



Higher Education Congress 2012

26th & 27th March
Sydney Convention Centre

PROVEN. ESTABLISHED. RESPECTED
5TH ANNUAL EVENT

Operating in the new higher education landscape: innovation and competition

International Keynote



Prof. Malcolm Gillies
Vice-Chancellor
London Metropolitan University (UK)

International Keynote



Martin Bean
Vice-Chancellor
The Open University (UK)

Keynote



Mark McCrindle
Director
McCrindle Research



Robin Shreeve
Chief Executive Officer
Skills Australia



Prof. Greg Craven
Vice-Chancellor
Australian Catholic University



Prof. Caroline McMillen
Vice-Chancellor
The University of Newcastle



Prof. Paul Wellings
Vice-Chancellor
University of Wollongong



Prof. John Dewar
Vice-Chancellor
La Trobe University

Why attend?

- ▶ **JOIN** over 250 sector and government leaders to be part of the big conversations for 2012
- ▶ **EXPLORE** the impact of and opportunities in the new funding environment
- ▶ **LINK** quality, TEQSA and the Higher Education Standards: what does this mean for you?
- ▶ **LEARN** from the world's best on how to boost student retention and completion rates
- ▶ **GAIN** exclusive access to ground breaking research on boosting international student enrolments

POST-CONFERENCE WORKSHOP

27th March 2012
3:30 - 6:00 pm

Formulating frameworks for institutional action to

increase student retention and completion



Led by **Vincent Tinto**
Distinguished University Professor
Syracuse University (USA)



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www.acevents.com.au/higheredu2012 (02) 8908 8555



- 8:00 Registration and refreshments
9:00 Opening remarks from the Chair
Conor King, Executive Director,
Innovative Research Universities

THE NEW FUNDING ENVIRONMENT

9:10 **OPENING KEYNOTE**

What do Gen Y and Gen Z want from their university experience?

As the sector embarks on a major shift in its funding environment, a significant proportion falls to the hands of 17 year-olds and the question begs: what do they want? Mark McCrindle is a social researcher and a recognised expert in equipping universities with the skills and strategies to attract and educate emerging generations. He joins the Congress to address some critical issues...

- Universities are now fighting for demand: how can they appeal to Gen Y & Gen Z?
- What's the value of the student experience versus the quality of the course?
- How are prospective students making their university choices?

Mark McCrindle,
Director,
McCrindle Research



10:10 **Exploring the outcomes of the Base Funding Review**

- What were the key findings and their implications for the sector?
- Is the sector prepared to action these new initiatives?
- Does the review propose a fair and balanced funding environment?
- Reviewing industry response

Vicki Thomson, Executive Director, Australian Technology Network of Universities

10:40 **INDUSTRY RESPONSE PANEL**

Are funding incentives properly balanced to ensure universities maintain quality and enrol to offer the right opportunities?

- The year so far: discussing the impact of uncapped funding
- Can universities continue to grow in light of uncapped funding?
- What has been the impact of the new funding environment on regional universities?
- Exploring the industry impact of and response to the Base Funding Review
- How can the sector continue to uphold quality as the funding environment evolves?

Barney Glover, Vice-Chancellor, Charles Darwin University

John Dewar, Vice-Chancellor, La Trobe University

Richard James, Pro Vice-Chancellor (Participation & Engagement), Chair of Higher Education & Director, University of Melbourne

11:10 Morning tea and networking

11:40 **CASE STUDY**

Shifting the business model for success in the age of demand driven funding

- How is the University of Ballarat doing it?
- Examining a case study of the Regional Dual-Sector Partnership in Victoria
- What will this mean for regional communities?
- Looking to a future built on partnerships and collaboration

David Battersby, Vice-Chancellor, University of Ballarat

12:10 **INTERNATIONAL KEYNOTE**

Affordable education of quality: delivering value for money in an age of austerity

The last two years have seen massive changes to strategy, governance, management, course portfolio and administration services at London Met. From once being London's largest university, London Met went through a funding crisis, unparalleled in UK history. Poor student data management resulted in a fine of £36.5M and a permanent reduction in annual grant of around £15M. Malcolm Gillies describes how London Met has become the champion of affordable quality education in the UK, still strongly dedicated to access education but over a more defensible curricular offering and with assurances of value for money to its students.

