



## **2026 PARTNER INVITATION**

Changing Higher Education for Good

# CHANGING HIGHER EDUCATION FOR GOOD WITH HEDX

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

In a rapidly evolving world, the future of tertiary 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, partners not only contribute to meaningful change but also gain measurable returns on their investment. They achieve this through:

- **Attending uniquely innovative events and study tours.** Interest in our conferences continues to grow, with the November 2025 conference welcoming over 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, in the student voice, AI, and human capability records, we are moving from dialogue and reflection to action with tangible impact.
- **Provide executive briefings.** Our member and partner leaders and others receive our monthly briefings.
- **Hosting global best practice visitors.** As with Dr Tim Renick and Lev Gonick in April 2025 and Ann Kirschner and Chris Husbands in November 2025 we offer opportunity to host and engage with global best practice innovators and leaders and engage them in your internal strategic innovation and public thought leadership activities. We also lead study tours to global innovators in the US, UK and Singapore.

## 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 harmonised and diverse tertiary education sector.
- **Social license.** Helping institutions to redefine their purpose to regain public trust and relevance.

Our work over the past five 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](#)

"HEDX is a vital part of Collarts' commitment to deliver for our students. It puts us in the heart of some of the sector's best thinking and shortcuts our access to brilliance. Maybe more importantly, HEDX amplifies the diverse (and equally brilliant) voices from independent providers, showcasing the best of the focused, agile providers at the top of the QILT league tables. HEDX is a tangible, valuable and value-for-money way to breathe fresh ideas into your offerings. It connects a global community of people passionate about transforming our sector. "

**SAM JACOB, CEO, COLLARTS**



# 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.

## OUR CEO

**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

## **PARTNER BENEFITS**

We invite you to be a HEDx partner alongside more than 50 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 an organisational or corporate partner 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, subject to relevant content and availability.
- Open access to initiate and deliver with us on HEDx partner events.

## **HEDX 2026 PARTNER SUBSCRIPTION**

**\$10,000+GST per year**

**\$5,000+GST per year if less than 100 employees**

### **Inclusions:**

- Tickets to HEDx conference in 2026 and other events.
- Preferential access and involvement in all collaborative projects and HEDx activities.

# HEDx PARTNER OPPORTUNITIES

## HEDx CONFERENCES

The HEDx 2025 November conference "Our commitments to Students in the Age of AI" was held in Brisbane on Wednesday November 5 at the University of Queensland. The conference examined the changes we need and innovations we will embed to transform student experiences of tertiary education in the years ahead. National and international experts addressed key themes and took part in interactive roundtables and workshops in plenary and parallel sessions.

## 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 2026 Partner Events and study tours will be explored, developed and delivered in response to opportunity. Drawing on our 2025 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.

What are the priorities for Australian tertiary providers seeking to embrace AI?



PROF JASON LODGE  
The University of Queensland  
PROF DANNY LIU  
Professor of Educational Technologies  
The University of Sydney  
DR SUSAN ZHANG  
Vice-Chancellor's Fellow  
La Trobe University  
PHIL LAUFENBERG  
Head of AI  
Macquarie University  
SAM JACOB  
CEO  
Collarts  
(Australian College of the Arts)

What does best-practice student support look like?



PROF GEORGE WILLIAMS AO  
Vice-Chancellor  
Western Sydney University  
DR TIM RENICK  
Executive Director  
National Institute of Student Success  
Georgia State University  
VERONICA PRITCHARD  
Program Director  
The Queensland Commitment  
The University of Queensland



## HEDx 2026 Conferences

HEDx hosts two days of conference events per year. November's conference was held in Brisbane on November 5 in partnership with the University of Queensland for the theme "Our Commitments to Students in the Age of AI." This brought together over 500 participants including 35 leaders from tertiary education, technology companies and support organisations.

With a focus on innovation, HEDx conferences 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 are designed around key issues for the sector, 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. Our first 2026 event in early June will be at UTS titled **"Connecting Through Learning."**

All events will increasingly be designed as engaging experiences that include the student voice 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.

"The event is really amazing. The energy in the room is really strong, the presentations have been fantastic, I've met wonderful people and I've come away with ten new ideas and new ways of looking at the issues in higher education"

**PROFESSOR ANN KIRSHNER**  
**ADVISOR AT ASU AND UNIVERSITY OF CALIFORNIA**



## CONFERENCE TESTIMONIALS

"The great thing about HEDx is it brings the whole community together so that we can have some really important, topical and meaningful conversations about the future of higher education"



**PROFESSOR GUY LITTLEFAIR  
DVC, UNIVERSITY OF WESTERN  
AUSTRALIA**

"It's great to be a part of HEDx. It's a massive community of practice where we can share our ideas, share our thinking, we can be inspired by the thinking and ideas of others and hopefully some of our ideas can inspire our colleagues to think differently about how they are working and they are thinking"



**PROFESSOR SIMON BIGGS  
VC OF JAMES COOK  
UNIVERSITY**

"I think today community is more important than ever. It's been a really worthwhile event and I'm really looking forward to the next time we join together to consider the big questions for higher education"

**PROFESSOR KYLIE READMAN  
DVC AT UNIVERSITY OF  
TECHNOLOGY SYDNEY**



**MANUELA FRANCESCHINI,  
PEDAGOGICAL  
EVANGELIST, ADOBE**

"Our economy needs a deeply skilled workforce that can only be delivered with strong pathways from TAFE to Universities and Universities to TAFE. AI and green technologies are shifting the economic foundations and consequently the challenges for all educational institutions."

**SHARAN BURROW,  
BENDIGO KANGAN INSTITUTE, CHAIR**



"The favourite thing about today is just talking to people, it's listening to people, it's discovering energy and optimism and enthusiasm, picking up ideas and engaging with people. I love events like this"

**SIR CHRIS HUSBANDS  
FORMER VC OF SHEFFIELD HALLAM  
UNIVERSITY AND OF HIGHER FUTURES**

"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."



## HEDx 2025 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 visits from Dr Tim Renick of GSU and Ann Kirschner of ASU to engage 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 HEDx conferences in both the 2024 and 2025 UQ teaching and learning weeks with 200 internal 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 visits by Dr Tim Renick of GSU and Ann Kirschner for lectures and internal executive leadership meetings informing their student success plans and renewed institutional strategy. Launched Aiming Higher by VC George Williams.

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

# OUR MEMBERS

**HEDX**



## NOW BEING POWERED WITH IDEAS BY...



## SUPPORTED BY



# JOIN HEDx TODAY AND WORK WITH US TO CHANGE EDUCATION FOR GOOD

In a rapidly evolving world, the future of harmonised tertiary 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](mailto:martin@hedx.com.au)

