



**Software & Information
Industry Association**
BUILDING THE DIGITAL ECONOMY

Webcast Series - Global Ed Tech Market Focus on Australia

November 11, 2009



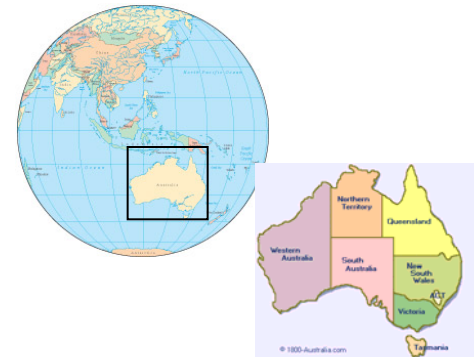
Agenda

Welcome and Announcements

Introduction of Moderator and Panelists

Panel Discussion

Q & A



Welcome & Introductions

Announcements: Tasiyiwa Mapondera

- This webcast session is being recorded. The audio file, additional information and slide presentations will be available on the SIIA Education Division home page.
- Submit questions via the “Chat” feature.
- Additional information:
 - U.S. Ed Tech Industry Market Watch: Pre-K-12 Survey
 - Announcement of the 2010 Education Division Board
 - Ed Tech Business Forum, Nov 30 – Dec 1, New York
 - Call For Presenting Companies
 - Can register for Online Conference soon

Speakers

Moderator

- **Adel Habib,**
President and General Manager
VIP Tone, Australia

Panelists

- **Dr. Evan Arthur,**
Group Manager, Digital Education and Youth Transitions Group
Department of Education, Employment and Workplace Relations
- **Ms. Susi Steigler-Peters**
National General Manager, Education | Industry Development
Telstra Enterprise & Government
- **Mr. Greg Whitby**
Executive Director of Schools
Catholic Education Office – Diocese of Parramatta



Adel Habib

- President and General Manager of VIP Tone, Australia, and Chief of Operations of VIP Tone Inc.
- 30 years experience in K-12 as teacher, administrator and software developer.
- Prior to joining VIP Tone, worked in various senior positions in NSW Department of Education and Training
- National and International speaker on educational technology
- Recipient of National Government Productivity Gold Award for technology Innovations



VIP Tone, Australia

- Supplier of School Administration and Financial Management Software to three States and one Catholic Education Office in Australia.
- Invited by the Federal Government to participate in the first SIF – AU pilot in Australia.
- Joint partnership with government and private industry to develop end to end education solutions for schools
- Developing an educational Digital Market Place for Australian communities

Topic Overview

- Why the focus on Australia?
- SIIA's Global Initiatives:
 - Global Strategies and Strategic Partnerships Working Group
 - The 2009 SIIA Ed Tech Business Forum
theme: *Growing Globally*
- Introducing today's speakers



Evan Arthur

- Group Manager, Digital Education and Youth Transitions, Dep't of Education, Employment and Workplace Relations
- Coordinates the Australian Government involvement in issues associated with the use of ICT in education.
- Manages the implementation of the Digital Education Revolution (DER).
 - DER is \$A2.2 billion program designed to transform the use of Information and Communications Technologies in Australian schools.



Education, Employment and Workplace Relations

- The Australian Government's policies and programs for schools are administered through the (DEEWR).
- Through DEEWR, the Australian Government provides supplementary funding to both government and non-government school authorities to support agreed priorities and strategies.
- In addition to policies promoting high standards and excellence in schooling, the Australian Government provides support for students leaving school and going on to other forms of education
- The Australian Government also provides a significant amount of funding to support Indigenous students.



Susi Steigler-Peters

- National General Manager for Education, Telstra
- Primary role is to provide an innovative education platform that actively engages students and teachers in all facets of learning for the 21st century.
- Has more than 25 years' experience in education.
- Prior to joining Telstra, Susi worked as Chief Education Officer with the NSW Department of Education and Training.
- Published a number of national and international conference papers.
- Served, by invitation of the education minister, as a board member on the New South Wales Community Languages Schools Board.



