Global Training at Work For International Business GEM College

Workright Australia, an Australian Registered Training Organisation, has merged operations with GEM College of International Business (Global), to deliver competency based training both in Australia and off-shore.

Workright Australia was one of the first private accredited training providers to bring nationally recognised, competency based training to learner/workers and industry groups around Australia.

GEM College of International Business (Global) was previously known as Workright Global, and delivered training in China, Tanzania, Ghana and Kenya under that brand, and formed a Joint Venture, Workright Danubius, in Eastern Europe in 2010.

GEM College of International Business (Global) will take over responsibility of all off-shore training, and is now calling for appropriate Joint Venture partners to register their interest in establishing GEM campuses throughout the Greater Asia Region and African countries. Educational institutions, quality training providers and investors with a commitment to social entrepreneurship are invited to complete an Expression of Interest in being involved in establishing a GEM campus.

GEM’s training is “pracademic” – it’s practical and it’s academic.

On-the-job assessment ensures the practical application and transference of competencies into the workplace and, the consistent application of quality educational resources, based on adult learning principles ensures that the training is “deep learning” at a sound academic standard.

GEM students, and GEM campuses will deliver training from Certificate I to Advanced Diploma levels, with curriculum for three graduate qualifications currently being prepared for accreditation. GEM students and campuses will be supported by the GEM Online Campus, which ensures a consistency of delivery, making it equitable for all learners!

Luceille Outhred, Corporate Leader, of the Workright Group and GEM Global experienced the benefits of “distance learning” as it was then called, when she was studying for a Master of Distance Education in 1993 – 1994. “I had three children and was nursing a terminally ill relative, self paced distance education was the only way I could study!” Ms Outhred said. “Online learning is personal, convenient and portable, you can do it from your smart phone, any time, anywhere! You take the class when you feel like it, as it fits in with your timeframe and amongst your other life commitments. It’s delivered in bite-sized chunks, and … if you don’t get it at first it’s repeatable. It’s so motivating and it’s so free from fear of failure.”

Education is the world’s largest industry. Right now there are over 1 billion people currently involved in training world wide. Corporate training is a $200B industry, and e-learning, which was previously regarded as a “passing fad”, now represents $52.6B of corporate training investment. What’s more corporate e-learning is predicted to grow into a massive $107Billion market by 2015.

As 40% of every dollar spent on training is spent on travel costs, it makes sense for employers to deliver training in-house, and the support provided by GEM Online Campus makes that simple and cost effective.

Monthly Google searches for “online university” exceed 1.8 million, and “e-learning” 2.2 million, and in response to the massive market pull in North America, 96% of universities now offer at least one online-only course.

While the United States and Europe dominate the global e-learning market with more than 70% share of the revenues, Asia is set to take over the US in the next 5 years.

Learning has changed. It’s changed to meet the significant economic, technological and lifestyle changes that have occurred in the last 20 years, and Workright and GEM are adapting to those changes.


Contacts
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