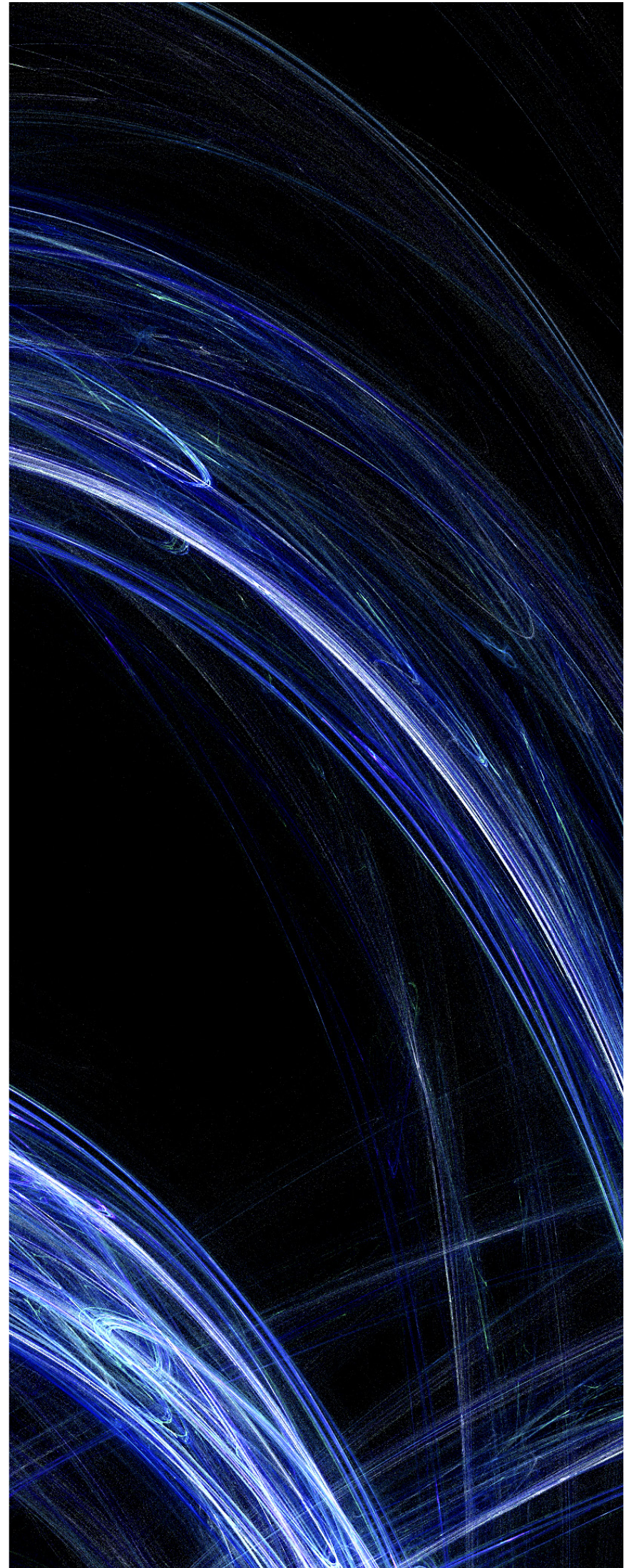


International Education  
Association of Australia (IEAA)  
Annual Report 2014–15





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# PRESIDENT'S REPORT



From the wide consultation for Austrade's 'Australian International Education (AIE) 2025' strategy, to the establishment of the Ministerial Coordinating Council and the long-awaited 'Draft National Strategy for International Education', we've made strong headway to putting our sector – Australia's fourth largest export – on the national agenda.

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**Brett Blacker**  
IEAA President

On every level I would consider the past 12 months a successful year for IEAA. It will be remembered as the year of success, engagement, coordination and collaboration across the sector. From the wide consultation for Austrade's 'Australian International Education (AIE) 2025' strategy, to the establishment of the Ministerial Coordinating Council and the long-awaited 'Draft National Strategy for International Education', we've made strong headway to putting our sector – Australia's fourth largest export – on the national agenda. IEAA has been heavily engaged in all major developments and has strived to successfully deliver a wide program of member benefits.

