



International Education
Association of Australia (IEAA)
Annual Report 2013–2014

The background of the entire page is a dark, almost black, space filled with vibrant, glowing blue light trails. These trails are composed of thin, sharp lines that intersect and branch out, creating a sense of dynamic movement and energy. Some trails are thicker and more prominent, while others are thinner and more delicate. The overall effect is reminiscent of a starburst or a complex network of light paths. A solid, medium-blue horizontal band spans the width of the page, positioned in the lower half, serving as a backdrop for the text.

Celebrating 10 years
of advocacy and support
for Australia's international
education professionals



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President's Report



Helen Zimmerman
IEAA President

I am very pleased to report that 2013–14 has been a strong and positive year for IEAA, probably one of our most active. We have achieved much through the work of the Secretariat, the Board, our Special Interest Groups (SIGs) and some very energetic members and supporters. For the past year we have been 'living' the theme of the Australian International Education Conference (AIEC) 2013, *Global Imperatives – Local Realities*, as a read of the quarterly editions of IEAA's *Vista* magazine illustrate so well.

At last year's AIEC we were fortunate to secure the attendance of The Hon. Christopher Pyne, Minister for Education, who gave his first public speech on international education. In the speech Minister Pyne committed to assembling the "architecture" for a robust international education system that would ensure its long term future by "reversing the damage that has been inflicted on international education through reactive policy, or the delayed implementation of sound policy".

And while we might wish that the building blocks of an integrated national strategy and framework were being put in place more quickly, it is apparent that positive change is occurring and that the Government is listening to – and welcoming input from – stakeholders such as IEAA.

During the year IEAA has maintained its strong focus on supporting good public policy and advocating for international education. This has included continued collaboration 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),

Australian Government Schools International (AGSI), TAFE Directors Australia (TDA) and Universities Australia, to advocate on matters related to the quality, efficacy and good standing of our international education sector.

Indications are that the Government is receptive to our proposal for an International Education Risk Framework (IERF) and is finally moving to establish a national coordinating council as recommended by the Chaney Review, as well as acting on concerns regarding application of the Genuine Temporary Entrant (GTE) Test, Streamlined Visa Processing (SVP), Post-study Work (PSW) Rights and the impost of visa charges.

IEAA is fortunate to have membership of and representation on a number of key Federal and State Government education advisory bodies. These include the Education Visa Consultative Committee (EVCC), the New Colombo Plan Steering Committee, the Victorian International Education Ministerial Advisory Roundtable and the TEQSA Advisory Council.

IEAA's participation on these bodies has been very valuable in raising issues and providing industry perspectives. In addition, Executive Director Phil Honeywood, who sits on a number of these bodies and acts as the IEAA's media commentator, has been highly effective in ensuring our views are heard on matters of concern to members and the international education sector.

Strategic Plan 2014–2017

Over the past few months the Board has reviewed the Association's Strategic Plan to ensure it remains relevant to our objectives while positioning us to more actively engage regionally and globally.

President's Report

We have affirmed support for a strong set of values to underpin the important role education plays in the transformation of individuals and communities, as well as determining to actively work with members and peak bodies to ensure ethical global engagement and collaboration.

Local and global collaboration

IEAA participated in a number of global events and conferences in 2014 that saw increased collaboration between peak bodies in the pursuit of solutions to common issues related to the student experience, mobility and internationalisation, globalisation, sustainability and digital technologies.

For many years we have engaged with colleagues at regional conferences in North America, Europe and the Asia-Pacific.

This year we have made a conscious effort to join the conferences and discussions in Brazil and South Africa. I also participated in the seminal meeting in South Africa of international education peak bodies for a 'Global Dialogue on the Future of Internationalisation of Higher Education'.

The Dialogue resulted in the 'Nelson Mandela Bay Global Dialogue Declaration on the Future of Internationalisation of Higher Education', which has been endorsed by IEAA.



"This is the time to begin building the new architecture that will sustain the international education sector through decades of future growth. An export industry not only to be proud of, but sure of."

*The Hon. Christopher Pyne,
AIEC 2013*

President's Report

IEAA is working locally, regionally and as a member of the Network of International Education Associations (NIEA) to ensure the three priority areas identified in the Declaration are a key focus of our activities. These are:

- Enhancing the quality and diversity of programs involving the mobility of students and academic / administrative staff;
- Increasing focus on the internationalisation of the curriculum and of related learning outcomes;
- Gaining commitment on a global basis to equal and ethical higher education.

Council of International Students Australia (CISA)

IEAA's relationship with the Council of International Students Australia (CISA) continues to strengthen. It has been rewarding and insightful to share ideas, strategies and public platforms with the leadership of CISA, which represents all international students studying in Australia. IEAA for the past two years has actively supported the inclusion of CISA representatives in debates and discussions on the present and future of Australian international education, including at overseas conferences.

Australian International Education Conference

With the theme 'Global Imperatives – Local Realities', AIEC 2013 maintained its reputation as the premier conference for international education professionals in the Asia-Pacific Region. My congratulations go to the 2013 recipients of the IEAA awards, which were announced at the Conference and were sponsored by many long-term supporters of the Association.

Membership

Membership has grown year-on-year. Last year I reported that we had more than 1,500 members. I can now advise that we have over 2,000 memberships, primarily from new institutional sponsors.

Our thanks go to these institutional sponsors, particularly Platinum sponsors and to corporate affiliates (which nearly doubled this year) for their generosity and contributions, both financial and in-kind.

As a result of the increase in new members, income from professional development programs, seminars and consultancy work, and Government support for research and symposia, the Association's finances remain healthy. I thank the Executive Director, Operations Manager Emily O'Callaghan and Treasurer Monique Skidmore, as well as the Board, for their oversight of our financial position.

Research

IEAA's Research Committee, chaired by Board Member, Chris Ziguas, has been very active this year and the results speak for themselves.

It has been particularly pleasing to be able to re-invigorate the International Education Research Network (IERN) with the publication of four Research Digests:

- Researching Outcomes of International Learning Mobility
- Employment, Work Placements and Work Integrated Learning of International Students in Australia
- International Education as Public Diplomacy; and
- Australian Research on Education for Development.

The digests can be downloaded at ieaa.org.au/research-digests

President's Report

Professional Development

There were a number of highlights during the year. In April the Student Mobility Special Interest Group (SIG) attracted over 100 participants to a highly successful two-day forum in Adelaide on Outbound Mobility, which has set the bar for the future.

In June, IEAA and APAIE hosted their first joint symposium in Hong Kong on Internationalisation of Higher Education in the Asia-Pacific, which was generously supported by Austrade.

More than 100 senior academics and international education professionals from 14 countries in the Asia-Pacific region attended the symposium to explore different perspectives and share insights on student mobility and research collaboration.

Professional development of professional and academic staff is always a major endeavour for IEAA. This year saw the Association hold almost 40 workshops held across six Australian capital cities, including 10 pre-conference workshops at AIEC in Canberra. The Secretariat, Professional Development Committee and SIGs are to be commended for their key role in developing the program and workshops; as are the SIG conveners and members who generate debate, professional development, research and engagement within and across communities of good practice.

Staffing

In April this year Dennis Murray, IEAA's inaugural Executive Director (and Director of Research and Major Projects from 2011) took the decision to stand down from his role with IEAA to spend more time on his teaching, research and private consulting work.

Dennis was the driver, with his long-time colleague Tony Adams, in advocating for, and effecting the establishment of IEAA in 2004. We are immensely grateful to Dennis for his contribution to the Association.

This is my last report as President and I thank you all for the great privilege of leading the endeavours of IEAA across Australia and globally. I pay tribute to the great diligence, and energy of Phil Honeywood, National Executive Director in so effectively leading the Association in such a complex and changing environment.

Phil has had the support of an amazing team in the IEAA Secretariat – Emily O'Callaghan, Pete Muntz and Cindy Wei Lu. I also want to acknowledge my colleagues on the Board of IEAA and the support of the Executive team of Vice-President Brett Blacker, Treasurer Monique Skidmore and Executive Director Phil Honeywood. It has been a great privilege to work with individuals dedicated to Australian international education, international students, the internationalisation of Australia, and collaborative and ethical global engagement.

I wish Brett Blacker, our new President, the Board and the Secretariat my very best in pursuing our vision for international education.

Helen Zimmerman

IEAA President

Public Policy and Advocacy

Government Relations

The past year marked a significant shift in IEAA's role as a pivotal advocacy body for Australia's international education industry. With a Federal election due in September 2013 – and a number of state governments working towards their own international education policy frameworks – the time was right to up the ante on a coordinated lobbying effort.

Federal Government

IEAA President, Helen Zimmerman, chaired a number of meetings of the joint peak bodies in order to gain consensus around a combined international education election manifesto.

These meetings culminated in a professionally prepared election pack including executive summary, two joint communiques, media release and key talking points. The pack was distributed to all relevant Federal Ministers, Shadow Ministers and senior department officers one week prior to the election being called. The media release was embargoed for the first week of the campaign in order to facilitate prior dialogue with the various political offices.

During the campaign period IEAA organised meetings of the joint peak bodies with representatives of the two major political parties. Federal Government departments expressed their appreciation for the assistance the election pack provided them in preparing ministerial briefing papers.

Because of the united stand taken we received excellent media coverage, including front page of *The Australian's* Higher Education Supplement and the early pages in *The Sydney Morning Herald*, *The Age* and *Australian Financial Review*. To his credit, the Coalition's Shadow Minister for Universities, Senator Brett Mason, put out a media release supporting the joint peak bodies' key positions. The Labor Government chose not to comment publicly.

Since the election, the Abbott Government has been active in international education policy announcements. After two years of prevarication by the previous Government, an announcement was made on the expansion of Streamlined Visa Processing (SVP) providers, the abolition of country risk assessment levels 4 and 5 as well as a reduction in prospective students' financial record reporting requirements.

The Government's structural changes have also been generally welcomed. These include:

- the shift of Australian Education International (AEI) back into the Department of Education
- the retention of the Education Visa Consultative Committee (EVCC), chaired by the Department of Immigration and Citizenship (DIAC), now the Department of Immigration and Border Protection (DIBP), and
- joint coordination arrangements between AEI and the Department of Foreign Affairs and Trade (DFAT) to ensure the New Colombo Plan implementation does not occur in isolation.

Public Policy and Advocacy

Testimony to our Association's enhanced political influence was the appointment by Minister Pyne of IEAA's Executive Director to the five-person Tertiary Education Quality and Standards Agency (TEQSA) Advisory Council. The Council has the key role of providing oversight of TEQSA's performance as well as ensuring the implementation of Professor Kwon Lee Dow's 2013 report recommendations.

Together with the Executive Director's membership of the New Colombo Plan Steering Committee and ongoing membership of the EVCC our Association is now well positioned to influence debate and outcomes via these key Federal Government committees.

It is disappointing however that the long-awaited response to the Chaney Report and a national strategy for international education has not yet been forthcoming.

State Governments

New South Wales

Stakeholders, including IEAA, had the opportunity to comment on a discussion paper regarding the governance model and the mission that the proposed statutory authority, StudyNSW, should take.

One option canvassed was for individual providers and peak bodies to be required to pay an annual affiliation/membership fee similar to the 'Education Adelaide' model. By June 2014, the discussions culminated in the establishment of the NSW International Education Advisory Board to be chaired by Ernst and Young's Stephanie Fahey.

The Board will provide "expert insight and advice on the delivery of the state's 10-year international education strategy and the future direction of StudyNSW."

The sector now looks forward to the appointment of senior staff to assist the Board in implementing the strategy. In the meantime, New South Wales has implemented:

- research studies on topical issues, such as the implications of Post-study Work Rights
- international student awards.

International students in NSW still have concerns about the discount public transport tickets initiative, but not a great deal has changed. After consultations with stakeholders, the State Government made some changes to the issuing of the discount tickets.

Queensland

Former Griffith University Pro Vice Chancellor (International), Chris Madden, was appointed Chair of the new Queensland International Education and Training Advisory Council. IEAA has a Queensland based Board member on the Council. As at June, a draft paper on the state's international education strategy had been delivered to Queensland's Minister for Education, Training and Employment for his consideration. The ongoing issue of several portfolios having responsibility for international education has been included in the Council's recommendations to the Minister.

Public Policy and Advocacy

South Australia

Following on from his report on the future of 'Education Adelaide', former IEAA President, Stephen Connelly, was appointed as Acting CEO of the organisation while its budgetary issues were resolved by the State Government. The re-elected Weatherill Government has agreed to maintain some ongoing state government funding of this important international education marketing and policy body. With its future now clarified, a new CEO, Karyn Kent, has been appointed.

Tasmania

The election of a new State Government has resulted in international education being given some priority within the context of a whole of state population growth policy.

Executive Director, Phil Honeywood, and IEAA Board member and Vice Chancellor of the University of Tasmania, Peter Rathjen, have separately met with relevant State Ministers to highlight the potential of international education policy initiatives for the state's economy.

Victoria

Victoria released its 'International Education Strategy for Victoria 2013–2018'. This strategy outlines 19 initiatives in four action areas: market development, quality education, student experience and marketing and branding.

Key initiatives include:

- Trialling a new public transport ticket scheme for international students for 3 years "in partnership with education providers" from 2015
- Provision of additional state Education Services Managers in western China, Indonesia and Latin America
- Providing additional funding for doctoral scholarships to "attract the best and the brightest international research students to Victoria".
- Establishing a set of awards to recognise excellence among international students and Victorian education providers.
- Implementing 150 internships for international students to work in State Government departments and in industry
- Establishment of a Victoria International Education Advisory Council.

Apart from international students' concerns about the limitations of the public transport tickets proposal, the strategy has been well received by stakeholders in Victoria. IEAA has representation on the Advisory Council.

Western Australia

The Western Australia State Government has not progressed with its draft state strategy. International education stakeholders, including IEAA, are hopeful that, post-mining boom, the government will better recognise the potential of international education for the state's economy.

Relations with Stakeholders

Academic Engagement

There is an increasing trend for Vice Chancellors to place greater reliance on their Deans and senior academics to implement their institution's internationalisation strategies. In this context, it has long been IEAA's goal that we better engage with these important stakeholders in our industry.

Over the course of the last year, the Association was delighted by both the number of institutions and the key academic groups that invited the Executive Director to make presentations to them.

On 5 May IEAA silver sponsor, Australian Catholic University, were provided with a presentation at their internationalisation forum which brought together their Deans, key academics and senior international office staff. In a similar vein, IEAA silver sponsor, Deakin University, invited the Executive Director to present to their Academic Board.

The Office for Learning and Teaching (OLT) invited him to speak at its first two-day symposium for senior academics on 10 June. On 11 June, the Executive Director shared a podium with Minister Christopher Pyne when they both gave presentations to the Business/Higher Education Round Table's (B-HERT) international education forum. Round table discussions also took place with senior academic and professional staff at Platinum sponsor, Academies Australasia, and Silver sponsor, Sarina Russo Group. Participation in such events clearly contributes to enhancing the role of IEAA with a wider range of important stakeholders.

Council of International Students Australia (CISA)

As detailed in President, Helen Zimmerman's report, our Association enjoys an excellent collaborative partnership with the Council of International Students Australia (CISA).

CISA President, Thomson Ch'ng had the IEAA Executive Director provide lobbying and advocacy training to his newly-elected national executive team in Canberra on 23 August last year. Presentations were also made by a number of IEAA Board members and the Executive Director to CISA's annual conference in Sydney. The Executive Director completed his involvement on the steering committee of CISA's successful 'I am not an Australian, but I have an Australian story' project.

IEAA also supported CISA to host a special session on 'Best Practice Education Providers: A Student Perspective' at last year's AIEC in Canberra. Support was also provided for a presentation by CISA to a meeting of Deputy Vice Chancellors (International) in Melbourne as well as the organisation of a meeting with the joint international peak bodies on 15 November.

CISA has been genuinely appreciative of the assistance provided by IEAA Board members with the ongoing problems on campus being encountered with the National Liaison Committee for International Students in Australia (NLC).

Relations with Stakeholders

Education Peak Bodies

Building on the success of IEAA's coordination of the Federal election international education lobbying initiative, on 16 December our Association's President hosted an important meeting of all eight international education peak bodies.

The meeting explored possible new student visa framework options. From that meeting a draft International Education Risk Framework (IERF) document was prepared. The IERF, for the first time, factors in consumer, education and immigration risk percentiles to create a potential holistic risk profile for all education providers. The IERF is seen to be particularly beneficial to education providers with a smaller number of international student enrolments (such as secondary schools), who currently do not qualify for inclusion under the SVP system.

IEAA organised a meeting of the joint peak bodies – along with Minister Pyne's Senior Higher Education Adviser, Don Markwell – on 14 April at Federal Parliament. At this meeting the rationale for the IERF was explained and the document (co-signed by all eight peak bodies) was handed over.

Further progress towards implementing the IERF is envisaged once the Federal Government creates its proposed Coordinating Council on International Education.

