



openlearning

Presentation for EduGrowth – April 2020
Delivered by Cherie Diaz – Managing Director, Australia

About us

OpenLearning is a scalable online learning platform at the forefront of a new wave of education delivery.

https://www.youtube.com/watch?v=u1eS-B_HpGo&feature=youtu.be

- Founded in **2012**
- Head office in **Sydney**
- **1.74 million** learners globally
- **7,900** active courses
- **62** education providers
- **45** employees worldwide
- **Listed on ASX** in Dec 2019 (ASX:OLL)

Delivering results for top-tier education providers, corporate and governments

Universities

Corporate/Government



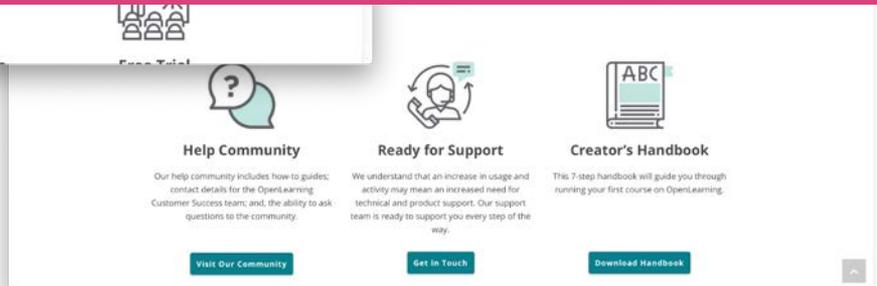
Versatile platform to design, deliver and launch courses or qualifications in any format





Helpful Resources for Coronavirus Planning

<https://solutions.openlearning.com/openlearning-coronavirus-response/>



Identified areas of opportunity:

- Deliver engaging, socially-constructive courses online via OpenLearning's scalable cloud learning platform;
- Extend your IP and build revenue streams through the delivery of accredited and non-accredited courses to bridge the skills gaps for working professionals;
- Diversify your sources of students by raising your brand awareness in Southeast Asia by leveraging OpenLearning's database of 1.74m learners;
- Secure the pipeline of international students for 2021 and beyond by offering a range of taster and preparatory courses online, offshore; and,
- Create bespoke customised solutions for employers that meets their needs without having to deliver the full qualification.

Scaling education by empowering learners to collaborate, innovate and support each other

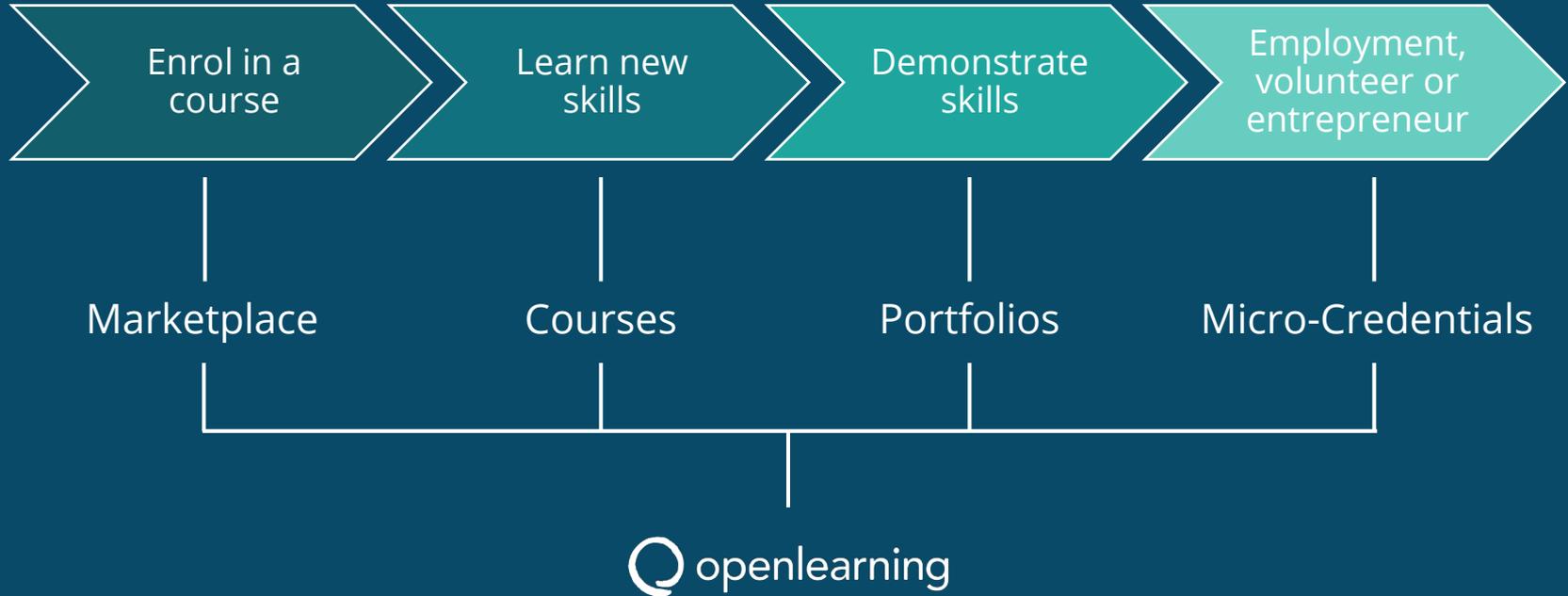
TRADITIONAL PLATFORMS



openlearning



An integrated solution for learner acquisition, education and employability

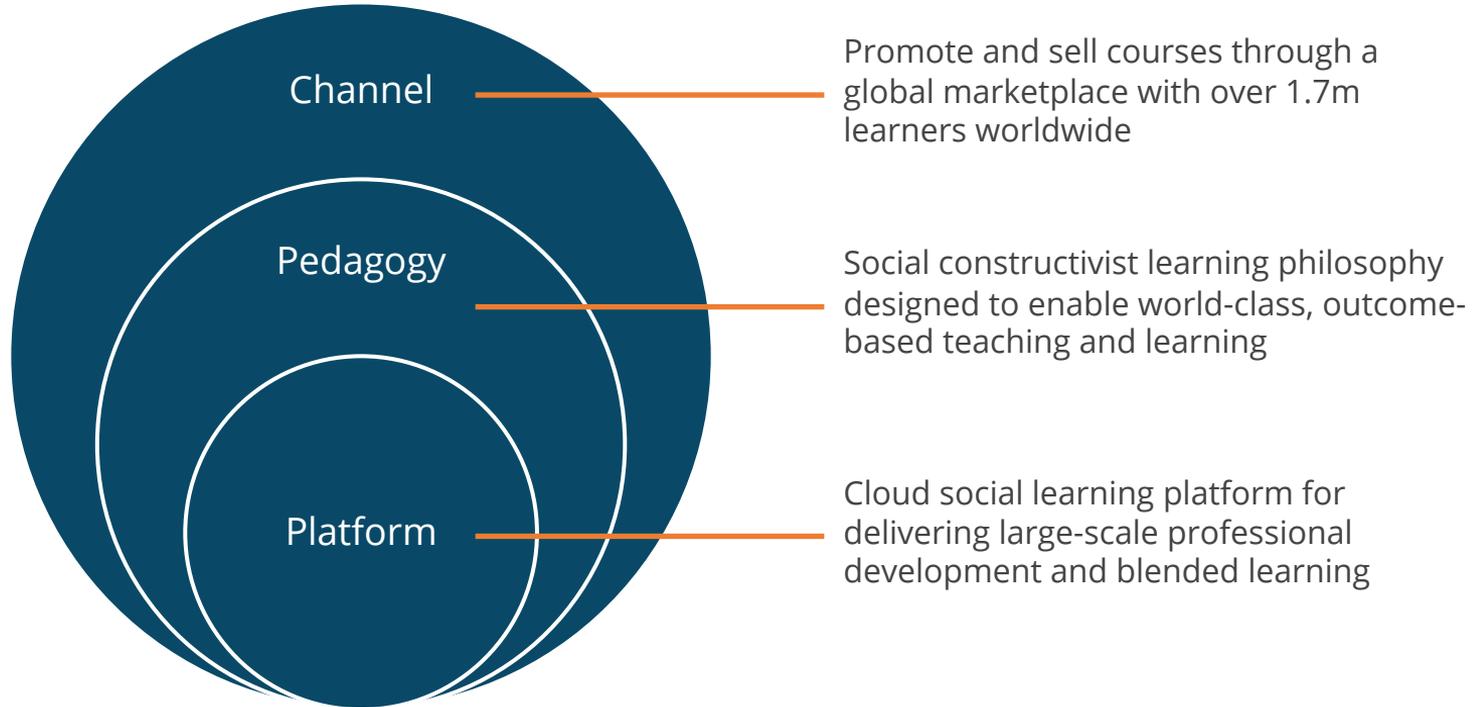


A group of five people (three women and two men) are sitting around a round table in a meeting. They are looking at papers and a laptop. The image has a blue overlay. The text is centered over the image.

The OpenLearning Model

'One stop shop' to launch an education business

OpenLearning is a 'one stop shop' for moving education online, quickly and cost effectively



Technology: Cloud platform for creating, marketing and delivering world-class education



COURSE AUTHORING



STUDENT ENGAGEMENT



FACILITATION



ASSESSMENT



CERTIFICATION



MARKETING



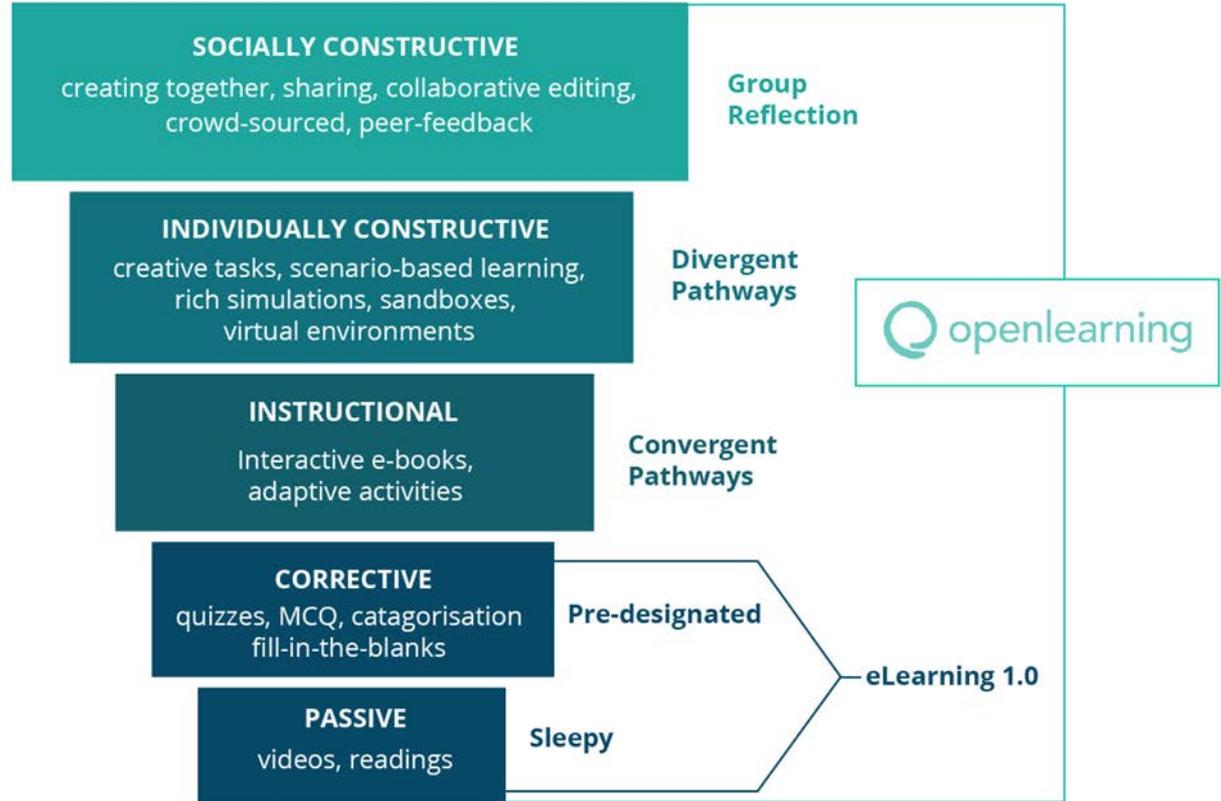
LEARNING ANALYTICS



INSTITUTION PORTALS

Pedagogy: Implementing best practices in education delivery

The platform enables a full spectrum of online learning activities that can engage and inspire students through scalable, replicable, methods of creating online courses to develop real, practical skills.

