

International Education
Association of Australia (IEAA)
Annual Report 2012–2013

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President's Report



I commence my President's Report with sincere acknowledgement for the work of Immediate Past President Stephen Connelly, and his fellow Board members, who last year delivered such a strong platform for IEAA's growth and ongoing success.

While externally it has been another year of challenge and change for the international education industry, the fundamentals of the IEAA have been sound. Phil Honeywood, Executive Director, has focused on membership growth, a targeted and active professional development program, and improved IT, communication and financial systems. In this he has been supported by a dedicated administrative and professional support team of Emily O'Callaghan, Peter Muntz and Cindy Lu. Dennis Murray, IEAA Director of Research and Major Projects, has once again delivered an outstanding seminar and symposium series, generously assisted by a number of Board and Association members.

Membership continues to grow and now stands at more than 1,500. IEAA is dependent on the support of key partners and sponsors. Our thanks go to our institutional sponsors, particularly Platinum sponsors who nearly doubled in number this year, and to corporate affiliates for their generosity and contributions, both financial and in-kind.

The Association's finances are solid, with a small surplus and an increase in our asset base thanks to the diligence of the Executive Director and the prudent oversight of Treasurer Andrew Smith.

This year IEAA has taken a stronger role in public policy and advocacy

as the industry downturn, which began in 2009, has continued amid an environment of government policy uncertainty, inaction and political instability. This increased activity has been reflected in the engagement we have had with the Commonwealth and a number of State Governments (particularly NSW), and in the increasing media presence the Association has achieved. Our opinions have been regularly sought on all issues impacting international education, and Phil Honeywood has been an extremely effective and influential media commentator ensuring that our voice is heard on matters of concern to members and the international education sector.

Much of our advocacy focus during the year revolved around the work being undertaken by the International Education Advisory Council (IEAC). It was particularly pleasing to see the measured and strategic recommendations contained in the Council's report 'Australia – Educating Globally', released in February 2013. It was clear the IEAC had listened to the issues raised by many stakeholders, including IEAA. While the Association endorsed all the Report's recommendations, as of July, Government had yet to formulate their response. This was incredibly disappointing to an industry weary of good intentions but little action.

Since 2009 IEAA has worked collaboratively with other peak bodies, namely the Australian Council for Private Education & Training (ACPET), Council of Private Higher Education (COPHE), English Australia, Independent Schools Council of Australia (ISCA), TAFE Directors Australia (TDA) and Universities Australia to present common positions to Government. This year saw a renewed effort in preparation for the 2013 election.

IEAA has taken a stronger role in public policy and advocacy as the industry downturn, which began in 2009, has continued amid an environment of government policy uncertainty, inaction and political instability.

It has also been rewarding and insightful to share ideas, strategies and public platforms with the leadership of the Council of International Students Australia (CISA), which represents all international students studying across the schools, English language, vocational and higher education sectors.

There were a number of research and seminar highlights during the year, including:

- the International Research Roundtable in October 2012 where Professor Fazal Rizvi presented on 'Critical Issues in International Education Research in the Asian Century'
- a joint policy dialogue on cooperation between the UK and Australia in international higher education, also in October 2012
- the joint IEAA/EAIE Delphi study on Leadership; and
- the timely and outstandingly successful 'National Symposium: Five Years On – English Language Competence for International Students' in February 2013.

Professional development of our industry's academic and professional staff remains a key priority area for IEAA. It has been another busy year with 26 workshops held across six Australian capital cities.

Along with the IEAA Secretariat and Professional Development Planning Committee, Special Interest Groups (SIGs) have played a key role in developing this year's program. I commend the work of the SIG conveners and members who generate debate, professional development topics, research and engagement within and across communities of good practice.

The 2012 Australian International Education Conference, 'International Education in the Asian Century', co-hosted by IEAA and IDP Education, maintained its reputation as the premier conference for international education professionals in the Asia-Pacific Region. My congratulations go to the 2012 recipients of the IEAA awards, which were announced at the conference and were sponsored by some strong supporters of the Association.

In conclusion, I thank the Board of IEAA and the Executive team of Vice-President Brett Blacker, Treasurer Andrew Smith and Executive Director Phil Honeywood, for their support, efforts and unwavering commitment to international education and to the objectives of the Association. It is a great privilege to work with professionals of their calibre and passion.

Helen Zimmerman
IEAA President

Public Policy & Advocacy

Government Relations

As a member-based association representing all education sectors, IEAA plays an active role in public policy and advocacy for Australia's international education industry.

Federal

The international education sector has, in the past, provided a well-documented case study of government policy implementation falling between the cracks. With no single 'go-to' minister responsible for our \$15 billion-a-year industry, any lobbying activity can require contact with five separate federal government ministers and departments. Similar advocacy challenges can occur at state and territory government level.

As a member-based association representing all education sectors, IEAA plays an active role in public policy and advocacy for Australia's international education industry.

In spite of these challenges, and numerous ministerial changes, IEAA has made significant in-roads in its lobbying efforts – particularly in the lead-up to the Federal Election in September 2013.

IEAA President, Helen Zimmerman, Executive Director, Phil Honeywood, and several Board members

have had regular meetings with key politicians and public servants on issues affecting funding, governance and regulation of our industry. IEAA has also actively lobbied for action on recommendations made in the Henry and Chaney Reviews.

New South Wales

IEAA played an important consultative role in the NSW International Education and Research Taskforce. Various IEAA representatives, including NSW-based Board members, met with Taskforce Chair, Philip Clark AM,

and the Parliamentary Secretary responsible for international education, Gabrielle Upton MP.

The NSW Government released its international education strategy in November 2012. This included proposals to create a separate statutory authority responsible for international education (Study NSW) and public transport discounts for international students.

Although it was highly praised by stakeholders, there were some concerns with the implementation of public transport concessions. A date for the implementation of legislation to create a statutory authority is yet to be announced.

Queensland

In response to concerns that Queensland's international education strategy had stalled, Executive Director Phil Honeywood was invited to a roundtable meeting on the proposed strategy with Assistant Minister to the Deputy Premier, Deb Frecklington. The Executive Director met subsequently with Assistant Minister for Education, Saxon Rice, in Canberra on 22 March 2013.

Despite good intentions, there still seems to be an issue of demarcation between the Trade and Education Departments on progressing the strategy further. The Queensland Trade and Investment authority was recently provided with primary responsibility for international education.

South Australia

The Executive Director had several meetings with Education Adelaide CEO, Denise von Wald, to discuss concerns about South Australia's State Government flagging funding cutbacks.

Public Policy & Advocacy

Education Adelaide has gained a commitment from the State Opposition that they will honour current budget allocations in the future years. It is hopeful the Government will make a similar commitment soon.

An independent review of Education Adelaide has recently been completed and is under consideration by its Board.

Tasmania

At the request of IEAA Board member and University of Tasmania Vice-Chancellor, Peter Rathjen, the Executive Director met with key Government officials to advocate the potential benefits to their state economy of enhancing its international education strategy. This remains a work in progress.

Victoria

IEAA has advocated for the publication of Victoria's yet-to-be released international education strategy. The Executive Director has met with key figures, including the Minister for Innovation, Services and Small Business, Louise Asher MP.

The Victoria State Budget was announced on 7 May 2013, which included new funding of \$17.5 million for the strategy's implementation. However, there is no specific funding allocated for transport concessions or discounts.

Western Australia

IEAA has developed a good relationship with the two Government departments responsible for international education in Western Australia. Well-known international education consultant, Bruce Mackintosh, was contracted to develop a strategy which is yet to be released.

Media

As a key component of our advocacy role, IEAA continues to provide regular media commentary on issues pertaining to the international education industry.

Regular commentary is sought by and provided to numerous Australian media outlets, including the *Australian Financial Review*, *The Australian's* Higher Education supplement and various radio and television outlets. President Helen Zimmerman and Executive Director Phil Honeywood also share a monthly column in *Campus Review*.

IEAA representatives have provided commentary, and contributed articles, to numerous international publications including the *Times Higher Education Supplement*, *The PIE News* and *University World News*.

IEAA's re-vamped quarterly magazine, VISTA, also provides our members with high-quality editorial and articles on issues facing the international education profession.

Read more at ieaa.org.au/media



Government Reviews

Australia in the Asian Century

IEAA expressed strong support for the 'Australia in the Asian Century' White Paper, released in October 2012. It underpinned the long-term and multi-layered engagement that IEAA members have long undertaken with our neighbours in the Asian region.

Notwithstanding the excellent themes enunciated in the White Paper, IEAA noted that more specific detail would be required to fully implement the vision of Ken Henry and his team.

"The international education sector looks forward to government policy announcements that will put the 'meat on the bones' of the White Paper", said IEAA President Helen Zimmerman.

"If our neighbours in Asia are to believe that we are genuine about a multi-layered approach to education engagement, Australia requires a more specific roadmap to what is contained in the White Paper."

Chaney Review

IEAA also endorsed the work of Michael Chaney AO and the International Education Advisory Council (IEAC) in their 'Australia – Educating Globally' report, released in February 2013.

IEAA endorsed the seven themes and 35 recommendations contained in the report noting that they were in accord with the concerns and issues that IEAA has been advocating for some years.

Although many aspects of the review were laudable, IEAA expressed some concern regarding resourcing of key recommendations. These included the composition of the proposed high-level Ministerial Council and its infrequent meeting schedule. There was also hope that a five-year strategy would be forthcoming, but this has now been pushed back into the Council's proposed workplan.

IEAA continues its lobbying efforts to ensure the key recommendations are implemented.



Students share their stories as part of the Council of International Students Australia's (CISA) 'I am not an Australian, but I have an Australian story' project (see right).

Relations with Stakeholders

Education Peak Bodies

IEAA has maintained an excellent working relationship with the national peak bodies involved in international education.

These include the Australian Council for Private Education & Training (ACPET), Council of Private Higher Education (COPHE), English Australia, Independent Schools Council of Australia (ISCA), TAFE Directors Australia (TDA) and Universities Australia.

In particular, IEAA has taken a lead role in coordinating a joint lobbying effort in the run-up to the Federal Election in September 2013.

The consortium of peak bodies issued its first communiqué in May 2013, urging the Government to begin immediate implementation of the Chaney Review's recommendations. By presenting a united voice, the peak bodies hope to gain traction calling on all levels of Government to get behind measures to restore global competitiveness and innovation in Australia's international education sector.

"International education is at a crucial turning point in Australia, and governments have two choices. They can persist with a fragmented, unhurried approach to managing global shifts in international education and watch as students vote with their feet by choosing to study elsewhere."

"Or governments can take strong, decisive, action to restore our status as a destination of choice for international students," said Executive Director, Phil Honeywood.

IDP and AIEC

Feedback from the Australian International Education Conference (AIEC) 2012 was excellent. The theme 'International Education in the Asian Century' and the line-up of exceptional international speakers were well received.

Both IEAA and our conference partner, IDP, were delighted with the outcomes. Despite initial concerns about total registrations being down, the conference attracted approximately 1,200 participants.

The Research Roundtable and Pre-Conference Workshops were also well-attended, with more than 60 and 240 participants respectively.

CISA

IEAA continues to support the Council of International Students Australia (CISA), the national peak student representative body for international students.

We have maintained an excellent working relationship with CISA's National Executive. IEAA's President Helen Zimmerman has worked collaboratively with President Aleem Nizari on matters of concern to CISA and Executive Director Phil Honeywood has provided a training session in government relations and lobbying.

CISA President, Aleem Nizari, was invited by Helen Zimmerman to present with IEAA representatives at the annual Asia-Pacific Association for International Education (APAIE) conference in March 2013 in Hong Kong.

Phil Honeywood also represented IEAA on the Steering Committee of CISA's 'I am not an Australian, but I have an Australian story' project (pictured left). This project is funded by DIAC and is due to be launched later in 2013.

Research Events

International Research Roundtable

A successful Research Roundtable – organised by Dennis Murray, Betty Leask and IEAA's Research Committee – was held on Tuesday 2 October 2012 in Melbourne, immediately prior to the Australian International Education Conference (AIEC).

This was the 5th annual Roundtable presented by IEAA and attracted more than 70 participants.

Professor Fazal Rizvi presented an opening keynote address, 'Critical Issues in International Education Research in the Asian Century'.

Working groups discussed research priorities covering four main topics:

- National policy and strategy
- Institutional policy and strategy
- Teaching, learning, curriculum and the student experience, and
- Technology, MOOCs and their impact on international education.

Two panel discussions followed, focussing on:

- Connecting with Asia – Challenges and opportunities in collaborating on international education research with Asia
- Extending beyond Asia – Global research priorities in international education in the Asian century.

Mid-Winter Researchers Seminar

Planning began in February for the 5th Mid-Winter Researchers Seminar, scheduled to take place on Friday 12 July 2013.

Planning was led by IEAA Research and Major Projects Director, Dennis Murray, together with the IEAA Research Committee.

Panel presentations and plenary discussions planned include:

- Asia literacy and international education
- Linking research in international education with research in development studies
- National research priorities to support an international education strategy for Australia
- Priorities for the International Education Research Network (IERN).

Research Projects

Beyond Competition: UK-Australia Policy Dialogue

The UK-Australia Policy Dialogue was instigated and managed by IEAA. It was jointly presented with Universities UK, Universities Australia, the British Council and Australian Education International (AEI).

This was a major event driven by Research and Major Projects Director, Dennis Murray, over a 12-month period.

Financial contributions were provided by the British Council, AEI and from the participating Australian universities. IDP Education and the University of Melbourne provided additional financial support.

The Dialogue was held over a day and a half on 1–2 October 2012, at the Woodward Conference Centre, Melbourne Law School, The University of Melbourne.

It took place in light of the rapidly changing global context and addressed the global and domestic challenges facing Australian and UK universities. 46 delegates attended the event including senior university leaders, in particular Vice-Chancellors, from Australian and UK universities.

A series of nine background papers covering five major topics were prepared for the event in Australia and in the UK and distributed to participants beforehand:

- Topic 1: A vision for cooperation
- Topic 2: Cooperation in research
- Topic 3: Cooperation in research and data on internationalisation of higher education
- Topic 4: Cooperation in transnational education
- Topic 5: Cooperation in student mobility.

The Dialogue confirmed the interest of Australian and UK universities and their peak organisations to jointly pursue a number of priority initiatives, including with third countries and regions (where appropriate).

A number of substantial actions were agreed for further investigation and a commitment made to ongoing dialogue between the membership bodies representing universities in the two countries to advance these. Proposed actions are summarised in the Dialogue outcomes report.



 Read the outcomes report at ieaa.org.au/beyond-competition

Research Projects

National Symposium: Five Years On – English Language Competence for International Students

140 delegates from education and training institutions, government agencies, standards agencies, and business and professional organisations across Australia participated in this national symposium on 25 February 2013 at the RACV Club, Melbourne.

Organisation of the symposium was led by a dedicated Steering Committee, including Sophie Arkoudis, Sue Blundell, Helen Cook, Cath Moore, Dennis Murray, Diane Seath and Helen Zimmerman.

The symposium was timely in light of the establishment and the emerging responsibilities of the Tertiary Education Quality and Standards Agency (TEQSA) for the development of threshold standards (including English language standards for all students), the development of streamlined visa processing requirements for universities and continued media interest in the English language competence of international students.



Pamela Humphreys, Griffith University, delivers her paper on 'English Language and the Transition to Work or Further Study' (co-authored with Cate Gribble, Deakin University).

The symposium succeeded in its aim to critically examine the efficacy of Australian policy and practice in this area and to suggest actions for improvements in light of the emerging requirements facing institutions, students, employers and professional groups.

The key messages reflect the considered views of stakeholders about how policy and practice should be enhanced. These were widely supported and act as a clear pointer to future action in terms of institutional and program priorities, quality assurance and key research priorities.

In particular, it reflected strong support for four broad priority actions:

- Identifying and disseminating good practice to enhance language competence across institutional strategy, policy, curriculum, learning and teaching
- Clarifying roles and responsibilities of English language professional staff and academic staff and building more effective working relations between them
- Conducting research in priority areas determined in conjunction with institutions, students, standards and quality assurance agencies, and with Australian employer and professional groups
- Addressing the motivations and expectations of students and employers and involving them at all stages from research design through to program design, delivery and evaluation.

These initiatives will be pursued in consultation with stakeholders in government, industry and the wider community with a view to enhancing quality in institutional policy and practice in all education sectors.

The Symposium was conducted with financial assistance from Australian Education International, ACPET, Cambridge English Advanced, ETS TOEFL, English Australia, IELTS, Navitas and PTE Academic provided additional sponsorship support.

 Read the outcomes report at ieaa.org.au/elc-symposium

Research Projects

Learning and Teaching Across Cultures Symposium

This national symposium was organised as part of an Office for Learning and Teaching-funded project, 'Learning and Teaching Across Cultures'. It attracted 80 participants from universities across Australia and staff from the Office for Learning and Teaching (OLT).

Participants came from a wide range of backgrounds, including lecturers from different academic departments, study skills advisers, academic developers, Associate Deans of Teaching and Learning, Directors International and offshore teaching coordinators.

The symposium aimed to disseminate the outputs of the project to date, including the Good Practice Report; the Good Practice Principles – Teaching Across Cultures and the Quick Guides. The symposium also aimed to identify any major flaws in these resources and/or additional resources required and to seek guidance on strategies to enhance uptake and impact of all outputs.

Symposium outcomes included suggestions for minor revisions to individual Quick Guides and the Good Practice Principles; using the Good Practice Principles and the Quick Guides as a suite of resources, and individually, to improve teaching and learning across cultures; and development of additional resources to support the Good Practice Principles and the Quick Guides.

The final phase of the project will include workshops for key university staff over the second half of 2013 and into 2014, the content and focus of which will be informed by the outcomes of the symposium.

 Read more at ieaa.org.au/ltac-symposium

Delphi Study on Leadership in International Education

This IEAA project was conducted jointly with the LH Martin Institute for Leadership and Management in Tertiary Education (The University of Melbourne) and the European Association for International Education (EAIE).

It was supported by Australian Education International (AEI) and completed in March 2013.

The practical implications and consequences of the study's findings are to be discussed with EAIE later in 2013 with a view to strengthening agreed priority leadership capabilities and skills.

IEAA President, Helen Zimmerman, and EAIE President, Hans-Georg Liempd, also presented the Australian and European findings during a session at the APAIE Conference in March in Hong Kong.

Further discussions are planned with the APAIE leadership in the second half of 2013 to explore potential for extending the comparative research to Asia, as well as investigating interest in delivering some leadership training with APAIE in Asia.

 Read more at ieaa.org.au/leadership

Professional Development

National program

Professional development of our industry's academic and professional staff remains a key priority area for IEAA. It has been another busy year with 26 workshops held across six Australian capital cities. These include Adelaide, Brisbane, Hobart, Melbourne, Perth and Sydney (see Appendix 3, p.33).

Program highlights included:

- Symposium on Streamlined Visa Processing, 25 July 2012
- Survival Guide to Working with Agents, 16–18 October 2012
- Five Years On: English Language Competence of International Students, 25 February 2013
- Understanding TEQSA Provider Standards: Due Diligence & Evaluation of TNE Partners, 20 March 2013
- Outbound Mobility Forum: Back to the Future, 19 April 2013

A number of the above workshops were identified as 'hot topics', which reaffirms the need to respond proactively to industry changes and identify emerging opportunities for staff development throughout the year. In addition to the main program, IEAA delivered customised workshops for a number of institutions.

Along with the IEAA Secretariat and Professional Development Planning Committee, Special Interest Groups (SIGs) have played a key role in developing this year's program. Each SIG has taken on organisation of 2–3 events throughout the year as well as a pre-conference workshop at AIEC.

IEAA would particularly like to acknowledge those presenters who provided their time and expertise pro bono. Without them, delivering a national program on this scale would not be possible.

Webinars

In the first half of 2013, IEAA trialled for the first time the use of webinars as part of its regular professional development program. 'Introduction to International Education' (presented by Bronte Neyland) and 'Using Stats to Your Advantage' (presented by Alan Olsen) were both very well attended across Australia and attracted a number of international participants.

Despite the obvious constraints of online delivery, webinars enable wide participation across the country. This has been particularly appreciated by staff who are not always able to justify the expense of interstate travel. Although they can never replace face-to-face professional development, IEAA plans to continue the use of webinars to complement traditional workshop offerings.

Income

Professional development made up 20 per cent of IEAA's total income for 2012–13.

Total income was \$185,214.12 (up from \$143,671.00 in 2011–12).

AIEC pre-conference workshops

10 pre-conference workshops were conducted at AIEC in Melbourne on 9 October 2012 (see Appendix 4, p.35), attracting a total of 246 participants.

These workshops form a key component of IEAA's commitment to AIEC and our target is always to offer programs that will appeal to a wide variety of audiences.

Excellence Awards

IEAA's Excellence Awards 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 2012, 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 2012:



Mike Ryan and Sophie Waddell receive a Best Practice / Innovation Award from IEAA's immediate past President, Stephen Connelly, and Tanya Perera from Hobsons Australia.

Our Award sponsors



LH Martin Institute

PEARSON

Distinguished Contribution

- Associate Professor Seamus Fagan
Director, English Language and Foundation Studies Centre,
The University of Newcastle
- Melissa Banks
Director International,
Swinburne University of Technology

Excellence in Leadership

- Christopher Madden
Pro-Vice Chancellor
(International), Griffith University
- Paul Mahony
Regional ELT Manager,
South-East Asia,
IDP Education Pty Ltd

Best Practice/ Innovation

- Western Australia Science Roadshow to Vietnam:
Mike Ryan, Executive Director,
Perth Education City;
Sophie Waddell, Market Manager,
Perth Education City
- Connections for Learning Program:
Professor Robyn Nash, Assistant Dean (Learning and Teaching),
Faculty of Health;
Rena Frohman, Language and Learning Skills Adviser,
Student Support Services;
Pamela Lemcke, Lecturer School of Nursing,
Faculty of Health
Queensland University of Technology
- Master of Hospital Administration Program, China:
Dr Arthur van Deth, Director International Programs,
Department of Health Management,
Flinders University

Professional Commentary

- Julie Hare
Higher Education Editor,
The Australian.

Outstanding Postgraduate Research Masters or Doctorate Thesis

- (Fion) Choon Boey Lim,
'Australian transnational higher education quality assurance in Singapore and Malaysia',
PhD thesis,
awarded by Deakin University

Internationalisation of the Curriculum

Special Interest Group

As a research topic, internationalisation of the curriculum has continued to spark considerable interest over the last 12–18 months. A quick Google Scholar search (limited to 2012–2013) reveals 146 hits. Of these, there is research from a wide array of disciplines, including postgraduate public health, journalism, business and engineering. Additionally, much of this research (76 hits) converges on the notion of 'embedding' internationalisation in the curriculum. SIG members have been busy too working in this space both nationally and internationally.

APAIE

Earlier this year, we collaborated with the European Association for International Education's (EAIE) Internationalisation at Home SIG on a combined presentation at the Asia-Pacific Association for International Education (APAIE) conference in Hong Kong, March 2013.

Engaging with colleagues from this region, identifying research opportunities and building networks is a goal of the SIG. To this end, we are pleased to report that APAIE President, Professor Gordon Cheung (The Chinese University of Hong Kong), will participate in one of two sessions the SIG has organised for AIEC in October 2013.

Sharing best practice

While Professor Betty Leask is no longer convener of the IoC SIG, she has continued to work tirelessly in this space, and continues to hold a position on the IEAA Board.

We were fortunate to be able to contribute to her work with Dennis Murray on the Office for Learning and Teaching (OLT) Good Practice Report, 'Learning and Teaching Across Cultures'.

The report provides both academics and professional staff across all levels and disciplines an excellent resource for curriculum innovation and OLT grant applications.

In addition to this, we have been actively working on an edited book, conceived at a meeting of SIG members and academics from several countries in Europe. The book, *Internationalising the Curriculum in Disciplines: Stories from Business, Education and Health* will be published in 2014. We would like to thank all of the members who have participated.

Professional Development

Betty Leask delivered a professional development workshop on 'Internationalisation of the Curriculum: In Context & In Action' on 8 August 2012.

It was held at Monash College in Melbourne and attracted a small but engaged group of participants. As always, Betty received very positive feedback.

At AIEC 2012, Carmela Briguglio from Curtin University presented one of 10 pre-conference workshops.

Carmela's workshop 'Embedding English Language Development Across the Curriculum' attracted 21 participants who explored different strategies and approaches for embedding English language development at their own institutions.

Looking forward

The IoC SIG still has a number of challenges to address. In terms of membership, further growing the SIG and exploring ways to better connect and share ideas is a high priority. We ask members to encourage their colleagues to consider joining. Membership is free.

A second challenge relates to professional development. As a member of IEAA, the SIG has an obligation to provide three training sessions across the country each year. Finding the right people to facilitate and lead these is difficult. We would greatly appreciate and welcome any suggestions for people you consider would be interesting and relevant to your work. We also welcome your ideas on new ways we might be able to offer these to maximise numbers participating in workshops to keep the SIG viable.

IoC in the Asian Century

The Australian Government's 'Australia in the Asian Century' White Paper, released in October 2012, presents some exciting opportunities for deeper engagement with our Asian neighbours.

We are also mindful of the challenges. We know that most Australian students do not study abroad, and that the majority of those who do prefer to go to North America.

Developing students' curiosity about Asian countries, and the skills to engage with the region effectively, must start with the curriculum at home. To this end, we look forward to working with you to explore ways we can address both in the internationalisation of the curriculum over the coming year.

Craig Whitsed
SIG Convener



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LinkedIn at [linkd.in/1cpHYxk](https://www.linkedin.com/company/ieaa)

Marketing, Recruitment & Communication

Special Interest Group

It's all in the name

The Marketing and Communication SIG changed its name in early 2013 and is now officially known as the Marketing, Recruitment and Communication (MR&C SIG).

This is a reflection of the majority of professional staff in the industry whose role tends to cover a range of recruitment, marketing and communication responsibilities.

We feel this name best represents our members and the range of professional development workshops that we organise, which encompass all aspects of the recruitment cycle as well as marketing and communication.

Professional development

The MR&C SIG has delivered a number of successful workshops throughout the year.

On 1 August 2012, Stephen Holmes from The Knowledge Partnership presented a well-received session on 'Effective Marketing & Recruitment' in Melbourne.

Similarly, Dan Baker from Digital marketing agency Precedent presented 'Planning Your Digital Marketing for 2013' on 6 December 2012 in Melbourne.

On 10 May 2013, we held 'Paperless Pipedream or Virtual Reality: Best Practice in (Online) International Admissions' in Adelaide, which included case studies from three Australian universities: Edith Cowan, Griffith and RMIT.

They each provided a first-hand insight into best practice examples in online international admissions. Due to overwhelming popularity, it is scheduled to run again as a pre-conference workshop at AIEC in October 2013.

Thank-you

Finally, on behalf of our Deputy Convener Abizer Merchant and myself, we'd like to thank Bronte Neyland and Elissa Newall who said goodbye to their convening duties at the end of 2013.

They set the groundwork for a successful SIG which continues today, including a member base of over 400 members on LinkedIn, largely due to their hard work and dedication.

Justine Morris
SIG Convener



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Pathways

Special Interest Group

Meetings and PD workshops

The Pathways SIG conducted a pre-conference workshop and meeting at AIEC 2012. A Convener and Deputy Conveners were officially elected, after a year of informal operation under a larger leadership group. We extend thanks to all those who contributed to the SIG's establishment.

About 20 people from four states attended an informal meeting of university pathway colleges in Brisbane on 3 May 2013, following similar meetings in previous years in Melbourne and Sydney.

Topics discussed included:

- The Tuition Protection Service (TPS) legislation which restricts upfront collection of fees. This has resulted in increased administration costs, student defaults and poaching, and difficulties for students and sponsors who wish to pay upfront
- Some uncertainties around the application of the National Code, including attendance recording in large lecture classes, excessive appeals processes by students reported for unsatisfactory attendance or progress, and the limitations of online delivery
- National Foundation Standards, interpretation of course contact hours, the regulation and labelling of shorter accelerated foundation-type courses, and approval processes for student under 17 years of age.

To date most participation has been from Foundation and Diploma providers from the eastern states and ACT. A challenge for the SIG is to engage a broader range of pathway providers from all locations and sectors.

Market trends

After a period of growth to 2010, both Foundation and HE Diploma commencements declined severely during 2011–12, along with the sector in general.

They are now showing signs of recovery with YTD June 2013 commencements up 13% for Foundation and 17% for HE Diplomas. The major China market increased by 16% and 9% respectively. (Note that most, but not all, Diplomas are Bachelor pathways.)

Future projects

There is still the need identified previously to develop standardised measures for tracking subsequent student performance, enabling large scale studies and benchmarking. This will be pursued in 2014.

Leadership group

Both Paul O'Halloran and Andrew Dawkins will step down from their Convener roles in October 2013. Both are pleased to have contributed to establishing the SIG, thank members for their interest and support, and wish the incoming leadership group all the best for the continued growth of this important component of Australia's international education.

Paul O'Halloran,
SIG Convener

Student Mobility

Special Interest Group

Student Mobility

In just a short space of time, the Student Mobility SIG has matured into an influential representative group, developed under the leadership of Dawn Koban Hewitt. Dawn stepped down in 2013 and we thank her for the lasting legacy her tenure has delivered.

Professional development

In 2013 the SIG coordinated professional development sessions in Melbourne and Sydney, focusing on career progression in mobility and the role of social media in student mobility and recruitment.

Both were delivered in response to feedback via the IEAA membership survey during 2012. The 2012 Tony Adams Fund grant for Professional Development went to Sarah Argles, who undertook research in collaborative homecoming events.

Networking and influence

As a profession, and as is the Australian way, we continue to punch above our weight globally. Many SIG members contribute influentially to international organisations, including the Forum on Education Abroad, NAFSA, EAIE and AIEA.

This commitment extends through our strong state-based activity. For example, the second Homecoming Forum was conducted by a consortium of Victorian universities and continues to grow and develop formally.

The SIG leadership looks forward to accessing the growing passion around the states and enabling a platform for sharing best practice and resources.

National funding

Members of the SIG were involved in formal processes and influencing major political initiatives during 2013.

The operational design and funding announcements for AsiaBound and the report delivered by the New Colombo Plan steering committee to the Coalition were closely watched by members.

Changes to OS-HELP that progressed through Parliament have also changed the face of mobility funding.

Mobility Forum and Exchange Circuit

The Outbound Mobility Forum marked the closure of the 6th Exchange Fair Circuit. The Forum itself was hosted by Murdoch University and coordinated by the Western Australian group, drawing 100 participants from Australia and internationally.

As we push to position Australia as a key destination, the SIG is committed to planning and releasing these event details a year in advance, enabling institutions to collaborate globally.

Leadership group

Linda Rust (1 year) and Trevor Goddard (2 years) were elected to the deputy convener positions in October 2012. Dawn Koban Hewitt resigned from the Convener position in April 2013 and Trevor Goddard was elected in June 2013.

Trevor Goddard
SIG Convener



Connect with us on
LinkedIn at [linkd.in/17jyXs](https://www.linkedin.com/company/student-mobility-sig)



Professor Ann Capling, Deputy Vice Chancellor (Academic), Murdoch University, addresses the Outbound Mobility Forum in Perth.



Transnational Education

Special Interest Group

The TNE SIG continued its mission in 2013 by providing a forum for TNE practitioners to exchange ideas and provide updates on the latest TNE trends and issues.

Regional Symposium on South-East Asia

This regional symposium was hosted by Flinders University in Adelaide on 22 August 2012. 22 participants examined the opportunities and challenges of a region in which TNE demand has been traditionally high. The symposium highlighted how developed hubs of Malaysia and Singapore remain dynamic and competitive while new markets such as Vietnam, Indonesia, Thailand and The Philippines are providing new opportunities and challenges for engagement.

AIEC pre-conference workshop

Our AIEC 2012 pre-conference workshop provided a truly global perspective on TNE in a new format and featured an excellent program of speakers including;

- Dr William Lawton – Director, Observatory on Borderless Higher Education (UK)
- Dr Peter PT Cheung – Secretary General, The Federation for Continuing Education in Tertiary Institutions (Hong Kong)
- Mr Rob Lawrence – Principal, Prospect Research and Marketing (Australia)
- Mr Guy Perring – Regional Director SE Asia, i-graduate (Malaysia)

The workshop attracted 22 participants and brought together topics on the latest global trends in TNE, with a focus on Hong Kong and UK providers in Malaysia.

Understanding TEQSA Provider Standards

This workshop was held in Melbourne on 20 March 2013 and attracted a full house of 47 participants. The topical nature of TEQSA's provider standards generated good interest, excellent presentations and discussion among attendees and presenters.

It covered the underlying principles of provider standards and an evidential approach to TEQSA's TNE quality assessments. The SIG was fortunate to have Dorte Kristoffersen, TEQSA Commissioner, generously donate her time to present at the workshop.

Professor Mairéad Browne, International Education Quality Assurance Consultant, provided a case study on 'Due Diligence and Evaluation of TNE Partners'. Mairéad focused on assessing the viability and sustainability of TNE partnerships and fundamental issues of delegations (obligations of universities and partners) and accountability with an evidence-based approach in QA controls.

The symposium was timely for many participants from institutions undergoing re-registration with TEQSA as well as ground work preparing for TEQSA's 2013 Survey of third-party providers.

A follow-up workshop is planned for Brisbane on 23 August 2013.

LinkedIn

The SIG maintained a dedicated LinkedIn group, sharing articles and comment relevant to TNE developments. The group grew from 76 members in 2012 to 160 in 2013.

Lorne Gibson
SIG Convener



Connect with us on LinkedIn at [linkd.in/13ww6CO](https://www.linkedin.com/company/ieaa)

Membership & Sponsorship

Membership

Despite it being a challenging year in international education, IEAA continued to grow its membership to a total of 1,554 members at 30 June 2013.

This amounts to an 8 per cent increase in membership since the end of the previous financial year (1,442). 90 per cent of IEAA members are covered by a sponsorship/charter package arrangement with their institution.

Membership type	Number
Individual	263
Charter	259
Silver	177
Gold	246
Platinum	609
TOTAL	1,554

Sponsorship

Platinum sponsorship increased from five organisations in 2011/2012 to nine in 2012/2013. This was a result of new sponsorship from Academies Australasia and upgrades from IDP, La Trobe University and the University of New South Wales. New sponsor Melbourne Institute of Technology joined as a Gold sponsor and Australian National University upgraded from Charter membership to Gold sponsorship.

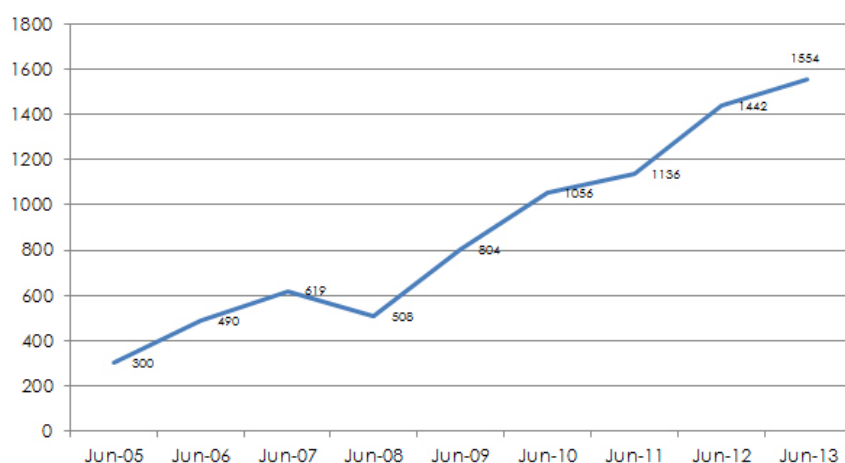
IEAA also welcomed Curtin University and Sarina Russo as new Silver sponsors. Bond University, Cambridge International College, Canberra Institute of Technology, Trinity College, University of Western Australia, University of Western Sydney and UTS: INSEARCH joined as Charter members.

The complete list of sponsor and charter institutions can be found under Appendix 2 (page 32).

Corporate Affiliates

IEAA continued its Corporate Affiliate Program in 2012–2013 with four Corporate Affiliates: Allianz, ETS TOEFL, Hobsons and Hotcourses.

IEAA membership: 2005–2013



Governance & Administration

Board

The Board met six times in 2012–13: on 19 July 2012, 15 August 2012, 25 October 2012, 15 November 2012, 26 February 2013 and 16 May 2013. The election of the President, Vice President and three ordinary members of the Board (2012–14) took place during AIEC in October 2012. Nominations for positions on the IEAA Board closed on Sunday 2 September 2012 at midnight (AEST).

The positions of President and Vice-President were uncontested. Helen Zimmerman was elected for a two-year term as President and Brett Blacker for a two-year term as Vice-President.

Seven nominations were received for three ordinary Board positions. Consequently, a ballot was held. Joanne Barker, Rongyu Li (re-elected) and Andrew Smith were each elected for a two-year term.

Secretariat

Phil Honeywood continued as Executive Director and Dennis Murray as Director of Research and Major Projects.

Emily O'Callaghan commenced as Operations Manager on 4 July 2012 and Peter Muntz commenced as Communication and Client Services Coordinator on 9 July 2012. Cindy Wei Lu's Administrative Officer position was renewed and increased from .06 to .08 from February 2013.

The Secretariat purchased a new Integrated Management System in April 2013 and is looking forward to launching a new, user-friendly website on 10 July 2013.

The Secretariat is based at RMIT University's city campus in Melbourne's CBD. RMIT has agreed to host the secretariat for another three years. IEAA extends its thanks RMIT for its continued support.

Board attendance	Board position	Meetings eligible	Meetings attended
Helen Zimmerman	Ordinary Board Member (end 4 Oct 2012) President (from 5 Oct 2012)	6	5
Stephen Connelly	President (end 4 Oct 2012) Immediate Past President (from 5 Oct 2012)	6	3
Brett Blacker	Treasurer (end 4 Oct 2012) Vice-President (from 5 Oct 2012)	6	6
Helen Cook	Vice President (end 4 Oct 2012)	2	2
Andrew Smith	Ordinary Board Member (4 Oct–25 Oct 2012) Treasurer (from 26 Oct 2012)	4	3
Joanne Barker	Ordinary Board Member (from 4 October 2012)	4	1 [^]
Anna Ciccarelli	Ordinary Board Member	6	3
Tony de Gruchy	Invited Board Member	6	4
Betty Leask	Ordinary Board Member*	5	5
Rongyu Li	Ordinary Board Member	6	3
Catherine Moore	Ordinary Board Member (end 4 Oct 2012)	2	2
William Purcell	Invited Board Member (end 4 Oct 2012)	2	0
Peter Rathjen	Invited Board Member (from 26 Nov 2012)	2	2
Simon Ridings	Invited Board Member (from 15 Nov 2012)	3	2
David Riordan	Invited Board Member	6	3
Liz Stinson	Ordinary Board Member	6	2
Chris Ziguras	Ordinary Board Member*	3	3

* Ordinary Board Member positions resulting from Helen Zimmerman being elected President and Andrew Smith being appointed Treasurer. The IEAA Board appointed Betty Leask and Chris Ziguras into the vacant positions.

[^] Otherwise absent with leave.

Financial report

Your board members submit the financial report of the International Education Association of Australia (IEAA) Inc. (ABN 65 897 746 316) for the financial year ended 30 June 2013.

Board members

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

Board member	Board position	Date of appointment	Date of cessation
Helen Zimmerman	Ordinary Board Member	–	4 Oct 2012
	President	5 Oct 2012	–
Stephen Connelly	President	–	4 Oct 2012
	Immediate Past President	5 Oct 2012	–
Brett Blacker	Treasurer	–	4 Oct 2012
	Vice-President	5 Oct 2012	–
Helen Cook	Vice-President	9 Oct 2008	4 Oct 2012
Andrew Smith	Ordinary Board Member	4 Oct 2012	25 Oct 2012
	Treasurer	26 Oct 2012	–
Joanne Barker	Ordinary Board Member	4 Oct 2012	–
Anna Ciccarelli	Ordinary Board Member	13 Oct 2011	–
Tony de Gruchy	Invited Board Member	15 Oct 2009	–
Betty Leask	Ordinary Board Member*	9 Oct 2008	–
Rongyu Li	Ordinary Board Member	14 Oct 2010	–
Catherine Moore	Ordinary Board Member	9 Oct 2008	4 Oct 2012
William Purcell	Invited Board Member	15 Oct 2009	4 Oct 2012
Peter Rathjen	Invited Board Member	26 Nov 2012	–
Simon Ridings	Invited Board Member	15 Nov 2012	–
David Riordan	Invited Board Member	22 Dec 2010	–
Liz Stinson	Ordinary Board Member	11 Oct 2007	–
Chris Ziguras	Ordinary Board Member*	15 Nov 2012	–

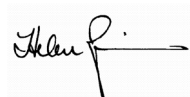
Principal activities

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 Australian and internationally.

Operating results

The surplus for the financial year amounted to \$31,650 (2012: \$44,706)

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



Helen Zimmerman
President



Andrew Smith
Treasurer

Signed in Melbourne, this 16 day of September 2013

Financial report

Statement of Comprehensive Income for the year ended 30 June 2013

	Note	2013 (\$)	2012 (\$)
Revenue			
Operating activities	2	910,743	872,225
Other income	2	21,491	18,408
Expenses			
Direct project expenses		(324,818)	(337,807)
Administrative expenses		(54,158)	(64,212)
Employee related costs		(506,324)	(423,511)
Marketing expenses		(15,284)	(20,397)
Total expenses		(900,584)	(845,927)
Net surplus for the year		31,650	44,706
Other comprehensive income		–	–
Total comprehensive income		31,650	44,706

The accompanying notes form part of the financial statements.

