# Professor Tracey Bretag Prize highlights evolving challenges in academic integrity amid AI advances



The establishment of the Professor Tracey Bretag Prize for Academic Integrity marked a significant step forward in recognising the pivotal role that academic integrity plays in higher education. Launched by Studiosity in September 2020, the award honours the late Tracey Bretag, a global expert in the field of educational integrity. Her influence stretched across continents, with her leadership of the International Journal for Educational Integrity and her contributions to the Handbook of Academic Integrity marking her as a formidable presence in this essential area of academia.

Bretag's advocacy for robust academic integrity practices was grounded in her belief that institutions must not only educate students about ethical conduct but also rigorously enforce the rules surrounding it. “I am so deeply honoured by your suggestion that I am almost speechless,” she remarked upon learning of the proposed prize in her name, recognising the importance of the work being done in the field. Tragically, her life was cut short when she passed away on 7 October 2020, but her legacy continues to inspire change within educational institutions.

The trajectory of the Award from its inception reflects an evolution in how educational integrity is approached. Initial submissions in 2020 focused broadly on defining misconduct, but by 2023, entrants had pivoted towards innovative projects that integrate new challenges posed by artificial intelligence (AI) into their frameworks. In 2025, as institutions increasingly embed generative AI into their curricula, there remains a consensus that academic integrity must underpin these advancements. This year's prize invites nominations that address these challenges, with a critical eye on maintaining humanity and learning at the heart of the student experience.

The growing number of institutional submissions demonstrates a cultural shift towards prioritising academic integrity within universities. By 2025, there is a noticeable increase in dedicated units focused on managing educational integrity, signalling a systemic commitment to ethical academic practices. This aligns with Bretag's emphasis on evidence-based, student-first approaches, which are now gaining momentum as universities respond to the complexities of a digitally transformed educational landscape.

One exemplary initiative that reflects this shift is the 'Integrity Matters' programme at the University of Greenwich. This interactive, gamified e-learning course engages students in critical discussions about academic integrity through relatable scenarios, aiming to instil a culture of ethical conduct. "We are thrilled to have been awarded the Tracey Bretag prize for advancing best practice," said Sharon Perera, Head of Academic and Digital Skills, highlighting the programme's role in fostering awareness among student communities about academic conventions.

Institutions worldwide are beginning to implement similar forward-thinking strategies. In 2023, Dr. Kris Nicholls and Jacqui Casey of Torrens University Australia were recognised for their project, ‘The Face-Less Crowd’ Exhibition, which sought to visually confront the issue of cheating in higher education. Their moving installations across campuses aimed to provoke awareness and discussion about academic integrity breaches. Furthermore, guidelines developed by a consortium led by Professor Rowena Harper from Edith Cowan University provided a framework for assessing the implications of AI on educational integrity. These efforts underscore the necessity for perpetual adaptation in a landscape where the educational integrity of students is becoming more complex.

As the academic landscape grapples with the challenges posed by advances in technology, the spotlight on maintaining a high standard of academic integrity is critical. Through awards like the Professor Tracey Bretag Prize, the higher education community is reminded of its commitment to fostering an environment in which ethical learning flourishes. The upcoming nominations for 2025 serve not only as a celebration of innovatory practices but also as a clarion call to uphold the values that underpin academic success in an age increasingly defined by technology and rapid change.

In a world where academic integrity is at greater risk, the challenge remains for educational leaders and institutions to develop robust responses that combat unethical behaviour and promote authentic learning experiences. As the sector navigates this terrain, the spirit of Tracey Bretag—her dedication to integrity and education—lives on, inspiring the next generation of scholars and educators.