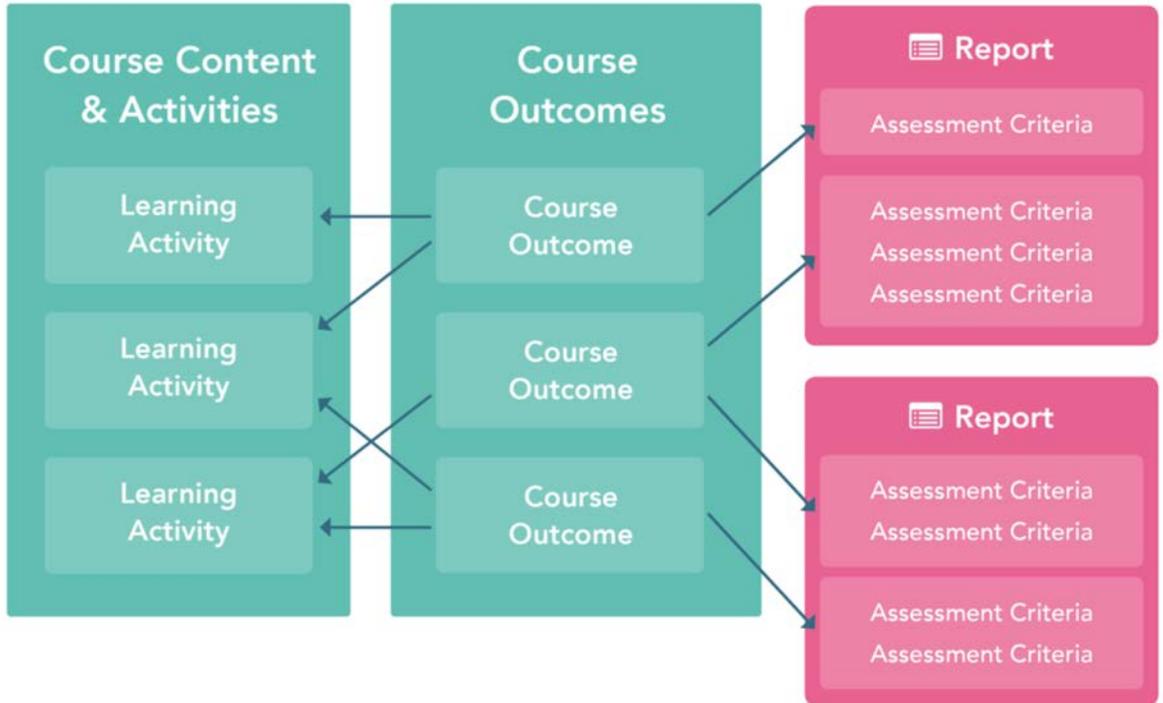


Authentic Assessment for Outcome-based Education

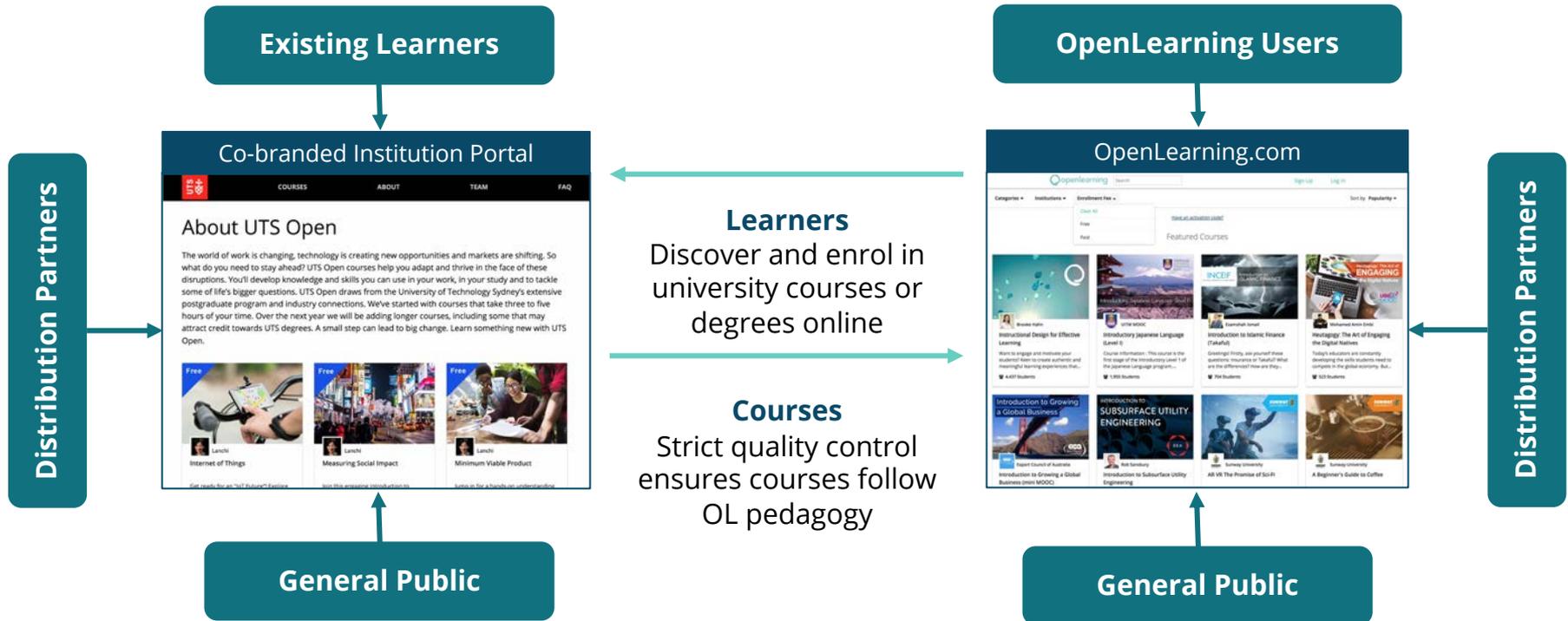
Built-in tools to ensure that your course will deliver the learning outcomes that students expect