Telstra

- Australia's leading telecommunications and information services company.
- Offers a full range of services and competes in all telecommunications markets throughout Australia.
- Provides more than 9.0 million Australian fixed line and 10.2 million mobile services, including 6.3 million 3G services.
- Main activities include the provision of:
 - local and long distance, international telephone and mobile services
 - broadband access, content, data and internet services
 - wholesale services to other carriers and ISPs
 - advertising, search and information services
 - cable (television) distribution services
- Major strength is Telstra's vast geographical coverage through both fixed and mobile network infrastructure.



Greg Whitby

- Executive Director of Schools, Catholic Diocese of Parramatta
- 30 years experience in K-12 schooling and senior system leadership.
- Chair of the Catholic Network Australia Education Strategic Working Group (CNA)
- Chair of the Catholic Education Network (CENet)
- Named in 2007 by the Bulletin Magazine as **the most innovative and creative educator in Australia.**
- Apple Distinguished Educator.



Catholic Education
Diocese of Parramatta

Parramatta Catholic Education Office

- The CEO oversees 77 in western Sydney, New South Wales.
- Operates within the fifth largest diocese in Australia.
- Autonomous but works strategically through the National ICT Committee and its intersection with state and federal governments via the Catholic Education Commission.

Moderated Panel Discussion

Although there will be a dedicated Q & A session at the close of the webcast you may submit questions at any time using the chat feature to the right of your screen.

Question One for the Panelists

What is the landscape for education technology products and services in Australia?



Sydney, New South Wales

Digital Education Revolution

- Investment of \$2.2 billion – for all secondary schools over five years (2008-2012) to improve student access to world class ICT.
 - Key policy elements:
 - National Secondary School Computer Fund - \$2.1 billion over five years, including:
 - \$10 million over three years to develop support mechanisms for schools.
 - \$32.6 million over two years for online curriculum tools, resources and supporting technical frameworks; and
 - Professional Development for teachers on ICT.
 - Fibre Connections to Schools - \$100 million;

Key deliverables agreed with stakeholders

- Students undertake challenging and stimulating learning activities supported by access to global information resources and powerful tools for information processing, communication and collaboration,
- Teachers devise student centric programs of learning that address agreed curriculum standards and employ contemporary learning resources and activities,
- Parents support students in their learning by monitoring programs and progress and by communicating with teachers online.
 - The Australian Government, States and Territories commit to National ICT Infrastructure including
 - access to broadband bandwidth,
 - access to digital learning resources and activities,
 - access to national curriculum
 - access to continual ICT PD for teaching staff.

