

Australia:

A strong market for
global edtech companies

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Introduction

Australia is one of the most exciting education markets in the Asia-Pacific. Schools, universities and training organisations are investing more each year in technology that helps teaching and learning. With AUD279.7 billion spent on education in 2024, there's strong demand for tools that support students, teachers and operations.

EDUtech AU is the biggest event in Australia for anyone wanting to sell to schools and education providers. It's where international companies can meet buyers, partners, government leaders and resellers, all in one place.

About EDUtech AU

EDUtech is the leading event for education innovation in Australia. It brings together people from across education:



School principals
and teachers



University leaders
and IT teams



EdTech companies
and investors



Vocational
(TAFE and RTO)
decision-makers



Distributors,
consultants and
integrators



Government
officials

2025
highlights



10,374
attendees



345
speakers



220
exhibitors



48
start-ups



46,443
digital connections



253
sessions



316
onsite meetings

Backed by the NSW Government, EDUtech is the best place to grow your business in Australia.

I. Size and structure of the market

Australia's education system includes:

- Public, private and faith-based schools
- Universities
- TAFEs and RTOs (Registered Training Organisations)

Each state runs its own education system. That means buying decisions can differ by location, but it also creates chances to pilot, test and grow.

Sector	Students (2024)	Notes
(K-12)	4.13 M	63% public, 20% Catholic, 17% independent
Universities	1.68 M	31% are international students
VET	~1 M	1,200+ training providers

II. What buyers are looking for

Australian education providers want tools that:

- Help students learn in different ways
- Use data and AI to support teachers
- Are safe and protect student information
- Improve wellbeing and inclusion
- Support hybrid or remote learning
- Reduce teacher workload
- Connect with systems they already use

Popular product types include:

- LMS and digital curriculum platforms
- STEM, robotics and gamified tools
- Behaviour and wellbeing apps
- Cybersecurity tools
- Analytics and assessment platforms
- Student info and finance systems
- Cloud, WiFi and IT infrastructure
- PD and teacher learning tools
- Classroom furniture and smart spaces

III. Growing opportunities

Sector	2024 Value	2023 Forecast	Growth
EdTech	USD 3.9 B	USD 7.4 B	Strong growth
K-12	USD 56.3 B	USD 213.4 B	Rapid growth
Online Learning	USD 1.37 B	USD 15.15 B	Massive increase

This means every year, more money is spent on tools, systems and services to help students and educators succeed.

IV. How buying works in Australia

There's no single national buying system. Each state and territory manages its own approach. This creates more entry points but also requires planning.

Public schools

often use buying panels or preferred supplier lists

Private and Catholic schools

may buy through head offices or school groups

Universities and TAFEs

do their own buying and issue tenders

RTOs vary in size

many buy independently and quickly

Being flexible, offering strong local support and showing how your product meets local needs is key.

V. Working with distributors & partners

Australia has a strong network of trusted resellers and distributors. They can:

- Help you sell to schools and universities
- Offer insights into state-based policies and funding
- Provide installation, training and support
- Help with approvals, panels and tenders

EDUtech is a key opportunity to meet these partners. You can book one-on-one meetings, join networking sessions, and use the EDUtech app to connect with the right people.

VI. What educators think about tech

Australian educators are open to using technology. They believe it helps, but only if it's useful and easy to use

78% of teachers say tech improves learning

66% use AI tools, mostly for planning

1 in 3 schools call themselves "highly tech-enabled"

What they want:

- Professional learning and training
- Simple, reliable tools
- Strong privacy and safety protections
- Evidence that the tool improves learning

VII. What different institutions are buying

Each type of education provider in Australia has different goals and needs

Public and Private Schools (K-12)

- Learning platforms and digital curriculum
- Cyber safety and behaviour tools
- Student wellbeing apps
- Tools for maths, reading, writing and STEM
- Devices and IT support
- Smartboards and classroom furniture
- Teacher PD tools and platforms

Catholic and Independent Schools

- Digital tools aligned with faith-based learning
- School-wide LMS and cloud platforms
- Family engagement tools
- Behaviour support
- Financial and admin systems
- Classroom upgrades and smart spaces
- PD and leadership programs

Universities

- Data dashboards and learning analytics
- Virtual teaching platforms and hybrid tools
- Secure exams and online assessments
- AI tools for support and content creation
- CRM and student success platforms
- Inclusion and accessibility tools
- Research tools and collaboration platforms

TAFEs and RTOs

- Competency-based learning tools
- eLearning content for trades and workforce skills
- AR/VR training simulations
- Micro-credentialing and short course tools
- Compliance and reporting platforms
- Career and job support apps

VIII. Why EDUtech AU is the entry point

EDUtech is the most important event for any international company wanting to:



Sell to Australian schools, universities and training providers



Meet buyers, resellers, policy leaders and partners



Understand local systems and priorities



Build trust and launch products in the market

It is supported by the NSW Government, giving added credibility and access.

You can:

- ✓ Exhibit or sponsor
- ✓ Join as a delegate
- ✓ Lead or join a national pavilion
- ✓ Book curated meetings
- ✓ Run demos or speak on stage

IX. NEXT STEPS

To grow in Australia:

