

Both countries offer market opportunities in all seven sectors in the post-secondary education and training areas. Content and learning programs is a highly competitive and protected sector but provides excellent opportunities for joint venturing where trusting relationships can be developed. Australia and New Zealand, like Canada, have strong reasons to protect their cultural identities, especially in the education area, from the onslaught of English language materials and courseware coming from the United States. Companies who build into their programs, processes for local adaptation, will be more likely to succeed in finding buyers in this protective environment.

Canadian companies are succeeding in doing good business in Australia and New Zealand, despite the obvious barriers of distance, time differences and difficulties in obtaining market intelligence. Papadopoulos (1993) identified more Canadian companies operating in Australia, in spite of its relative market size, than in France or Japan. The reasons for this lie in the strong social and cultural ties between the countries which facilitate easy business relationships. The three countries share a Commonwealth heritage. Australia and New Zealand have stable, democratic political climates and well developed diverse cultures.

New multi media technologies, which will be developed in parallel with the implementation of broadband services on the global electronic highways, will demand strategic alliances for the development, acquisition and delivery of services. Countries like Australia, New Zealand and Canada have populations which are too small to absorb the costs associated with production of multi media in specialist areas of education and training. Joint productions for CD ROM and specialist courses like those which already occur in instructional television, would increase investment opportunities and facilitate access to global markets.

Canada already has strong alliances and partnerships in the region and these need to be developed and promoted.

Activities which would assist in raising the profile of Canada's distance learning industry in Australia and New Zealand include: