

## Executive Education Program 2009

### Collaborative Programs



## *Seminar Series:* Executive Leadership and Management in International Education

# 2009

This seminar series will assist the next generation of international education leaders to achieve the visionary, entrepreneurial, strategic and executive level management skills required to ensure our institutions' and Australia's continuing success in international education.

# Executive Leadership and Management in International Education

*Two 2 day modules, non-residential*

### Overview

This executive seminar series has been developed jointly by the International Education Association of Australia (IEAA) and the Martin Institute to assist the next generation of international education leaders to achieve the visionary, entrepreneurial, strategic and executive level management skills required to ensure our institutions' and Australia's continuing success in international education.

### Designed for

The seminar series is designed for participants at the senior and middle levels of management and teaching in public and private higher education and vocational education and training institutions, having or likely to undertake a leadership role in international education within their institution. It will be suitable for staff at the Deputy Vice-Chancellor/Pro Vice-Chancellor and Director and Associate Director International levels as well as academic/teaching staff responsible for the planning, management and delivery of school/faculty-based international education programs.

This executive seminar series has been jointly developed with:



### Delivery mode

Two intensive, two-day seminars consisting of short presentations, case studies, facilitated interactive discussion between presenters and participants, and some interactive group work. Participants are expected to engage in some preparatory work as well as intermediate work between the two seminar sessions.

### Location and dates

Module 1: 13–14 May 2009,  
Victoria University Convention Centre,  
Melbourne

Module 2: 29–30 September 2009,  
UNSW, CBD Campus, Sydney

### Investment

\$2,200 (incl GST) which includes both modules, course materials, and some meals.

### Program content and structure

#### Module 1

#### *Higher Education in Transition: the Context for International Education*

- The changing global context of higher education
- International education as a shaping force of higher education and of institutional strategy
- Emerging international and Australian higher education policy frameworks and drivers

### *Strategic Responses to the International Education Imperative*

- Forms and models of internationalization
- The student program and beyond
- Innovation and economic development
- Internationalization of research
- Capacity building and development assistance
- Cooperation with industry
- Cooperation alliances and partnerships (institutions, industry, education sectors)
- Crossing sectoral boundaries
- The teaching/research and management divide

### *Interactive Case Studies*

Case Study 1: International Education Strategy – The Institutional Perspective

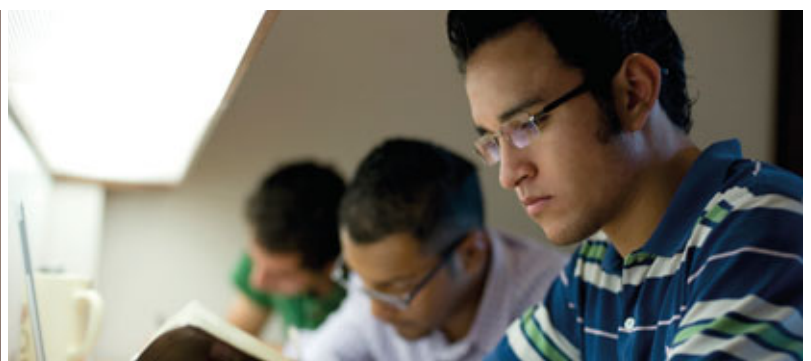
Case Study 2: Partnerships

Case Study 3: The Business of International Education

### Module 2

#### *Tools of the Trade: Best Practice Marketing*

- Strategic marketing planning
- Markets – intelligence and data gathering; data analysis
- Audience profiles: Shifting patterns and projecting patterns of demand
- Branding
- Product development
- Innovative marketing



### ***Tools of the Trade: Focus on Financial Management and Control***

- Financial modeling – project design, costing and cost-benefit analysis
- The mechanics of financial control
- Financial contracting (including TNE programs)

### ***Making International Education Work***

#### ***Delphi Study of International Education Leadership***

- An analysis and discussion

#### ***Summative interactive action learning session***

- The international executive as change agent
- Building internal teams and alliances
- Crossing the academic-administrative divide
- Leading through influence
- Ensuring quality

More information on this program can be found on our website.

### **Confirmed presenters and panelists**

**Tony Adams**, Director and Principal Consultant Tony Adams and Associates; Immediate Past President, IEAA

**Pam Christie**, Director, TAFE NSW – Sydney Institute

**Anna Ciccarelli**, Pro Vice Chancellor & Vice President: International & Development, University of South Australia

**Stephen Connelly**, Deputy Vice-Chancellor, Development and Engagement, Swinburne University

**Andrew Everett**, Director (International), Queensland University

**Stephanie Fahey**, Deputy Vice-Chancellor (International), Monash University

**Jon File**, Executive Director, Centre for Higher Education Policy Studies, University of Twente, The Netherlands

**Leo Goedegebuure**, LH Martin Institute

**Jim Langridge**, former Vice Principal (International) of the University of Wollongong and CEO/Managing Director of the ITC Group of Companies

**Rob Lawrence**, Director, Prospect Research

**Bruce Mackintosh**, former Director International, University of Western Australia

**John Maddock**, CEO, Box Hill Institute, Victoria

**Simon Marginson**, Centre for the Study of Higher Education, The University of Melbourne

**Dennis Murray**, Executive Director, IEAA

**Barry Peddle**, Director, South Western Sydney Institute

**David Riordan**, CEO (International), Department of Education and Training, NSW

**Scott Sheppard**, Deputy Vice-Chancellor – International & Development, Queensland University of Technology

**Virginia Symmons**, Director and CEO, Chisholm Institute of TAFE

**Helen Zimmerman**, NAVITAS World

Please note: This list of presenters is correct at the time of printing, for the most up to date list of presenters please see our website.

