

HEDx

Changing Higher Education for Good



2024 Partnership Invitation

2024 Partnership Opportunity



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 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 will impact the future of higher education globally.

Our work in 2024 grows 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 that debate.

HEDx is a higher education sector thought leadership initiative founded in 2020 with the launch of our podcast series, *The Higher Education Experience*. Since then, HEDx has released close to 90 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.

In addition to our podcast series, HEDx has engaged with the global higher education sector in a variety of ways including the launch of our very successful event series, HEDx Live. Our events in 2022/3 partnered with more than 25 university members in Australia and NZ and engaged a live and social media reach of more than 40,000 people.

Our work has generated *The New Leadership Agenda* for the sector that was published as a book, launched at the 2023 Universities Australia Conference. HEDx has also engaged with its members and others in materially assisting the Australian Universities Accord higher education review and its consultation and promotion.



2024 Partnership Benefits

In 2024, we invite your institution to become a HEDx partner alongside our more than 15 current members and other partners. We are offering membership to all major higher education institutions to facilitate ongoing meaningful debate and dialogue with Australian and international higher education leaders in the form of events and other services. Member institutions and you as our partners are leading participants in the debate entitled to:

- Extensive access for members of your client senior leadership teams to high quality live events.
- Prominent profiling of your partnership in live event participation and in thought leadership content.
- 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 and other content.
- Opportunities for further profiling and reputation-building through interview transcripts, op-ed articles, and book publications.



HEDx

Annual Corporate Partnership

In 2024, universities and higher education institutions have the opportunity to renew or join HEDx as a member organisation and a limited number of leading corporate organisations have the invitation to work with them with us as partners. Our 2022/3 HEDx activities and events attracted support from the majority of Australian universities. While continuing to provide commentary and engagement to the sector, in 2024 HEDx introduces further exciting sector engagement offerings: HEDx Conferences and HEDx Partner Events including the possibility of study tours to major global events.

HEDx Annual Corporate Partnership is being extended to a growing number of partners to further establish a shared model of support 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, HEDx and the sector will be exploring challenges and solutions relating to changing higher education for good through innovation and digital transformation leading to sustainable and inclusive impact and will align as much as possible with activities associated with implementation of the Australian Universities Accord review.

HEDx 2024 Corporate Partnership

\$10,000+GST per year

10 x tickets HEDx Autumn Conference

10 x tickets to HEDx Spring Conference

Open access to HEDx Executive Briefings

Open access to initiate and deliver with us HEDx Partner Events

Priority involvement in HEDx podcasts, thought leadership activities and study tours



“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

2024 Partnership Opportunities

2024 Activity Summary

HEDx Conferences

HEDx 2024 Conferences will be held in Autumn and Spring 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 the conclusion of the Universities Accord and the 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 the leading thinkers in the sector globally curated by HEDx and its partners. This will include delivering the globally-leading higher education podcast with invited co-hosts from members and partner institutions. 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 experience they will include webinars, major events, roundtables, study tours, and leadership development activities.

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 blog of ideas for sector leaders and white paper or standards documents around key topics impacting the sector at relevant times and on specific topics.

HEDx

2024 Conferences

Autumn & Spring 2024



HEDx 2024 Conferences will be held in Autumn and Spring in various locations. With a focus on the need for innovation, HEDx conferences 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, 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' leadership teams have the opportunity to attend our high quality HEDx conferences in person.

HEDx Live events partnered with the majority of Australian universities in 2022 and reached an audience of over 40,000 through social media. In 2023, the HEDx conferences built on our existing value proposition and united the industry in activities associated with the Australian Universities Accord and behind changing higher education for good.

2023 HEDx Sector Engagement and Profile



2023 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 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



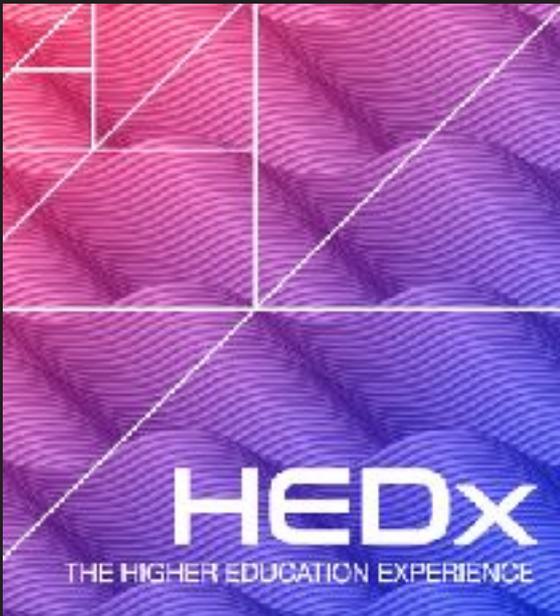
“HEDx is a highly influential higher education content and advisory service whose podcast has had a significant positive impact on my sectoral literacy and my understanding of the industry in which I work. HEDx has carved out a powerful position for itself as a deeply experienced and influential independent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