This sector-wide, coordinated effort is a positive step forward and a welcomed improvement to the fractured approach of recent years. The Federal Government should be applauded for these steps to ensure international education stakeholders have a strong voice and a distinct roadmap for the future. I would like to acknowledge the efforts of IEAA's Chief Executive, Phil Honeywood, for his dedication and commitment to all activities. I'm sure everyone would agree that he has worked tirelessly to represent members, including his important role on the Ministerial Coordinating Council.

As outlined below and throughout this report, it has been a very big year for the Association in serving our members through targeted professional development activities and symposia, leading sector-based research and coordinating Government-funded projects. The result of these activities has been a positive performance against budget, well above expectations. A number of the activities and revenue sources were one off, but have supported the association moving into a stable financial position. We now have sufficient reserves and an ability to look at future strategic initiatives and/or investments to support our long-term viability.



# PRESIDENT'S REPORT

## Strategising our way towards 2025

Austrade commenced development of its long-term market development strategy, AIE 2025, with a series of consultation workshops held across Australia in April. These workshops (attended by over 800 participants) and the development of a 10-year marketing plan are welcome.

However, AEI 2025 will need strong financial support if it's to achieve its goal of doubling the number of onshore students and reaching up to 10 million people offshore. It would be disappointing if all the effort and goodwill were not supported with appropriately coordinated funding to facilitate the execution of the plan and achievement of its goals.

IEAA submitted its response to the 'Draft National Strategy for International Education' in June 2015. Among its key recommendations were greater cross-government coordination and enhanced provision of training for professional staff and education agents. IEAA also highlighted the need for enhancing employability opportunities, quality and affordable student accommodation and proactive coordination with state governments on public transport concessions for international students.

## The green, green grass of recovery

Preliminary figures from the Australian Bureau of Statistics (ABS) indicate that the export value of Australia's international education sector reached a record high of \$18.1 billion in 2014–15. After a tough few years of declining student numbers, this represents a 14.2 per cent increase on the AUS\$15.9 billion recorded for 2013–14 and secures our position as Australia's fourth-largest export industry – after iron ore, coal and natural gas.

This return to growth can be attributed to a number of factors including, the depreciation of the Australian dollar, positive outcomes reported in various international student surveys and the flow-on effects of Streamlined Visa Processing (SVP) – which was put in place for higher education providers 2012 and later extended to a select list of private providers.

## Balancing risk and red tape

While SVP has been beneficial in increasing student numbers, many would say it has undermined the integrity of the visa system. It has also created a dichotomy between the 'have and have not' providers and placed unnecessary cost and burden on institutions.

Following an industry-wide consultation process, the new Simplified Student Visa Framework (SSVF) has just been announced and set to come into effect in mid-2016. The new framework aims to create a level playing field across the sector, based on the combined immigration risk outcomes of the student's education provider and country of citizenship.

The changes will mean:

- a reduction in the number of student visa sub-classes from eight to two
- the introduction of a simplified single immigration risk framework for all international students.

The government has clearly listened to stakeholders and taken a proactive position in extending the framework across the sector while aiming to ensure the overall integrity of the immigration system.

Wide consultation with the sector through IEAA and other peak bodies in regard to the ESOS reforms should also be noted, which has resulted in a number of key amendments being drafted that will support providers.

## The agent of quality

Of course, continued growth and expansion requires careful risk management. In April 2015, the issue of fraud and corruption among education agents was thrown into the national spotlight in the wake of separate reports from the Productivity Commission, Independent Commission Against Corruption NSW and the now infamous 'Degrees of Deception' story reported by ABC's *Four Corners*.



# PRESIDENT'S REPORT

IEAA was quick to point out the existing safeguards and regulatory reviews already underway. Key among these was a Government-funded project, conducted by IEAA, to scope the potential for a national education agent quality assurance system. The industry-driven project also investigated the development of a code of ethics and potential for education agent accreditation.

Focus groups with agents, institutions, government and education peak bodies were held in all of Australia's major capital cities in April 2015. A stakeholder survey also received almost 1,000 responses from Australia and internationally.

A report on Phase 1 of the project was submitted to the Department of Education and Training in June and we look forward to continuing into Phase 2 in 2015–16 (see page 14).

