

International Education
Association of Australia (IEAA)

Annual Report 2011–2012



Contents

From the President	2
Public Policy and Advocacy	3
Relations with Stakeholders	5
Research Events and Projects	7
Major Projects	9
Excellence Awards	10
Professional Development	11
Special Interest Groups	12
<ul style="list-style-type: none"> ■ Internationalisation of the Curriculum ■ Marketing and Communications ■ Pathways ■ Student Mobility ■ Transnational Education 	
Membership and Sponsorship	17
Governance and Administration	18
Financial Report	19
Appendix	27

From the President



Is there any year in recent memory that has not been challenging for international education in Australia? 2011/12 saw the downturn in onshore international

student numbers continue, due primarily to a persistently high Australian dollar. The expected benefit of the changes proposed by the review of Australia's student visa program are also yet to have an effect.

At the time of writing, institutions were grappling with the overly cumbersome streamlined visa processing regime, and post-study work rights still had not been legislated. Reports from various countries indicate that immigration officials continue to impose barriers to students who, by various measures, could be considered to be bona fide. I'm sure the Honourable Michael Knight didn't mean for it to be this difficult.

The International Education Association of Australia (IEAA) has also had a challenging year on a number of fronts, but finds itself well placed for the future. Dennis Murray, Executive Director for almost eight years and one of the founders of the Association, stepped back from his role to concentrate on consultancy work and IEAA business development activity. His contribution has been enormous, and I have found his support during my time as President to be invaluable. His legacy is to have left the Association at a time when its profile was high with members and other stakeholder and supporter groups, and on a financially sound footing.

Change can be unsettling, and the manner in which Phil Honeywood has been able to come into the Executive Director role with confidence, energy and ideas has been gratifying, ensuring that Dennis's work in establishing and consolidating the Association can be built on into the future.

Early in the new year Ouahiba Zarzi, Associate Director for four years and mainstay of the Association Secretariat, also left to pursue other interests, something she had been planning for some time. The new additions to the team, Emily O'Callaghan and Peter Muntz, ably supported by Cindy Lu, have picked up where Ouahiba left off and are focussing on member services and the development and implementation of a communications strategy. Dennis continues his links with IEAA in his business development role, and we wish Ouahiba all the best in her new pursuits.

Membership now stands at more than 1400, an outstanding achievement, but participation in IEAA professional development has fallen, a result of the downturn and impacting on Association revenues.

In spite of these challenges, the Association's finances continue to improve, with the board setting a surplus target of 5 per cent, which we were pleased to be able to achieve.

The Tony Adams Fund was launched at the Australian International Education Conference (AIEC) in Adelaide, and almost a year later just over \$100,000 has been donated by individuals and organisations honouring the memory of a great contributor to international education worldwide. In the USA, the International Student Exchange Program (ISEP) established a fund for American donors to also honour Tony's contribution. This year the first awards funded by these donations will be presented.

It has always been a great joy for me to work with the board of IEAA, which once again has done an incredible amount of work to advance the objectives of the Association. The efforts of each and every board member are greatly appreciated. I am particularly grateful, again, for the support of the Executive – Vice President Helen Cook, Treasurer Brett Blacker, and both Executive Directors Dennis Murray and Phil Honeywood. Special Interest Group conveners and members continued their work to reach out to colleagues in the Association and beyond.

IEAA could not survive without the support of key partners and sponsors. Our thanks go to our institutional sponsors and corporate affiliates for their generosity and contributions, both financial and in-kind. My congratulations go to this year's recipients of the IEAA awards, sponsored by some great supporters of the Association.

This is my final report as President. It is very much a custodial role, and with the help of the current board I think we leave the Association in good shape for a new President, Executive and Board. It has been an incredible privilege to have been President for four years, and to have had the opportunity to represent the membership and make contacts that hopefully benefit the Association and help to ensure we continue to make a contribution to international education, not only in Australia but around the world. Thank you for your forbearance, and please give incoming President Helen Zimmerman and her Board the support that we have enjoyed over the past four years, as I will.



Stephen Connelly, President
26 September 2012

Public Policy and Advocacy

Government Relations *New South Wales*

As a member-based association which represents all education sectors, IEAA is ideally placed to play an active role in public policy and advocacy across the full gamut of international education.

IEAA's unique position within our industry has produced tangible results over the last 12-month period. These include:

Federal

IEAA's Executive Director, Hon Phil Honeywood, has had one-on-one meetings with Senator Chris Evans (Federal Minister for Tertiary Education, Skills, Science and Research), senior advisers to Senator Chris Bowen (Federal Minister for Immigration and Citizenship), Sharon Bird (Parliamentary Secretary for Higher Education and Skills), Senator Gavin Marshall (Chair, Senate Standing Committee on Education, Employment and Workplace Relations) and their Opposition counterparts.

The Executive Director makes regular trips to Federal Parliament and has given evidence on behalf of the international education sector before the Senate and the House of Representatives Standing Committees on Education.


Separate meetings with Federal parliamentarians have focussed on the potential for restructuring international education governance, funding levels vis-à-vis other industries (such as tourism), and the anticipated and unanticipated consequences of regulatory reform.

In March 2012, IEAA provided a comprehensive submission to the NSW International Education and Research Industry Taskforce.

The submission contained seven key recommendations covering governance, state-based marketing, research hubs, public transport concessions, affordable and safe student housing options and industry experience placement/internships.

IEAA met with the Taskforce Chairman, Philip Clark AM, on two subsequent occasions to advocate on behalf of the sector. IEAA now awaits the final report.

The Executive Director extends his appreciation to NSW-based Board members Brett Blacker, Helen Zimmerman, David Riordan and Bill Purcell for their contribution to this submission. The work that went into this will assist in informing our future discussions with other state jurisdictions.

 Read IEAA's submission to the NSW Taskforce at bit.ly/RbcnFk

Queensland

A change of state government has resulted in new governance arrangements likely to take place in the international education sector.

To assist the new government with its deliberations, the Executive Director has met with senior advisers to the Government as well as Saxon Rice (Assistant Minister for Technical and Further Education) and Deb Frecklington (Assistant Minister for Finance, Administration and Regulatory Reform) on specific portfolio issues.

Public Policy and Advocacy

South Australia

IEAA is grateful for the support provided by a number of South Australian members and institutions at the highly-successful Australian International Education Conference (AIEC), which was held in Adelaide in October 2011.

Victoria

The Executive Director has had regular meetings with relevant portfolio ministers, including Louise Asher (Minister for Innovation, Services and Small Business), Richard Dalla-Riva (Minister for Employment and Industrial Relations), Peter Hall (Minister for Higher Education and Skills) and Martin Dixon (Minister for Education).

The Executive Director is a member of the steering committee of the Victorian International Education Cluster (VIEC) which has met regularly throughout the year.

IEAA was also successful in winning a tender with the Department of Business and Innovation to conduct a research project on 'Internships and Work Placement Opportunities for International Students in Victoria'. It is understood that the findings of this research may be incorporated into the forthcoming Victorian Government international education strategy document.

Western Australia

IEAA has developed a good working relationship with the two Government departments responsible for international education in Western Australia.

