



The Place To Be

# Media release

From the Minister for Information and Communication  
Technology

---

Thursday January 18, 2007

## LOCAL eLEARNING HITS THE WORLD STAGE

Thousands of British students will soon benefit from cutting-edge Victorian technology at their fingertips, with local eLearning companies gaining unprecedented access to the UK education system, the Minister for Information and Communication Technology, Tim Holding, said today.

Two leading local eLearning companies, Etech Group and Editure, have overcome staunch international competition to be selected as preferred suppliers by the British Educational Communications and Technology Agency (BECTA).

“Of the 10 companies to make the EU approved purchasing list, our local companies are the only two from outside Europe,” Mr Holding said.

The appointment means both Etech and Editure, through its UK distributor Netmedia, will be among the government-approved suppliers charged with meeting the \$A100 million eLearning needs of 29,000 British schools, colleges and universities.

“It shows that our eLearning companies are some of the best in the world, coming in ahead of the pack for reliability, sustainability and value for money – the primary selection criteria for the supplier panel,” Mr Holding said.

Previous education technology deals with UK schools and Encyclopaedia Britannica, have helped Etech and Editure establish themselves in the British market, with many of their past business contracts initiated or bolstered through participation in the BETT expo – the world’s premier education technology exhibition, held annually in London.

They were just two of 10 Victorian eLearning companies to make the annual pilgrimage to the BETT expo this year, running from 10-13 January.

“Last year’s Victorian exhibit at BETT was extremely successful, with our local eLearning companies reporting expected export deals worth A\$7.6 million, as well as hundreds of new business contacts,” said Mr Holding.

“We look forward to similar outstanding outcomes for our local companies in 2007,” he said.

Victoria is recognised as the pre-eminent Australian location for creative eLearning solutions. Small to medium sized-enterprises dominate the local education technology landscape and many of these are now working together in one of the State’s newest ICT business networks.

“Through its ICT Linkages Program, the Bracks Government has provided \$100,000 to support a new Victorian eLearning industry association,” said Mr Holding.

**Media contact: Media Unit 03 9651 5799 [www.vic.gov.au](http://www.vic.gov.au)**

The eLearning Industry Association of Victoria positions itself as a one-stop-shop for buyers and vendors, operating as a vehicle for entry into international education markets.

Local ICT companies can also gain financial support to exhibit and expand internationally through the Victorian Government's Trade Events and Export Assistance Program. Since 2002, the program has funded 431 ICT companies to attend some of the most prestigious technology conventions in over 33 countries across the globe, returning reported exports of more than \$724.2 million.

The Victorian companies attending the BETT in 2007 were Dataworks, Delf Systems International, Digital Education Services, Etech Group, Editure, Easy2Learn, Multimedia on Wheels, Stop Motion Pro, Protea Textware and Ziptales.