## Research and thought leadership

IEAA continues to play an active role in facilitating international education research under the banner of our International Education Research Network (IERN). Over the last 12 months, IERN has re-visited its three key objectives – to inform, connect and collaborate – and enhanced its efforts to expand its national and international reach, particularly across the Asia-Pacific region (see page 12).

IEAA has continued its part in setting the international education agenda by hosting three national symposia on global citizenship, student accommodation and international student employability. A key outcome of the latter initiative has been the development of three best practice guides on how on how international students, education providers and employers can better maximise employability skills and opportunities (see page 16).

## Thank-you

As a member-led organisation, IEAA very much relies on the contribution of our members. In particular, I'd like to thank the Conveners and Deputy Conveners of our seven Special Interest Groups (SIGs) who are largely responsible for shaping the content and harnessing the expertise for our professional development program.

At the end of 2014, the Board endorsed a proposal to consolidate our usual program of regular half-day workshops and move towards hosting a national forum for each SIG.

The rationale behind this was to channel our efforts more strategically and establish an annual, signature event for each area. We already have three SIG forums under our belt and, by all accounts, the new format has been particularly well received. This wouldn't have been possible without our SIG Conveners who give their time so freely. Their contribution is immense and very much appreciated not only by IEAA, but the wider sector.

I have been joined by 12 dedicated and highly committed members of the Board, who have supported the strategic direction and organisational effectiveness of the Association. I would like to sincerely thank all the members of the 2014–15 IEAA Board for their support and efforts over the past year. I would especially like to thank Chris Ziguras (Vice-President), Monique Skidmore (Treasurer) and Phil Honeywood (CEO) for their support as part of the Executive Committee.

I would finally like to acknowledge the commitment and dedication of the IEAA Secretariat. The small team of professionals under Phil's leadership – including Emily O'Callaghan, Pete Muntz, Cindy Wei Lu and Anja Sridharan (the most recent addition to the team) – have been the engine room behind the organisation's success.

It has been a privilege to serve as President over the past year. As I am standing down in October, I would like to wish incoming President Chris Ziguras, and all the members of the Board, every success in what is shaping up to be an exciting year ahead for international education in Australia.

**Brett Blacker**  
IEAA President





Providing a unified,  
national voice

## Policy and Advocacy

The past 12 months have been a watershed year for Australia's international education sector. After many years of lobbying we finally gained a Ministerial Coordinating Council as well as a 'Draft National Strategy for International Education'.

Not to be outdone, the state governments of NSW and Victoria also upped the ante in their constructive engagement with our sector. Through all of this, international student enrolments returned to record levels and there has been a renewed focus on transnational education delivery.

IEAA is proud of our proactive involvement on government committees and also in providing thought leadership in such crucial areas as global citizenship, international student employability and accommodation. Much remains to be done, but great progress has certainly been achieved.



# POLICY AND ADVOCACY

IEAA has representation on each of the key portfolio and policy-specific committees established by the Federal Government to better coordinate international education policy formulation and delivery. These include:

## Ministerial Coordinating Council on International Education

Our sector was delighted when the Federal Government decided to establish this council, which was one of the key recommendations of 'Australia – Educating Globally' (Chaney Report) in 2013. Comprising six ministers and six non-ministerial members (including the IEAA CEO), this coordinating body has been given responsibility to finalise the national strategy and to recommend to government how Australia can maintain global leadership in international education.



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## Education Visa Consultative Committee

An outcome of the 'Student Visa Program Review' (Knight Review), this committee has been in operation for three years and is chaired by a Deputy Secretary of the Immigration Department. One of its key initiatives over the past 12 months has been a review of the Streamlined Visa Processing (SVP) framework.

## Federal Government

As a result of this review, a new Simplified Student Visa Framework (SSVF) was announced in June 2015. SSVF will see a reduction in the number of student visa subclasses from eight to two and the introduction of a single immigration risk framework for all international students. It will be implemented in mid-2016.

## ESOS Review

Australia was the first country to provide a legislative framework, Education Services for Overseas Students (ESOS) Act 2000, designed to protect the rights of international students. Having first been enacted 15 years ago, there was general agreement that the current Act required updating.

To this end, the Department of Education and Training hosted a series of 10 workshops in which international education peak bodies were invited to suggest key amendments and ways forward. IEAA Board members and the CEO actively participated in these workshops. Once the legislation is passed, sector-wide consultation will commence on commensurate changes to the National Code and ELICOS Standards.