In addition, Bruce MacKintosh, co-editor of IEAA's *Making a Difference* publication (2011) – and one of IEAA's regular professional development presenters – is currently drafting a new international education strategy for Western Australia.

Media

IEAA continues to provide timely media commentary pertaining to issues and challenges facing international education in Australia.

IEAA provides an important voice for the industry in numerous publications including *Campus Review*, *The Financial Review*, *The Age* and *The Australian*.

Whether it's through initiating opinion pieces and news stories, or responding to issues as they arise, IEAA provides an important voice for the industry in numerous publications including *Campus Review*, *The Financial Review*, *The Age* and *The Australian*.

A key issue that arose from the Board's planning meeting on 16 February 2012 was the need for IEAA to establish a social media presence. It was agreed that social media is a valuable platform for sharing real-time information and news updates with members. To this end, the Executive Director has been given the responsibility of exploring options for Facebook, Twitter and LinkedIn. This will be a key area of focus for the Secretariat in the forthcoming year.



Relations with Stakeholders

Education Visa Consultative Committee (EVCC)

The EVCC was formed in October 2011 as an outcome of the Knight Review. IEAA has been pleased to be involved as a member of this important committee.

Chaired by DIAC and meeting regularly in Canberra, the EVCC has provided a useful forum for education peak bodies, state and territory government representatives and federal public servants to advocate, exchange ideas and recommend changes to the new regulatory reform agenda.

Chaney Review: International Education Advisory Council

IEAA's submission outlined the need to develop a narrative that clearly establishes – both in the wider community and the political community – the importance of international education to Australia's values and belief systems.

The Chair of the Council, Michael Chaney AO, met with the Executive Director initially in December 2011. The work previously completed by IEAA on a draft strategy paper for international education in Australia formed the basis for these discussions.

IEAA followed up with another meeting with the Chair and a formal submission to the Advisory Council on 15 June 2012. While IEAA's submission responded separately to the twenty questions/discussion points provided, it also focussed on other issues including international education governance, student pastoral care and advanced research capability.

IEAA's submission further outlined the need to develop a narrative that clearly establishes – both in the wider community and the political community – the importance of international education to Australia's values and belief systems.

 Read IEAA's submission to the Chaney Review at bit.ly/QywkTW

Henry Review: Australia in the Asian Century

IEAA tabled its submission to this important Federal Government White Paper on 27 February 2012.

The Executive Director was subsequently involved in a roundtable discussion with Ken Henry's team on the review's deliberations.

IEAA focussed on the following three recommendations:

- Australia hosting a biennial conference in Asia on international education best practice
- Creating a collaborative Australia-Asia International Education Research Network, and
- The Australian Government hosting an official Asian alumni database.

 Read IEAA's full submission to the Henry Review at bit.ly/OlaRIM

Student Visa Assessment Level Framework Review

IEAA's submission to this DIAC review focussed on the need for consistency at overseas postings in the application of the Genuine Temporary Entrant (GTE) test, administrative workload issues and risk burden implications for education institutions.

 Read IEAA's submission at bit.ly/SNyZst

Relations with Stakeholders

Education Agents Best Practice

Australian Education International (AEI) coordinated an important project, 'Guide to Best Practice in the Ethical Recruitment of International Students by Education Agents and Consultants'. The UK, Canada and New Zealand all participated in this project. IEAA also provided a submission on this to AEI.

IEAA's Annual Canberra Briefing Rounds

On 23 February 2012, IEAA's Vice-President Helen Cook, Research Director Dennis Murray and Executive Director Phil Honeywood arranged briefings in Canberra with various Federal Government departments and international education stakeholders.

These stakeholders included AEI, The Group of Eight (Go8), Universities Australia, Austrade and the Department of Education, Employment and Workplace Relations (DEEWR).

Council of International Students of Australia (CISA)

IEAA is proud of the partnership and mentoring role it has developed with this well-organised international students organisation. Advice and feedback has been provided to CISA on their draft business plan, marketing of sponsorship options and their proposed national conference program.

IEAA's Executive Director also passed on concerns raised with him in meetings with the CISA Executive about the welfare of international students to key decision makers, including Australia's Race Discrimination Commissioner, Dr Helen Szoke.

Education Peak Bodies

An excellent collegiate relationship has been achieved with the other international education peak bodies. IEAA chaired a number of meetings throughout the year that included representatives from Universities Australia, English Australia, TAFE Directors Australia, the Council of Private Higher Education (COPHE), the Independent Schools Association, and the Australian Council for Private Education and Training (ACPET).

The chief purpose of these meetings has been to ensure peak bodies are aligned on key issues affecting our sector. Work to date on a joint overarching international education strategy has been put on hold until the final outcomes of the Chaney Review's strategy have been released.

A great deal of bilateral work with the other peak bodies also takes place. IEAA President Stephen Connelly and Research Director Dennis Murray have worked with Universities Australia on an Australia-UK Policy Dialogue to precede AIEC 2012 in Melbourne (see page 9).

IEAA Vice President Helen Cook and Board members Helen Zimmerman and Cath Moore have been actively involved with English Australia in the planning of an English language symposium later in 2012.

Australia Education International (AEI)

IEAA enjoys a very good working relationship with AEI. On 6 March 2012 the Executive Director participated in a panel at AEI's Annual Briefing Day on the topic of 'International Education Sector Reforms'.

AEI also sponsored IEAA's 4th Winter International Education Research Seminar in Melbourne (see page 7).

Research Events

Three main events were undertaken by the IEAA Research Committee in 2011-2012.

International Education Research Seminar

Fifty-five researchers, research students, government officials and industry practitioners participated in the 4th Winter International Education Research Seminar held in Melbourne on 18 June 2012.

The seminar focussed on:

- Work experience and graduate outcomes of international students
- Student mobility participation and outcomes
- Accommodation challenges for international students
- Transnational Education.

A panel of researchers in different fields discussed how research may be designed and presented to impact public policy or institutional policy and practice.

Newer researchers also had an opportunity to showcase and discuss their current research and to network, including '3 Minute Thesis' presentations.

Research Roundtable

The 4th IEAA Research Roundtable, held on 12 October 2011 in Adelaide, immediately before the AIEC, attracted over 45 researchers and research stakeholders, including a number of high profile international researchers.

The Roundtable for the first time was held separately from AIEC, and over a full day. This provided an opportunity for more comprehensive, in-depth exchange of ideas and, importantly, a chance to develop a forward agenda of intentions and activity. Participants were highly engaged and extremely positive about the day and its outcomes.

The program included a panel of international researchers. It covered trends and issues in current world research in international education, including:

- a review of recent trends in published research
- recently completed and ongoing research updates
- a panel discussion on challenges and opportunities in cross disciplinary research in international education
- 3 Minute Thesis presentations by research students, and
- the formal launch of the International Education Research Network (IERN), see page 8.

Preliminary planning began in February on the IEAA Research Roundtable to be held in Melbourne on 2 October 2012. Planning is in parallel with work on AIEC, drawing on international and other participants.

International Student Survey Symposium

IEAA contributed substantially to a one-day industry symposium, funded by AEI, to establish and refine parameters for surveying the experiences of international students undertaking Australian education and training. The LH Martin Institute, University of Melbourne led the project.

The Symposium was held at the University of Melbourne on 25 August 2011. Thirty-five participants – including researchers, practitioners and international students – engaged in discussions. IEAA provided a background paper, 'Australian Research on International Student Experience', to identify crucial issues and to prime discussions.

Research Projects

International Education Research Network (IERN)

A web-based International Education Research Network (IERN) was launched by IEAA during the Research Roundtable in 2011. IERN aims to be a one-stop portal for the international education research community and seeks to connect, inform and lead research activities for the sector.

IERN's focus is multi-disciplinary and multi-sectoral, involving higher education, vocational education, English language and the schools sectors.

Through ongoing collaboration with domestic and international partners, the network will be a key tool in creating a critical mass of stakeholders. It is hoped they will drive a global research agenda that benefits all involved.

Leadership and Management in International education

Beginning in late 2011 and with financial support from AEI, IEAA and the European Association for International Education (EAIE) conducted a joint research study on leadership and management needs in international education in Australia and Europe.

The technical components were conducted by the LH Martin Institute, University of Melbourne (Australian partner) and IVA, Tilburg University, the Netherlands (European partner).

The first stage survey questionnaire was completed in April 2012 and released online in May in both Australia and Europe. Response rates in both locations were excellent. Initial analysis of responses took place in early June. The second phase of the project is scheduled for later in 2012.

Learning and Teaching Across Cultures

This project is being undertaken in four phases over two and a half years between July 2011 and December 2013. Its components are:

1. Production of a good practice report (Phase 1)
2. Production of a number of quick guides (Phase 2)
3. Delivery of a national symposium (Phase 2)
4. Design and trial of professional development workshops, with associated print and online resources for professional development (Phase 3).

Work on Phase 1 of the project began in mid-2011 and a Good Practice Report was presented to the Office of Learning and Teaching (OLT) in March 2012.

Refined proposals for the three ensuing phases of the project were also provided to take account of the lessons from Phase 1.

The refined proposal and timeline was accepted by OLT on 3 April 2012. Phase 2 of the project has begun.

Major Projects

Making a Difference

In November 2011, IEAA launched *Making a Difference* – the first comprehensive history of international education in Australia. The launch was held at Parliament House in Canberra, and was attended by the Minister for Tertiary Education, Skills, Science and Research, Senator Chris Evans.



Senator Chris Evans, Minister for Tertiary Education, Skills, Science and Research, speaking at the launch of *Making a Difference* at Parliament House in Canberra.

The book examines the history of international education in Australia, including the role of government and private enterprise, innovative approaches to marketing and student support, offshore teaching, the evolving regulatory environment and future prospects for the industry.

IEAA is responsible for its ongoing promotion and distribution. The project steering committee held regular meetings throughout the year. Despite best endeavours to promote the book, sales have been slower than anticipated.

It is available for purchase via www.ieaa.org.au, with proceeds going to the Tony Adams Fund.

Australia-UK Policy Dialogue

Planning for a major policy dialogue, *Beyond Competition – Cooperation* between Australia and the UK in International Higher Education, began in February 2012 under the leadership of Dennis Murray. It is scheduled to be held in Melbourne on 1–2 October 2012, immediately preceding AIEC.

It is a partnership between IEAA, the UK Higher Education International Unit in Universities UK and Universities Australia, supported by the British Council and Australian Education International. Support has also been provided by IDP Education, The University of Melbourne and RMIT University.

The Dialogue aims to deepen engagement between higher education institutions in the UK and Australia with a view to mutually beneficial co-operation in international teaching and research. It will involve Australian and UK higher education leaders, mostly at Vice-Chancellor level. Participation will be by invitation only.

Themes to be covered include: a vision for Australia-UK cooperation in higher education; cooperation in research; cooperation in student mobility; cooperation in transnational education; cooperation in research and data on the internationalisation of higher education; international education; and the dynamics of Australia-UK collaboration.

Excellence Awards

IEAA's Excellence Awards aim to recognise best practice and celebrate outstanding contributions to Australia's reputation for quality and innovation in international education.

The awards showcase initiatives from higher education, vocational education, English language, schools and pathway programs. They are targeted at individuals and work teams or projects rather than institutions.

In 2011, IEAA received a total of 25 nominations. The strength and diversity of nominations is testimony to the excellent work being undertaken across all sectors of international education in Australia.

The following winners were announced at the Australian International Education Conference (AIEC) in October 2011:

Distinguished Contribution to the Field of International Education

- Simon Marginson – Professor of Higher Education, Melbourne Graduate School of Education
- Paul O'Halloran – Regulatory Affairs Manager, ITC Limited; University of Wollongong

Excellence in Leadership in International Education

- Sue Blundell – Executive Director, English Australia
- Tony Pollock – Former Chief Executive, IDP Education



Sue Blundell (second from left) received an award for Excellence in Leadership in International Education from sponsor Eileen Tyson, ETS TOEFL, and IEAA's Helen Cook and Stephen Connelly (L-R).

Best Practice/Innovation in International Education

- Best Practice in Agent Management: a Guide for Education Providers
Victorian TAFE International
- Finding Common Ground: Enhancing interaction between domestic and international students
Sophie Arkoudis, Chi Baik, Xin Yu, Helen Borland, Shanton Chang, Ian Lang, Josephine Lang, Amanda Pearce and Kim Watty.
- Student Welcome Desk, City of Melbourne
Sharon Smith, Adrian Wong, Evelyne Deshaies and William Nguyen.

Excellence in Professional Commentary on Issues Related to International Education

- John Ross – Journalist, *The Australian*, Higher Education Supplement

Outstanding Postgraduate Research Masters or Doctorate Thesis

- Phiona Stanley – Monash University
Research topic: *Performing foreigners – transnational English teachers' training needs, role and identities at a Chinese university.*

Our Award Sponsors



LH Martin Institute

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Professional Development

2011-2012 has been a difficult year for IEAA's Professional Development Committee. While professionalisation of our members is a key role the Association seeks to play, members have advised us that budgets have been cut, staff time for professional development is limited and the need to adapt to constant regulatory change is sapping everyone's energy.

Despite these factors, the professional development program has continued, if in a somewhat modified form, with some new initiatives and approaches being tested. The professional development contribution to the budget target has been met in this difficult operating climate.

AIEC preconference workshops

10 half-day pre-conference workshops were conducted at AIEC in 2011. Overall enrolments were the highest ever with a total of 259 participants. Many trainers delivered their expertise without charge. These workshops form a key component of our commitment to IDP for the AIEC contract and our target is always to offer programs that will appeal to a wide variety of audiences.

Training Needs Analysis

In April 2012, the Committee initiated a Training Needs Analysis with the results being analysed by the IEAA Secretariat.

The Needs Analysis considered a range of aspects including preferred formats, event types and future topics. Some of the key areas for future professional development included regulatory and policy changes, the use of online tools, intercultural communication, various aspects of management and business development and new marketing strategies.