Professor Christy Collis, Executive of HERDSA and Co-Chair of 2023 Conference and Provost of AIPC



“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



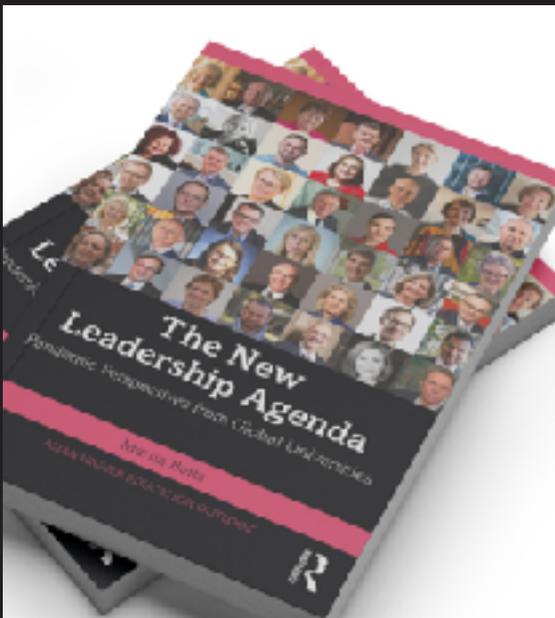
PODCAST

The sector's leading podcast with 90+ episodes in 3 years listened to 18,000+ times for 8,000+ hours with 14,000+ sector reach



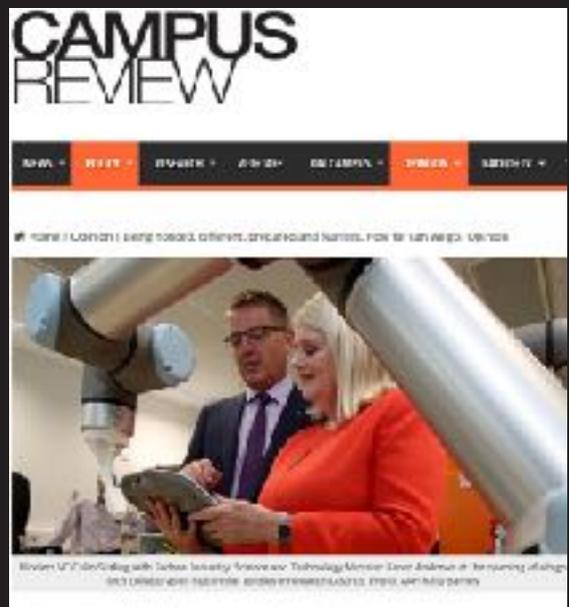
EVENTS

6 events in 2022/3 with 28 partners and a total social media reach of more than 50,000 with similar events planned for 2024



BOOKS

A New Leadership Agenda book published in 2022 curating the views of all sector leaders