Map every learning activity to your course learning outcomes, setup your reports and let OpenLearning automatically generate a portfolio for each student so you can easily conduct a formative review or carry out criteria-based marking efficiently

Outcomes Based Assessment



Marketing: Direct to your students and through OpenLearning's global marketplace



Portfolios powered by OpenLearning

The image displays the OpenLearning portfolio interface across three devices: a laptop, a tablet, and a smartphone. The interface is designed to be responsive, showing the same content adapted to each screen size.

OpenLearning Portfolio Interface:

- Header:** OpenLearning logo, search bar, and navigation tabs: About me, Portfolio, Communities, Credentials, Blog.
- Filter post by course:** All courses
- Sort by:** Default sort and a thumbs-up icon.
- Content Grid:**
 - Post 1:** A bar chart showing data. Text: "Apparently my household has a ghg emissions amount higher than most of the green households. My whole family travels to China once a year which contributes so much ghg emissions in the air travel section. The house was insulated quite well and it's stretched at east-west direction so the east-west ventilation aspect".
 - Post 2:** A photo of a person working on a green roof. Text: "Sustainability encapsulates the idea of steering an integrated system into functioning in a way that would not only meet our current needs, but will do so in a manner that has a capacity to continue indefinitely, or until some..."
 - Post 3:** A diagram with three interconnected circles labeled "People", "Environment", and "Economy".
 - Post 4:** A satellite image of a coastal area.
 - Post 5:** A list of three items:
 1. Reduce the using of disposable chopsticks and the plastic bags.
 2. Save resources in our daily lives, e.g. electricity, water, and petrol.
 3. Influence other guys
 - Post 6:** A calculation:
$$\text{Depreciation in carbon emission} = (12000\text{kgCO}_2 - 2000\text{kgCO}_2) \times 10\text{hrs}/100,000\text{hrs} = 1\text{kgCO}_2\text{e}/\text{kg}$$

Emissions incurred during operations and chemical reaction = $3 + 0.2 = 3.2$

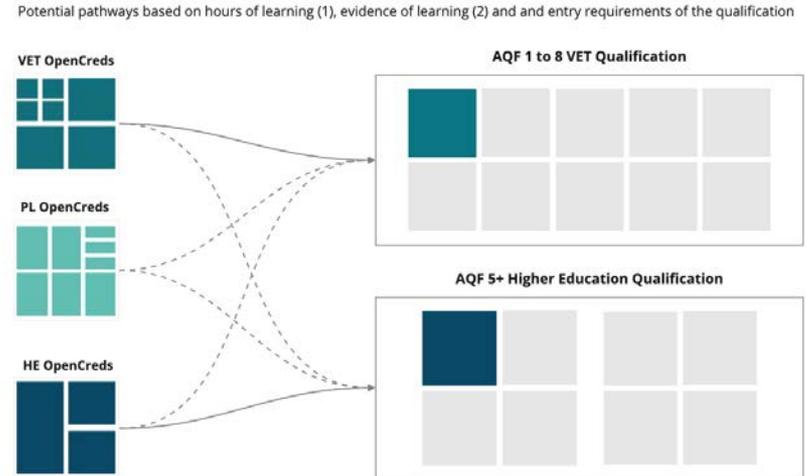
User Profile (Lisa Wan):

- Name:** Lisa Wan
- Avatar:** Profile picture of Lisa Wan.
- Stats:** 87 Posts, 102 Likes, 4 Communities.
- About me:**

Hi everyone! My name is Lisa and I am 3rd year engineering student at UNSW. I am taking an undergrad in Civil and Environmental Engineering, I have always been interested in the design of urban spaces and how this affects society. My degree entails understanding the design, construction, management, and maintenance of the infrastructure that supports modern society. This includes buildings, bridges, roads, tunnels, airfields, dams, ports and harbours, railways, water supply and more. I am most passionate about the design and big picture aspect of civil engineering. I hope to specialise in Coastal engineering, to focus on ways in which we can build-up sustainable and sound coastal cities in a time of climate uncertainty.

Introducing OpenCreds

- An **OpenCred** is a certification of assessed learning that is additional, alternative, complementary to or a component part of a formal qualification.
- **OpenCreds** may be a stand-alone credential or they may interact with a formal qualification.
- **OpenCreds** are small and stackable; and designed to offer interoperability between higher education, vocational education, and professional learning opportunities.
- Access the paper here: <https://solutions.openlearning.com/opencreds/>



A high-angle, blue-tinted photograph of five people sitting around a round table in a meeting. They are looking at papers and a laptop, appearing to be in a collaborative discussion. The word "Implementation" is overlaid in white text in the center of the image.

Implementation

Our platforms operates on a SaaS model, inclusive of all IT, hosting and support costs

OpenLearning's institution portal allows you to deliver and manage online education at scale with our entire suite of platform and management features, plus priority support services.

- Complete course design, authoring, facilitation, assessment, analytics, branding and marketing
- Unlimited courses
- Unlimited storage
- Institution Management System
- Branded Institution Portal
- LTI & APIs Integration
- Payment gateway
- Priority Email & Phone Support

Personal	Team	Institution
AU\$ 50 per month, billed annually or AU \$80 per month, billed monthly	AU\$ 200 per month, billed annually or AU \$300 per month, billed monthly	From AU\$ 825 per month, billed annually
<ul style="list-style-type: none">• 1 Educator Account• Up to 250 learners	<ul style="list-style-type: none">• 5 Educator Accounts• Up to 500 learners	<ul style="list-style-type: none">• Unlimited Educator Accounts• From 1,000 learners
30 day free trial	Contact us	Contact us
<p>For entrepreneurial educators who want to design and deliver student-centered learning experiences.</p>	<p>For small teams with big dreams. You can now run and grow your education programs with our team management features.</p>	<p>For institutions ready to revolutionise learning. Deliver and manage online education at scale with our entire suite of platform and management features, plus priority support services.</p>
<ul style="list-style-type: none">✓ Unlimited courses✓ Unlimited storage	<ul style="list-style-type: none">✓ Unlimited courses✓ Unlimited storage✓ Team Management System	<ul style="list-style-type: none">✓ Unlimited courses✓ Unlimited storage✓ Institution Management System

<https://solutions.openlearning.com/>

DIY or engage our learning design team for a full-service solution tailored to your needs

You will have access to all the tools on OpenLearning for your team to design and deliver your own courses.

If you would like additional assistance, OpenLearning's team of learning designers have experience designing courses and degrees in a range of disciplines, languages and countries

Courses designed by OpenLearning's team can range in duration from 1 hour PD courses through to masters degrees with 700 hours of learning time, depending your requirements.

Learning design is a professional service provided on a daily rate with the amount of time spent determined by the use-case



Collaborative approach to scoping, designing and launching online education programs

PHASE 1



MEET

We meet with you to learn more about the project and understand your needs and goals.



REVIEW

We review your content and look at existing teaching methods and challenges.



PLAN

Our team creates a course plan which recommends an ideal structure, online learning activities, and assessments.

PHASE 2



DESIGN

We design the look, feel, and first module of your course.



BUILD

Our team completes building your course on OpenLearning.



REVIEW

We work closely with you to review your course, make final edits, and complete facilitation training.



LAUNCH

Your course goes live!



SUPPORT

We provide you with ongoing support for the length of your course.

PHASE 3

Customer success team supports learners, educators and institutions in 165+ countries



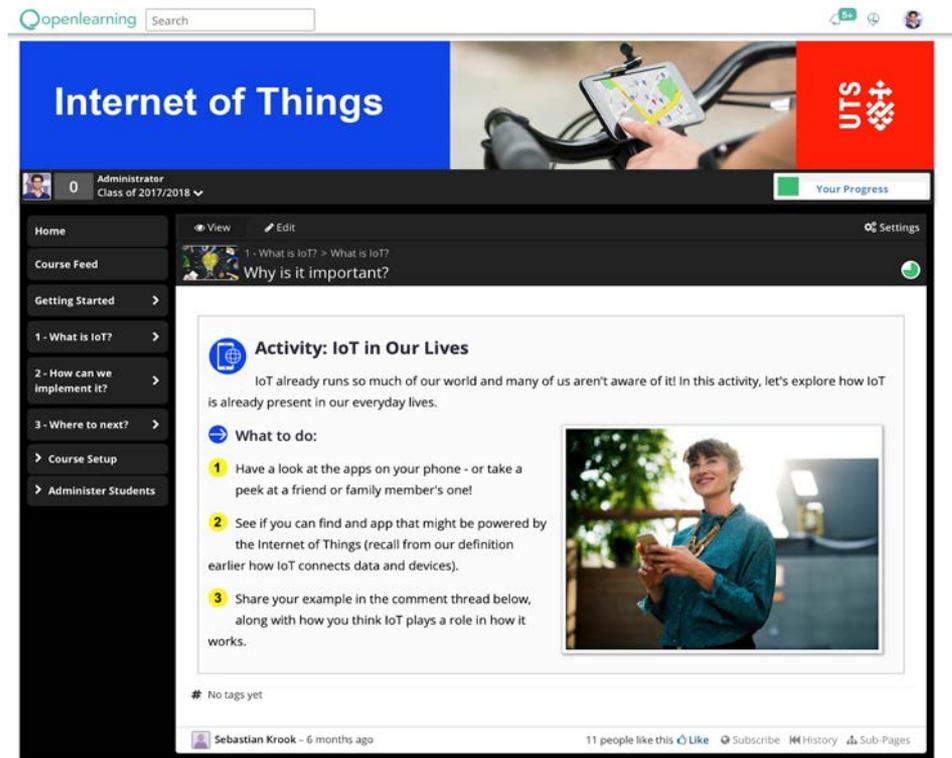


Our Track Record

UTS: Reaching new markets

The suite of taster courses offered by the University of Technology Sydney (UTS) are designed to provide potential accredited students with the opportunity of exploring the quality of learning and teaching prior to enrolling with the university.

OpenLearning not only provides UTS with a platform that builds an engaged community of learners but also the ability to build brand awareness into new markets via the OpenLearning marketplace.



The screenshot shows a course page on the OpenLearning platform. At the top, there is a search bar and the OpenLearning logo. The main header features the course title "Internet of Things" in white text on a blue background, with a red UTS logo on the right. Below the header, a navigation menu on the left includes options like "Home", "Course Feed", "Getting Started", and "1 - What is IoT?". The main content area displays an activity titled "Activity: IoT in Our Lives" with a description and a list of tasks. A photo of a woman using a smartphone is included. At the bottom, there is a comment by Sebastian Krook and engagement metrics.

Openlearning Search

Internet of Things

UTS

Administrator
Class of 2017/2018

Your Progress

Home View Edit Settings

Course Feed

Getting Started >

1 - What is IoT? >

2 - How can we implement it? >

3 - Where to next? >

> Course Setup

> Administer Students

1 - What is IoT? > What is IoT?
Why is it important?

Activity: IoT in Our Lives

IoT already runs so much of our world and many of us aren't aware of it! In this activity, let's explore how IoT is already present in our everyday lives.