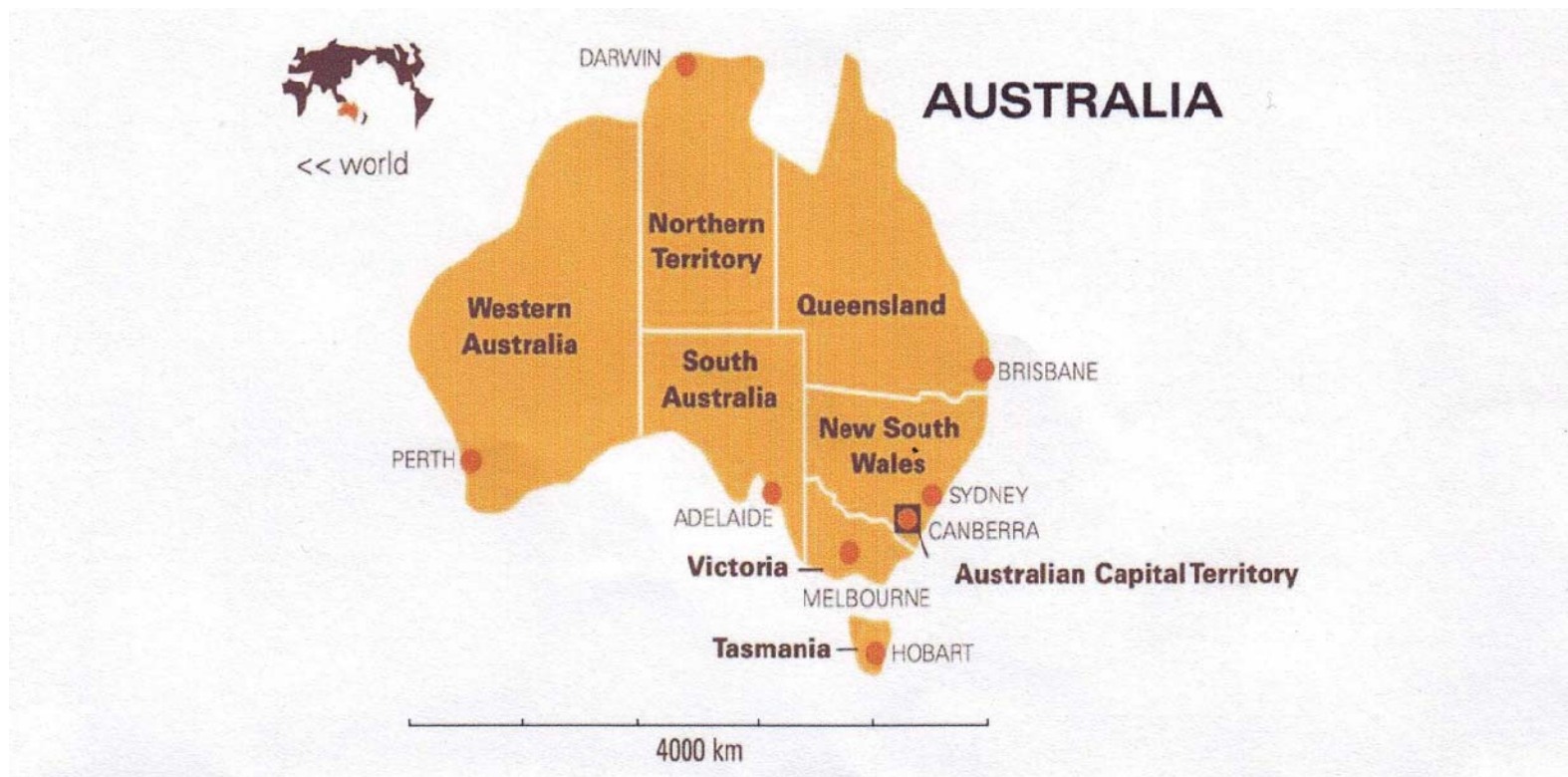
Question Two for the Panelists

How does the Australian purchasing system work for education technology products and services and how can US companies gain entry?



Melbourne, Victoria

Australia's System of Governance



State and Territory Governments' Role in School Education

- State and Territory Governments are responsible for provision of school education to students in their state/territory and also
- Student assessment and certification
- Curriculum and course accreditation
- Resource allocation for Government schools
- Teacher employment and professional development in Government schools

Australian Government's Role in School Education

- National leadership in school education issues
- Supplementary funding to government and non-government schools
- The Commonwealth is the principal funder of non-government schools
- Support for effective transition beyond school education
- Funding for Indigenous students