OPINIONS

Regular opinion pieces. 90+ papers in 3 years, seen in the sector 140,000+times

Sector Advocacy and Engagement

HEDx Universities Accord Submissions

2023 Submissions

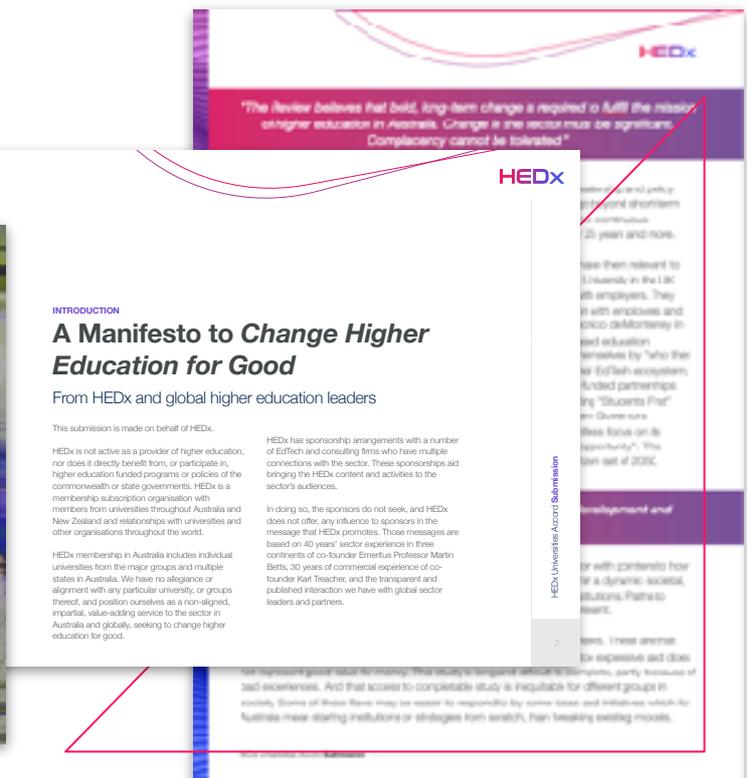
HEDx Sector Advocacy has been extensive in 2023 around engagement with the Universities Accord. Following a podcast episode recording and joint OpEd with Mary O'Kane in March and the March Melbourne Conference, HEDx prepared an extensive Accord submission to the consultation paper with four major policy proposals which were extensively responded to in the interim report.

These included provisions for regional universities and funding of mission-based compacts through redistribution of funding sources and a strong focus on Learning Entitlements for lifelong learning.

These policy submissions were informed by extensive engagement of HEDx through its activities in podcasts and thought leadership and content development with Australian university leaders, particularly its members,

and with extensive wider engagement with global leaders and out of sector innovators from EdTech communities. This includes extensive engagement with the global EdTech and tech investor communities at the ASU+GSV summit and the UA conference and through interactions around extensive sector engagement with podcasts and publications.

HEDx is looking to grow and maintain its engagement with the outcomes and implementation of the Australian Universities Accord final report and its follow up in 2024. We seek to do so on behalf of our members by becoming a policy think-tank, informed by accessing global best practice examples of innovation from our members, elsewhere in the Australian tertiary education sector, and through engagement with out of sector and global leaders and innovators. This has been the focus of our second stage submission.



Universities Accord Mid Year Conference

July 2023



The HEDx Mid Year Conference investigated the release of the Universities Accord Interim Report and facilitated discussion with HEDx members and leading sector commentators and advisors. In preparation HEDx engaged with Mary O’Kane and her team in order to provide context and further insight to the Interim Report. Following Mary O’Kane’s initial engagement with HEDx, the conference provided an opportunity for Mary to share her further insights and views via video.

This four hour conference featured a range of speakers including Vice Chancellors and leading consultants within the sector. In addition to the conference’s primary focus being the Universities Accord Interim Report, HEDx engaged with a wide variety of in sector and out of sector experts (eg. big tech and edtech firms and start ups) to further understand the Accord’s influence and impact on the Australian HE landscape.

The HEDx Mid Year Conference was an opportunity to bring international thought leadership together with local expertise in shifting the higher education experience to a

more equitable, inclusive, purposeful and sustainable position.

As our third event in 2023 it saw more than 160 senior executives from universities throughout Australia, dissect the interim report the day after it was launched by Jason Clare at the National Press Club in the first major gathering of the sector immediately after its release. 20 VCs and DVCs also attended a dinner after the wider conference

In response to an invitation to engage to Mary O’Kane in her second HEDx podcast episode, the week before the event, the conference gave members and attendees a timely opportunity to share immediate reflections and discuss the priorities of the report, what was missing from it and what its impact would be on staff, students and the culture of communities in the sector.

The event was widely promoted by sponsoring Vice Chancellors to their networks and social media promotion by HEDx of the event had a reach of more than 18,000 sector practitioners.

HEDx | Melbourne

March Challenge Conference

March 2023

HEDx March Conference was held on 15th March 2023 in Melbourne. The major conference saw close to 100 senior executives from universities throughout Australia and NZ dissect the consultation paper from the Universities Accord and respond to Mary O'Kane's invitation for the event, to offer big and bold ideas to the 49 questions posed. They did so at the conference and a private dinner for VCs and DVCS after the conference.