National Program

In the last twelve months, the Professional Development committee has sought advice from Special Interest Groups (SIGs) in developing IEAA's national professional development program. Several SIG leadership teams have taken a major role in the development and delivery of the program (see Appedix 3, page 29).

The Transnational Education (TNE) SIG staged a successful Gulf States Symposium in April 2012, drawing on expertise from across Australia and abroad. The Student Mobility SIG held its annual Student Mobility Forum in Brisbane in May 2012, with strong attendance and positive feedback from institutions around Australia. The Marketing and Communication SIG has been very active in seeking excellent speakers and relevant topics for appreciative audiences. The Internationalisation of the Curriculum SIG has utilised visiting international speakers to supplement local experts to deliver their programs. Rob Lawrence, one of Australia's leading experts in market research and planning, also delivered a marketing masterclass in Perth with outstanding results.

In addition to the general program, we have successfully delivered tailored workshops for a number of individual institutions. These opportunities are likely to increase in the coming year as institutions reboot their strategies to meet new market and regulatory circumstances.

Unfortunately a number of workshops planned for the first half of 2012 had to be cancelled due to a lack of numbers. In response to the changing needs of members, we are reviewing our PD program and how it is delivered to better position ourselves to provide affordable events that focus on key topics of interest.

Executive Leadership and Management in International Education

After three years of offering a successful Executive Leadership and Management in International Education (ELMIE) program, in conjunction with LH Martin Institute at the University of Melbourne, this year's program was not delivered due to lack of support. Future programs will be modified in their approach to better meet the needs of aspiring but time-poor managers. A revised program for 2013 will be announced shortly.

In conclusion, IEAA greatly appreciates the commitment of our resident experts in supporting the development of the sector with their wonderful contributions to professional development. My best wishes to the next Professional Development Committee as the program grows and matures. I would like to thank all those who have assisted the Committee and contributed to the success of this important aspect of IEAA's services to members.

Helen Cook
Vice President

Special Interest Group Internationalisation of the Curriculum

Professional Development

The IoC SIG ran six professional development workshops. These included Teaching international students: the interactive elements, Teaching international students: low energy strategies for high results, Australian and European perspectives on internationalisation of the curriculum, Using peer mentoring to internationalise campus culture and Internationalisation of the curriculum in context and in action (see page 29 for full details).

These workshops were developed in response to evaluation of the previous year's workshops, which identified four priority areas:

- internationalising the curriculum, learning and teaching
- engaging domestic students in internationalisation
- staff development strategies for internationalisation
- and evaluation of the student experience of internationalisation.

All but the last of these priorities were targeted in this year's workshops. All workshops and presenters received excellent evaluations. Unfortunately a lot of proposed workshops were cancelled due to low numbers, which the SIG leadership will focus on addressing over the coming year.

Building Connections

Building stronger connections within the SIG and with other like-minded groups internationally has been and will remain a priority. An online forum via LinkedIn has been developed to foster discussion among members.

A memorandum of understanding between IEAA's IoC SIG and the Internationalisation at Home (IaH) SIG of the European Association for International Education (EAIE)

has enabled stronger cooperation, for example through engaging in collaborative research and professional development.

Betty Leask, a member and previous Convener of the IoC SIG and Jos Beelen, convener of the Internationalisation at Home (IaH) SIG ran a full day IEAA workshop at *The University of Queensland* in October 2011.

The IoC SIG also engages with other groups to cross-promote; for example the SIG promoted the 'Internationalisation of the Curriculum in Action Symposium' in Adelaide, prior to AIEC in 2011.

Leadership

The SIG accepted the resignation of its long-standing Convener, Betty Leask in 2012. Betty has been a dedicated and inspiring leader, deeply appreciated by the SIG membership.

The role of convener is shared by Craig Whitsed and Wendy Green who are acting in this position until elections are held in October 2012. With their leadership, the SIG continues to grow.

Members promote the importance of IoC through their research and practice, supported by the professional development program and online community.

In the coming year, the SIG will seek to further increase interaction across the three Australian sectors of VET, schools and universities, and between like minded groups overseas.

Wendy Green and Craig Whitsed
Co-conveners

The IoC SIG aims to explore the curriculum implications of an increasingly connected global society. It provides a support network for teachers and academic staff across all sectors who are interested in what internationalisation of the curriculum means for what and how they teach.

Special Interest Group Marketing and Communication

Membership and LinkedIn

It has been another active year, with membership continuing to grow to 127 members. The SIG's LinkedIn group has also increased to more than 220 members (up from 54 this time last year). LinkedIn is increasingly used as a forum to discuss issues impacting our industry.

AIEC pre-conference workshops

We also coordinated delivery of the AIEC 2011 pre-conference workshop 'Getting Mobile: New Platforms to Promote Your Institution'. The workshop was delivered by internationally renowned higher education marketer Bob Johnson from the United States.

It received the greatest number of registrations out of all pre-conference workshops with 46 very satisfied participants. Ninety-three per cent of evaluation respondents indicated that the workshop was either very effective or effective.

The SIG has also organised the presenter, Feyi Akindoyeni, for a pre-conference workshop at AIEC 2012. Feyi is one of Australia's leading social marketing strategists and will be a welcome return to AIEC, after her inspiring plenary session in 2011.

Professional development

The Marketing and Communication SIG coordinated a successful professional development workshop on 'International Recruitment Planning for Success'. It was delivered in Melbourne to 18 participants who all rated it as excellent or good. We assisted in the delivery of the 'Introduction to International Education' workshop in Melbourne (see Appenix 3, page 29).

A forthcoming workshop on 'Effective Marketing and Recruitment' will be delivered by Dr Stephen Holmes from the Knowledge Partnership in August.

The Marketing and Communication SIG leadership team attended IEAA's Board Meeting in February. We have also played an active role in developing IEAA's annual professional development program, attending the PD Committee's meetings in February and July.

Leadership

Elissa and Bronte would like to take this opportunity to thank all the SIG members for their support and participation over the years. With the juggles of family and work (and study for Elissa), we've both decided not to nominate for leadership positions with the SIG in October.

Elissa joined the SIG in early 2011, bringing fresh ideas for professional development opportunities and facilitating an active presence for the SIG on LinkedIn. Bronte has been a member of the leadership team since it was established in late 2008. She has helped it grow to more than 125 members and coordinated many of the professional development opportunities.

Bronte Neyland
Convener

Elissa Newall, Robert Parsonson
Deputy Conveners

Special Interest Group Pathways

The Pathways SIG was formed in October 2011. Over 30 representatives attended the initial meeting at AIEC, and many more have since registered as members or expressed interest.

Member survey

The SIG held a survey of members in January to help identify areas of interest and priority. Respondents indicated interest in opportunities for networking, benchmarking, professional development, regulatory compliance and semi-formal meetings.

Several members have expressed interest in benchmarking student assessment and performance, course accreditation and moderation processes as well as student support services. Interpretation of the National Standards for Foundation Programs also remains an issue.

Identifying priorities

Following two successful meetings in Sydney in 2010 and 2011, the new Pathways SIG held a meeting in May 2012. It was held in Melbourne, with over 20 representatives from colleges in Victoria and interstate in attendance.