What to do:

- 1 Have a look at the apps on your phone - or take a peek at a friend or family member's one!
- 2 See if you can find an app that might be powered by the Internet of Things (recall from our definition earlier how IoT connects data and devices).
- 3 Share your example in the comment thread below, along with how you think IoT plays a role in how it works.

No tags yet

Sebastian Krook - 6 months ago

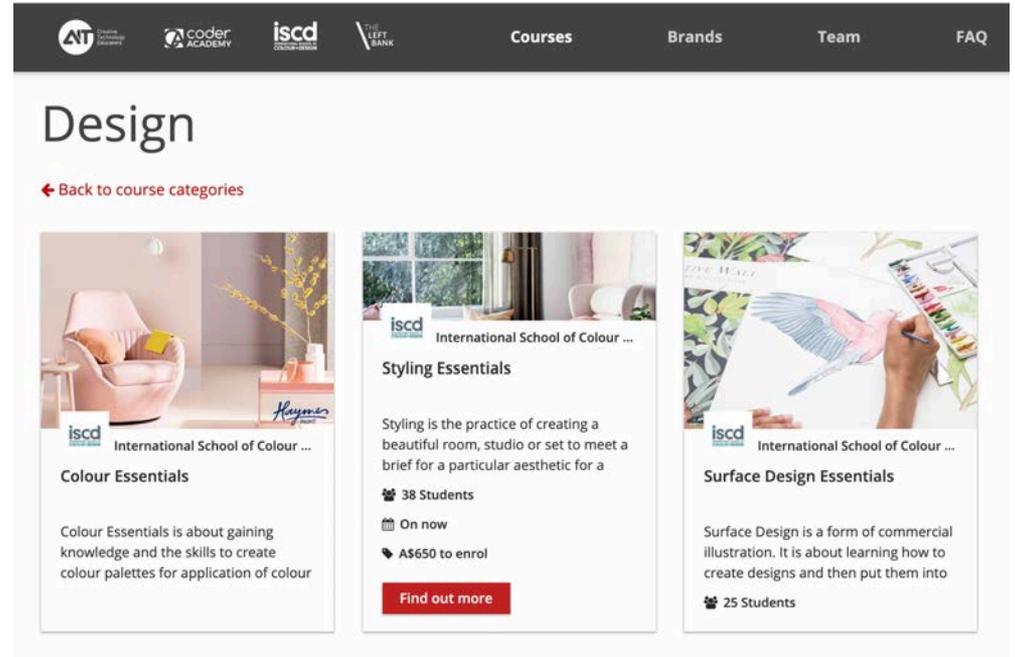
11 people like this Like Subscribe History Sub-Pages

RedHill Education Ltd: Diversifying revenue streams

A consolidated approach to industry-current courses across their brands/colleges; whilst extending the lifetime value of existing IP, and meeting a new market need/opportunity.

OpenLearning's learning services team collaborated with lecturers and industry to design industry-backed professional development courses.

In addition to utilizing the OpenLearning marketplace, RedHill have also been able to utilize Google Analytics tracking to optimize their marketing campaigns and discount voucher functionality to run targeted campaigns.



The screenshot displays the OpenLearning website interface. At the top, there is a dark navigation bar with logos for AT (Arts & Technology), coder ACADEMY, iscd (International School of Colour Design), and THE LEFT BANK. Navigation links for 'Courses', 'Brands', 'Team', and 'FAQ' are also present. The main content area is titled 'Design' and includes a red link for '← Back to course categories'. Three course cards are featured:

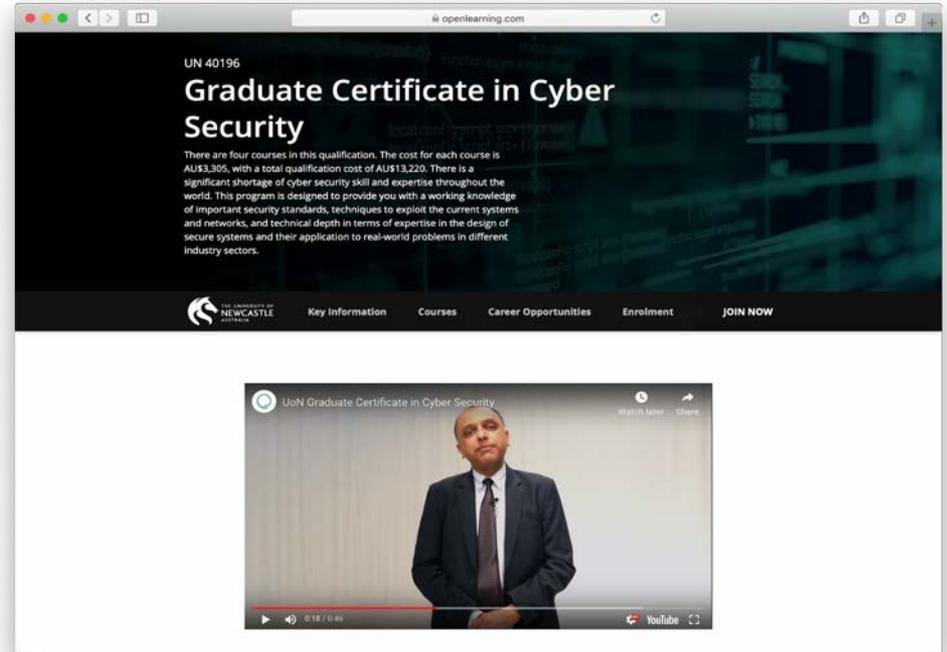
- Colour Essentials:** An image of a modern interior with a pink armchair. Text includes 'iscd International School of Colour ...', 'Colour Essentials', and a description: 'Colour Essentials is about gaining knowledge and the skills to create colour palettes for application of colour'.
- Styling Essentials:** An image of a bright room with a window. Text includes 'iscd International School of Colour ...', 'Styling Essentials', a description: 'Styling is the practice of creating a beautiful room, studio or set to meet a brief for a particular aesthetic for a', '38 Students', 'On now', 'A\$650 to enrol', and a red 'Find out more' button.
- Surface Design Essentials:** An image of a hand painting a bird on a surface. Text includes 'iscd International School of Colour ...', 'Surface Design Essentials', a description: 'Surface Design is a form of commercial illustration. It is about learning how to create designs and then put them into', and '25 Students'.

