Innovative, engaging pedagogy may be practised by some individuals in higher education contexts, however, to generate transformative change across the sector, there needs to be a cultural shift in attitudes towards teaching. The power and persuasion of quality teaching needs to be recognised, endorsed and encouraged by educational leaders. An institution-wide cultural shift supports the conditions in which optimum learning outcomes may be achieved.

The OLT funded *Professionalisation of the Academic Workforce Project* was designed to support educational leaders effect cultural change in attitudes to the work of academics. The primary purpose of the project was to synthesise research and current practice in universities as a foundation for the development of a quality framework integrating principles and evidence of good teaching practice which can be implemented at the institutional, faculty and individual staff level across Australian universities. The framework aligns with promotional levels for academic staff. This initiative addresses the place of teaching in the academic profession at a time of significant change in the sector.

This presentation will report on the how the framework has been adapted during trials and how it may be embedded at faculty and institution levels.