



21 September 2015

Ms Lisa Paul AO PSM  
Secretary  
Department of Education and Training  
50 Marcus Clarke Street  
CANBERRA ACT 2601

Dear Lisa

We understand that there has been media reports regarding reviews in the Google Play and Apple App Stores for the Learning Potential app.

In particular there is a suggestion that some BCM staff have written and stacked reviews.

Firstly we would unreservedly acknowledge that some BCM staff did write reviews. The BCM staff who have left reviews did so in a private capacity, without any encouragement or knowledge of The Department of Education and Training.

It is not unusual for companies who develop apps to share the finished product with staff who will sometimes download and leave a review. This is pretty routine in the world of app development and not particularly sinister; many will be proud of their association with the end product and likely see intrinsic value in an app like Learning Potential.

To date, across both the Apple App Store and Google Play, there have been 137 ratings. We have identified 12 as being from BCM (it's worth noting that BCM employs more than 60 people). It's also worth noting that **the average rating the app achieved across both the Apple App Store and Google Play is virtually identical to the average rating with or without the 12 identified BCM reviews.** To safeguard this happening in the future, we have today specifically communicated to all staff, and requested that in the future, they do not post any reviews for work we undertake for the Australian Government.

Lisa, it is unfortunate that the events above have been misconstrued and manipulated so as to cast negative light on what has been, by any objective measure, a spectacularly effective and worthwhile campaign; one which has seen the app consistently appear as the number one download in the education category of the Apple App Store. Regardless, I apologise for the unintended consequences that have resulted from the above actions, and trust this correspondence is useful in at least clarifying and quantifying the situation.

We would be happy to appear on public record with regard to the above.

Yours sincerely

**Kevin Moreland**  
Managing Director