IDP and AIEC

Overall feedback from AIEC 2013 in Canberra was excellent. While genuine concerns were expressed by many attendees about the Welcome Plenary speaker, thankfully sessions including the inaugural 'Women Leaders in Global Education – Imperatives and Realities', the La Trobe University student theatre performance 'So where are you from?' and 'Where to From Here? Election 2013' with Alan Tudge MP and Senator Scott Ryan were all very well received.

The AIEC Planning Committee (comprising four representatives each from IDP and IEAA) was delighted by new conference manager, Josephine William's inaugural conference organisation. As we prepare for AIEC 2014 in Brisbane, the Committee is confident that we have put together a range of plenary and concurrent sessions that will effectively underpin the conference theme of 'Inventing the Future'.

IEAA is also delighted by the level of interest and registrations already received for our 10 pre-conference workshops and the International Research Roundtable.

Research Events

Mid-Winter Researchers' Seminar

July 2013

IEAA's 5th Mid-Winter Researchers' Seminar was held on Friday 12 July 2013 at the City Convention Centre, Victoria University in Melbourne, and was attended by 35 researchers and other stakeholders.

Topics included:

- Asia literacy and international education research
- Linking research in international education with research in development studies
- National research priorities to support implementation of an international education strategy for Australia
- Working groups on national research priorities
- Enhancing the International Education Research Network (IERN).

The seminar is one of a series of annual research events conducted throughout the year by IEAA and the IERN. It is an opportunity for researchers to meet and discuss current research in international education. The seminar is particularly aimed at supporting new and emerging researchers.

This event was supported by Australian Government Department of Education (formerly Australian Education International).

International Research Roundtable

October 2013

The sixth IEAA International Research Roundtable, ably organised by Dennis Murray, was held on Tuesday 8 October 2013 at the Crowne Plaza Hotel in Canberra, immediately preceding AIEC 2013.

It was attended by 79 Australian and international researchers, research users, government officials, students and other stakeholders. It provided a vehicle for collaboration in research between international education Associations and international education researchers in Australia and in Europe, Asia, North America and South Africa.

The Roundtable had three major themes:

- Global cooperation in international education research: priorities for governments and institutions.
- Intercultural engagement, global citizenship and Generation G
- Global grand challenges: Fostering international research collaboration

Presenters included experts from the British Council, Michigan State University, the UK Higher Education International Unit, the University of Melbourne, the University of Canberra, the Australian Council for Educational Research (ACER), La Trobe University, the Australian Academy of Science, Ernst and Young, the Australian Research Council, Flinders University, and Curtin University.

This event was supported by Australian Government Department of Education (formerly Australian Education International).

Research Events

IEAA–APAIE Symposium: Internationalisation of Higher Education in the Asia-Pacific

June 2014

This two-day symposium was held on 12–13 June 2014 and aimed at developing mutual, long-term engagement between institutions in Australia and the Asia-Pacific. It was jointly organised by IEAA and the Asia-Pacific Association for International Education (APAIE) and hosted by the Chinese University of Hong Kong.

It was IEAA's first-ever offshore symposium and brought together 100 university academics and professional staff, government representatives and business leaders from across the Asia-Pacific for an open discussion on enhancing student mobility and fostering research collaboration.

Research papers

Two research papers were commissioned especially for the symposium to stimulate and inform discussion: 'Open Access Student Mobility' (Professor Kent Anderson and Professor Takamichi Tam Mito) and Promoting International Research Collaboration – Partnering Australia and China (Dr Jessica Gallagher, Mr John Pickering, Professor Matt Sanders, Associate Professor Geoff Wang).

Outcomes

The symposium goals were to:

- begin an ongoing dialogue,
- establish networks and partnerships, and
- develop innovative recommendations for joint approaches to the internationalisation of education in the region.

The 100 delegates from 65 institutions in the region who participated in the symposium strongly confirmed the value of student mobility as transformational for students in terms of personal development, employability and academic development.

Research collaboration across the region was seen to be highly important in building regional capacity and capability to tackle health, environmental, scientific, intellectual and commercial challenges through sharing resources and expertise.

The outcomes report and highlights video are online at ieaa.org.au/ieaa-apaie-symposium

This symposium received funding from Austrade as part of the Asian Business Engagement Plan.



Platinum sponsor



TRIBAL

Gold sponsor



Silver sponsors



Research Projects

Research Digests

The International Education Research Network's (IERN) Research Digests present the findings of leading edge research topics in the internationalisation of education.

They are designed to better inform public understanding and policy and to improve institutional policy and practice. While having primarily an Australian focus, the digests add to the stock of high quality research to help inform the internationalisation of education around the globe.

The project was initiated by Dennis Murray, and completed by Kerry-Anne Hoad.

Research Digest 1: Researching Outcomes of International Learning Mobility

- Davina Potts, Australian National University
- Brett Berquist, Michigan State University

Research Digest 2: Employment, Work Placements and Work Integrated Learning of International Students in Australia

- Dr Cate Gribble, Deakin University

Research Digest 3: International Education as Public Diplomacy

- Caitlin Byrne, Bond University
- Rebecca Hall, Independent Researcher

Research Digest 4: Australian Research on Education for Development

- Dr Emmaline Bexley, The University of Melbourne

For more information, visit ieaa.org.au/research-digests

The project was supported by the Australian Government through the Department of Education.



Research Projects

International Student Barometers: Universities and Higher Education, VET Australia (UISB and HEVET ISB)

Supported by the Department of Education, and in partnership with i-graduate, IEAA led the International Student Barometers: Universities and Higher Education, VET Australia (UISB and HEVET ISB) Project 2014.

The ISB tracks and compares the decision-making, expectations, perceptions and intentions of international students from application to graduation. It enables institutions to make informed decisions to enhance the international student experience and drive successful recruitment and marketing strategies.

IEAA's role was to source key HEVET and university providers to sign up to the project to ensure broader representation across both sectors. A total of 54 HEVET institutions and 34 public universities signed up to complete the International Student Barometer Survey. The results will be launched at the session "Repositioning Australian VET: A quality student experience" at the Australian International Education Conference (AIEC) on 9 October 2014.

Learning and Teaching Across Cultures (Office for Learning and Teaching)

The OLT-funded project 'Learning and Teaching Across Cultures' is near completion. The project aims to consolidate and disseminate learnings from ALTC-funded projects and fellowships in the higher education sector in order to improve the learning of students from diverse cultural and linguistic backgrounds. The final guides, authored by Betty Leask and Jude Carroll were published in October 2013.

The Quick Guides are available on the following topics:

- Assessment
- Curriculum Design
- Developing English Language skills
- Managing Group Work
- Professional Development
- Student Services
- Teachers

Jude Carroll led the workshop 'A Fresh Approach to Learning and Teaching Across Cultures' in Brisbane, Melbourne and Adelaide. The workshops were a great success with almost 100 professional and academic staff attending. The project is now in its final phase with the final report due to the Office of Learning and Teaching in September 2014.

Professional Development

In line with one of its original drivers, IEAA has been offering professional development to academic and professional staff in the international education industry since its inception. The program commenced in 2005 with a total of 4 workshops. It has since expanded to include almost 40 events across six Australian capital cities, including 10 pre-conference workshops at AIEC in Canberra, for the financial year 2013–2014.

Program highlights included:

Understanding Generation G

Rob Lawrence once again undertook a national roadshow in March 2014 – including Adelaide, Melbourne, Sydney and Perth – to share insights from his latest research into 'Understanding Generation G'. Rob provides his time and expertise to IEAA on a pro bono basis, something for which the Association is most grateful. Rob's generosity and information sharing not only supports IEAA, but contributes to a better informed and educated group of international education practitioners.

Outbound Mobility Forum

The Student Mobility SIG's annual Outbound Mobility Forum exceeded all expectations for its first year as a two-day event. It was held in Adelaide from 10–11 April 2014. More than 100 people from across Australia attended, including high level participation from overseas embassies and senior public servants. IEAA is immensely grateful to the Student Mobility SIG, ably led by Trevor Goddard, and the South Australia Planning Committee for executing such a successful event. We would also like to acknowledge University of South Australia for being such a generous host.

Double Trouble or Twice the Reward?

Managing double degrees was certainly a hot topic with our 'Double Trouble or Twice the Reward: Designing and Managing Joint and Double Degrees' workshop attracting 46 participants in Melbourne on 28 May 2014.

This workshop was a collaboration between IEAA's Professional Development Committee and the Transnational Education SIG. It featured Associate Professor Usha Iyer-Raniga (RMIT University), Maritza Messina (University of Technology: Sydney), Caryn Nery (RMIT), Professor Zlatko Skrbis (Monash University) and Chris Ziguras (RMIT University) as facilitator.

The full professional development program is provided as Appendix 3 (pages 39–40).

AIEC pre-conference workshops

IEAA organised 10 pre-conference workshops in Canberra on 8 October 2013. These workshops form a key component of IEAA's commitment to AIEC and we always aim to offer a diverse program that will appeal to a wide variety of audiences.

The pre-conference workshop program is provided as Appendix 4 (page 41).

A note of thanks

The Professional Development Committee extends its thanks to all the Conveners of IEAA's Special Interest Groups (SIGs). Their tireless dedication and contribution to IEAA's professional development program cannot be understated.

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 2013, IEAA received a total of 29 nominations. The strength and diversity of nominations is testimony to the excellent work being undertaken across all sectors of international education in Australia.

The winners were announced at the Australian International Education Conference (AIEC) in October 2013.

Distinguished Contribution to International Education

- Jennie Lang,
The University of New South Wales

Excellence in Leadership in International Education

- Dr Cynthia Cliff, Queensland
University of Technology

Best Practice / Innovation in International Education

- Griffith English Language
Enhancement Strategy (GELES)

Ms Nicole Brigg, Dr Ben Fenton-Smith, Ms Pamela Humphreys, Dr Ana Lobo, Mr Christopher Madden, Mr Andrew Monaghan, Dr Rowan Michael, Mr John Smith, Ms Kerry Sutcliffe and Dr Ian Walkinshaw.



Left-right: Helen Zimmerman (IEAA), Jennie Lang (UNSW) - Andrew Thompson (IDP)

Excellence Awards



Left-right: Will Archer (i-graduate), Janice Boey (Monash University), Helen Zimmerman (IEAA), Brett Blacker (IEAA)

Best Practice / Innovation in International Education

- thedesk – Promoting Resilience and Wellbeing in Tertiary Students

Professor David Kavanagh, Queensland University of Technology, Associate Professor Alan Ralph, The University of Queensland, Dr Helen Stallman, The University of Queensland

- English Australia Action Research in ELICOS Program

Katherine Brandon, English Australia, Professor Anne Burns, The University of New South Wales, Dr Hanan Khalifa, Cambridge English Language Assessment

Excellence in Professional Commentary

- The Council of International Students Australia (CISA)

Outstanding Postgraduate Thesis

- Janice Boey, Monash University

PhD topic: Addressing gender blindness in research on international education: An analysis of the education experience and career outcomes of Malaysian graduates

IEAA's Excellence Awards were proudly sponsored by IDP, ETS TOEFL, Hobsons, Partnered Allianz Global Education and i-graduate.

Admissions and Compliance

Special Interest Group

The Admissions and Compliance SIG was established in February 2014, and is one of IEAA's most recently formed groups. At the national ESOS Conference 2013 in Sydney, state-based reference groups initiated a petition to IEAA requesting the establishment of a formal SIG with a national reach.

There is great interest in opportunities to exchange professional insights and expertise in the wake of the Baird and Knight Reviews, the introduction of Streamlined Visa Processing (SVP) and the replacement of state regulators with TEQSA as the national quality assurance and regulatory authority.

We have had a great response so far, with almost 300 SIG members.

Professional development

Our first professional development event will be held at the Australian International Education Conference (AIEC) in Brisbane on 7 October 2014. The pre-conference workshop, 'A Brave New World: Admissions and Compliance in a Post-Knight Reality', will feature Mike Ferguson, Director of Student Policy Projects of the Department of Immigration and Border Protection (DIBP) and provide an overview of the current admissions and compliance requirements around SVP and ESOS.

The SIG conveners were also instrumental in securing Mike Ferguson and the Branch Manager, ESOS and South Asia Branch from the Department of Education for a joint presentation at AIEC 2014. This conference session will be one of the first opportunities to hear about the shape of the upcoming ESOS review.

Future events will focus on changes to the ESOS legislative framework as it unfolds.

Networks

The conveners and SIG members are active in other networks and professional associations and have used these opportunities to promote the SIG's primary goal: to link up people working in admissions and compliance, enable collegial exchange of information and sharing of good practice.

Like other IEAA SIGs, we also bring together professionals from all education sectors, from universities to English language colleges, private and public providers, vocational education and training (VET), schools, agents and interested individuals, both in Australia and overseas.

Geza Karacsony

SIG Convener



Connect with us on
LinkedIn at [linkd.in/1vpY3vM](https://www.linkedin.com/company/ieaa)

Internationalisation of the Curriculum

Special Interest Group

Internationalisation of the Curriculum (IoC) within Australian universities continues to attract interest, albeit with varying degrees of commitment within individual institutions. On the other hand, SIG members who have travelled to the Asia-Pacific during the past year have noted a growing recognition of the importance of IoC within the wider region.

While there persists a view that this is largely managed through the provision of courses taught in English, increased attention is being given to the broader issues of teaching and learning and the need to build academics' capability in teaching across cultures. We are entering exciting times and the SIG will continue to be relevant into the future as education expands in the Asia-Pacific region.

Professional development

The IoC SIG ran two workshops between July 2013–June 2014:

- *Embedding English Language Development Across the Curriculum: the Do's, the Don'ts*
Pre-conference workshop, October 2013, Canberra.
Facilitator: Associate Professor Carmela Briguglio – Curtin Business School; National Teaching Fellow, Office for Learning and Teaching, Australia.
- *Bridging the gap: Facilitating classroom interaction*
March 2014, Melbourne
Facilitator: Dr Shanton Chang, Melbourne University.

Although the SIG workshops and presenters continue to receive excellent evaluations, other proposed workshops were cancelled due to low numbers.

A particular challenge for the IoC SIG is that the PD sessions target disciplinary academics who are rarely IEAA members, and hence must pay the non-member fee. Informal feedback suggests that this is a major disincentive for academics to attend. Trying to address the low attendance rate is an area that the SIG leadership will again focus on over the coming year.

Networking, conferences and other activities

Building stronger connections within the SIG and with other like-minded groups nationally and internationally is a priority. SIG Convener, Dr Craig Whitsed and Deputy Convener, Dr Wendy Green attended the ICED conference in Stockholm and the HERDSA conference in Hong Kong, where they gave presentations on work they have undertaken on an OLT Extension project, 'Embedding IoC in action at two universities'. This project aimed to extend the ALTC Fellowship project conducted by Professor Betty Leask. The presentations at both conferences generated a lot of interest in the project and the work of the IoC SIG more broadly.

Dr Whitsed was also invited to attend the UMAP conference in Japan. The conference was attended by representatives from government ministries and university presidents and international directors from around the Asia-Pacific. There appears to be strong and growing interest in IoC in the region.

At a national level the SIG's LinkedIn group continues to foster discussion among members between events and serve as an effective way of promoting SIG and related activities.

Looking forward

In the coming year, the SIG will seek to further increase interaction across the three Australian education sectors (VET, schools and higher education), and with international groups.

Workshop planning is already underway for 2014-15. Dr Wendy Green will contribute to the Student Mobility SIG's pre-conference workshop, 'Back from Abroad: What Now?' on 7 October 2014. Professor Elspeth Jones is also scheduled to present 'Employability in an Internationalised Curriculum' on 14 October in Melbourne. Looking forward, we hope to see more collaboration between the IoC and other SIGs.

In closing, the IoC SIG thanks Peter Muntz and Emily O'Callaghan for their help, patience and support. Their contribution to the SIG cannot be understated.

Dr Craig Whitsed
SIG Convener

Dr Wendy Green
Deputy SIG Convener



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Marketing, Recruitment and Communication

Special Interest Group

It's yet again been a busy year for the Marketing, Recruitment and Communication (MR&C) SIG. We've run a number of successful professional development workshops catering to the broad spectrum of members working in marketing, recruitment and communication.

Professional development

We have facilitated workshops focussing on digital marketing and recruitment; how to make the most from your marketing budget; how to utilise your alumni effectively for recruitment outcomes and finally what institutions are doing to enhance employability prospects for international students in light of post-study work arrangements.

These workshops demonstrate the shift taking place within international student recruitment over the past 12 months. International students expect work experience opportunities, they want to hear from alumni and they want extra-curricular activities designed to enhance their employability to be embedded within their studies.

In terms of international offices, we need to be more adept with social and digital media given international students' changing preferences for communication. We also need to be more effective with our resources in the recruitment of international students.

Planning for 2015

Moving forward in 2015, we'd like to engage our members more broadly to participate in MR&C activities and have a real say in what type of professional development sessions we run.

Kicking off at our annual SIG meeting at the Australian International Education Conference (AIEC) in October, we will provide members with a number of themes. These themes will act as a guide to help us determine what you are passionate about and what you'd like to participate in.

