



Institute for  
**DIGITAL  
INNOVATION  
& AI**

# 2026 Partnership Opportunities



Partnership Prospectus



# Introducing the Institute for Digital Innovation & AI (IDIA)

IDIA (pronounced 'IDEA') is a purpose-built Institute within Melbourne Business School, established to help companies and executives harness data, digital technologies, and AI to generate real-world business impact and value.



## EXECUTIVE EDUCATION

Build AI Literacy and Leadership through immersive, applied learning techniques



## APPLIED RESEARCH AND FRAMEWORKS

Offer evidence-based insights and practical frameworks that support responsible AI adoption



## INDUSTRY COLLABORATION

Co-design solutions with partners to tackle real-world digital challenges



## THOUGHT LEADERSHIP AND COMMUNITY

Convene leaders, academics, and practitioners to share insights shaping the future of AI

# Why Partner with IDIA?

IDIA partners with organisations to translate AI opportunity into measurable business impact – building capability, confidence, and strategic direction for the digital age.

## IDENTIFY OPPORTUNITIES

Assess digital and AI readiness across your organisation.

Identify high-value potential use cases for digital innovation and AI within your organisation.

Benchmark against industry best practice and emerging technologies.

## EMPOWER LEADERS

Develop AI leadership skills through executive programs and workshops.

Equip teams with practical knowledge to evaluate, implement, and govern AI responsibly.

Create a shared understanding of AI's potential and limitations.

## IMPLEMENT AND SCALE

Support strategy execution and pilot projects through applied research and advisory.

Embed responsible AI frameworks, governance and measurement.

Drive sustainable transformation that delivers business and societal value.

# Our 2025 Programs and Events

Over 560 corporate and government leaders completed our **executive education programs** in Australia and Asia in 2025



Our events bring together **innovators in industry, government and academia** to discuss emerging trends in digital and AI





Our research explored the **transformational impact** digital innovation and AI is having on industry and our community



# Our 2025 Partners



# IDIA Leadership Team



**UJWAL KAYANDE**

*Professor and Inaugural Director of IDIA*

Ujwal previously founded Melbourne Business School's Centre for Business Analytics in 2014 and served as Director until 2021.

He is a globally recognised expert in marketing analytics, AI, and digital transformation. Awarded several times for his research and teaching, he works closely with organisations to help them address the opportunities and challenges of our digital age. With his signature Data for Decision-Makers program, he has helped over 3000 senior executives change their mindsets to become more data-driven.

He is an Advisor to several organisations across the world, including L'Oréal, T2 Tea, Brandcomms.ai, Laurretta.io, and Zetaris.



**CHERYL GEORGE**

*Director, Strategic Partnerships*

Cheryl brings over 25 years' experience helping organisations explore new technologies, evolve their corporate strategies and capitalise on emerging market opportunities.

She has held senior roles across government, industry and research, and is deeply connected to Australia's innovation ecosystem.

Formerly Commercial Director at CSIRO's Data61, she led the establishment of Australia's National Artificial Intelligence Centre and developed the Australian Government's first AI Roadmap and AI Ethics Framework, shaping national approaches to digital innovation and responsible AI.



**JON WHITTLE**

*Distinguished Fellow & Professor*

Jon is Australia's leading thought leader on AI for business. A former technical lead at NASA and director of CSIRO's AI capability, he also founded Australia's National AI Centre. He has a global reputation for applying AI to achieve real world impact with a human-centred approach, having worked with or advised Boeing, the Federal Aviation Administration in the US, Google, Microsoft, NASA, Australian Super, Medibank, BHP, Supreme Court Justice of Victoria, state and federal governments.

He has worked extensively in the US, the UK, UAE, Germany and Australia. He is author of two books on AI: Responsible AI - Best Practices for Creating Trustworthy AI Systems, and AI for Business - A Guide to AI Adoption.

# IDIA Advisory Board



**WENDY STOPS**  
*Chair*

Wendy is a Non-executive Director of Coles Group, Melbourne Business School and PwC Australia's Governance Board, and Chair of the Fitted for Work Future Fund. She has held senior board roles at Blackmores (Chair), Commonwealth Bank and Altium, and advised government and leading institutions on governance, innovation and technology.