A representative from TEQSA, which took over regulatory responsibility for most Foundation Studies (and higher education) programs from 1 July also addressed the meeting.

Participants identified the need for clearer advocacy and liaison. These include points of contact with government and regulators on specific sector issues and legislative changes, such as the introduction of streamlined visa processing (SVP) and the tuition protection service (TPS).

It was also felt that pathway programs need better promotion and understanding of their contribution to international education as well as common measurement and publication of student success, including tracking studies.

Call for volunteers

We encourage colleges in other states to hold similar local meetings, to identify issues for the SIG to carry forward.

In particular we welcome ideas and volunteers to run professional development workshops, to share knowledge and experience and so strengthen the sector at a time when international enrolments in pathway programs are under pressure.

Going forward

One of the SIG's initiatives has been to track AEI enrolment data more systematically. This will be presented at the SIG meeting at AIEC in October.

The SIG will hold a pre-conference workshop at AIEC. It will provide an insight into the latest enrolment trends and TEQSA's new regulatory role. It will also look at best practice in integrated English language programs and showcase examples of innovation in teaching and learning from several pathway providers.

Paul O'Halloran
Convener



Special Interest Group Student Mobility

The Student Mobility SIG is well into its third year offering international mobility professionals the opportunity to share in best practice, gain professional development and network.

The leadership group has been made up of:

- Dawn Koban, RMIT University
- Alex Eli-Banks,
Challenger Institute of Technology
- Nigel Cossar,
University of Melbourne
- John Molony, QS

Rob Malicki from AIM Overseas stepped down from the leadership group in May 2012.

Professional development



In association with the National Exchange Fair Circuit, the 5th annual Outbound Mobility Forum was held in Queensland in May 2012.

It was hosted by the University of Queensland and co-organised by Griffith University and the Queensland University of Technology. The forum attracted approximately 100 participants from across Australia and abroad. Western Australia will host the forum in 2013.

The SIG also coordinated a professional development workshop in July entitled

'Short Term Programs: from Strategy to Implementation'. The session was hosted at the University of Technology Sydney with participants from across Australia in attendance.

Collaboration and networking

The SIG has continued its active engagement with its European and US counterparts, Study Abroad and Foreign Student Advisers (SAFSA) and the Forum on Education Abroad.

The SIG co-presented with SAFSA at the Association of International Education Administrators (AIEA) conference in Washington, D.C. The session was in response to the *QS Global Employer Report 2011*, outlining how employers value an international study experience.

The session was very well received, and a proposal has been submitted for inclusion in AIEA's 2013 conference in response to the QS 2012 report.

Research

The SIG collaborated with the SAFSA Board to formally execute research related to the mobility of international PhD students. An online survey intended to capture and quantify these activities was distributed to institutions throughout Europe and Australia. The results will be presented by the Chairs of the SIG and SAFSA in Melbourne at AIEC in October 2012.

Projects and new developments

The SIG also established a committee to develop a national standardised 'Return Student Evaluation' that would allow for benchmarking across Australia/New Zealand with such a standardised instrument. The committee consists of Kate Smart (Chair) from the University of Sydney and representatives from 13 institutions from across Australia and New Zealand. The survey is planned for release in 2013.

Dawn Coban
SIG Convener

Special Interest Group Transnational Education

The Transnational Education (TNE) SIG continued its mission to provide a forum for practitioners to exchange ideas and provide updates on the latest TNE trends and issues.

The leadership group comprised:

- Lorne Gibson, Deakin University
- Emeritus Professor Debbie Clayton,
Clayton International
- Caryn Nery, RMIT University
- Matt Taverner, Flinders University

AIEC pre-conference workshop

The SIG's pre-conference workshop at AIEC focused on managing TNE for quality student experiences. The workshop had 25 participants and brought together an array of TNE professionals from France, Singapore and Australia who shared their models of student support experiences with participants. Case studies were presented by Dr Kevin Pon (Saint Etienne School of Management, France), Suhaimy Hassan (James Cook University, Singapore). Australian presenters included Lorne Gibson, Dr Kerry Bissaker (Flinders University), and Associate Professor Gavin Sanderson (University of South Australia).

Based on feedback from members at the annual TNE SIG meeting at AIEC Adelaide in 2011 the SIG decided to hold two regional symposiums in 2012.

Gulf States Symposium

The Gulf States Regional Symposium was hosted by Deakin University, Melbourne on 19 April 2012. It focused on one of the world's most fascinating and misunderstood regions, covering the the six Gulf Co-operation Council (GCC) countries (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates) as well as Iran and Iraq.

With a population forecast to increase by a third by 2020 the symposium explored how the provision of quality education will be a major enabler of achieving the aims of the region.

A total of 20 participants attended the event with Associate Professor Martin Carroll, PVC Academic, Charles Darwin University (and formerly Consulting Director Oman Accreditation Council) setting the scene with an overview of TNE opportunities and tips for engaging in the Gulf States. Case Studies were also presented by the Box Hill Institute of TAFE and Education Queensland on lessons learned and the success of TNE projects in GCC countries.

South-East Asia Symposium

A follow up symposium focussing on South-East Asia is scheduled to be held at Flinders University in August 2012. It will examine the opportunities and challenges of a region in which TNE demand has been traditionally high. It will also focus on how developed education hubs in Malaysia and Singapore remain dynamic and competitive whilst new markets such as Vietnam, Indonesia, Thailand and the Philippines are providing new opportunities and challenges for engagement.

New developments

In response to feedback from members, the SIG established a LinkedIn group in 2012. It currently has 76 members who can publish comments and articles relevant to TNE. It will be used to improve communication among members, seek feedback on the professional development program for 2013 and promote activities and events of interest to members.

Lorne Gibson
Convener

Membership and Sponsorship

Membership

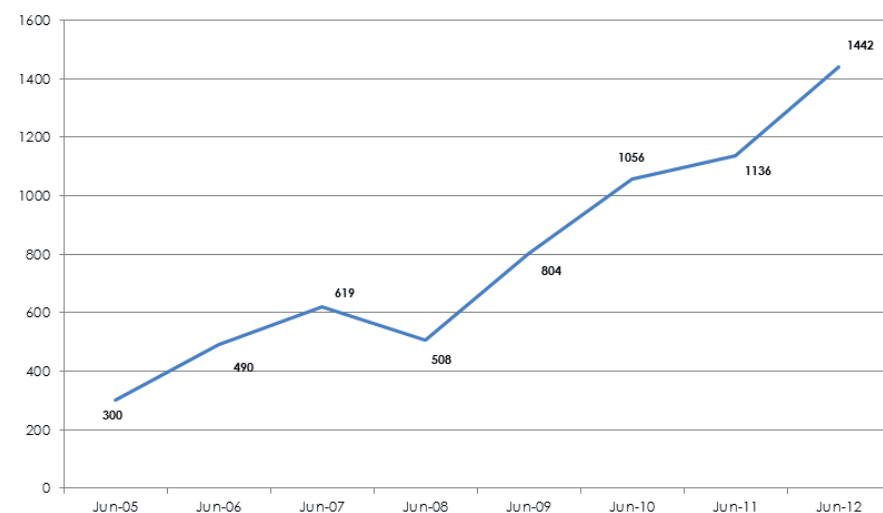
Despite it being a challenging year in the international education sector, IEAA continued to grow its membership base to a total of 1,442 members at 30 June 2012.