Themes will include:

- Developing marketing and recruitment plans and strategies
- Country-specific focus groups
- International student experience in the context of recruitment
- Social and digital media
- Data analysis and how to use it effectively
- Communication and presentation techniques
- Networking opportunities.

We hope that this will enable members to get more involved and take an active role in the SIG.

On behalf of Ingeborg Loon and myself we'd like to thank Abizer Merchant who stepped down earlier this year. Here's to 2014-2015!

Justine Morris

SIG Convener



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Pathways

Special Interest Group

The past 12 months have seen interesting developments in the Pathways sector. While not strictly international, the announcement of the Federal Budget highlighted the importance of Pathways to student success with a Grattan Institute study showing improved performance from students completing their degree via a Pathway program.

The Government's proposal to make Commonwealth Supported Places (CSP) available to private providers for domestic students will impact on the sector. It could provide more stability in the market, but also change the value proposition for international students who will have greater integration with domestic students.

Pathways providers are heartened by the continuing growth of both Foundation Studies and Pathways numbers. The spread has been patchy, but the overall upward trend is a good sign. We often speak of ELICOS being the 'canary in the coalmine' as an indicator of market trends, but we should also recognise that Pathways are also an indication of future undergraduate numbers.

Professional development

In August 2013, we held a workshop on 'The Road Less Travelled: Rethinking Conventional Pathways Models'. While both Paul O'Halloran and I both presented, the detailed presentation from Ben Pocius from the University of Tasmania showed a level of student experience to which we can all aspire.

'Expanding the Pathways Pipeline: Developing a Unique Customer Value Proposition' in March 2014 focused on developing a common message for all providers. With growing international competition, we need to extol the value of Australian pathways and our unique selling points. We had great

presentations from Jane Neame, Ian Bell and Ingeborg Loon on various aspects of marketing Pathways, which were followed by examining responses to industry threats.

Our Foundation Standards workshop in Melbourne proved to be popular. We must thank TEQSA's Jennifer Anne and Chris Ingamells, as well as Swinburne's Kathleen Drew and Paul O'Halloran for their contribution.

We were pleased to see representation from across Australia, public and private providers, government and related businesses – as well as international guests from New Zealand and Vietnam – which added richness to the conversations. I thank all who contributed, participated and attended. We look forward to a year in which our workshops continue to promote best practice in this sector. I also thank Swinburne and Navitas for hosting workshops – access to such venues are critical for our success.

SIG leadership

Our long-serving Convener, Paul O'Halloran, decided to step down from his position. We are appreciative of Paul's outstanding contribution and are very grateful he continues to contribute to the SIG with his deep knowledge of the sector. Thanks Paul!

Deputy Convener Nathan Asher also reluctantly relinquished his position due to work commitments and I thank him for his contribution.

I must seriously thank Rosie Giddings for her great work and commitment to getting workshops arranged, and also for the involvement leading to the AIEC. It has been a team effort.

Peter Krikstolaitis
SIG Convener

Sponsored Students

Special Interest Group

New beginnings

This has been the first year of the Sponsored Student SIG, after being formally endorsed at the Annual General Meeting in October 2013. The SIG was created after a gap was identified for those working with sponsors and sponsored students. One of the most rewarding elements of this year has been demonstrating the value of IEAA and the SIG to scholarship professionals who have not previously been involved.

It's been an interesting year: surveying our members, offering professional development and planning for new and exciting opportunities. Continuing geopolitical conflicts and crises in Europe, Africa and the Middle East – and the impact that these events have on students in our institutions – demonstrates that those working with sponsors and sponsored students need to be diplomatic, geopolitically aware and empathetic professionals.

Managing relationships

With sponsored students remaining a key element of many university recruitment plans, our focus this year has been on how to most effectively manage relationships with sponsors. The first workshop was called 'The Key to Managing Your Sponsors', and was run in conjunction with the Australian Institute of Management (AIM). It was a fantastic day in Sydney, with a full room sharing and learning about managing sponsors. We did manage to confound the facilitator somewhat with our collegiate approach to the day, given the group was made up of competitors!

Our pre-conference workshop at AIEC 2014 will focus on relationships with sponsors, this time looking at managing the relationships during times of calm and crisis. The need for strong sponsor relationships in times of crises – and ensuring the needs of students are met – are always paramount.

Some other key developments over the past 12 months have included the integration of AusAID into DFAT and the growth of the 'Science without Borders' program.

Thank you

On behalf of the SIG conveners, I would like to thank all those who have supported us in our first year of activities. We see this as an important addition to the suite of SIGs and we hope to continue to provide the dedicated and specialised professionals who work with sponsored students and manage sponsor relationships with a source of relevant professional development. We look forward to the next year of activities – and invite anyone interested to get involved.

Anna Kent
SIG Convener



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Student Mobility

Special Interest Group

Outbound Mobility Forum

In April 2014, the Student Mobility SIG held its annual Outbound Mobility Forum. This year's Forum was held over two days and attracted more than 100 participants. It was chaired by Daniel Mather (Flinders University), hosted by Karen English (University of South Australia) and supported by the South Australian organising committee. In the fortnight leading up to the Forum, 27 universities participated in the annual Exchange Fair Circuit which continued to grow across the sector. Universities Australia also launched its 'World Class' initiative through the Exchange Fair.

Homecoming Forum

The VicX Homecoming Forum in Melbourne, supported by IEAA, attracted over 170 returned exchange students. The initiative has grown out of a successful consortia model developed by VicX, which brings together mobility staff from a range of Victorian universities. The SIG is looking to develop and support this model across other state groups. Events such as this are an important link between student mobility outcomes and enhancing employment and career opportunities.

Global networks

A joint NAFSA session in San Diego in June, conducted with the NAFSA Education Abroad Knowledge Community (EAKC), continued the theme of building relationships across national and regional groups. We continue to work with EAIE's Study Abroad and Foreign Student Advisers (SAFSA) group and the Asia-Pacific Association for International Education (APAIE), in light of the New Colombo Plan and in the lead up to APAIE 2016 which will be held in Melbourne.

AIEC pre-conference workshop

Our AIEC pre-conference workshop in 2013 attracted over 35 participants and contributed to collecting sectoral level data and progressing the research agenda for student mobility.

Across the region

The SIG was formally and informally represented at higher education and mobility symposia in Tokyo, Malaysia, Jakarta and Bali. An APEC forum in Kuala Lumpur also explored the development of mobility in light of the Vladivostok Declaration 2012 and highlighted mobility occurring within the Indo-Pacific region.

Looking forward

The SIG working model continues to mature with members stepping into project roles throughout the year to take on sub-committee work pursuing:

- A model of due diligence/ assessment process for universities to grow engagement with private providers
- A proposal for the IEAA Board to sign onto the IIE Generation Study Abroad initiative, and
- Developing the Homecoming Forum model.

SIG activity was led by Kim Siemensma, Daniel Mather and Trevor Goddard, with thanks also to Russ Braby who stood down from his deputy convener role mid-year. We look forward to continuing our LinkedIn presence and launching a newly developed list-serve hosted by IEAA in the near future.

Trevor Goddard
SIG Convener



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Transnational Education

Special Interest Group

Professional development

The year got off to a good start with our second workshop on 'Understanding TEQSA Provider Standards: Due Diligence & Evaluation of TNE Partners' in Brisbane on 23 August 2013. This enabled us to fulfill our aim of holding at least one workshop each year outside of Melbourne and fulfill a request by the Queensland Government's international education unit.

We also collaborated with the Pathways SIG to deliver 'Developing TNE Pathways to Maximise Onshore Commencements' as a pre-conference workshop at AIEC 2013. This workshop focused on TNE pathway programs and sparked interesting debate around the interface between Foundation Studies, vocational education and training (VET) and ELICOS provision with higher education in Australia.

At our annual SIG meeting, members provided valuable feedback and ideas for future workshops. The top two areas of interest were for an update on TNE in Indonesia and a workshop on blended learning models in TNE. The SIG scheduled workshops on these two topics for 2014, which unfortunately were both cancelled due to presenters' work commitments clashing with the planned dates.

The last professional development activity for the year was 'Double Trouble, or Twice the Reward? Designing and Managing Joint and Double Degrees' on 28 May 2014 which was a collaboration between IEAA's Professional Development Committee and the TNE SIG. This was a highly successful event with 46 participants travelling to Melbourne to discuss the benefits and different approaches to managing double degrees.

