

Zealand which would assist the Department of Foreign Affairs and International Trade in determining future activities in relation to this market. Thirdly, to identify Canadian companies active in the region, to describe their perspective of the value of this market and to learn from their experiences. Finally to recommend specific activities and follow up actions conducive to increasing trade. The area of potential suppliers in Canada has not been examined since the objective of this report is to assist suppliers in deciding whether Australia and New Zealand are attractive markets.

The study was conducted by examining available market information gathered in Australia and New Zealand and by interviews with individuals both in the region and with industry specialists in Canada. In addition, fourteen companies with current activities were interviewed. Six profiles of these companies are presented here.

Findings

The changing distance learning environment places more and more emphasis on electronically distributed networks for learning. The potential of the electronic highway to change the way in which we live, work, and learn has stimulated many innovative developments in the use of media and technologies for learning. This future learning environment is dependent on fully accessible broadband telecommunications services and on the capacity to design, develop and produce effective learning programs and learning management systems.

The findings of this research indicate that Australia and New Zealand, like Canada, are going through extensive modernisation of their telecommunications infrastructures enabling changes to be implemented in the delivery of flexible and distance learning. Australian education policy and micro economic reform, linked to a training agenda have resulted in the rapid development of national initiatives designed to stimulate the acceptance of distance learning technologies for education and training. New Zealand, while a much smaller market, is experiencing similar national reforms. In both countries these changes provide unmet demand for distance learning technologies, products and services in all sectors.