

THE AUSTRALIAN



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THE AUSTRALIAN AND LEARNING SEAT GIVE READERS THE OPPORTUNITY TO TAKE CONTROL OF THEIR OWN CAREER DEVELOPMENT

Launches The Australian Online Learning Centre

The chief executive officer of Learning Seat, Tim Legge, today announced that the company is providing online training services to readers of *The Australian* through the launch of *The Australian Online Learning Centre* (<http://theaustralian.com.au/onlinelearning>).

The online training service gives readers access to over 400 online learning and compliance courses, with prices starting from as little as \$49.50.

The launch is being supported by an advertising campaign across *The Australian's* print and digital properties with the tagline '*Take control of your own career development*'.

Mr. Legge explained the need for employees to be steering their own development opportunities.

"Job vacancies are booming in Australia. Training and development stands out on resume's and employers are always looking for people with not only the right knowledge associated with a particular role, but the right workplace knowledge too. *The Australian Online Learning Centre* enables readers to choose their own courses and complete them in their own time."

The Australian's marketing director, Lisa Bora, said "In today's highly competitive marketplace, executives need to take every opportunity to stand out. Even the highest ranking managers can benefit from brushing up on their workplace skills and being up to date with the latest workplace legislation.

"*The Australian* is proud to be offering its readers this service, which I am sure they will find extremely valuable.

"I am delighted to be partnering with Learning Seat - the leader in online training and compliance courses for workplaces - in their first consumer campaign launch."

Learning Seat's suite of clients includes corporations such as the Australian Football League (AFL), Heinz, Nike, Philips, Grocon, Pepsico, Origin Energy and AAPT; associations such as the Recruitment and Consulting Services Association (RCSA), the Australian Human Resources Institute (AHRI) and the Real Estate Institute of New South Wales (REINSW) and a number of local government councils nationwide.

Mr Legge continued: "*The Australian Online Learning Centre* gives our readers the power to, as the campaign suggests, take control of their own career development."

With *The Australian Online Learning Centre*, readers have access to professional development courses including management and business, self development and IT applications. They also have the opportunity to arm themselves with the right compliance and

governance knowledge around workplace issues such as bullying, OH&S and sexual harassment

Learning Seat is wholly owned by News Limited.

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About Learning Seat

Learning Seat, a division of News Limited, is Australia's leading online training and compliance management company that provides learning and development solutions and fully customised induction courses for corporations, government groups, industry associations and commercial training providers. Learning Seat's compliance courses are written and managed by leading law firm, Clayton Utz ensuring that its clients are provided with the best and latest information about compliance management. Learning Seat supports more than 470,000 users across Australia and internationally, growing at around 10,000 new users per month.