

## Memorandum of understanding signed with PrimEd Australia

Brisbane-based PrimEd has signed a memorandum of understanding with UK-based Axia Interactive Media to supply online CPD solutions that streamline the assessment of work-based skills.

Axia Interactive is one of the UK's leading suppliers of online CPD solutions to professional bodies. Its broad portfolio of customers includes the blue-chip Society and College of Radiographers, the Chartered Institute of Foresters and the College of Optometrists. Formed in 1997, the software development company has created its core **NOW.net** platform to assess the competence of client organisations' staff or members.

The MOU between PrimEd and Axia means PrimEd's Australian clients - which include peak industry bodies, state health departments, federal government departments, medical learned colleges and industry professional associations - can deploy an e-portfolio platform with capabilities ranging from higher education to vocational training to CPD.

The NOW.net technology enables individuals to structure their learning and provides access to educational materials and experts.. It also monitors adherence to CPD requirements by addressing evidence- and competency-based elements of learning.

PrimEd's CEO, Dr Jason Armstrong, says "we are excited to have entered a relationship with Axia as it shows our commitment to identify and offer a range of best practice solutions in e-learning. Axia have demonstrated a deep understanding of the needs and applications for work based skills, competency assessment and reporting particularly in the format of a NOW.net e-portfolio solution. Our hope is to translate Axia's knowledge and technology to benefit our Australian clients."

Barrie Hopson, the Chair of Axia Interactive Media, said that when its customer services director, Chris Peat, visited Australia last Autumn, 'PrimEd was on the top of our list of potential partners for this company. What they offer naturally complements what we provide. We're delighted that our discussions have concluded with the signing of this MOU, which signals our intention to grow the business through our involvement in overseas markets.'

During his visit to Australia, Mr. Peat met with a number of organisations who were impressed with how Axia's NOW.net platform supports the delivery of professional and vocational development programs. Axia's partnership with PrimEd will enable both partners to advance their relationship with those organisations, identify new opportunities and provide support for the sites.

'The strong presence that PrimEd and Axia have within healthcare in their respective countries provides an opportunity to further improve the services that we offer to our respective customers', said Peat. 'However, there's a shared ambition to reach beyond healthcare and increase the support offered by both companies to the development of e-learning and e-assessment in both countries.'

PrimEd is the largest provider of online CPD for Healthcare in Australia. It delivers electronically based services to health professionals Australia-wide and has built a reputation for providing high-quality CPD programs for clinicians and large-scale education solutions for health organisations. The company is owned by the University of Queensland.

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