The event was widely promoted by sponsoring Vice Chancellors to their networks and social media promotion by HEDx of the event had a reach of more than 12,000 practitioners.

It allowed HEDx to inform the initial Accord submissions of many HEDx members and partners and allowed HEDx to prepare its own submission drawing on the many thoughts that the event gathered together from leaders in the sector and combining them with two years of podcasts and thought leadership from global and out of sector leaders.



HEDx Live | Book Launches of *The New Leadership Agenda* and *The New Learning Economy*

HEDx

February, April and July 2023

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.

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.



AUT
UNIVERSITY

“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 Executive Briefings with sponsors and partners

HEDx scaled up its planned online Executive Briefings in the course of the year in response to the opportunity to more fully re-embrace live events after the pandemic and to take advantage of partnership opportunities throughout the sector. 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

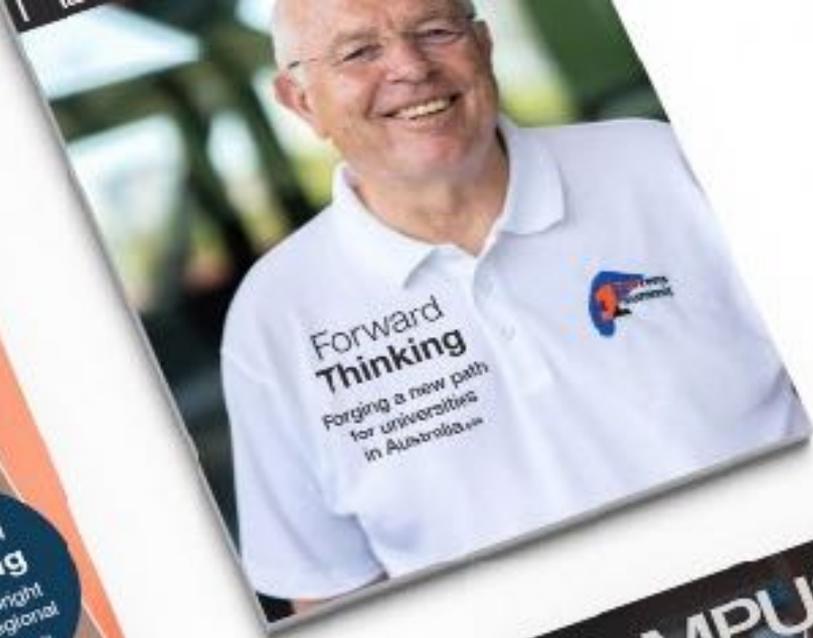


- August 16th and September 19th webinars on student support needs in response to changes in the Support Amendment Bill joint with Vygo and made available as executive briefings on a podcast



- A forthcoming November 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. Each and every 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 & 2023

Members and Partners to date



About HEDx

HEDx is a higher education thought leadership membership organisation founded in 2020 with the launch of a podcast series. That series has since published nearly 90 episodes.

HEDx is now the leading podcast for the sector and a space for ideas and new thinking, providing a dialogue and showcase of sector leaders and engaging sector-specific thought leaders across Australia, the UK and the USA.

HEDx delivers thought leadership, content and advocacy for executives of universities and other higher education institutions, with a focus on leadership, strategy, shaping new business models, and improving student, staff and stakeholder culture and experiences.

It provides a unique space for meaningful and impactful debate in our sector. It is an environment for exploration and sharing of ideas that will impact the future of HE.

The 90 podcasts have included many current or former VC's of Australian, NZ, US, UK, Canadian, Mexican and Singaporean universities and CEOs of EdTech and other partners.

Many of these interviews have been transcribed or commented on following their publication in the sector media and are also accessed globally by the 14,000+ people they are promoted to in the sector and accessible on podcast platforms.

Many of the podcast interviews have led to cover features for recipients in the sector press and have led to multiple jointly authored opinion pieces elaborating on the leadership issues and sector challenges leaders have raised and responded to. The first 50 interviews and the content they generated form the content of a curated book on *The New Leadership Agenda* in the sector published by Routledge in 2023.

The issues raised in interviews and content that HEDx have facilitated with the sector led to the first 6 HEDx Live Events in QLD, NSW and Victoria to which 25 Australian universities were inaugural sponsors and partners. HEDx has gained a position as the leading authority and generator of sector-leading content on leadership, strategy and culture in universities and has reached media and social media audiences at scale globally.

Brisbane

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