Opportunity knocks

The last year has definitely seen an increase in interest in TNE with many institutions exploring opportunities and setting up new programs. Austrade and most State Government offices have identified strong TNE opportunities primarily for the VET sector. With many public TAFE institutions now operating in a fully contestable domestic market, international opportunities may now be assessed in a different light. There is increased interest from the schools sector and higher education providers are investigating different models of TNE.

2014–15 is looking like we will all be living in interesting times. The current debate around the deregulation of the domestic student market, an upturn in international onshore student numbers, the falling Australian dollar (hopefully) combined with increasing TNE competition offshore from the UK and others will create an environment of both uncertainty and opportunity.

We rely on members not only for suggesting ideas and participating in events, but also identifying speakers, willingness to share experiences and undertake leadership roles. I wish to express my appreciation to Matthew Taverner who has been a great supporter of the SIG and a deputy convener for the past two years. With increasing responsibilities being heaped upon his broad shoulders at Flinders and at home, he is stepping aside to allow another the opportunity to take up the role.

Lorne Gibson
SIG Convener



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Membership and Sponsorship

Membership

IEAA membership continued to grow reaching over 2,000 members by 30 June 2014 – an increase of 29 per cent compared to the previous financial year (1,554 members at 30 June 2013).

Individual Memberships increased 33 per cent year-on-year. The majority of IEAA members (78 per cent) are covered by a sponsorship/charter package arrangement with their institution.

Sponsorship

In May 2014, IEAA welcomed TOP Institute, increasing Gold Sponsorship to six organisations (5 in 2012–2013).

Silver Sponsorship also increased from 9 organisations in 2012–2013 to 15 in 2013–2014. This was a result of new institutional sponsorships from Flinders University, Holmes Institute, Ozford College, Queensland University of Technology, Study Group Australia and The University of Tasmania. There was no change to Platinum sponsorship in 2013–2014 (9 sponsors).

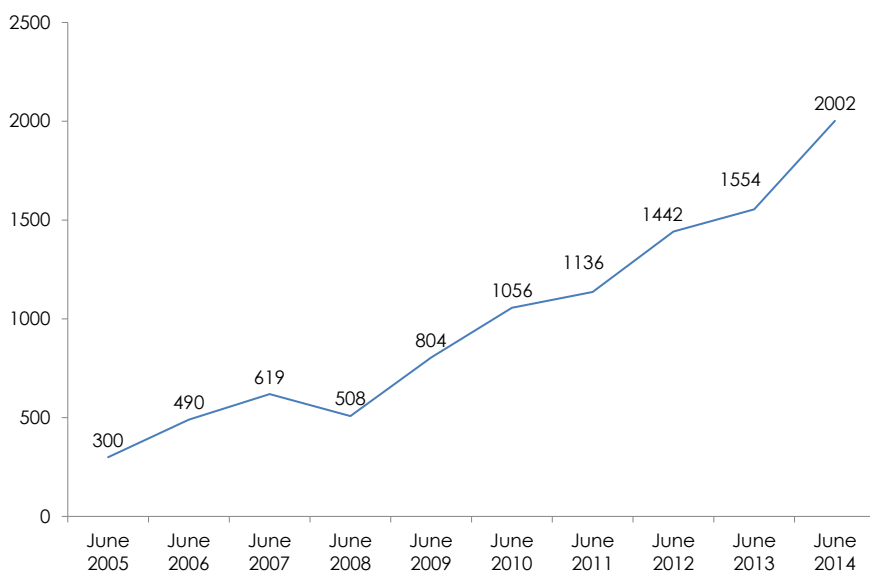
Corporate affiliates

IEAA increased its Corporate Affiliate Program in 2013–2014 from 4 Corporate Affiliates to 9. Allianz, ETS TOEFL, Hobsons and Hotcourses continued the program and we welcomed new corporate affiliates CPA Australia, NexPay, QS Quacquarelli Symonds, Study Melbourne (Victorian Department of State Development, Business and Innovation) and Study Portals.

Type	Members
Individual	352
Affiliate	23
Courtesy	61
Sponsored	1,566
TOTAL	2,002

Sponsors and Charter members	
Charter	30
Silver	15
Gold	6
Platinum	9
Corporate	9

IEAA membership 2005–2014



Governance and Administration

Board

The Board met 7 times in 2013–2014 on 11 July 2013, 4 September 2013, 29 October 2013, 14 November 2013, 7 February 2014, 14 March 2014 and 15 May 2014.

IEAA Elections for the positions of Treasurer and three ordinary members of the Board took place in 2013. Nominations closed on Tuesday 10 September at midnight. The position of Treasurer was uncontested. Monique Skidmore was elected for a 2-year term as Treasurer.

Nine nominations were received for three ordinary Board positions. Consequently a ballot was held and voting closed at the end of the AGM on 10 October 2013. Janelle Chapman, Gordon Scott and Christopher Ziguras were elected for a two-year term.

Secretariat

Phil Honeywood continued as Executive Director, Emily O'Callaghan as Operations Manager, Peter Muntz as Communication and Client Services Coordinator and Cindy Wei Lui as Administrative Officer.

Dennis Murray stepped down from his position as Research Director on 30 April 2014. Following Dennis' departure, Kerry-Anne Hoad was contracted to undertake a number of key research projects, including the IEAA-APAIE Symposium and Research Digests. The Secretariat enlisted the support of a part-time employee, Jennifer Butler, for project work over March–April.

The Secretariat is based at RMIT University's city campus in Melbourne. IEAA extends its thanks to RMIT for its continued support.

BOARD ATTENDANCE			
Name	Board position	Meetings eligible	Meetings attended
Helen Zimmerman	President	7	6
Brett Blacker	Vice-President	7	7
Monique Skidmore	Treasurer (from 10 October 2013)	5	4
Andrew Smith	Treasurer (ended 10 October) Ordinary Board Member (from 10 October)	6	4
Stephen Connelly	Immediate Past President	6	0
Joanne Barker	Ordinary Board Member	7	6
Janelle Chapman	Ordinary Board Member (from 10 October)	5	2
Anna Ciccarelli	Ordinary Board Member (ended 10 October)	2	1
Tony de Gruchy	Invited Board Member (ended 10 October)	2	1
Betty Leask	Ordinary Board Member (ended 10 October)	2	2
Rongyu Li	Ordinary Board Member	7	3
Kathleen Newcombe	Invited Board Member (from 29 October)	4	4
Peter Rathjen	Invited Board Member	7	2
Simon Ridings	Invited Board Member	7	4
David Riordan	Invited Board Member (ended 4 March)	5	4
Gordon Scott	Ordinary Board Member (from 10 October)	5	3
Liz Stinson	Ordinary Board Member (ended 10 October)	2	0
Alison Taylor	Invited Board Member (14 March 2014)	1	1
Chris Ziguras	Ordinary Board Member	7	5

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 2014.

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	President	4 Oct 2012	–
Stephen Connolly	Immediate Past President	4 Oct 2012	–
Brett Blacker	Vice-President	4 Oct 2012	–
Monique Skidmore	Treasurer	10 Oct 2013	–
Andrew Smith	Treasurer	26 Oct 2012	10 Oct 2013
	Ordinary Board Member	4 Oct 2012	–
Joanne Barker	Ordinary Board Member	4 Oct 2012	–
Janelle Chapman	Ordinary Board Member	10 Oct 2013	–
Anna Ciccarelli	Ordinary Board Member	13 Oct 2011	10 Oct 2013
Tony de Gruchy	Invited Board Member	15 Oct 2009	10 Oct 2013
Betty Leask	Ordinary Board Member	9 Oct 2008	10 Oct 2013
Rongyu Li	Ordinary Board Member	14 Oct 2010	–
Kathleen Newcombe	Invited Board Member	29 Oct 2013	–
Peter Rathjen	Invited Board Member	26 Nov 2012	–
Simon Ridings	Invited Board Member	15 Nov 2012	–
David Riordan	Invited Board Member	22 Dec 2010	4 Mar 2014
Gordon Scott	Ordinary Board Member	10 Oct 2013	–
Liz Stinson	Ordinary Board Member	11 Oct 2007	10 Oct 2013
Alison Taylor	Invited Board Member	14 Mar 2014	–
Chris Ziguas	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 \$24,276 (2013: \$31,650)

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



Helen Zimmerman
President



Monique Skidmore
Treasurer

Signed in Melbourne, this 23rd day of September 2014

Financial report

Statement of Comprehensive Income for the year ended 30 June 2014

	Note	2014 (\$)	2013 (\$)
Revenue			
Operating activities	2	883,312	910,743
Other income	2	34,993	21,491
Expenses			
Direct project expenses		(273,436)	(324,818)
Administrative expenses		(80,263)	(54,158)
Employee related costs		(526,834)	(506,324)
Marketing expenses		(13,496)	(15,284)
Total expenses		(894,029)	(900,584)
Net surplus for the year		24,276	31,650
Other comprehensive income		–	–
Total comprehensive income		24,276	31,650

The accompanying notes form part of the financial statements.