The University of Newcastle: Online first design for post-graduate students

Development of a fully online Graduate Certificate in Cyber Security in a subject with growing demand.

The OpenLearning learning services team worked in partnership with the lecturers to design a holistic approach to the four units; reimagining the learning experience for both on-campus and online students.

The University of Newcastle is leveraging the OpenLearning marketplace whilst adhering to the University accredited enrolment process.



UNSW Sydney: Increasing Campus Capacity

Transformation of face-to-face lecturers into blended learning courses on OpenLearning to enable UNSW Engineering to increase the number of students enrolled in face-to-face programs

OpenLearning's learning design team collaborated with lecturers from postgraduate engineering courses in Civil Engineering, Computer Science, Electrical Engineering and the Faculty of Built Environment

The screenshot displays the OpenLearning interface for the course COMP 3411 / 9414 / 9814: ARTIFICIAL INTELLIGENCE. The top navigation bar includes the OpenLearning logo, a search bar, and user profile icons. The course title and UNSW Sydney logo are prominently displayed. The user is logged in as 'Administrator' in 'Class 17s1'. The course progress is shown as 'Completed: 2 of 3' for the current module. The sidebar on the left contains navigation options: Announcements, Course Feed, Course Outline, Learning Activities, Tutorial Answers, Lab Exercises, Assignments, Groups, Helpful Resources, and FAQ's. The main content area shows the current module: 'Module 2: Tasks and Agent Types + Prolog Programming'. The content includes a text block with a question: 'What are the particular attributes that distinguish one task from another? What agent architecture is best suited for a given task?' and a paragraph explaining the module's focus on classifying tasks and environments, discussing agent strengths and weaknesses, and continuing the study of Prolog. Below the text are several interactive cards: 'PEAS Model and Wumpus World', 'Chess vs. RoboCup', 'Classifying Tasks' (a table comparing Simulated vs. Situated/Embodied environments), and a diagram of an Agent's internal structure (World Model, Perception, Planning, Action).

COMP 3411 / 9414 / 9814
ARTIFICIAL INTELLIGENCE

Administrator
Class 17s1

Your Progress

Completed: 2 of 3

Completed: 1 of 9

Completed: 1 of 11

Russell & Norvig: Chapter 2; Bratko: Chapters 3, 4 & 5

What are the particular attributes that distinguish one task from another?
What agent architecture is best suited for a given task?

In this module, we will learn how to classify different tasks or environments, in order to get a better understanding of what makes them easy or hard for an AI system. We will also discuss the strengths and weaknesses of different types of agent. In addition, we will continue our study of Prolog to learn about recursive structures and controlled execution.

PEAS Model and Wumpus World

Chess vs. RoboCup

Classifying Tasks

Simulated	Situated / Embodied
Static	Dynamic
Deterministic	Continuous
Fully Observable	Partially Observable
Deterministic	Stochastic
Episodic	Sequential
Known	Unknown
Single-Agent	Multi-Agent

Agent

World Model

Perception

Planning

Action

Perceptual

World Model

Perception

Planning

Action

Perceptual

World Model

Perception

Planning

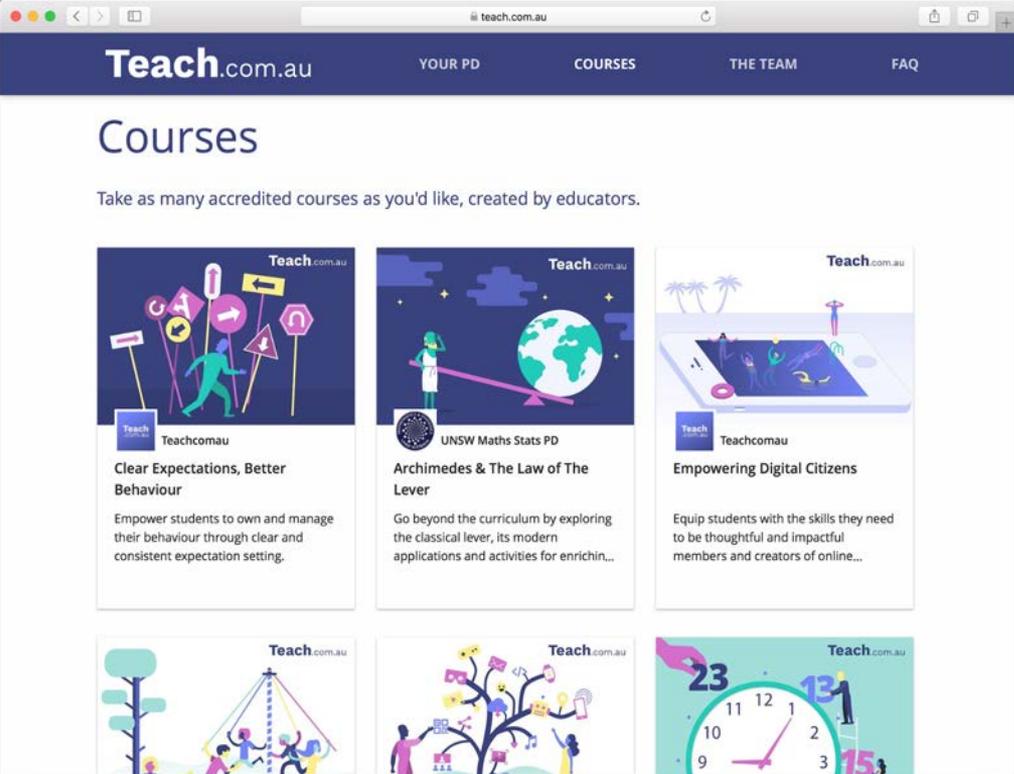
Action

Teach.com.au: Accredited Teacher Training

Unlimited access to the highest quality NESA accredited online teacher training courses for A\$190