Malcolm Gillies,
Vice-Chancellor,
London Metropolitan University (UK)



12:50 Networking lunch

1:50 **Re-developing performance measurement tools**

- How are these tools being reconstructed?
- Applying these tools in a sensible and meaningful way
- Ensuring the integrity and viability of these tools

Richard James,
Pro Vice-Chancellor (Participation & Engagement), Chair of Higher Education & Director, University of Melbourne

2:20 **Upholding quality in the tertiary education sector**

- TEQSA has arrived, the standards framework is being developed – what does this mean for the sector?
- What are the known legislative and regulatory requirements for universities?
- How should the risk indicators be developed and ratings be compared across institutions?

Greg Craven, Vice-Chancellor, Australian Catholic University

DELIVERING WORLD-CLASS RESEARCH

2:50 **Driving transformative research at La Trobe: building models of good practice in international research collaboration**

- Setting up networks that facilitate sharing of knowledge and students
- New models that move toward a collaborative rather than competitive approach
- Continuing to encourage research careers with the younger generations
- Overcoming the barriers and challenges

John Dewar, Vice-Chancellor, La Trobe University

3:20 Afternoon tea and networking

3:50 **PANEL DISCUSSION**

Measuring the innovation dividend

- Developing a framework for assessing the innovation dividend
- Exploring the role of the ERA outcomes in informing allocation for sustainable research excellence and feeding into the research training scheme
- How can the ERA outcomes inform the allocation for sustainable research excellence?

Please see website for panelists

4:20 **Building the UNSW reputation for research**

- Research in the new funding environment: a point of differentiation
- Harnessing a research intensive strategy and focus
- Addressing concerns around the 'future of research'
- Maintaining a high calibre of research in an international market

Les Fields, Deputy Vice-Chancellor (Research), University of New South Wales

4:50 Closing remarks from the Chair

5:00 End of Day One - Join us for networking drinks

8:30 Registration and refreshments

9:00 Opening remarks from the Chair

Vicki Thomson, Executive Director, Australian Technology Network of Universities

BOOSTING ACCESS, PARTICIPATION AND RETENTION

9:10 INTERNATIONAL KEYNOTE

Why technology is the way forward in broadening participation, access and inclusion

- Exploring the advent of the open education resources movement and how to engage learners formally in meaningful ways, whilst continuing to uphold quality
- The role of technology in offering low SES students an opportunity to access higher education
- Examining the major assets The OU uses to drive participation and access

Martin Bean, Vice-Chancellor, The Open University (UK)



9:50 INTERNATIONAL KEYNOTE

Going beyond access to completion

- Identifying critical challenges to student retention and completion
- Fostering an environment to enhance student retention and completion
- Putting the classroom at the centre of student success
- Building pathways to college completion

Vincent Tinto, Distinguished University Professor, Syracuse University (USA)



10:30 Morning tea and networking

11:00 Prioritising student retention strategies at CQU

- Looking at practical strategies that work: where is CQU directing their efforts?
- Measuring results at CQU and exploring the next steps
- Looking at challenges, successes and lessons learned

Scott Bowman, Vice-Chancellor, Central Queensland University

ALIGNING WITH THE WORKFORCE OF THE FUTURE

11:40 How is Australia going to be a clever country? Aligning to the needs of the future workforce

- What does the future workforce look like?
- How can industry, government, community and HE work together to meet these needs?
- Stopping the boom and bust cycle: how can we stop feeding the boom, only to have it taper down the line

Robin Shreeve, CEO, Skills Australia

12:10 Networking lunch

1:10 Fostering industry, government and community collaboration to better equip the workforce of the future

- Identifying opportunities to contribute to the future of Australia
- Facilitating collaboration with industry and government to realise these opportunities
- Exploring the priorities, successes, challenges and next steps for collaboration at The University of Newcastle