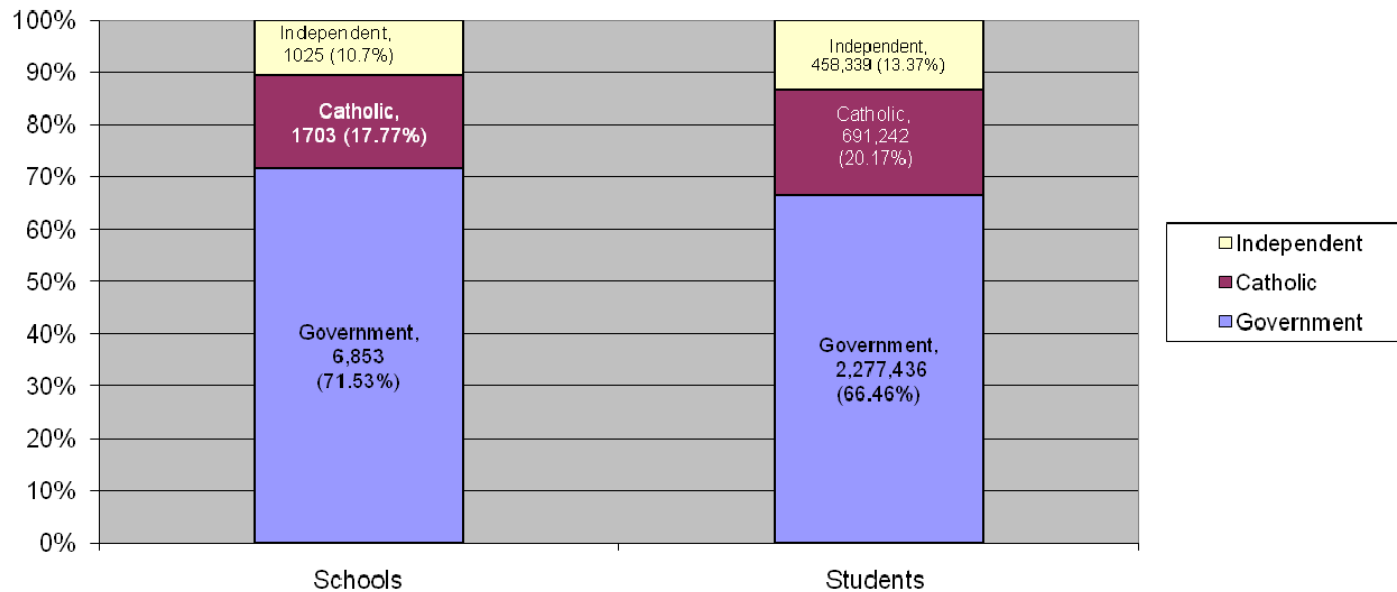
Local Government does not have a role

- Australia has no equivalent of school districts or local education authorities
- Local or regional structures play no significant role in the delivery of education in Australia
- Government schools are controlled directly by State Government education departments
- Catholic systemic schools may be organised on a State-wide basis or a diocesan basis
- Independent schools operate independently

Government and Non-Government Schools

School and Full Time Student Numbers - 2007

Data ABS Schools 2007 4221.0 Table 1,16



Question Three for the Panelists

What are the government spending trends and which technologies are gaining traction in Australian schools?



Cairns, Queensland

Question Four for the Panelists

What is the infrastructure in a typical school and are there any broadband/connectivity issues that should be considered?



Uluru, Northern Territory

Question Five for the Panelists

Which technologies are seeing declines or increases in usage and what opportunities should ed tech companies looking to do business in Australia focus on in the current and coming period?



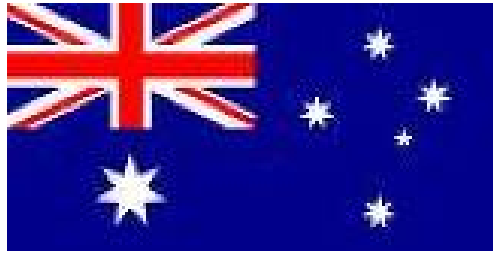
Canberra, ACT



Questions from the Audience

Closing Announcements

- Respond to the post webcast survey to tell us what you thought of today's presentation
- U.S. Ed Tech Industry Market Watch: PreK-12 Survey
- Join the Global Working Group!
 - SIIA members meet by conference call on second Monday of the month at 3 pm eastern.



Thank you for
joining us today!