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“Anytime students” fuel demand for 24-hour online classrooms

The influx of Australians turning to the flexibility of online learning is prompting the need for 24-hour online classrooms, according to one of Australia’s top training companies.

MRWED is Australia’s largest provider of trainer training. Its courses have trained people from CEOs and human resource managers through to frontline managers on the art of engaging and training others.

During the past six months, MRWED has experienced a 32% surge in enrolments in its online course.

MRWED Founder Marc Ratcliffe said online learning was expected to climb in 2010 as Australians looked to upskill in order to improve their job security and job prospects.

He said time-poor Australians were increasingly “anytime students”, choosing to study at all hours of the day and night.

“For trainers, this means we need to cater to this trend by providing timely and flexible learning support and materials outside traditional school hours,” he said.

“Whether students are studying on the weekend, early morning or late at night, the internet provides the perfect vehicle for them to control their learning experience. But at the same time, trainers need to embrace the 24-hour online classroom where students can access learning modules, audio-visual lessons, support material and even interact in real time with trainers and fellow students.

“This is a profound shift away from the traditional learning environment and requires significant planning and resourcing on the part of the trainers.

“Done properly, online training provides a quality training experience which is engaging and effective.”

MRWED has developed a dedicated online training internet site (www.mrwedonline.com.au) where students can access resources and information, and interact with trainers and other students. MRWED also supplies every student enrolled in a fully online course with a portable MP4 player so students can download course material and review it anywhere at any time.

Recently, MRWED Founder and Principal Marc Ratcliffe was named as one of the world’s Top 10 Young Trainers of the Year by Training Magazine (USA). MRWED was also recently named as one of the Top 10 places to work in Australia by BRW magazine and was awarded a 2009 Australian Business Award for Enterprise.

MRWED Training and Assessment is a private Australian Registered Training Organisation (RTO). It has trained more than 12,000 Australians in training and assessor qualifications since it was established in the year 2000.

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