics and speakers will reflect ongoing feedback from current members, and the realisation of opportunities and priorities with partners as they arise from continuous ongoing fast-paced 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 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, investors and employers, share insights as a unique source of ideas and new sector thinking.

Partner Events and Executive Briefings

HEDx 2025 Partner Events and study tours will be explored, developed and delivered in response to opportunity. Drawing on our 2024 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.

Thought Leadership Activities and Projects

Other thought leadership activity will include action oriented change projects and publication with shared authorship with global leaders on current leadership and innovation topics including op-eds and occasional book publications. It will include a regular newsletter of ideas for sector leaders and involvement in collaborative projects around topics impacting the sector that arise from HEDx events and its network activities.



HEDx Conferences

HEDx conferences are held in Australia twice a year.

The most recent HEDx Future Solutions Conference, held on 31st October at The University of Queensland, brought together nearly 500 participants, including 35 leaders from universities, technology companies, and support organisations.

Key discussion themes from the event were based around 5 critical questions:

1. Support for Student Success and their Mental Health and Well-being

A central theme was the need for tertiary providers to support all aspects of student engagement and success including their mental health, particularly addressing loneliness and improving retention. Participants were concerned about the pressures faced by students, especially those from disadvantaged backgrounds. Speakers highlighted the importance of providing holistic support, integrating mental health services, and fostering community-building initiatives. Predictive analytics, powered by data and technology, were identified as crucial tools in improving student outcomes.

2. Redefining Universities' Purpose and Role

Tertiary providers need to rethink their missions to better align with societal needs. Speakers emphasised that providers must adapt to serve broader community and industry demands. The focus should not be on what universities and others claim to excel at, but on what they are truly good for, in terms of both educational and societal impact.

“Listening to so many leaders across the sector has been fabulous, and they're all different ideas because they're coming from their own communities and their own lived experiences. So you get to cherry pick the best from each. It inspires me each and every moment that I'm here, I'm loving it.”



Professor Kris Ryan, Deputy Vice-Chancellor, The University of Queensland



“We need to focus on what we are good for and not only what we claim to be good at.”

**Professor George Williams, Vice-Chancellor,
Western Sydney University.**



3. AI and Integrity in Education

The rapid growth of AI technologies raised concerns about how tertiary providers can balance innovation with ethical standards. Participants questioned how AI could be integrated into teaching, research, and operations while maintaining academic integrity. Speakers discussed the importance of responsible AI use and ethical implications, as well as preparing students for an increasingly AI-world.

4. Skills Alignment with Industry Needs

As the job market changes rapidly, providers must ensure curricula align with industry requirements. Discussions at the event highlighted the need for providers to better prepare students for a workforce shaped by technological change. Speakers advocated for stronger partnerships between integrated providers and employers to develop curricula that are flexible and responsive to future demands.

5. From Dialogue to Action

A major theme was the need to transition from conversation to concrete action. Many participants expressed frustration over the lack of real progress and emphasised the importance of implementation. Speakers stressed that leaders must move beyond discussions to achieve measurable outcomes that directly address the challenges facing tertiary education.

Proposed Action Plan for Change

Based on the insights from the event, HEDx proposes four key collaborative projects designed to create tangible change in the sector:

1. Data-Driven Equity Student Support Initiative
2. Collaborative AI Co-Design Workshops
3. Future Skills Workshops
4. HEDx Future Showcases and Podcast Themes

An Agenda for Action

The outcomes of the HEDx gathering provide a clear agenda for tertiary education's future.

Tertiary education stands at a critical juncture. While the challenges are significant, there is also a real opportunity for transformative change. By working together, universities and other providers, industry partners, and technology companies can take concrete steps to reshape education for the future. HEDx is committed to leading this change and invites others to join in, ensuring that education meets needs of students, society, and the workforce.

“I've got to say Martin and the HEDx Team are geniuses. The curation of the agenda, the buzz in the room, bringing together all these great minds to think through how we practically solve some of the real challenges in higher education at the moment. It was brilliant.”