### Reference Map

1. Paragraph 1: [[1]](https://www.hepi.ac.uk/2025/05/21/how-prize-named-in-honour-of-tracey-bretag-shows-academic-integrity-is-changing/), [[2]](https://www.studiosity.com/traceybretagprize)
2. Paragraph 2: [[1]](https://www.hepi.ac.uk/2025/05/21/how-prize-named-in-honour-of-tracey-bretag-shows-academic-integrity-is-changing/)
3. Paragraph 3: [[1]](https://www.hepi.ac.uk/2025/05/21/how-prize-named-in-honour-of-tracey-bretag-shows-academic-integrity-is-changing/)
4. Paragraph 4: [[2]](https://www.studiosity.com/traceybretagprize)
5. Paragraph 5: [[3]](https://www.gre.ac.uk/academicskills/integrity-matters), [[4]](https://www.gre.ac.uk/articles/public-relations/academic-integrity-develop-your-original-writing-and-avoid-plagiarism)
6. Paragraph 6: [[6]](https://www.torrens.edu.au/stories/newsroom/design/academics-awarded-the-professor-tracey-bretag-prize-for-academic-integrity)
7. Paragraph 7: [[7]](https://www.ecu.edu.au/newsroom/articles/news/experts-guiding-ai-assessment-reforms-awarded-globally-for-academic-integrity)

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## Bibliography

1. <https://www.hepi.ac.uk/2025/05/21/how-prize-named-in-honour-of-tracey-bretag-shows-academic-integrity-is-changing/> - Please view link - unable to able to access data
2. <https://www.studiosity.com/traceybretagprize> - The Professor Tracey Bretag Prize for Academic Integrity is an annual award established by Studiosity in 2020 to honor the late Professor Tracey Bretag, a leading researcher in educational integrity. The prize aims to recognize and promote initiatives that advance the understanding and implementation of academic integrity in higher education. It is open to educators, staff, and student groups across various regions, including the UK, Europe, North America, the Middle East, and Asia/Oceania. The 2025 prize focuses on how the sector can keep academic integrity, humanity, and learning at the heart of the student experience.
3. <https://www.gre.ac.uk/academicskills/integrity-matters> - The University of Greenwich offers the 'Integrity Matters' module, a 1.5-hour e-learning course designed to engage students in discussions about academic integrity through relatable scenarios. The module covers day-to-day student activities, academic study, assessments, and integrity, aiming to raise awareness and promote ethical academic practices among students.
4. <https://www.gre.ac.uk/articles/public-relations/academic-integrity-develop-your-original-writing-and-avoid-plagiarism> - The University of Greenwich provides workshops and resources to help students understand plagiarism, its implications, and strategies to avoid it. The 'Integrity Matters' Moodle course is available year-round, allowing students to complete it at their own pace and earn a certificate upon completion. The university also offers feedback services through Studiosity to assist students in developing their writing skills and maintaining academic integrity.
5. <https://www.gre.ac.uk/articles/public-relations/university-of-greenwich-wins-global-tracey-bretag-award> - In 2024, the University of Greenwich won the global Tracey Bretag Prize for their 'Integrity Matters' initiative. The course, co-created with students, raises awareness of common pitfalls leading to unethical practices like using essay mills. It employs relatable scenarios and gamification to encourage students to consider academic integrity, aiming to instill a positive culture and shift away from blame and shame to integrity and empowerment.
6. <https://www.torrens.edu.au/stories/newsroom/design/academics-awarded-the-professor-tracey-bretag-prize-for-academic-integrity> - In July 2023, Dr. Kris Nicholls and Jacqui Casey from Torrens University Australia were awarded the Professor Tracey Bretag Prize for Academic Integrity. Their initiative, 'The Face-Less Crowd' Exhibition, highlighted the perils of cheating in higher education. Design students created visual installations across multiple campuses to confront various types of academic integrity breaches, aiming to raise awareness and promote ethical academic practices among peers.
7. <https://www.ecu.edu.au/newsroom/articles/news/experts-guiding-ai-assessment-reforms-awarded-globally-for-academic-integrity> - In July 2024, the Tertiary Education Quality and Standards Agency (TEQSA) Assessment Experts Forum, including Edith Cowan University's Deputy Vice-Chancellor Professor Rowena Harper, won the Tracey Bretag Prize for Academic Integrity. They developed guidelines titled 'Assessment Reform for the Age of Artificial Intelligence' to support the education sector in considering the risks and opportunities of generative AI, aiming to guide future assessment practices in response to AI advancements.