**ADAM POWICK**  
*Board Member*

Adam is a senior executive and advisor with deep experience in professional services and technology. Former CEO of Deloitte Australia, he led 13,000 people and held senior roles across Deloitte's Asia Pacific and Global Consulting practices. He now advises Australian and Asian organisations on growth, innovation and AI.



**CHRISTELLE YOUNG**  
*Board Member*

Christelle is the Managing Director of T2 Tea and a distinguished executive with extensive experience in strategy, transformation, technology, and data analytics.

Formerly the Chief Data & Analytics Officer at L'Oréal South Asia Pacific, Middle East & North Africa, she has led significant transformation initiatives across 33 countries.



**MIHIR SHUKLA**  
*Board Member*

Mihir is Chairman, CEO and Co-Founder of Automation Anywhere, a global leader in agentic process automation. A pioneer of the digital workforce, he created AI agents that automate complex tasks. Over 20 years, he has led the company to major awards and partnerships with leading global organisations.



**KEE WONG**  
*Board Member*

Kee is an experienced Non-Executive Director with nearly 40 years of senior leadership across technology, services, retail, food and beverage, and property. A seasoned entrepreneur and global investor, he currently chairs the Australian Institute of Company Directors' Governance of Innovation and Technology Panel.



# Partnership Tiers



# IDIA Partnership Options



**IDIA**

**FOUNDATION  
PARTNER**

**Foundation Partners** gain unparalleled access to IDIA expertise, resources, and events, including representation on our Digital and AI Forum, exclusive joint research opportunities, customised executive learning experiences, and prominent branding and seating at all IDIA events.

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**\$100,000 p.a. (plus GST)**

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**IDIA**

**INNOVATION  
PARTNER**

**Innovation Partners** secure priority invitation and access to all IDIA events, a private masterclass for their leadership team, early access to exclusive IDIA insights, papers and tools, course enrolment discounts and networking and branding opportunities across the year.

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**\$50,000 p.a. (plus GST)**

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**IDIA**

**SUPPORTER  
NETWORK**

**IDIA Supporter Network** members gain access to IDIA research and insights, invitations to our IDIA events, networking, opportunities, and discounted enrolment in MBS executive education programs.

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**\$25,000 p.a. (plus GST)**

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# IDIA Foundation Partner

Designed for organisations looking to secure priority access, greater strategic influence, and prominent recognition as leaders in digital and AI.



**\$100,000 p.a. (plus GST)**

*Inclusions valued at over \$140,000  
\*Conditions apply*

## STRATEGIC ACCESS & INFLUENCE

- Representation on **IDIA's Digital & AI Forum** – a twice-yearly opportunity to contribute to national dialogue on AI opportunities for Australia and help shape IDIA's direction.
- **Early access** to IDIA research, tools, frameworks, and pilots as they are released.

## LEADERSHIP CAPABILITY DEVELOPMENT

- A **customised 2-day executive learning experience** for up to 30 leaders, hosted at Melbourne Business School.
- A **private briefing session** for your team or executives on emerging opportunities in digital innovation and AI.
- A **10% discount** on Melbourne Business School short courses for your team.\*

## BRAND & THOUGHT LEADERSHIP VISIBILITY

- A **speaking opportunity** at an IDIA-hosted event (subject to program fit).
- Option to **co-brand a publication** with IDIA, when aligned with mutual research interests.
- **Recognition as a Foundation Partner** in all IDIA publications, events, and digital channels.

## NETWORK & COMMUNITY

- **Five complimentary registrations** to our quarterly IDIA events, including our annual conference, and access to Melbourne Business School executive leadership events.
- **Access to exclusive partner events**, including briefings, closed-door roundtables and insight sessions.

# IDIA Innovation Partner

Designed for organisations moving from exploration to adoption, with priority access and practical engagement to accelerate AI readiness.

## STRATEGIC ACCESS & INFLUENCE

- Invitations to **Innovation Roundtables** – small-group, practitioner-focused sessions designed to support implementation, capability building, and shared learning.
- **Priority access** to all IDIA events, research releases, and strategic briefings.