Financial report

Statement of Financial Position for the year ended 30 June 2014

	Notes	2014 (\$)	2013 (\$)
Assets			
Cash and cash equivalents	3	889,240	696,601
Trade and other receivables	4	291,997	37,215
Inventories	5	9,709	14,715
Total assets		1,190,946	748,531
Liabilities			
Trade and other payables	6	136,113	21,149
Income received in advance	7	690,502	387,327
Total liabilities		826,615	408,476
Net assets		364,331	340,055
Members funds			
Retained earnings		364,331	340,055
Total members funds		364,331	340,055

The accompanying notes form part of the financial statements.

Statement of Changes in Equity

	Retained earnings (\$)	Total (\$)
Balance at 1 July 2012	308,405	308,405
Comprehensive income for the year	31,650	31,650
Balance at 30 June 2013	340,055	340,055
Comprehensive income for the year	24,276	24,276
Balance at 30 June 2014	364,331	364,331

The accompanying notes form part of the financial statements.

Financial report

Statement of Cash Flows for the year ended 30 June 2014

	Notes	2014 (\$)	2013 (\$)
Cash flows from operating activities			
Receipts from membership and funding distributions		1,077,556	1,208,361
Payments to suppliers and employees		(897,635)	(1,073,244)
Interest received		12,718	8,558
Net cash provided by operating activities	8	192,639	143,675
Net increase in cash held		192,639	143,675
Cash and cash equivalents at the beginning of financial year		696,601	552,926
Cash and cash equivalents at the end of financial year	3	889,240	696,601

The accompanying notes form part of the financial statements.

Notes to the Financial Statements

for the year ended 30 June 2014

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 2014

2) REVENUE	2014 (\$)	2013 (\$)
Operating activities		
Individual and Charter Membership fees	110,348	96,299
Institution and Corporate sponsorships	317,333	229,975
Seminars and conference fees	359,139	368,714
Research and consultancy fees	53,071	168,333
Grants received	35,000	35,000
Sale of publications	8,421	12,422
TOTAL OPERATING ACTIVITIES REVENUE	883,312	910,743
Other income		
Interest income	12,718	8,558
Website advertising	6,000	12,000
Other income	16,275	933
TOTAL OTHER INCOME	34,993	21,491
3) CASH AND CASH EQUIVALENTS		
Cash at bank	889,240	696,601
4) TRADE AND OTHER RECEIVABLES		
Trade receivables	291,997	30,523
Deposits	-	3,774
GST receivable	-	2,918
TOTAL TRADE AND OTHER RECEIVABLES	291,997	37,215
5) INVENTORIES		
Publications – at cost	9,709	14,715
6) TRADE AND OTHER PAYABLES		
Other payables and accruals	124,233	21,149
GST payable	11,880	-
TOTAL TRADE AND OTHER PAYABLES	136,113	21,149
7) INCOME RECEIVED IN ADVANCE		
Membership subscriptions	227,017	214,182
Unexpended grants	291,051	74,366
AIEC fees	101,250	91,000
AIEC awards	21,000	5,000
Professional development services	50,184	2,400
Customer deposits	-	379
Total income received in advance	690,502	387,327

Notes to the Financial Statements

for the year ended 30 June 2014

8) CASH FLOW INFORMATION	2014 (\$)	2013 (\$)
Reconciliation of cash flow from operations with surplus		
Surplus for the year	24,276	31,650
Changes in assets and liabilities		
Increase/(decrease) in trade and other receivables	(257,700)	(2,127)
Increase/(decrease) in inventories	5,007	9,510
Increase/(decrease) in trade and other payables	117,881	(30,200)
Increase/(decrease) in income received in advance	303,175	134,842
CASH FLOW FROM OPERATIONS	192,639	143,675

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



Monique Skidmore
Treasurer

Signed in Melbourne, this 23rd day of September 2014

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 2014 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 2014 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 19th day of September 2014

Appendix 1

Standing Committees

Executive

- Helen Zimmerman (President)
- Brett Blacker (Vice-President)
- Monique Skidmore (Treasurer)
- Phil Honeywood (Executive Director)

AIEC Program Committee

- Brett Blacker
- Phil Honeywood
- Gordon Scott
- Helen Zimmerman

Awards

- Brett Blacker (Convener)
- Andrew Smith
- Alison Taylor

Membership

- Monique Skidmore (Convener)
- Joanne Barker
- Phil Honeywood
- Andrew Smith

Professional Development

- Rongyu Li (Convener)
- Joanne Barker
- Janelle Chapman
- Kathleen Newcombe
- + a representative from each SIG

Public Relations

- Helen Zimmerman (Convener)
- Brett Blacker
- Phil Honeywood
- Rongyu Li
- Simon Ridings

Research

- Chris Ziguas (Convener)
- Melissa Banks
- Rebecca Hall
- Kerry-Anne Hoad
- Dennis Murray
- Douglas Proctor
- Sarah Richardson
- Simon Ridings
- Fazal Rizvi

Special Interest Groups

Admissions and Compliance

- Geza Karacsony (Convener)
- Bronwyn Bartsch (Deputy Convener)
- Janine Hourn (Deputy Convener)

Internationalisation of the Curriculum

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

Marketing, Recruitment & Communication

- Justine Morris (Convener)
- Ingeborg Loon (Deputy Convener)
- Vacant (Deputy Convener)

Pathways

- Peter Krikstolaitis (Convener)
- Nathan Asher (Deputy Convener)
- Rosie Giddings (Deputy Convener)

Sponsored Students

- Anna Kent (Convener)
- Sarah Treadgold (Deputy Convener)
- Michael Holder (Deputy Convener)

Student Mobility

- Trevor Goddard (Convener)
- Russ Braby (Deputy Convener)
- Kim Siemensma (Deputy Convener)

Transnational Education

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

Sponsors and Charter Members

Platinum

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

Gold

- Australian National University
- CQUniversity
- Melbourne Institute of Technology
- The University of Melbourne
- The University of Queensland
- TOP Education Institute

Silver

- Australian Catholic University
- Curtin University
- Deakin University
- Flinders University
- Griffith University
- Holmes Institute
- Macquarie University
- Ozford College
- Queensland University of Technology
- Sarina Russo
- Study Group Australia
- The University of Adelaide
- The University of Newcastle
- The University of South Australia
- The University of Tasmania

Corporate Affiliates

- Allianz
- CPA Australia
- ETS TOEFL
- Hobsons
- Hotcourses
- NexPay
- QS Quacquarelli Symonds
- Study Melbourne
- Study Portals

Charter members

- Acknowledge Education
- Bond University
- Brisbane Marketing
- Cambridge International College
- Canberra Institute of Technology
- Central Institute of Technology
- Charles Sturt University
- Charlton Brown
- Department of Education, Training and Employment (DETE), Queensland Government
- Edith Cowan University
- Education and Training International (ETI), Government of Western Australia
- Imperial College of Australia
- ELS Educational Services
- International Education Services
- Institute of Continuing & TESOL Education (ICTE-UQ)
- International Education and Training Unit (IETU), Queensland Government
- MEGT Education Group
- Murdoch University
- NSW Department of Education and Communities
- TAFE NSW – Sydney Institute
- Trinity College, University of Melbourne
- The University of Canberra
- The University of Queensland (DVC-I)
- The University of Sydney
- The University of the Sunshine Coast
- The University of Western Australia
- The University of Western Sydney
- UTS: INSEARCH
- Victoria University
- Western Australian Private Education and Training Industry Association (WAPETIA)

