

Section 1 Overview

1.1 Introduction

The Canadian Association for Distance Education was engaged by Foreign Affairs and International Trade Canada (FAITC) to undertake market research on the Australian and New Zealand distance education sector. This engagement was conducted under the terms of a Short Form Services Contract #PST 6801.

The Statement of Work for this contract directed CADE to "...prepare a full and detailed market research on the Australian and New Zealand distance education sector focussing on identifying the potential for the state of the industries, the potential for joint research and development projects as well as investment and export sales opportunities for Canadian distance education companies and organizations. The market research shall recommend specific activities and follow-up actions which will be conducive to increase trade in distance education between Canada and Australia and New Zealand."

The workplan accepted by FAITC clarified that by the "distance education sector" FAITC is referring to the distance education and the distance learning technologies industry which serves both the private and public sectors for education and training purposes.

The delivery of education and training generally is now inter-dependent with distance learning technologies which enable teaching and learning. New models of teaching and learning embrace a spectrum which includes classroom based instruction, enhanced by electronic media and telecommunications, as well as the independent distance learner in an isolated community, who might well link with students in that same classroom for elements of a learning program. The distinctions between classroom based, or face to face instruction, and distance education are disappearing as telecommunication developments and new learning technologies open up the choices available for delivering