## LEADERSHIP CAPABILITY DEVELOPMENT

- A **1-day dedicated executive learning experience** for up to 30 leaders, hosted at Melbourne Business School.
- A **private briefing** (virtual or in-person) for your executive team or board on emerging opportunities in digital and AI.
- A **10% discount** on Melbourne Business School short courses for your team\*.

## BRAND & THOUGHT LEADERSHIP VISIBILITY

- **Recognition as an Innovation Partner** across IDIA publications, showcases, and the Summit.
- **Association with IDIA's mission** and access to our community of peer leaders advancing AI transformation in their industries.

## NETWORK & COMMUNITY

- **Four complimentary registrations** to every IDIA event throughout the year.
- **Access to exclusive partner briefings**, closed-door roundtables, insight sessions, and peer-level exchange.



**\$50,000 p.a. (plus GST)**

*Inclusions valued at over \$85,000  
\*Conditions apply*

# IDIA Supporter Network

For organisations building foundational awareness of digital innovation and AI through access to insights, expertise, and opportunity.



**\$25,000 p.a.** (plus GST)

*Inclusions valued at over \$45,000  
\*Conditions apply*

## STRATEGIC ACCESS & INFLUENCE

- **Access to IDIA event briefings**, research updates, and public insight releases.
- Exposure to **emerging trends and use cases** shaping responsible AI adoption

## LEADERSHIP CAPABILITY DEVELOPMENT

- A **private briefing** (virtual or in person) for your executive team or board on emerging opportunities in digital and AI.
- **Learning opportunities** to help executives stay informed and build foundational capability.

## BRAND & THOUGHT LEADERSHIP VISIBILITY

- **Recognition as an IDIA Supporter** at our events, on our channels, and in communications.
- **Association with IDIA's mission** and access to our community of peer leaders advancing AI transformation in their industries.

## NETWORK & COMMUNITY

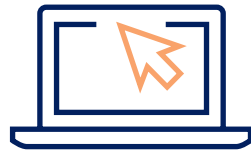
- **Three complimentary registrations** to each of our quarterly IDIA events, including our annual IDIA Conference.
- **Access to exclusive partner briefings**, closed-door roundtables, insight sessions, and peer-level exchange.

# IDIA Partner Benefits

		FOUNDATION PARTNER	INNOVATION PARTNER	SUPPORTER NETWORK
<b>DIGITAL &amp; AI FORUM</b>	Representation on IDIA's Digital and AI Forum, a twice-yearly opportunity to contribute to IDIA agenda-setting and shape national and industry direction.	✓		
<b>JOINT PUBLICATIONS</b>	Opportunity to co-author industry-facing reports, articles and research papers with IDIA on emerging trends impacting the digital innovation and AI landscape.	✓		
<b>INNOVATION ROUNDTABLES</b>	Invitation to small-group roundtable sessions focused on discussing emerging areas of opportunity and challenge in digital and AI, for industry.	✓	✓	
<b>LEADERSHIP DEVELOPMENT</b>	A dedicated executive learning experience or masterclass for your leadership team annually.	✓	✓	
<b>PRIVATE BRIEFING</b>	A private briefing for your Board or Executive Team on an AI or digital business topic of relevance to your company or industry.	✓	✓	✓
<b>EXECUTIVE EDUCATION</b>	Preferential pricing for company employees enrolling in MBS' executive education short courses.	✓	✓	✓
<b>IDIA INSIGHTS</b>	Early access to IDIA research, frameworks, insights and pilots as they are released.	✓	✓	✓
<b>NETWORKING EVENTS</b>	Complimentary registrations and priority seating at all IDIA hosted events, including our IDIA conference annual event.	✓	✓	✓
<b>BRAND VISIBILITY</b>	Recognition as a corporate partner at all IDIA events, on our webpage and in our publications, and prominent branding at our annual IDIA Summit.	✓	✓	✓

Partner benefits listed here are indicative, and IDIA reserves the right to update these from time to time, as outlined in individual partner agreements, to reflect identified needs, and the strategic direction of IDIA over time.

# Connect with us



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