Appendix 3

Professional Development

Date	Workshop	Location	Presenter/s
12 July 2013	5th Mid-Winter International Education Research Seminar	Melbourne	<ul style="list-style-type: none"> ■ Melissa Banks, Swinburne University of Technology ■ Associate Professor Betty Leask, La Trobe University ■ Steve Nerlich, Australian Government Department of Education ■ Professor Fazal Rizvi, The University of Melbourne ■ Associate Professor Chris Ziguras, RMIT University
14 August 2013	The Road Less Travelled: Rethinking Conventional Pathways Models	Melbourne	<ul style="list-style-type: none"> ■ Peter Krikstolaitis, Swinburne University of Technology ■ Paul O'Halloran, University of Wollongong ■ Ben Pocius, University of Tasmania
23 August 2013	Understanding TEQSA Provider Standards: Due Diligence & Evaluation of TNE Partners	Brisbane	<ul style="list-style-type: none"> ■ Dorte Kristoffersen, TEQSA ■ Christina Magri, RMIT University
28 August 2013	The Gift of the Gab: Effective Influencing Skills	Melbourne	<ul style="list-style-type: none"> ■ Stewart Gillies, Red Sky Consulting
30 August 2013	Beyond Chit Chat: Embracing Social Media to Enhance Your Recruitment or Mobility Strategy	Sydney	<ul style="list-style-type: none"> ■ Keri Ramirez, Studymove Education Consultants
6 September 2013	Mobile to MOOCs: Enhancing eLearning for International Pathway Students	Sydney	<ul style="list-style-type: none"> ■ Professor James Dalziel, Macquarie E-Learning Centre of Excellence
8 November 2013	More Bang for Your Buck: Making the Most Out of Your Marketing Budget	Brisbane	<ul style="list-style-type: none"> ■ Justine Morris & Laura Iakovidis, Swinburne University of Technology ■ Karen Gould, The University of Melbourne ■ Dominic Mether & Sherman Xia, Queensland University of Technology
20 November 2013	Strategies to Enhance Your Students' Global Employability	Webinar	<ul style="list-style-type: none"> ■ Nannette Ripmeester, Expertise in Labour Mobility, The Netherlands
27 November 2013	10 Technologies That Will Change International Education	Webinar	<ul style="list-style-type: none"> ■ Rob Malicki, AIM Overseas
25 February 2014	A Fresh Approach to Learning & Teaching Across Cultures	Brisbane	<ul style="list-style-type: none"> ■ Jude Carroll, Independent Educational Consultant, UK
4 March 2014	A Fresh Approach to Learning & Teaching Across Cultures	Melbourne	<ul style="list-style-type: none"> ■ Jude Carroll, Independent Educational Consultant, UK
7 March 2014	Understanding Generation G: How Can Your Institution Meet Their Expectations?	Adelaide	<ul style="list-style-type: none"> ■ Rob Lawrence, Prospect Marketing & Research
11 March 2014	Expanding the Pathways Pipeline: Developing a Unique Customer Value Proposition	Brisbane	<ul style="list-style-type: none"> ■ Ian Bell, RMIT University ■ Ingeborg Loon, Academies Australasia ■ Jane Neame, Queensland Institute of Business & Technology
12 March 2014	A Fresh Approach to Learning & Teaching Across Cultures	Adelaide	<ul style="list-style-type: none"> ■ Jude Carroll, Independent Educational Consultant, UK

Professional Development

Date	Workshop	Location	Presenter/s
12 March 2014	Understanding Generation G: How Can Your Institution Meet Their Expectations?	Melbourne	<ul style="list-style-type: none"> ■ Rob Lawrence, Prospect Marketing & Research
13 March 2014	Understanding Generation G: How Can Your Institution Meet Their Expectations?	Sydney	<ul style="list-style-type: none"> ■ Rob Lawrence, Prospect Marketing & Research
21 March 2014	Bridging the Gap: Facilitating Classroom Interaction Between Domestic & International Students	Melbourne	<ul style="list-style-type: none"> ■ Dr Shanton Chang, The University of Melbourne
28 March 2014	Understanding Generation G: How Can Your Institution Meet Their Expectations?	Perth	<ul style="list-style-type: none"> ■ Rob Lawrence, Prospect Marketing & Research
28 March 2014	The Key to Managing Your Sponsors	Sydney	<ul style="list-style-type: none"> ■ Jan Burnes, The Australian Institute of Management
2 April 2014	International Education Essentials	Webinar	<ul style="list-style-type: none"> ■ Bronte Neyland, Victoria University
4 April 2014	The Ambassador Advantage: Harnessing the Power of Your Alumni	Sydney	<ul style="list-style-type: none"> ■ Dr Gretchen Dobson, Global alumni relations consultant ■ Ingeborg Loon, Academies Australasia ■ Anna Jones, Brisbane Marketing ■ John Odgers, Austrade
10–11 April 2014	Outbound Mobility Forum	Adelaide	<ul style="list-style-type: none"> ■ Various
2 May 2014	South-East Asia In Focus: Market Overview	Melbourne	<ul style="list-style-type: none"> ■ Dr Stephen Holmes, The Knowledge Partnership
7 May 2014	An Insider's Guide to Digital Marketing & Recruitment	Melbourne	<ul style="list-style-type: none"> ■ Elissa Newall, RMIT University ■ Bronte Neyland, Victoria University ■ Jonathan Pratt, RMIT University
28 May 2014	Double Trouble, or Twice the Reward? Designing & Managing Joint & Double Degrees	Melbourne	<ul style="list-style-type: none"> ■ Associate Professor Usha Iyer-Raniga, RMIT University ■ Maritza Messina, University of Technology, Sydney ■ Caryn Nery, RMIT University ■ Professor Zlatko Skrbis, Monash University
29–30 May 2014	Monash University Customised Workshop	Melbourne	<ul style="list-style-type: none"> ■ Various
5 June 2014	Bridging the Gap: Facilitating Classroom Interaction Between Domestic and International Students	Sydney	<ul style="list-style-type: none"> ■ Dr Shanton Chang, The University of Melbourne
6 June 2014	Quality Control: Enhancing Australia's Foundation Studies Programs	Melbourne	<ul style="list-style-type: none"> ■ Jennifer Anne & Chris Ingamells, Tertiary Education Quality and Standards Agency (TEQSA) ■ Kathleen Drew, Swinburne University of Technology ■ Paul O'Halloran, University of Wollongong
12–13 June 2014	IEAA–APAIE Symposium: Internationalisation of Higher Education in the Asia-Pacific	Hong Kong	<ul style="list-style-type: none"> ■ Various

Appendix 4

AIEC Pre-Conference Workshops

Date	Workshop	Presenter/s
Tuesday 8 October 2013	Paperless Pipedream or Virtual Reality? Best Practice in International (Online) Admissions	<ul style="list-style-type: none"> ■ Simon Davies-Burrows, Edith Cowan University ■ Barbara-Anne Long, Griffith University ■ Julia Hoon, RMIT University
	Internships, Post-Study Work Arrangements and Graduate Employment	<ul style="list-style-type: none"> ■ Rob Lawrence, Prospect Research and Marketing ■ Diana Crvenkovic, Education, Department of State Development Business and Innovation, Victoria Government ■ Judie Kay, RMIT University ■ Carrie Kilpin, Department of Immigration & Border Protection
	Developing Transnational Education (TNE) Pathways to Maximise Onshore Commencements	<ul style="list-style-type: none"> ■ Marisa Furno, Swinburne University of Technology ■ Lorne Gibson, Deakin University ■ Tim Gilbert, Northern Melbourne Institute of TAFE (NMIT) ■ Robynne Walsh, Phoenix Academy
	Engaging Your International Students via Social Media	<ul style="list-style-type: none"> ■ Dr Lisa Cluett The University of Western Australia
	Destination Australia: Why We Should Collaborate?	<ul style="list-style-type: none"> ■ Brett Blacker, The University of Newcastle ■ Kevin Brett, International Graduate Insight Group (i-graduate) ■ Stuart Maxwell, NSW Trade & Investment Department ■ Gordon Scott, Study Brisbane
	Maximising Your Sponsored Students' Strategy: Managing Sponsor Relationships & Expectations	<ul style="list-style-type: none"> ■ Anna Kent, International Education Consultant ■ Sarah Treadgold, Austraining International ■ Alison White, Austraining International
	An Insider's Guide to Working with Agents	<ul style="list-style-type: none"> ■ Gabrielle Rolan, University of New England ■ Rachel Perkin, University of South Australia ■ Mark Lucas, iae GLOBAL
	Embedding English Language Development Across the Curriculum: the Do's, the Don'ts	<ul style="list-style-type: none"> ■ Associate Professor Carmela Briguglio, Curtin University
	Mobility 2.0: The Future of Student Mobility	<ul style="list-style-type: none"> ■ Brett Berquist, Michigan State University, USA ■ Davina Potts, Università Cattolica del Sacro Cuore Milan, Italy ■ Dawn Koban Hewitt, RMIT University
	Putting the Puzzle Together: ESOS 2012	<ul style="list-style-type: none"> ■ Danielle Hartridge, ISANA & Victoria University ■ Mary Ann Seow, University of South Australia

Platinum sponsors



Gold sponsors



Silver sponsors

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Flinders University | Griffith University | Holmes Institute | Macquarie University
Oxford College | Queensland University of Technology
Sarina Russo | Study Group Australia
The University of Adelaide | The University of Newcastle
The University of South Australia | The University of Tasmania

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