

HEDx

Changing Higher
Education
for Good

2025/6
Member
Invitation



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.** Interest in our bi-annual conferences continues to grow, with the November 2025 conference set to welcome 500 attendees.
- **Join a collaborative ecosystem.** We bridge the gap between universities, technology companies, Edtech startups, investors, and service providers allowing you to join unique collaborative projects, 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.
- **Hosting global best practice visitors.** As with Dr Tim Renick and Lev Gonick in April 2025 we offer opportunity to host and engage with global best practice innovators and leaders and engage them in your internal strategic innovation and host them in public thought leadership activities.

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.

“Higher education has needed to change for a long time and we need events like this to spur that change.”

Dr Tim Renick, Executive Director, National Institute of Student Success, Georgia State University



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 three books, [*Changing Higher Education for Good*](#), [*The New Leadership Agenda*](#) and [*The New Learning Economy*](#) and co-author with Year13 of white paper, [*Upgrading the school to work transition for social and economic impact*](#).

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.



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 2025-2026 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 Spring conference in Brisbane in November 2025 and other events.
- Tickets at HEDx Autumn conference in 2026 and other early 2026 events.
- Preferential access and involvement in all collaborative projects and HEDx activities.

HEDx Member Opportunities

HEDx Conferences

HEDx 2025 November conference will be held in Brisbane with the details to be confirmed shortly. 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 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 conference, Higher Education in the Age of AI, was held on 2nd April 2025 at The State Library of Victoria in Melbourne. The conference, held in partnership with La Trobe University, brought together over 200 participants, including 35 leaders from universities, technology companies, and support organisations.

Key discussion themes from the event were based around 4 key themes :

- **Strategies and leadership for higher education in the Age of AI**

What is an AI-first university starting to look like globally?
How will AI impact Australian tertiary education?

- **AI and the future workforce.**

What can tertiary education learn from how industry is re-skilling for AI?
How can a harmonised tertiary education sector work together with employers to delivery future skills needs?

Everyone's dealing with the same problems and dilemmas to solve and so talking through that, it makes me feel a little bit better, because the future is not clear. With everyone thinking and is talking about this it's going to put us in a much better position to go back to our universities and come up with some strategies and tactics to navigate the future."

Dan Cockerell, CEO, Torrens University Australia





“I think there has never been a more important time to bring the sector together. We are facing a series of common challenges, some existential issues around technology. As a sector we’ve been subject to a tidal wave of regulation and we need to come together to work out how we can serve the needs of the community.”

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

- **How do we better support students to thrive and succeed in an AI age?**

What does best-practice student support look like?
How can AI and data improve our future student support?
Riding the tiger of AI feedback: an AIinHE project update

- **How can the sector transform using AI?**

Driving AI transformation in HE: lessons from the US
What are the priorities for Australian tertiary providers seeking to embrace AI?

Proposed Action Agenda for Change

Based on the insights from the event, HEDx has published in its newsletter 31 actions in an agenda relevant for individuals, institutions and the sector and designed to create tangible sector change for:

1. Leadership, Strategy and Culture
2. Teaching, Learning and the Curriculum
3. Student Support and Equity
4. Workforce, Skills and Future Readiness
5. Safeguard Ethics and Governance
6. Collaboration and Sector-wide Action

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 wouldn’t miss HEDx, this is today the most relevant conference we have in the sector, here in the region and it is really a much needed source of debate and ideas.”

Manuela Franceschini, Pedagogical Evangelist, Adobe



HEDx

2025 Conferences



HEDx hosts bi-annual conferences. April's conference was held in Melbourne on 2nd April in partnership with our co-host La Trobe University on the theme, **AI in Higher Education**. November's conference will be held in early November in Brisbane, with details to be confirmed in due course.

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 previous HEDx events.

Future HEDx 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 our recent conferences and events with sector leaders and innovators.

"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



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

"We need to challenge each other on the best way forward and this is just a fantastic event to do that at."

Yasminka Nemet
Future Skills Lead, Microsoft

"The value of bringing everyone together here is not only to compare notes and not only to share the war stories and the challenges but also to ignite the imagination."

Lev Gonick, CIO Arizona State University

"I love collaborating with people and having a big conversation about the issues that really matter and that is exactly what HEDx gives us the opportunity to do."

Professor Jessica Vanderlelie,
DVC Academic, Deakin 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."

Professor Paul Harpur
OAM, University of Queensland

"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

HEDx 2024/5 partner events and activities

Events with partners organised and delivered to leaders in the sector included the following:



Hosting a visit from Lev Gonick of ASU to engage in thought leadership and best practice sharing with ADOBE partners and clients in Sydney and Melbourne.



Hosting a visit from Dr Tim Renick of Georgia State University to engage with the OES Executive Leadership team in discussions of student success.



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.



Partnering and co-hosting a HEDx conference in the 2024 UQ teaching and learning week with 200 UQ delegates and a public lecture in 2025 by Dr Tim Renick.



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 2024 webinars on student support needs in response to changes in the Support Amendment Bill jointly held with Vygo and made available as executive briefings on a podcast.



AWS/HEDx co-facilitation of two AI-centric university leadership events involving visiting experts in George Siemens, Paul LeBlanc, Tanya Gamby and Rose Luckin



WSU hosted a visit by Dr Tim Renick of Georgia State University for a public lecture and internal executive leadership meetings to inform their student success plans and renewed institutional strategy at WSU.

Partner events of this nature will be extended and explored with partners for 2025 and 2026. 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 share in actively engaging with HEDx members and its partners and beyond.

Members to date...

HEDx



Now being powered with ideas by...



Why we joined HEDx

Why some of our members to date have joined...



“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...



"I think some really important challenges have been set out today about what AI means for how we teach, learn and assesses and what this practically means for education now. These are huge disruptive changes to education, but are also an opportunity to think about how we transform and how we can do things better."

Katie Ford, Industry Executive, Microsoft



"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 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