Katie Ford, Higher Education Industry Executive, Microsoft



HEDx

2025 Conferences



Professor Jessica Vanderlelie and Dr Martin Betts

HEDx 2025 conferences will be held in various locations in Australia and around the world beginning in April in Melbourne in partnership with our co-host La Trobe University on a theme of **AI in Higher Education**. With a focus on innovation, HEDx conferences will continue to explore and challenge current policy, economic and social context and culture, and draw on global best practice. The HEDx team will source leading local and global talent, curating and facilitating a meaningful and practical dialogue related to priorities that emerged from HEDx events in 2024.

The HEDx 2025 events will be designed around key issues for the sector, developed in conjunction with co-hosts and HEDx members and partners, and draw on our network of global partners to ensure best practice insights are brought to the attention of members and their innovation agendas.

The events will increasingly be designed as engaging experiences and allow an increasing focus on active collaborative innovation around the key projects emerging from the October 2024 conference at The University of Queensland and its extensive engagement with more than 400 sector leaders and innovators.

“Equity isn’t just a priority, it’s the foundation of a future ready university”

***Professor Jessica Vanderlelie,
Deputy Vice-Chancellor Academic, La Trobe University***



CONFERENCE TESTIMONIALS

"I think it's fantastic, Martin has put out a big signal for an alternative conversation. And when I turned up and saw the registrations, I thought, people are listening, people want to have another conversation."

Professor Chris Moran
Vice-Chancellor, University of New England

"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!"

Professor Helen Bartlett
Vice Chancellor, University of the Sunshine Coast



"I'm here for the conference. I'm really enjoying my connection with HEDx. We need big, bold, new, forward looking ideas in higher education, and I'm really pleased today is about looking at solutions and doing positive things that will bring big benefits for our students."

Professor George Williams
Vice-Chancellor, Western Sydney University



"It's been a fantastic day. I really enjoyed all the panelists meeting great people. I hope everyone leaves today, picks up the phone, gets to work, and I'm really looking forward to the next HEDx."

Alex Elibank-Murray
Pro-Vice Chancellor (Global and Engagement), University of the Sunshine Coast

"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."

Professor Paul Harpur
OAM, University of Queensland

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

Professor Raj Shekhawat
Dean of Graduate Research
Flinders University



HEDx 2024 partner events with members 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 latest Melbourne and Sydney conferences involving more than 35 guests of senior leaders from member organisations.



- Collaboration in curation and delivery of content with leaders of multiple Australian universities at the Microsoft Higher Education Summit including leading a harbour-side chat, chairing a DVCA panel, and curating a student voice research project session.



- A HEDx conference embedded in the UQ teaching and learning week allowing more than 200 UQ delegates from all parts of the university to be exposed to and engage in leadership dialogue.



- A HEDx podcast drawn from the Torrens University Australia Research Week debate of internal and external speakers exploring research impact.



- 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.



- AWS co-facilitation of two AI-centric university events involving visiting experts in George Siemens, Paul Le Blanc, Tanya Gamby and Rose Luckin

Partner events of this nature will be extended and explored with partners for 2025. 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.

Members to date...



Now being powered with ideas by...



Why join HEDx?

What some of our existing members think...



“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 Former 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



“HEDx is a highly influential higher education content and advisory service whose podcast has had a significant positive impact on my sectoral literacy and my understanding of the industry in which I work. HEDx has carved out a powerful position for itself as a deeply experienced and influential independent analyst and player.”

Professor Christy Collis, President Elect of HERDSA and Provost of AIPC

Why join HEDx?

What some of our existing partners think...



"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 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

Join HEDx today and work with us to change higher education for good

In a rapidly evolving world, the future of higher education hinges on collaboration, innovation, and actionable change.

These conversations and actions continue, and HEDx is committed to maintaining momentum for change.

Join us.

Contact us via this [online form](#) or email martin@hedx.com.au

