



[www.mihelm.unimelb.edu.au](http://www.mihelm.unimelb.edu.au)

## Introducing the Martin Institute

The establishment in August 2007 of the Martin Institute is an exciting development designed to enhance post-secondary education in Australia and New Zealand by providing a suite of tailored short 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.

It will do this through the provision of:

- coursework programs at postgraduate level;
- continuing professional education and refresher programs for aspiring and established senior executives, and for members of governing bodies;
- conferences and seminars on major policy and management issues;
- consultancy services to higher education and VET institutions; and
- research and policy analysis.

Based at the University of Melbourne's Graduate School of Education, the Institute's programs will be conducted across Australia, New Zealand and internationally.

**The Executive Seminar Series** is a key component of the Institute's programs, bringing together top international and local experts with institutional leaders in small group seminars. This setting allows for an interactive exchange of ideas, sharp debate, and will further new approaches to management and leadership enabling our institutions to be key players at the regional, national and international levels.

Professor Frans van Vught, an internationally renowned scholar and practitioner, has been invited to lead off our 2008 program. I invite you to attend this inaugural event on Strategic Institutional Positioning.

Over the coming months the Martin Institute will be gradually introducing its range of leadership and management development activities, which can be found at [www.mihelm.unimelb.edu.au](http://www.mihelm.unimelb.edu.au). I welcome your feedback and suggestions on these programs.

Professor V. Lynn Meek  
Director

### The Advisory Board

In achieving its aim and objectives, the Martin Institute will benefit from the expertise of an Advisory Board comprising independent and eminent members, appointed for their knowledge of the policy environment of higher education and VET leadership and management, for their ability to guide the Institute's work, and for their capacity to represent its interests.

Professor John Hay AC, *Chair*

Professor Lynn Meek, *Director*

Professor Frans van Vught, *President, European Centre for Strategic Management of Universities*

Professor Glyn Davis AC, *Vice-Chancellor, The University of Melbourne*

Professor Allan Fels AO, *Dean, Australian and New Zealand School of Government*

Professor Margaret Gardner AO, *Vice-Chancellor, RMIT University*

Mr Tom Gregg, *President, Association for Tertiary Education Management*

Professor Elizabeth Harman, *Vice-Chancellor, Victoria University*

Ms Julie Moss, *National Chair, Australian Council for Private Education and Training*

Professor Ian O'Connor, *Vice-Chancellor, Griffith University*

Ms Lisa Paul, *Secretary, Commonwealth Department of Education, Employment and Workplace Relations*

Ms Marie Persson, *Deputy Director-General (TAFE and Community Education), NSW Department of Education and Training*

Professor Alan Pettigrew, *Vice-Chancellor, The University of New England*

Professor Field Rickards, *Dean, Melbourne Graduate School of Education, The University of Melbourne*

Professor Adam Shoemaker, *Deputy Vice-Chancellor and Vice-President (Education), Monash University*

Professor Pat Walsh, *Vice-Chancellor, Victoria University of Wellington*

### LH Martin

Professor Sir Leslie Martin was an eminent physicist who became a key higher education adviser to the Menzies government. Sir Leslie was Lecturer and Associate Professor in Natural Philosophy, and then Professor of Physics at the University of Melbourne (1927-59). After leaving the University of Melbourne in 1959, Sir Leslie became Chairman of the Australian Universities Commission, a position held until 1966. In 1961 he became chairman of a major inquiry into the future of Australian higher education, which became known as the Martin Committee. Leslie Martin was knighted in 1957 to honour his outstanding contributions to science.

**An invitation to**

# The Executive Seminar Series

This series is designed for senior leaders in higher education and VET in Australia and New Zealand and is aimed at promoting the development of higher education management through small group seminars which provide opportunities for focused and open interaction between participants.

## **Strategic Institutional Positioning** Brisbane 17 March Melbourne 19 March



**Seminar Leader**

**Professor Frans van Vught**

*Policy Advisor on Higher Education to the President of the European Commission  
President, European Centre for Strategic Management of Universities*

Prof. Frans van Vught is a Member of the Group of Social Policy Advisors (GSPA) of the European Commission (under the leadership of EC-President Barroso) and Member of the Board of the European University Association (EUA). In addition he is President of the Executive Board of the Center for Strategic Management of Universities (Esmu) and President of the Board of the Netherlands' House for Education and Research (Nether).

From 1997 to 2005 he was Rector and President of the University of Twente. Prior to this he was the founding director of the Center for Higher Education Policy Studies (CHEPS), a higher education research center of the University of Twente.

In the Netherlands, Professor van Vught is a member of the National Innovation Platform (presided by the Prime Minister) and of the National Social Economic Council. In the past he was, among others, a Member of the National Council on Education, President of the Board of Governors of the International Institute of Aerospace Survey and Earth Sciences, Chairman of the Dutch National Foundation for the Advancement of Science and Technology and President of the Supervisory Board of the "Hogeschool Enschede".

Internationally, he is a Member of the University Grants Committee of Hong Kong and the German "Akkreditierungsrat".

Professor van Vught is an expert in higher education policy and management. He has published widely (and in several languages) on these issues and has been a consultant to many international organisations, governments and universities. He holds several academic awards and honorary doctorates from the universities of Ghent, Belgium and Strathclyde, Glasgow, Scotland.

### **The Program**

**Program launch**

As the inaugural event in the Martin Institute Executive Seminar Series, the Brisbane seminar will be formally launched by Professor John Hay AC, Chair of the Institute's Advisory Board, and the Melbourne event will be launched by Professor Elizabeth Harman, Vice-Chancellor of Victoria University.

**Seminar**

The workshop will be in two parts. The first will consist of a presentation, followed by discussion. The presentation will address the following broad issues:

- globalisation and internationalisation in higher education;
- the dynamics of diversity in higher education systems;
- the reputation race;
- impacts on and consequences for higher education institutions of these three sets of variables.

During the discussion, the specific impacts and consequences for the Australian system and its institutions will be explored. Participants are expected to actively contribute from their own perspective to stimulate a frank and open discussion.

The second part of the workshop will focus on the various roles higher education institutions play in different contexts. Three contexts are identified: regional, national and international. Regarding each of these a joint analysis will be undertaken, emphasizing the following questions:

- what could/should be strategic positions of an individual institution?
- what should be collective strategic positions given national and international imperatives?
- what do these choices imply for institutional missions and mission diversity at the system's level?
- what does this mean in terms of actual implementation?

The second part of the workshop will be a joint and interactive session during which participants will be stimulated to explore both their own strategic questions and the collective strategic choices at the level of the overall Australian higher education system.

*To enable a substantive discussion to take place, the number of participants for each event will be limited to 25.*

### **Dates and venues**

**Brisbane**

Monday 17 March 2008, 9:30am – 5pm  
(registration 9:00am)

Customs House  
399 Queen Street, Brisbane

**Melbourne**

Wednesday 19 March 2008, 9:30am – 5pm  
(registration 9:00am)

Park Hyatt Hotel  
1 Parliament Square, Melbourne

### **Who should attend**

This seminar is designed exclusively for senior executives. *Please note that numbers are limited to a maximum of 25 participants.*

### **Seminar Fees**

\$1650 (incl GST)  
Fee includes all materials, lunch and refreshments

### **Enquiries and Registration**

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