Caroline McMillen, Vice-Chancellor, The University of Newcastle

1:40 Driving internationalisation to remain competitive in the global market

- Taking a global focus at UOW
- Offshore engagement versus maintaining a strong domestic focus
- Using international presence as a draw card and strategic investment
- Building strong research collaboration networks

Paul Wellings, Vice-Chancellor, University of Wollongong

2:10 RESEARCH UNCOVERED

Meeting the employment needs of international students: the importance of placement and recognition

- Putting the importance of employment into context: why recognition and placement are major drivers behind choosing an institution
- What does the overseas job market look like and how can Australian curriculums be formed around this?
- Comparing this against domestic needs: how do curriculums need to be tailored to meet two audiences?

Rob Lawrence, Principal, Prospect Research and Marketing

2:50 Closing remarks from the Chair

3:00 Close of Conference

Optional Add-on Workshop

POST-CONFERENCE AFTERNOON WORKSHOP

3:30 - 6:00 pm

Formulating frameworks for institutional action to increase student retention and completion



Led by: Vincent Tinto
Distinguished University Professor
Syracuse University (USA)

About your workshop leader

Led by the household name in student success, Vincent Tinto has carried out research and written extensively on student retention and the impact of learning communities on student growth and attainment. He has consulted widely with Federal and State agencies, independent research firms, foundations and higher education institutions across the globe.

About the workshop

As the Federal Minister for Higher Education considers linking student retention and funding, increasing student completion rates are high on the priority list for Australian universities. With plans to canvass options with the sector next year, 2012 will kick start some significant conversations around student success.

If you are responsible for implementing frameworks and policies for student success, then this post-conference workshop is not to be missed. It will examine the key drivers behind student retention and equip you with the tools to develop frameworks, policies and action plans to drive student success.

Key learning outcomes

- Examine research methods to identify forces that inhibit student retention
- Explore the critical conditions that foster student success
- Develop frameworks and supporting policies that yield student success
- Develop an effective plan guiding institutional action for success and completion
- Identify potential roadblocks to successful implementation

All 3 events
in the same location

You may also be interested in attending the following events. **DISCOUNTED REGISTRATION** packages are available.

Optional
Add-on Day



At a time when student demand has never been more influential to the success of the tertiary sector, the intelligent and innovative application of technology is not only crucial, but a student and staff expectation.

The **Technology in Tertiary Education Congress** will take a high-level, strategic approach to examining the impact and opportunities of emerging learning and enterprise technologies on...

- **revolutionising** the way students learn
- **re-defining** the campus experience
- **driving** increased access and participation
- **transforming** traditional research methods and approaches
- **offering opportunities** to streamline communication and course delivery
- **driving** major cost-savings and efficiency improvements across institutions

Visit the website to find out more:
www.acevents.com.au/techintertiary2012

Optional
Add-on Day



With the start of demand driven funding, competition for enrolments is fierce. The pressure is on for universities to clearly define, reinforce and build their brand to drive higher enrolments from both domestic and international students.

Well targeted, effective, engaging marketing has never been more critical. If you want to remain competitive and grow, in 2012 and beyond, the **Marketing & Branding Universities Symposium** is your must attend event for 2012.

Designed for those involved in marketing universities, the Symposium will show you the latest tools and techniques to set your university apart, build your brand and boost the bottom line... all in the context of sector-specific challenges, developments and trends.

Visit the website to find out more:
www.acevents.com.au/marketinguni2012



Welcome to the 5th annual Higher Education Congress

2012 marks the start of a fundamental shift in the way Australian universities deliver education. Operating in this new environment will demand greater clarity than ever before, as universities make a conscious effort to adapt and innovate.

We invite you to register for the 5th annual Higher Education Congress which will examine the efforts, challenges and next steps for operating in the new higher education landscape. Join over 250 leaders from the sector and government to explore the impact and opportunities of...