*“A focused dialogue between industry role models and participants with the aim of synthesizing the content of the first three days. Learning from best practice and mistakes from the point of view of skills development (e.g. political sensitivity-acumen, people management, etc). Strong practical focus, but conceptually informed”.*



# Application form

## Executive Education Program

LH Martin Institute

for Higher Education Leadership  
and Management

**Program name:** \_\_\_\_\_

**Session date(s):** \_\_\_\_\_

### Personal details

Title	Preferred name	Surname		
Position title				
Organisation				
Postal address				
City	State	Postcode		
Telephone (bh) ( )	Fax (bh) ( )			
Email				
Assistant's name	Assistant's email			
Special dietary requirements				
Main area of responsibility:	<input type="checkbox"/> Academic	<input type="checkbox"/> Research	<input type="checkbox"/> Administration	<input type="checkbox"/> Executive
	<input type="checkbox"/> Other (specify) _____			
Level:	<input type="checkbox"/> Entry	<input type="checkbox"/> Middle	<input type="checkbox"/> Senior	
Organisation type:	<input type="checkbox"/> University	<input type="checkbox"/> TAFE	<input type="checkbox"/> Private	<input type="checkbox"/> Research
	<input type="checkbox"/> Other (specify) _____			
Site address (If different from postal address)			Postcode	

### TERMS AND CONDITIONS

The LH Martin Institute reserves the right to cancel a program and will endeavour to provide participants with as much notice as possible. Upon cancellation, any fees already paid by the participant will be refunded. Details are correct at the time of printing. Costs, dates, venues and presenters are subject to change without prior notice.

**Fees**  
All prices include: tuition, materials, meals and accommodation (for residential programs). Personal and travel expenses are not included. Fees are due prior to the commencement of the program. Programs are frequently oversubscribed and places can only be guaranteed on receipt of an enrolment form and acceptance of terms and conditions.

### Variations in enrolment

The LH Martin Institute incurs substantial administrative costs prior to the commencement of a program; the following policy applies to variations in enrolment (deferrals and withdrawals):

	14 days or less	15 to 28 days	29 days or more
Deferral	25% of program fee	A\$300 administration charge (incl. GST)	A\$300 administration charge (incl. GST)
Withdrawal	100% of program fee	50% of program fee	A\$300 administration charge (incl. GST)

Alternatively, a substitute may attend a program in place of another person however the proposed substitute will be subject to the same selection process as the original participant. Substitutions may incur a late processing fee. **Please note:** all variations to enrolment must be made in writing to the LH Martin Institute via email, fax or letter.

### Privacy Notification

Information collected on this form will be dealt with in accordance to the Privacy and Personal Information Act 1988. The Martin Institute may provide your institution and/or employer with your name and the course you attended. If you do not wish for this information to be given to your institution or employer email martin-institute@unimelb.edu.au. To view the complete privacy policy please visit: <http://www.mihelm.unimelb.edu.au/about/Privacy.html>.

### Acceptance of terms and conditions (to be signed by the person authorising payment)

I understand and agree to the above terms and conditions. Upon acceptance of this application, I/my organisation will become liable for the program fee and will be bound by the terms and conditions.

Signature	Date
Full name	Position

### Payment authorisation (Please indicate method of payment):

**Credit Card**

Card type:  Visa  MasterCard

Card number \_\_\_\_/\_\_\_\_/\_\_\_\_/\_\_\_\_ Expiry date \_\_/\_\_/\_\_

Cardholder's name \_\_\_\_\_ Total amount AUD\$ \_\_\_\_\_

Cardholder's signature \_\_\_\_\_ Date \_\_\_\_\_

**Cheque enclosed** (Please make payable to The University of Melbourne)

**Please forward an invoice to (name and postal address):** \_\_\_\_\_

### TAX INVOICE

This registration form will be a tax invoice for GST purposes when fully completed and payment is made.  
All prices include GST. ABN: 84 002 705 224

**Please return completed registration form via:**

Email:  
asteer@unimelb.edu.au

Fax:  
+61 3 9347 8922

Post:  
LH Martin Institute for Higher  
Education Leadership and  
Management  
Melbourne Graduate School of  
Education  
The University of Melbourne  
Victoria 3010

### For more information:

T: +61 3 8344 3157  
[www.mihelm.unimelb.edu.au](http://www.mihelm.unimelb.edu.au)



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## About the Martin Institute

# 2009

The Martin Institute was established to meet an urgent need in Australia and the region for high quality leadership and management education through the provision of a suite of tailored executive and award programs focusing on institutional management and leadership.

The Institute is interdisciplinary and has as its key objectives:

- to train the next generation of leaders of Australia's higher education and VET institutions in the strategic management of their institutions;
- to provide a forum in which public policy makers, public and private sector institutions and national and international experts can explore, assess and anticipate the changing national and international environment in which higher education and VET operates; and
- to support its educational programs with scholarship and research.

The Martin Institute is achieving these objectives through the provision of award programs at postgraduate level; continuing professional education and refresher programs for aspiring and established senior executives, conferences and seminars on major policy and management issues; consultancy services, research and policy analysis.

The Executive Education Program provides relevant and practical professional development solutions specifically designed for the next generation of leaders in tertiary education.

In developing these programs the Martin Institute has collaborated with a range of local and international organisations to understand the professional development requirements specific to the tertiary sector.

The range of executive education programs currently offered by the LH Martin Institute includes:

- The Senior Leadership Series
- The Executive Seminar Series
- Specialist Short Courses
- Collaborative Programs

**For the latest details on the growing range of Executive Education Programs offered by the LH Martin Institute please visit our website: [www.mihelm.unimelb.edu.au](http://www.mihelm.unimelb.edu.au) or call +61 3 8344 3157.**

**LH Martin Institute** for Higher Education Leadership and Management



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