

The content and learning program sector is both a protected and a highly competitive sector, but provides excellent opportunities for joint venturing where good 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 courseware, processes to assist with local adaptation, will be more likely to succeed in finding buyers in a protective environment.

Canadian companies are succeeding in doing good business in Australia and New Zealand, despite the obvious barriers of distance, time zone differences and difficulties in obtaining market intelligence. The reasons for this lie in the strong social and cultural ties between the countries which facilitate easy business relationships. Australia and New Zealand have stable, democratic political climates and well developed diverse cultures. Both countries are good locations for regional headquarters or support centres for businesses wanting to operate in the region. Language, culture and schooling similarities have strong appeal for Canadian families facing relocation to the region.

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. 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, like those which already occur in instructional television, would increase marketing opportunities and facilitate access to global markets.

1.6 Key Conclusions and Recommendations

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