This amounts to a 27 per cent increase in membership since the end of the previous financial year (1,136).

84 per cent of IEAA members are covered by a sponsorship/charter package arrangement with their institution.

Membership type	Number
Professional/Associate	226
Charter	233
Silver	194
Gold	334
Platinum	455
TOTAL	1,442

IEAA membership: June 2005–2012



Sponsorship

Monash University upgraded from Silver to Platinum Sponsorship. The University of Melbourne and Central Queensland University upgraded from Charter to Gold Sponsorship and Australian Catholic University upgraded from Charter to Silver.

IEAA welcomed Griffith University as a new silver sponsor.

IEAA also welcomed Perth Central Institute of Technology, ICTE-UQ, International Education and Training Unit (IETU, QLD), MEGT Education Group, Ozford College and WAPETIA as Charter members.

The complete list of sponsor and charter institutions can be found under Appendix 2 (page 28).

Corporate Affiliates

IEAA's Corporate Affiliate Program was launched at the Australian International Education Conference (AIEC) in 2010. This program continued in 2011/2012.

The list of Corporate Affiliates is available in Appendix 2 (page 28).

Governance and Administration

Board

The Board met five times in 2011-12: on 21 July 2011, 1 September 2011, 17 November 2011, 16 February 2012 and 17 May 2012.

The election of the Treasurer and three ordinary members of the Board (2011/13) took place during the Australian International Education Conference (AIEC) in Adelaide, October 2011.

Nominations for positions on the IEAA Board closed on Monday 12 September 2011 at 2pm (AEST).

The position of Treasurer was uncontested. Consequently, Brett Blacker was re-elected for a two-year term.

13 nominations were received for three ordinary Board positions. Consequently, a ballot was held. Anna Ciccarelli, Helen Zimmerman and Liz Stinson were each elected for a two-year term.

Secretariat

Phil Honeywood commenced as Executive Director in November 2011. Phil replaced the Association's founding Executive Director, Dennis Murray, who was contracted for 12 months as Director of Research and Business Development (two days per week).



Dennis Murray, IEAA's Executive Director for almost eight years and one of the founders of the Association.

After more than four years at IEAA, Ouahiba Zarzi left the position of Associate Director in April 2012. Ouahiba played an instrumental role in developing IEAA's operating procedures and improving services to members.

Aurelie Bowden finished her position of Public Relations and Events Assistant and moved to Queensland in January 2012. This role was filled by Bernard Buntru, who completed his contract in July 2012. Both Aurelie and Bernard were valued members of the Secretariat.

IEAA also had the pleasure of hosting two interns from Breda University of Applied Sciences in the Netherlands. Marieke van den Berg and Simone Rutten each completed a six-month placement assisting the Secretariat with professional development events and public relations tasks. Their contribution to the Association was much appreciated.

In response to these changes, the Secretariat has been re-structured to further improve services to members. Incumbents to the new roles of Operations Manager (Emily O'Callaghan) and Communication and Client Services Coordinator (Peter Muntz) commence in July 2012.

Cindy Lu continues in her part-time role as Administrative Assistant.

Accommodation

Thanks to the generous support of RMIT University, the Secretariat has been hosted by RMIT's city campus in Melbourne's CBD and will continue to be so in the foreseeable future.

Board attendance		
Name	Meetings eligible to attend	Meetings attended
Stephen Connelly (President)	5	5
Brett Blacker (Treasurer)	5	4
Helen Cook (Vice President)	5	5
Anna Ciccarelli	3	2
Tony de Gruchy	5	2
Seamus Fagan	2	2
Betty Leask	5	4
Rongyu Li	5	3
Catherine Moore	5	3
William Purcell	5	2
David Riordan	5	3
Liz Stinson	5	2
Denise von Wald	2	2
Helen Zimmerman	5	5

Financial report

Your Board members submit the financial report of the International Education Association of Australia (IEAA) Inc. for the financial year ended 30 June 2012.

Board members

The names of board members throughout the year and at the date of this report are:

Name	Date of appointment	Date of cessation
Stephen Connelly (President)	October 2004	-
Brett Blacker (Treasurer)	October 2007	-
Helen Cook (Vice President)	October 2008	-
Anna Ciccarelli	October 2011	-
Tony de Gruchy	October 2009	-
Seamus Fagan	January 2008	October 2011
Betty Leask	October 2008	-
Rongyu Li	October 2010	-
Catherine Moore	October 2008	-
William Purcell	October 2009	-
David Riordan	February 2011	-
Liz Stinson	October 2007	-
Denise von Wald	October 2009	October 2011
Helen Zimmerman	July 2007	-

Principal Activities

The association is Australia's leading international education professional organisation. Its mission is to enhance the quality and standing of Australian international education by serving the professional needs and interests of its members and by promoting international education within Australia and internationally.

Operating results

The surplus for the financial year amounted to \$44,706 (2011: \$113,134).

Signed in accordance with a resolution of the members of the Board.



Stephen Connelly

Signed in Melbourne, this 25 day of September 2012

Financial report

Statement of Comprehensive Income for the year ended 30 June 2012

	Note	2012 (\$)	2011 (\$)
Revenue			
Operating activities	2 (page 24)	872,225	954,674
Other income	2 (page 24)	18,408	15,594
Total revenue		890,633	970,268
Expenses			
Direct project expenses		(337,807)	(434,091)
Administrative expenses		(64,212)	(45,787)
Employee related costs		(423,511)	(354,114)
Marketing expenses		(20,397)	(23,142)
Total expenses		(845,927)	(857,134)
Net surplus for the year		44,706	113,134
Other comprehensive income		-	-
Total comprehensive income		44,706	113,134

The accompanying notes form part of the financial statements.

Financial report

Statement of Financial Position as at 30 June 2012

	Notes	2012 (\$)	2011 (\$)
Assets			
Cash and cash equivalents	3 (page 24)	552,926	488,081
Trade and other receivables	4 (page 24)	35,088	216,999
Inventories	5 (page 24)	24,225	-
TOTAL ASSETS		612,239	705,080
Liabilities			
Trade and other payables	6 (page 24)	51,349	25,831
Income received in advance	7 (page 24)	252,485	415,550
TOTAL LIABILITIES		303,834	441,381
NET ASSETS		308,405	263,699
Members funds			
Retained earnings		308,405	263,699
TOTAL MEMBERS FUNDS		308,405	263,699

The accompanying notes form part of the financial statements.

Statement of Changes in Equity for the year ended 30 June 2012

	Retained earnings (\$)	Total (\$)
Balance at 1 July 2010	150,565	150,565
Comprehensive income for the year	113,134	113,134
Balance at 30 June 2011	263,699	263,699
Comprehensive income for the year	44,706	44,706
Balance at 30 June 2012	308,405	308,405

The accompanying notes form part of the financial statements.

