

[Global Webcast Slides Focus on Australia](#) November 11, 2009

**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

A prelude to SIIA's 2009 Ed Tech Business Forum on Growing Globally, this webcast offers a window into the market for education technology Down Under!

Hear directly from high level insiders on the Australian ed tech market's general form and structure, trends in government spending, emerging opportunities and vendor perspectives on doing business Down Under. You'll learn the answers to such questions as:

- What is the landscape for education technology products and services in Australia?
- How does the Australian purchasing system work for education technology products and services and how can US companies gain entry?
- What are the government spending trends and which technologies are gaining traction in Australian schools?
- What is the infrastructure in a typical school and are there any broadband/connectivity issues that should be considered?
- 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?

This webcast offers perspectives from the Australian ed tech industry, government, and global

vendors doing business in the Australian market.

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