

new jobs created will require the equivalent of 17 years full-time education. Many of the new jobs will require a much higher level of skill than those they are replacing. Those already employed will need to retrain to higher or different standards to keep their jobs.

Many commentators argue that the future lies in knowledge-based, high-tech industries, all highly competitive and global in scope in this emerging economy, learning and training is both a key industry and a competitive advantage. Some have argued that it may surpass the traditionally dominant sectors of manufacturing and tourism.

The Conference Board of Canada lists the ability to learn independently as a workforce skill, along with good communications skills, social skills, teamwork, ability to adapt, thinking skills and knowledge navigation. New technologies are being used by companies to train their employees on the job- 'just-in-time learning'. The new teaching techniques are two-way, collaborative, and interdisciplinary. In some cases, classroom teachers are no longer leaders but 'tour guides'. Students can now pick and choose from available materials. "Education on demand" is a big business, and the growth will be most spectacular within industry.

4.1.8 New Competition

World education markets are fragmenting, with numerous niche markets developing on an international and regional scale. A recent study from Australia finds that the higher education sector today is in the same position as the telecommunications and banking sectors when they first faced massive deregulation. Many of the study's interviewees reflected the view that universities are not meeting the needs of their stakeholders. Lifelong learning has become the new catch-M, and has helped to create a growth in demand for new services. (Cunningham et al. 1998)

If traditional post-secondary institutions cannot fulfil this new demand, new suppliers will emerge. The Australian study finds that the real threat to education from these new providers is in non-traditional undergraduate student education, an area that includes a variety of continuing and professional education programs and specialised training programs. These programs are potentially the most lucrative leaving the possibility that traditional institutions may be left serving only the less-profitable traditional undergraduate market, with declining public budgets. In short, at a time when the public purse for higher education institutions is shrinking, the market for the profitable high end of higher education is becoming more competitive. (Cunningham et al. 1998)