Financial report

Statement of Cash Flows for the year ended 30 June 2012

	Notes	2012 (\$)	2011 (\$)
Cash flows from operating activities:			
Receipts from membership and funding distributions		907,402	991,907
Payments to suppliers and employees		(931,857)	(994,770)
Interest received		9,300	8,373
Net cash provided by operating activities	8 (page 25)	64,845	5,510
Net increase in cash held		64,845	5,510
Cash and cash equivalents at the beginning of financial year		488,081	482,571
Cash and cash equivalents at the end of financial year	3 (page 24)	552,926	488,081

The accompanying notes form part of the financial statements.

Notes to the Financial Statements for the year ended 30 June 2012

1) SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act 1981 (Victoria). The committee has determined that the association is not a reporting entity.

The financial statements, except for the cash flow information, have been prepared on an accruals basis and are based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. The amounts presented in the financial statements have been rounded to the nearest dollar.

The following significant accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

a) Income Tax

No provision for income tax has been raised, or expense incurred, as the Association is exempt from income tax.

b) Provisions

Provisions are recognised when the entity has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

c) Revenue

Revenue from the rendering of services is recognised upon the delivery of the service to the customers.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

All revenue is stated net of the amount of goods and services tax (GST).

d) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense.

Receivables and payables in the statement of financial position are shown inclusive of GST.

Cash flows are presented in the statement of cash flows on a gross basis.

e) Grants

Grants are treated as unexpended grants in the statement of financial position where there are conditions attached to the grant revenue relating to the use of these grants for specific purposes. It is recognised in the statement of financial position as a liability until such conditions are met or services provided.

f) Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

g) Critical accounting estimates and judgments

The committee members evaluate estimates and judgments incorporated into the financial report based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and based on current trends and economic data, obtained both externally and within the association.

Key estimates – Impairment

The Association assesses impairment at each reporting date by evaluating conditions specific to the company that may lead to impairment of assets. Where an impairment trigger exists, the recoverable amount of the asset is determined. Value in use calculations performed in assessing recoverable amounts incorporate a number of key estimates.

No impairment has been recognised in respect of any assets for the year ended 30 June 2012.

h) Employee Benefits

Provision is made for the Association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits have been measured at the amounts expected to be paid when the liability is settled.

i) Comparative Figures

When required by Accounting Standards, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

Notes to the Financial Statements for the year ended 30 June 2012

2) REVENUE	2012 (\$)	2011 (\$)
Operating activities		
Membership fees	92,007	85,321
Corporate sponsorships	336,323	475,101
Seminars and conference fees	273,747	246,672
Research and consultancy fees	114,764	112,580
Grants received	35,000	35,000
Sale of publications	20,384	-
TOTAL OPERATING ACTIVITIES REVENUE	872,225	954,674
Other income		
Interest income	9,300	8,373
Website advertising	6,000	6,000
Other income	3,108	1,221
TOTAL OTHER INCOME	18,408	15,594
3) CASH AND CASH EQUIVALENTS		
Cash at bank	552,926	488,081
4) TRADE AND OTHER RECEIVABLES		
Trade receivables	28,189	214,530
Deposits	3,701	2,469
GST receivable	3,198	-
Total trade and other receivables	35,088	216,999
5) INVENTORIES		
Publications – at cost	24,225	-
6) TRADE AND OTHER PAYABLES		
Other payables and accruals	51,349	14,872
GST payable	-	10,959
Total trade and other payables	51,349	25,831
7) INCOME RECEIVED IN ADVANCE		
Membership subscriptions	129,400	124,650
Unexpended grants	20,000	179,000
AIEC fees	87,500	75,000
AIEC awards	9,000	9,000
Professional development services	6,235	27,900
Customer deposits	350	-
Total income received in advance	252,485	415,550

Notes to the Financial Statements for the year ended 30 June 2012

8) CASH FLOW INFORMATION	2012 (\$)	2011 (\$)
Surplus for the year	44,706	113,134
Changes in assets and liabilities		
Increase/(decrease) in trade and other receivables	181,911	(134,005)
Increase/(decrease) in inventories	(24,225)	-
Increase/(decrease) in trade and other payables	25,518	(42,169)
Increase/(decrease) in income received in advance	(163,065)	68,550
Cash flow from operations	64,845	5,510

9) ASSOCIATION DETAILS

The registered office, and principal place of business, of the Association is:

International Education Association of Australia
RMIT University
Building 21, Level 2, Room 6
Melbourne Vic 3000

Statement by the Board Members

The Board members have determined that the Association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

In the opinion of the Board the financial report as set out on pages 19-22:

1. Presents a true and fair view of the financial position of the International Education Association of Australia Inc. as at 30 June 2012 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Association will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Board members and is signed for and on behalf of the Board members.



Stephen Connelly

Signed in Melbourne, this 26 day of September 2012

Independent Auditor's Report



Independent Auditor's Report to the Members of International Education Association of Australia Inc.

We have audited the accompanying financial report, being a special purpose financial report, of International Education Association of Australia Inc. (the association), which comprises the committee's report, the statement of financial position as at 30 June 2012 and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, notes comprising a summary of significant accounting policies and other explanatory information, and the statement by members of the committee.

Committee's Responsibility for the Financial Report

The committee of International Education Association of Australia Inc. is responsible for the preparation of the financial report, and has determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the Associations Incorporation Act 1981 (Victoria) and is appropriate to meet the needs of the members. The committee's responsibility also includes such internal control as the committee determines is necessary to enable the preparation of a financial report that is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association's preparation of the financial report that gives a true and fair view, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

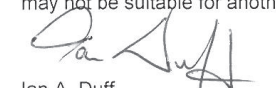
In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

Auditor's Opinion

In our opinion, the financial report presents fairly, in all material respects, the financial position of International Education Association of Australia Inc. as at 30 June 2012 and its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements, and the Associations Incorporation Act 1981 (Victoria).

Basis of Accounting and Restriction on Distribution

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist International Education Association of Australia Inc. to meet the requirements of the Associations Incorporation Act 1981 (Victoria). As a result, the financial report may not be suitable for another purpose.



Ian A. Duff
Registered Company Auditor



MDHC Audit Assurance Pty Ltd
MDHC Audit Assurance Pty Ltd

Signed in Hawthorn, this 27th day of September 2012.