- The new funding environment
- Upholding quality in keeping with TEQSA and the Higher Education Standards
- A renewed focus on student participation and retention
- Measuring the innovation dividend and driving research
- Driving improved collaboration with industry, government and community
- Better understanding the needs of the global education market

If there is one Higher Education conference you attend in 2012, make it the Higher Education Congress – for your authoritative annual update on the sector's biggest developments.

I look forward to seeing you there.

Regards,

Jessica Fell

Conference Director

Association & Communications Events

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Higher Education Congress 2012

REGISTRATION FORM

Yes, please register the following delegate(s) to attend the **Higher Education Congress 2012**

Yes, please send me information about **Marketing & Branding Universities Symposium** and **Technology in Tertiary 2012**

Delegate 1: Title _____ First Name _____ Surname _____
Job Title _____ Email _____

Delegate 2: Title _____ First Name _____ Surname _____
Job Title _____ Email _____

Delegate 3: Title _____ First Name _____ Surname _____
Job Title _____ Email _____

Delegate 4: Title _____ First Name _____ Surname _____

FREE: Job Title _____ Email _____

ADDRESS DETAILS

Company name: _____

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REGISTRATION FEES

PACKAGE	DATES	Standard Registration
<input type="checkbox"/> 2 Day Congress: <i>Higher Education Congress 2012</i>	26 & 27 March	\$1,895 incl.GST
<input type="checkbox"/> Add 2-hour Workshop <i>Student Retention and Completion Workshop</i>	26 & 27 March	\$2,325 incl.GST
<input type="checkbox"/> Add <i>Technology in Tertiary Education Congress 2012</i>	26 - 28 March	\$2,795 incl.GST (save \$195)
<input type="checkbox"/> Add <i>Marketing & Branding Universities Symposium</i>	26 - 28 March	\$2,795 incl.GST (save \$195)

GROUP DISCOUNT

Register 4 for the price of 3
Register 10 for the price of 7

Change of Particulars?

To change your details on our records please call **+61 2 8908 8555** or email **database@acevents.com.au**

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5 EASY WAYS TO REGISTER

Fax: Complete this page and fax back to us on +61 2 8908 8556

Call: +61 2 8908 8555 to register over the phone

Post: Complete this page and post to PO Box 1645, North Sydney, NSW 2059

Web: Register online at www.acevents.com.au/higheredu2012

Email: Complete this page and email to us at admin@acevents.com.au

ACCOMMODATION:

If you have not already organised your accommodation, we have arranged discounted room rates at a number of hotels around the event venue.

Please visit www.acevents.com.au/higheredu2012 for details.

* **Cancellation policy:** If you are unable to attend this event, a replacement delegate may be sent in your place at no extra charge. Association and Communications Events does not provide refunds for cancellations made more than 7 days after your registration is received, therefore the invoiced fee remains payable in full. Should you wish to cancel your registration within the 7 day cooling off period, we will refund your registration fee less an administration fee of \$150 (GST inclusive) per delegate. Any cancellation must be made in writing and sent by email or fax. Association and Communications Events will make available course documentation to any delegate who is unable to attend and who has paid in full. Unfortunately some speakers request their papers are not distributed. * **Amendment policy:** Downgrading of registrations is not permitted. Registrations may be upgraded at anytime. * **Sharing of Passes:** Association and Communications Events does not allow shared registrations. Each registration allows admittance of one person only. * **Change of program content:** Association and Communications Events will endeavour to ensure that this conference program is correct at the time of the event. Unfortunately we may need to alter the program prior to the event and reserve the right to do so without notice. We also reserve the right to cancel or postpone this event when full refunds will be issued. Association and Communications Events is not responsible for any loss or damage as a result of a substitution, alternation, postponement or cancellation of an event. * **Payment:** Payment is required either at time of booking or within 7 days of an invoice being issued. If booking within 7 days of the event start date, payment is required at time of booking. No admittance will be granted where payment has not been received in full. * **Administration Fee:** Association & Communications Events reserves the right to charge an additional \$150 administration fee where registrations change significantly from time of original booking.

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