Financial report

Statement of Financial Position as at 30 June 2013

	Notes	2013 (\$)	2012 (\$)
Assets			
Cash and cash equivalents	3	696,601	552,926
Trade and other receivables	4	37,215	35,088
Inventories	5	14,715	24,225
Total assets		748,531	612,239
Liabilities			
Trade and other payables	6	21,149	51,349
Income received in advance	7	387,327	252,485
Total liabilities		408,476	303,834
Net assets		340,055	308,405
Members funds			
Retained earnings		340,055	308,405
Total members funds		340,055	308,405

The accompanying notes form part of the financial statements.

Statement of Changes in Equity

	Retained earnings (\$)	Total (\$)
Balance at 1 July 2011	263,699	263,699
Comprehensive income for the year	44,706	44,706
Balance at 30 June 2012	308,405	308,405
Comprehensive income for the year	31,650	31,650
Balance at 30 June 2013	340,055	340,055

The accompanying notes form part of the financial statements.

Financial report

Statement of Cash Flows for the year ended 30 June 2013

	Notes	2013 (\$)	2012 (\$)
Cash flows from operating activities			
Receipts from membership and funding distributions		1,208,361	987,402
Payments to suppliers and employees		(1,073,244)	(931,857)
Interest received		8,558	9,300
Net cash provided by operating activities	8	143,675	64,845
Net increase in cash held		143,675	64,845
Cash and cash equivalents at the beginning of financial year		552,926	488,081
Cash and cash equivalents at the end of financial year	3	696,601	552,926

The accompanying notes form part of the financial statements.

Notes to the Financial Statements

for the year ended 30 June 2013

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 board 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) 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.

Notes to the Financial Statements

for the year ended 30 June 2013

2) REVENUE	2013 (\$)	2012 (\$)
Operating activities		
Individual and Charter Membership fees	96,299	92,007
Institution and Corporate sponsorships	229,975	336,323
Seminars and conference fees	368,714	273,747
Research and consultancy fees	168,333	114,764
Grants received	35,000	35,000
Sale of publications	12,422	20,384
TOTAL OPERATING ACTIVITIES REVENUE	910,743	872,225
Other income		
Interest income	8,558	9,300
Website advertising	12,000	6,000
Other income	933	3,108
TOTAL OTHER INCOME	21,491	18,408
3) CASH AND CASH EQUIVALENTS		
Cash at bank	696,601	552,926
4) TRADE AND OTHER RECEIVABLES		
Trade receivables	30,523	28,189
Deposits	3,774	3,701
GST receivable	2,918	3,198
TOTAL TRADE AND OTHER RECEIVABLES	37,215	35,088
5) INVENTORIES		
Publications – at cost	14,715	24,225
6) TRADE AND OTHER PAYABLES		
Other payables and accruals	21,149	51,349
GST payable	–	–
TOTAL TRADE AND OTHER PAYABLES	21,149	51,349
7) INCOME RECEIVED IN ADVANCE		
Membership subscriptions	214,182	129,400
Unexpended grants	74,366	20,000
AIEC fees	91,000	87,500
AIEC awards	5,000	9,000
Professional development services	2,400	6,235
Customer deposits	379	350
Total income received in advance	387,327	252,485

Notes to the Financial Statements

for the year ended 30 June 2013

8) CASH FLOW INFORMATION	2013 (\$)	2012 (\$)
Reconciliation of cash flow from operations with surplus		
Surplus for the year	31,650	44,706
Changes in assets and liabilities		
Increase/(decrease) in trade and other receivables	(2,127)	181,911
Increase/(decrease) in inventories	9,510	(24,225)
Increase/(decrease) in trade and other payables	(30,200)	25,518
Increase/(decrease) in income received in advance	134,842	(163,065)
CASH FLOW FROM OPERATIONS	143,675	64,845

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 herein:

1. Presents a true and fair view of the financial position of the International Education Association of Australia Inc. as at 30 June 2013 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that the 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.



Helen Zimmerman
President



Andrew Smith
Treasurer

Signed in Melbourne, this 16 September 2013

Independent Auditor's Report

Independent Auditor's Report to the members of the 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), for the year ended 30 June 2013 as set out herein.

Board's Responsibility for the Financial Report

The Board of International Education Association of Australia Inc. is responsible for the preparation and fair presentation 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 (Victoria) and is appropriate to meet the needs of the members.

The Board's responsibilities also include such internal control as the Board determines is necessary to enable the preparation of the 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 Auditing 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 entity's preparation of the financial report, 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the board, 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.

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 2013 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements, and the requirements of the Associations Incorporations Act (Victoria).

Basis of Accounting and Restriction on Distribution

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



Glenn A Miller
FCPA

NMM Audit & Assurance Pty Ltd
110 Drummond Street, Oakleigh VIC 3166

Signed in Oakleigh, this 17th day of September 2013

Appendix 1

Standing Committees

Executive

- Helen Zimmerman (President)
- Brett Blacker (Vice-President)
- Andrew Smith (Treasurer)
- Phil Honeywood (Executive Director)

Board Members

- Joanne Barker
- Anna Ciccarelli
- Stephen Connelly
- Tony de Gruchy
- Betty Leask
- Rongyu Li
- Peter Rathjen
- Simon Ridings
- David Riordan
- Liz Stinson
- Chris Ziguras

AIEC Program Committee

- Phil Honeywood
- Betty Leask
- Dennis Murray

Awards Committee

- Brett Blacker (Convener)
- Anna Ciccarelli
- Andrew Smith

Membership Committee

- Andrew Smith (Convener)
- Tony de Gruchy
- Phil Honeywood
- Liz Stinson
- + representative from the Marketing SIG

Public Relations Committee

- Helen Zimmerman (Convener)
- Brett Blacker
- Anna Ciccarelli
- Simon Ridings
- Phil Honeywood

Professional

Development Committee

- Chris Ziguras (Convener)
- Joanne Barker
- Tony de Gruchy
- Rongyu Li
- Liz Stinson
- + a representative from each SIG

Research Committee

- Betty Leask (Convener)
- Melissa Banks
- Rebecca Hall
- Simon Marginson
- Dennis Murray
- Simon Ridings
- Fazal Rizvi
- Chris Ziguras

Special Interest Groups

Internationalisation of the Curriculum

- Craig Whitsed (Convener)
- Shanton Chang (Deputy Convener)
- Wendy Green (Deputy Convener)

Marketing, Recruitment & Communication

- Justine Morris (Convener)
- Abizer Merchant (Deputy Convener)

Pathways

- Paul O'Halloran (Convener)
- Rosie Giddings (Deputy Convener)
- Andrew Dawkins (Deputy Convener)

Student Mobility

- Trevor Goddard (Convener)
- Linda Rust (Deputy Convener)

Transnational Education

- Lorne Gibson (Convener)
- Caryn Nery (Deputy Convener)
- Matt Taverner (Deputy Convener)

Sponsors & Charter Members

Platinum

- Academies Australasia
- IDP
- La Trobe University
- Monash University
- Navitas
- RMIT University
- Swinburne University of Technology
- University of New South Wales
- University of Technology, Sydney

Gold

- Australian National University
- CQUniversity
- Melbourne Institute of Technology (MIT)
- The University of Melbourne
- The University of Queensland

