Building Partnerships in Higher Education
Unlocking the secrets to powerful partnerships

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Former Vice-Chancellor of Macquarie, Brunel and Murdoch Universities

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See website for full bio.

Benefits of attending

- Discover how to create partnerships for teaching and research
- Learn how to connect with industry, international institutions and community partners
- New ways to assess the benefits, challenges, and opportunities created by partnerships
- Learn from practical examples, real-life case studies and professional experience

Masterclass Leader

Discover how to create partnerships for teaching and research

Discover how to create partnerships for teaching and research

Register 3 delegates at the ‘standard price’ & bring a 4th delegate FREE!

To register
phone +61 2 9239 5700, fax +61 2 8188 1760
www.partnershipshighered.com

Masterclass dates

Sydney 28th & 29th October 2013
Melbourne 30th & 31st October 2013
Auckland 14th & 15th November 2013
Building & sustaining powerful partnerships

The defining characteristic of today’s higher education landscape is change—rapid, unstoppable and permanent. Globalisation, technological innovation, increased regulation, and changing demography ensure that the landscape is constantly shifting.

With the future so uncertain, higher education institutions are building partnerships not only to share risks but also to develop new markets. Successful partnerships in teaching, research, international or community relations or with industry can exponentially increase a university’s impact.

Powerful partnerships do not happen by themselves. Building and sustaining partnerships requires the careful coordination of many elements. Overcoming the many challenges in setting up and sustaining a partnership is of critical importance to the future of every institution.

Drawing on practical examples, real-life case studies and professional experience of a range of different types of partnerships, on both large and small scales, this workshop will be an opportunity to learn new strategies, apply these lessons to your institution and understand how you can achieve powerful partnerships for your institution.

Who should attend?

University, government, community and business leaders responsible for:

- Research and commercialisation
- Internationalisation
- Innovative learning and teaching
- Community development

Day One

- The benefits, opportunities, challenges and limitations of partnerships
- Ways to assess the value of a partnership: social benefits, financial benefits, and academic benefits

Day Two

- Building equity and quality assurance into each partnership
- Sustaining long-term partnerships

You will leave the Masterclass with practical new ideas about how to build and sustain powerful partnerships.

Register by 9th August and SAVE $500

Endorsed by

For larger groups please call us on +61 2 9239 5700 to coordinate your booking.
Masterclass Agenda

DAY ONE

8.30  Registration & welcome coffee
9.00  Welcoming remarks

How partnerships help universities to achieve their mission
• Examples of how many types of partnerships, including teaching, research, international, local, community-based and industry driven contribute to the university’s mission
• Using partnerships to achieve excellence in a university’s core “business”

Understanding the challenges of building & sustaining a long-term partnership
• Achieving a mutual arrangement based on fulfilling both partner’s needs
• Understanding the background of each partner to fully inform the context of the partnership

Articulating what your institution can bring to a partnership
• Knowing your strengths and value to a potential partner
• Being able to communicate and market your institution as a suitable candidate for partners

Identifying & targeting suitable partners for your institution
• Developing an “ideal partner”, based on similar goals and culture and complementary areas of expertise
• How to approach a potential partner and secure their buy-in and ultimately their involvement

Assessing the value of a partnership
• Measuring benefit (academic, financial, social)
• Getting an accurate understanding of how to assess the benefit of each partnership
• Using assessments to inform decision-making

4.30  Close of day one

DAY TWO

8.30  Networking & welcome coffee
9.00  Welcoming remarks

Designing a partnership from the ground up
• Understanding the requirements for each partner
• What each party can do to accommodate each other

Building quality assurance into the partnership
• What does quality mean for each partner? What would be the required level of quality assurance?
• Implications of the TEQSA audit on third-party risks

Cultivating a mutually beneficial system for handling complications
• Designing a process that all parties agree to for handling any complications

Leveraging existing small partnerships to grow into sustainable relationships
• Turning short-term partnerships into long-term
• Turning single purpose relationships (e.g. teaching) into multi-purpose (research, community engagement)

Measuring the value of your partnership for your institution
• Setting key KPIs to assess the value and success of partnerships
• Identifying opportunities to grow and build upon current partnerships

Final thoughts & ideas to take forward

Evaluation & feedback

4.30  Close of Masterclass

Morning tea, lunch & afternoon tea will be provided each day

Find us at: www.partnershipshighered.com – Twitter #partnershipshighered – LinkedIn: Australian Higher Education
Registration for Building Partnerships in Higher Education

LIBUILDING PARTNERSHIPS IN HIGHER EDUCATION

CC*RUN
Register using this code to receive $100 off the ‘current price’

HOW TO REGISTER
Online: www.partnershipshighered.com
Tel: 1300 316 882 From outside Aust +61 2 9239 5700
Fax: 1300 918 334 From outside Aust +61 2 8188 1760
Email: registration@criterionconferences.com
Mail: Criterion Conferences Pty Ltd, PO Box R1478, ROYAL EXCHANGE NSW 1225, Australia

EVENT PRICES

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<tr>
<th>Tick relevant box</th>
<th>Register &amp; pay by 9 Aug 2013</th>
<th>Register &amp; pay by 30 Aug 2013</th>
<th>Register &amp; pay by 20 Sep 2013</th>
<th>Standard price after 20 Sep 2013</th>
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<tr>
<td>2 Day Masterclass</td>
<td>$2199 + GST*</td>
<td>$2299 + GST*</td>
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<td>SAVE $300</td>
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Choice of city
☐ Sydney 28th & 29th October 2013
☐ Melbourne 30th & 31st October 2013
☐ Auckland 14th & 15th November 2013

Prices quoted in $AUD for Australian venues and $NZD for the New Zealand venue. * GST is charged at 10% for Australian venue attendees. No GST will be charged for New Zealand GST registered delegates attending in Auckland. Registration fee includes morning tea, lunch, afternoon tea and conference documentation. Full payment must be received prior to the conference to ensure admission. Delegates may not “share” a pass between multiple attendees.

TEAM DISCOUNTS
Register 3 delegates at the ‘standard price’ & bring a 4th delegate FREE. Please note that the standard price will be charged for team discounted registrations, early bird prices are not available for registrations utilising team discounts. Delegates must be registered at the same time from the same organisation in order to receive the team discount. For larger group bookings call us on 1300 316 882 to find out how you may qualify for greater discounts.

VENUE
Seminars will be held in a CBD location and delegates advised 2 weeks prior to the masterclass.

CANCELLATIONS: Should you be unable to attend, a substitute delegate is welcome at no extra charge or a credit note for the full amount will be provided. The company regrets that no cancellations will be refunded, course documentation will, however, be sent to the delegate. For an event cancelled by Criterion Conferences registration fees are fully refundable.

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HOW TO PAY

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