MDHC Audit Assurance Pty Ltd
Formerly McLean Delmo Hall
Chartered Audit Assurance Pty Ltd
ABN 54 113 655 584

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Appendix 1 – Standing committees

Board

- Stephen Connelly (President)
- Helen Cook (Vice President)
- Brett Blacker (Treasurer)
- Anna Ciccarelli (elected member)
- Tony de Gruchy (Board's invitee from October 2009)
- Betty Leask (elected member)
- Rongyu Li (elected member)
- Catherine Moore (elected member)
- William Purcell (President's invitee from October 2010)
- David Riordan (invited member from February 2011)
- Liz Stinson (elected member)
- Helen Zimmerman (elected member)

Executive Committee

- Stephen Connelly (Convener)
- Helen Cook
- Brett Blacker
- Phil Honeywood (from November 2011)
- Dennis Murray (until November 2011)

Awards Committee

- Helen Cook (Convener)
- Anna Ciccarelli
- Helen Zimmerman

Membership Committee

- Brett Blacker (Convener)
- Tony de Gruchy
- Phil Honeywood
- Catherine Moore

Professional Development Committee

- Helen Cook (Convener)
- Rebecca Hall
- Debbie Clayton
- Tony de Gruchy
- Rongyu Li
- Liz Stinson

Public Relations Committee

- Stephen Connelly (Convener)
- Helen Cook
- Brett Blacker
- Phil Honeywood
- Helen Zimmerman

Research Committee

- Betty Leask (Convener)
- Melissa Banks
- Anna Ciccarelli
- Rebecca Hall
- Simon Marginson
- Catherine Moore
- Dennis Murray
- Chris Ziguas

Conference Program Committee

- Stephen Connelly
- Helen Cook
- Phil Honeywood
- Betty Leask
- Dennis Murray

Special Interest Groups (SIGs)

Internationalisation of the Curriculum

- Wendy Green (Convener)
- Craig Whitsed (Convener)
- Betty Leask

Marketing and Communications

- Bronte Neyland (Convener)
- Elissa Newall
- Robert Parsonson

Student Mobility

- Dawn Koban (Convener)
- Nigel Cossar
- Rob Malicki
- Alex Elibank-Murray
- John Molony

Transnational Education

- Lorne Gibson (Convener)
- Caryn Nery
- Debbie Clayton
- Matt Taverner

Pathways

- Paul O'Halloran (Convener)
- Andrew Smith

Appendix 2 – Sponsors and Charter Members

Platinum Sponsors

- Monash University
- Navitas Limited
- RMIT University
- Swinburne University of Technology
- University of Technology, Sydney

Gold Sponsors

- Central Queensland University / C Management Services
- IDP Education
- La Trobe University
- University of Melbourne
- University of New South Wales
- University of Queensland

Silver Sponsors

- Australian Catholic University
- Deakin University
- Griffith University
- Macquarie University
- Queensland University of Technology
- University of Newcastle
- University of South Australia

Corporate Affiliates

- CIBIS
- ETS TOEFL
- Hobsons Asia Pacific
- Hotcourses
- OSHC Worldcare

Charter Members

- Australian National University
- Central Institute of Technology, Perth
- Charles Sturt University
- CPA Australia
- Department - Education and Training International (QLD)
- Edith Cowan University
- Education and Training - International (WA)
- ELS Educational Services
- International Education and Training Unit (IETU) (QLD)
- Institute of Continuing & TESOL Education (ICTE-UQ)
- MEGT Education Group
- Murdoch University
- Ozford College
- TAFE NSW
- University of Adelaide
- University of Canberra
- University of Queensland (DVC-I)
- University of Sydney
- University of Tasmania
- University of the Sunshine Coast
- Victoria University
- WAPETIA

Appendix 3 – Professional Development Workshops

Date	Workshop	Location	Presenter
1 July 2011	So What Are Australia's Migration Regulations and What Do I Need to Know?	Brisbane	Kieran O'Brien
14 July 2011	Agent Management	Sydney	Gabrielle Rolan & Rishen Shekhar
15 July 2011	Agent Management	Adelaide	Gabrielle Rolan & Rishen Shekhar
28 July 2011	So What Are Australia's Migration Regulations and What Do I Need to Know?	Melbourne	Kieran O'Brien
29 July 2011	So What Are Australia's Migration Regulations and What Do I Need to Know?	Melbourne	Kieran O'Brien
2 August 2011	So What Are Australia's Migration Regulations and What Do I Need to Know?	Perth	Kieran O'Brien
24 August 2011	Symposium: Recent Developments & Future Prospects for Transnational Education (TNE) in India	Melbourne	Various
29 & 30 August 2011	Executive Leadership and Management in International Education	Sydney	Various
22 September 2011 (Morning)	Teaching International Students: the Interactive elements	Perth	Jude Carroll
22 September 2011 (Afternoon)	Teaching International Students: Low Energy Strategies for High Results	Perth	Jude Carroll
28 September 2011	Business Intelligence in HE & VET: Forecasting, Trend Analysis and Reporting	Melbourne	Paresh Kevat
26 October 2011	Teaching International Students: the Interactive Elements	Melbourne	Jude Carroll
28 October 2011	Australian & European perspectives on internationalisation of the Curriculum	Brisbane	Jos Beelen & Betty Leask
8 November 2011	AUQA Good Practice Principles and How to Embed them in Curriculum, Policy and Practices	Brisbane	Alex Barthel
11 November 2011	AUQA Good Practice Principles and How to Embed them in Curriculum, Policy and Practices	Melbourne	Alex Barthel
2 December 2011	Business Intelligence in HE and VET: Using the Data	Brisbane	Paresh Kevat
18 April 2012	Using Peer Mentoring to Internationalise Campus Culture	Melbourne	Tristana Sidoryn
19 April 2012	Gulf States Symposium	Melbourne	Martin Carroll, James Stafford & Jo House
3 May 2012	Introduction to International Education	Melbourne	Bruce Mackintosh, Robert Barrett & Bronte Neyland
11 May 2012	Student Mobility Forum	Brisbane	Various
17 May 2012	International Recruitment Planning for Success	Melbourne	Steve Berridge
14 June 2012	A New Line in the Sand: Rob Lawrence Masterclass	Perth	Rob Lawrence
18 June 2012	Fourth Winter International Education Researchers Seminar: Impacts and Outcomes of Research	Melbourne	Various

Appendix 4 – AIEC Pre-Conference Workshops

Date	Workshop	Presenter
11 October 2011	Teaching International Students: a Focus on Student Mixing and Collaboration	Professor Jude Carroll
	Recalibrating Promotional Strategies for a New Paradigm	Denise von Wald, Rob Brown
	International Relations: Through People and Partnership	Douglas Proctor, Andrew Dawkins
	Mental Health Issues and International Students	Jim Elliot, Sean Murray
	Employer Expectations and International Graduates: an Inside Perspective	Eleonor Pannall
	The Schools Sector in the Contemporary International Education Setting	Tony de Gruchy, Mariana Lane, Andrea Sarantaugas, Heather Makris, Lyn Gilbert, Alan Genoni
	Assessing and Improving Short-Term Education Abroad Programs	Natalie Mello, Heidi Piper, Nigel Cossar
	Managing Transnational Education for Quality Student Experiences	Lorne Gibson, Professor Ernest Jordan
	Getting Mobile: New Platforms to Promote Your Institution	Bob Johnson
	Managing Cultural Diversity	Robert Bean

Institutions that kindly hosted workshops

- Australian Catholic University
- Canning College
- Deakin University
- Griffith University
- La Trobe University
- Melbourne University
- Monash University
- Murdoch University
- Queensland University of Technology
- RMIT University
- Southbank Institute of Technology
- University of Adelaide
- University of Queensland
- University of Technology Sydney

Contact us

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