Silver

- Australian Catholic University
- Curtin University
- Deakin University
- Griffith University
- Macquarie University
- Sarina Russo
- The University of Adelaide
- The University of Newcastle
- The University of South Australia

Corporate Affiliates

- Allianz
- ETS TOEFL
- Hobsons
- Hotcourses

Charter members

- Bond University
- Cambridge International College
- Canberra Institute of Technology
- Central Institute of Technology
- Charles Sturt University
- CPA Australia
- Department of Education, Training and Employment (DETE), Queensland Government
- Edith Cowan University
- Education and Training International (ETI), Government of Western Australia
- ELS Educational Services
- ICTE-UQ
- International Education and Training Unit (IETU), Queensland Government
- MEGT Education Group
- Murdoch University
- NSW Department of Education and Communities
- Ozford College
- Queensland University of Technology (QUT)
- Trinity College, University of Melbourne
- University of Adelaide
- University of Canberra (UC)
- University of Sydney
- University of Tasmania
- University of the Sunshine Coast
- University of Western Australia
- University of Western Sydney
- UTS: INSEARCH
- Victoria University
- WAPETIA

Appendix 3

Professional Development

Date	Workshop	Location	Presenter/s
4 July 2012	Tender Writing: Responding to Request for Tender	Melbourne	Janette Clonan, Clonan Connections
6 July 2012	So what are Australia's migration regulations and what do I need to know?	Sydney	Kieran O'Brien, IMSVISA Services
25 July 2012	Symposium on Streamlined Visa Implementation (SVP)	Melbourne	Paula Williams, DIAC; Regina Kamara, DIAC; Pankaj Arora, Swinburne University of Technology
31 July 2012	Short Term Programs: From Strategy to Implementation	Sydney	Sue Maloney, Charles Sturt University; Linda Rust, Charles Sturt University
1 August 2012	Effective Marketing & Recruitment	Melbourne	Stephen Holmes, The Knowledge Partnership
8 August 2012	Internationalisation of the Curriculum: In Context & In Action	Melbourne	Betty Leask, University of South Australia
22 August 2012	TNE Regional Symposium on South-East Asia	Adelaide	Grant Taylor, RMIT English Worldwide; Simon Ridings, Curtin University; Brad Stallard, Central Queensland Institute of TAFE.
16 October 2012	Survival Guide to Working with Agents	Brisbane	Gabrielle Rolan, University of New England; Rishen Shekhar, StudyLink
17 October 2012	Survival Guide to Working with Agents	Melbourne	Ibid.
18 October 2012	Survival Guide to Working with Agents	Perth	Ibid.
26 October 2012	Comprehensive Internationalisation: From Idea to Institutional Action	Brisbane	John Hudzik, Michigan State University
30 November 2012	A New Line in the Sand	Adelaide	Rob Lawrence, Prospect Research & Marketing
6 December 2012	Planning Your Digital Marketing for 2013	Melbourne	Dan Baker, Precedent
18 December 2012	A New Line in the Sand	Hobart	Rob Lawrence, Prospect Research & Marketing

Appendix 3

Professional Development

Date	Workshop	Location	Presenter/s
25 February 2013	A National Symposium: Five Years On – English Language Competence of International Students	Melbourne	Various
20 March 2013	Understanding TEQSA Provider Standards: Due Diligence & Evaluation of TNE Partners	Melbourne	Dorte Kristoffersen, Commissioner TEQSA; Mairead Browne, International Education Quality Assurance Consultant
27 March 2013	Introduction to International Education	Webinar	Bronte Neyland, Victoria University
10 April 2013	Lead from the Back	Brisbane	Rob Lawrence, Prospect Research & Marketing
11 April 2013	Market Overview: Middle East in Focus (Turkey & Gulf Cooperation Council)	Sydney	Stephen Holmes; The Knowledge Partnership; Sam Ang, The Knowledge Partnership
12 April 2013	Market Overview: South-East Asia in Focus (Indonesia, Malaysia and Singapore)	Melbourne	Ibid.
19 April 2013	Outbound Mobility Forum: Back to the Future	Perth	Various
2 May 2013	Using Stats with Alan Olsen	Webinar	Alan Olsen, SPRE
3 May 2013	Leading Your Institution in the Asian Century: the Reality from the Rhetoric (in partnership with LH Martin)	Sydney	Various
10 May 2013	Paperless Pipedream or Virtual Reality? Best Practice in Online International Admissions	Adelaide	Simon Davies-Burrows, Edith Cowan University; Barbara-Anne Long, Griffith University; Julia Hoon, RMIT University
13 June 2013	Lead from the Back: Rob Lawrence Masterclass	Sydney	Rob Lawrence, Prospect Research & Marketing
28 June 2013	Moving On Up: Advancing Your Career in Student Mobility	Melbourne	Nigel Cossar, The University of Melbourne Debra Langton, Swinburne University of Technology; Jackie Taylor, Deakin University

Thank-you to the following institutions who generously provided workshop venues:

- Flinders University
- Monash College
- Murdoch University
- RMIT University
- Southbank Institute of Technology
- University of Adelaide
- University of Tasmania
- University of Technology, Sydney
- Victoria University
- William Angliss Institute

Appendix 4

AIEC Pre-Conference Workshops

Date	Workshop	Presenter/s
Tuesday 9 October 2012	Embedding English Language Development Across the Curriculum	Carmela Briguglio, Curtin University
	Contemporary Issues in International Education (Schools Sector)	Alan Genoni, Canning College; Tony de Gruchy, Canning College; Susan McLean, Cyber Safety Solutions
	Managing Critical Incidents	Mary Ann Seow, University of South Australia; Danielle Hartridge, Victoria University.
	Getting the Message Right	Feyi Akindoyeni, Newgate Communications.
	How To Make HE International Academic Pathway Programs Better In a Challenging Environment	Paul O'Halloran, The University of Wollongong; Tricia Roessler, TEQSA; Sophie Arkoudis, The University of Melbourne; Elizabeth Rosser, The University of New South Wales; Dr Jennifer Mitchell, Trinity College; Dr Kathleen Mendan, Swinburne College.
	Intercultural Capacity Building for Students, Staff and the Curricula	Michelle Barker, Griffith University; Anita Mak, The University of Canberra.
	International Relations: Developing People and Partnership Engagement Frameworks for Your Institution	Douglas Proctor, The University of Melbourne; Dr Mahendra Chandra, Curtin University Sydney; Neema Cucinotta, Deakin University
	Surviving and Thriving in International Education Management in 2012	Denise Bush, La Trobe University; Liz Stinson, La Trobe University
	New Models For Admissions Management to Enhance Recruiting Outcomes	Alison Taylor, Sydney Institute (TAFE NSW); Simon Davies Burrows, Edith Cowan University; Karen Gould, The University of Melbourne.
TNE Models and New Approaches	Lorne Gibson, Deakin University; William Lawton, Observatory on Borderless Higher Education; Peter PT Cheung, The Federation for Continuing Education in Tertiary Institutions (FCE) Rob Lawrence, Prospect Research & Marketing; Guy Perring, i-graduate.	

Contact us

IEAA Secretariat

PO Box 12917
A'Beckett Street
Melbourne VIC 8006
Australia

+613 9925 4579
admin@ieaa.org.au



ieaa.org.au