# Program

**University Fee De-regulation: Markets, Strategy and Pricing**  
*Discussion and Simulation Forum*

**Venue:** Park Hyatt, 1 Parliament Square  
Melbourne, Victoria  
**Date:** 31 July – 1 August 2014

## Day 1 - Thursday, 31 July 2014

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<th>Time</th>
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<td>08.30 – 09.00</td>
<td><strong>Registration with arrival tea and coffee</strong></td>
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| 09.00 – 09.10 | **Welcome & Introduction**  
- Differentiation of mission and strategy design  
- Approaches to collaboration and differentiation  
- Student revenue and subsidization of research   | Prof Leo Goedegebuure  
Director,  
LH Martin Institute |
| 09.10 - 09.50 | **Policy perspectives on fee deregulation**  
- Political risks of rapid fee escalation  
- Financial impact of higher fees on students  
- Public opinion on fees  
- Current legal powers to control fees  
- Potential new controls on student fees | Mr Andrew Norton  
Higher Education  
Program Director,  
Grattan Institute  
Ms Ittima Cherastidtham  
Higher Education  
Associate, Grattan Institute |
| 09.50 – 10.30 | **Aligning price to strategy and market positioning**  
- Pricing – rates of return, brand, elasticity and price signaling  
- Differentiation through prestige and reputation, niche markets  
- Competing without a clear value proposition and with lower cost competitors  
- Student decision-making and behavior – value/willingness to pay | Mr John Studley  
Partner and Data Analytics Leader  
PwC  
Mr Simon Mezger  
Partner,  
PwC |
| 10.30 - 11.00 | **Morning tea**                                                                                       |                                                                           |
| 11.00 – 11.40 | **Factoring in the external environment – demographics, participation and regulatory policy**  
- National, state and local demography  
- School participation outcomes and socio-economic factors  
- Impacts of broader regulatory environment – competition policy and consumer rights | Prof Peter Noonan  
Fellow, Mitchell Institute for Health and Education  
Victoria University |
<p>| 11.40 - 12.15 | <strong>Presenter Panel: Interactive discussion</strong>                                                              | Panel                                                                     |
| 12.15 – 13.15 | <strong>Lunch</strong>                                                                                                 |                                                                           |</p>
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| 13.15 - 14.15 | **Presentation of institutional scenario (plenary)**  
- Overview of the historic and predictive model methodology  
- Overview of ‘Australia University’ – student load, workforce, campuses,  
- Impact of CGS funding  
- Funding Cluster review – profitability analysis  
- Demonstration of initial scenario for price setting taking into account investment for capital improvements and research funding | Prof Leo Goedegebuure  
Mr Andrew Faulkner  
Chief Software Architect, Pilbara Group |
| 14.15 - 14.45 | **Afternoon tea** | -- |
| 14.45 – 15.45 | **Workgroups per institutional profiles**  
Facilitated by experts to discuss the pre-configured scenarios and to determine further strategic options or variables for different institutional profiles | Facilitation: Prof Leo Goedegebuure  
Prof Peter Noonan  
Prof Vin Massaro  
Modelling:  
Mr Lea Paterson  
Mr Andrew Faulkner  
Ms Michelle Brooke  
Pilbara Group |
| 15.45 – 16.30 | **Plenary discussion and prioritization of scenarios** | -- |
| 16.30 | **Close** | -- |

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**Day 2 - Friday, 1 August 2014**

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| 09.00 – 09.20 | **Welcome & Opening (Plenary)**  
- Overview of scenario modelling from workshops | Prof Leo Goedegebuure  
Mr Lea Paterson  
Mr Andrew Faulkner  
Ms Michelle Brooke  
Pilbara Group |
| 09.20 - 10.30 | **Scenario modelling – review of simulation results from overnight modelling per institutional profiles (small groups)** | Mr Lea Paterson  
Mr Andrew Faulkner  
Ms Michelle Brooke  
Pilbara Group |
| 10.30 - 11.00 | **Morning tea** | -- |
| 11.00 – 12.00 | **Scenario modelling – model adjustment for changes based on the results (small groups)** | Mr Lea Paterson  
Mr Andrew Faulkner  
Ms Michelle Brooke  
Pilbara Group |
| 12.00 - 12.30 | **Synthesis of institutional strategies and program pricing (Plenary)** | Prof Leo Goedegebuure |
| 12.30 | **Close** | -- |