Australian market has 310,000 full-time teachers and 125,000 casual teachers - average spend of \$700/teacher/year on PD

Project conceptualised, implemented and marketed by OpenLearning within 8 months, including NSW NESA accreditation



The screenshot shows the Teach.com.au website interface. The top navigation bar includes the logo 'Teach.com.au' and links for 'YOUR PD', 'COURSES', 'THE TEAM', and 'FAQ'. The main heading is 'Courses', followed by the tagline 'Take as many accredited courses as you'd like, created by educators.' Below this, there is a grid of course cards. Each card features a colorful illustration, the course title, and a brief description. The visible cards include:

- Clear Expectations, Better Behaviour**: Empower students to own and manage their behaviour through clear and consistent expectation setting.
- Archimedes & The Law of The Lever**: Go beyond the curriculum by exploring the classical lever, its modern applications and activities for enrichin...
- Empowering Digital Citizens**: Equip students with the skills they need to be thoughtful and impactful members and creators of online...

Other partially visible cards include one with a tree and swing set, and another with a clock face.

ASIC, AKPK, PIDM: Financial Literacy Across Borders

The Australian Securities and Investments Commission (ASIC), a Federal Government department, chose OpenLearning to design and deliver their MoneySmart Financial Literacy program nationwide.

AKPK and PIDM, agencies under Bank Negara Malaysia, also chose OpenLearning to design Financial Literacy courses as part of the National Agenda to improve Financial Literacy by 2020.

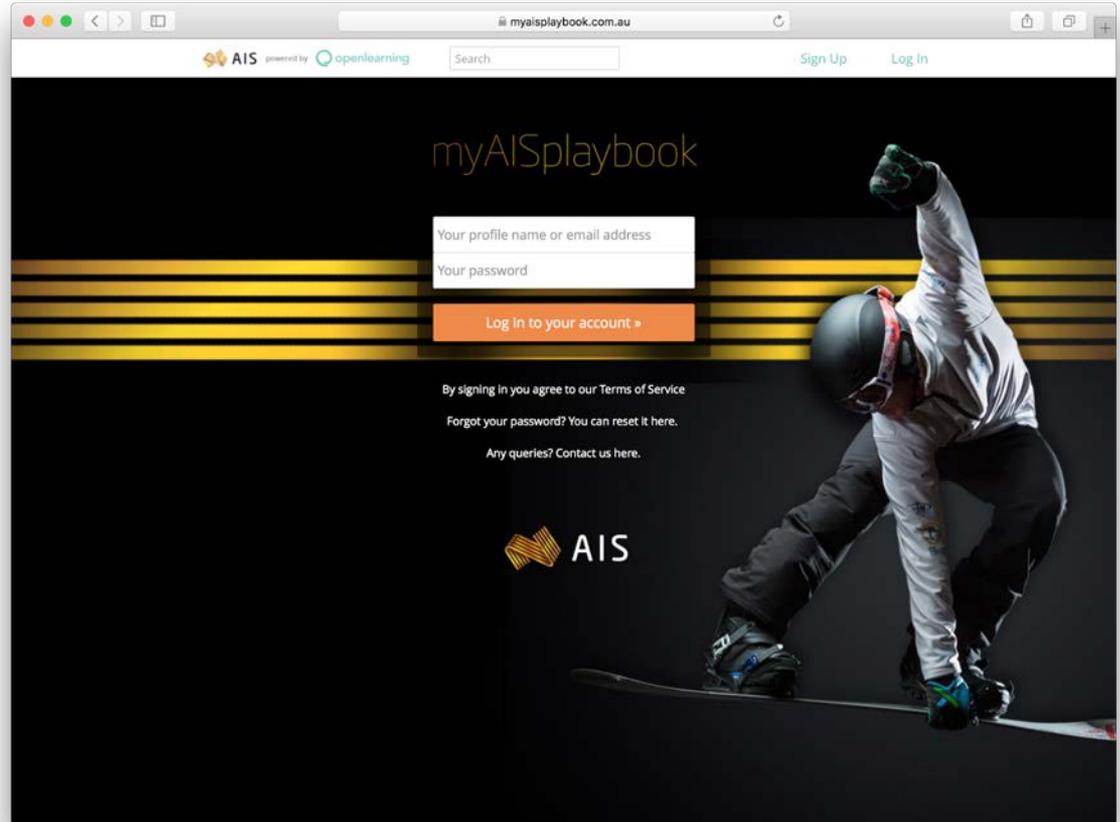


Australian Institute of Sport: Behavioural Change at Scale

Internal 'MOOCs' to transform the behaviour of Australia's 1,800 high performance athletes (Olympics and Commonwealth Games).

Athletes complete transformative courses prior to receiving government funding or signing their athlete agreements.

OpenLearning provides the platform, learning services and content expertise since 2014.



The OpenLearning Marketplace

Quality-assured social constructivist courses for learners globally.

An average of 260,000+ unique visitors per month.

The screenshot displays the OpenLearning marketplace interface. At the top, there is a navigation bar with the OpenLearning logo, a search bar, and user icons. The main heading is "Courses", followed by the subtext "Explore hundreds of courses from around the world". Below this, a grid of course cards is shown. Each card features a header image, the course title, the instructor's name and profile picture, and a brief description. The courses include:

- Charles Sturt University:** "Mastering Your Personal and Professional Growth" by Kerry Silverson. Description: "Master skills that will accelerate your personal and professional growth."
- Western Sydney University:** "Introduction to Ethics for the Financial Adviser". Description: "Learn about ethics and its role in professional conduct."
- University of New England:** "Wellbeing". Description: "Explore our resource library and connect with colleagues to expand your approach to wellbeing in the classroom."
- Venttifact:** "Marketing Technology Series: TMS Essentials". Description: "Discover the role of a Tag Management System (TMS) and how it provides increased digital agility, centralised."

At the bottom of the grid, there are four partial course cards: one with a "Free" badge, one with a "30% off" badge, and two others with abstract graphics.



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