## New Colombo Plan

An initiative of Minister for Foreign Affairs, Julie Bishop, the New Colombo Plan (NCP) Reference Group is chaired by the Secretary of DFAT and has the key advisory function for this \$100 million program. As a member of the reference group since its inception, the IEAA CEO has campaigned for the NCP to include a VET student scholarship program.

## Higher Education Standards Panel

The former Tertiary Education Quality and Standards Agency (TEQSA) Advisory Council was merged during the year with the Higher Education Standards Panel (HESP). The Panel retains key responsibilities for higher education regulation advice. The HESP is also overseeing the work by consultants on the Federal Government's Quality Indicators of Learning and Teaching (QILT) project. The IEAA CEO is one of five members of the Panel.



# POLICY AND ADVOCACY

## State Governments

### New South Wales

Former Senior Trade Commissioner in Singapore, Peter Mackey, was appointed the inaugural CEO of StudyNSW and has done a superb job in the past year formulating a state strategy and initiating important project and research work. Peter and his small team are guided by the NSW International Education Advisory Board. This is chaired by Ernst and Young's Stephanie Fahey and includes a good cross-section of stakeholders as well as IEAA's CEO.

IEAA received funding support from StudyNSW to host a national symposium on International Student Accommodation at the University of Sydney in June. Importantly, with the re-election of the Baird Government, StudyNSW has been re-located from Trade into the Premier's own department.

### Victoria

IEAA Vice President, Chris Ziguras, represented our Association at the State Government's inaugural International Education Ministerial Roundtable meeting in July 2014. In the lead-up to the State election in November, the IEAA CEO lobbied strongly for bipartisan support for Victoria's highly regarded international education strategy. With the subsequent change of Government, our Association has been pleased to see bipartisanship prevail.

The State Minister for Training and Skills, Steven Herbert, together with other Ministerial colleagues, has chaired two meetings of a reconstituted Advisory Council. IEAA Board member, Rebecca Hall, plays an important coordinating role in her professional capacity on this Council.

IEAA was also pleased to receive funding support from the Victorian Government to host our national symposium on International Student Employability in Melbourne in May.

### Queensland

Throughout the past year, IEAA Board members Gordon Scott and Janelle Chapman were heavily involved in the Queensland Education and Training International Council. A draft paper containing important recommendations was delivered to the then Minister for Education, Training and Employment, John Langbroek.

With the subsequent change of Government, it has been unclear who the lead Minister will be for a state strategy implementation. The IEAA CEO has met with senior officers of the Queensland Department of Industry and Trade about progressing the draft state strategy. The Department also hosted IEAA's Education Agent Quality Framework project focus groups in Brisbane in May.

### South Australia

Happily, the re-elected Weatherill Labor Government agreed to continue funding support for Education Adelaide so that the three SA-based universities were not left to pay the entire budget. The CEO, Karyn Kent, and her small secretariat team have also been physically re-located to the Premier's Department. IEAA Board member Joanne Barker organised for our Association's CEO to address an Education Adelaide Board meeting and close liaison has continued since then. There appears to be issues associated with the reorganisation of SA TAFE that have not been conducive to enhanced internationalisation.

### Western Australia

Notwithstanding the excellent destination marketing and other work undertaken by Perth Education City, there is little commitment from the WA Government to implement a state-based international education strategy. The IEAA CEO has met with key state government figures in Perth to discuss the benefits of international education in a post-mining boom economy. WA is also unique in having a centralised state government agency that performs all of the marketing and recruitment functions with international students enrolling in its public TAFE institutes.

# POLICY AND ADVOCACY

## Tasmania

The advent of the Hodgman Liberal State Government has resulted in international education becoming a policy priority. The IEAA CEO and the University of Tasmania Vice Chancellor and IEAA Board member, Peter Rathjen, both presented at an important population policy seminar in Hobart in May. The seminar was attended by Tasmanian-based Federal and State politicians as well as key business and education leaders. It has generated further policy work on the opportunities to optimise study destination marketing opportunities for Tasmania.

## Northern Territory

The NT Government has embraced international education as a strategic industry for their economy. Former senior Australian Education Counsellor in Washington, Mark Darby, has recently been recruited to a special international education team within the Territory's Education and Industry Department. IEAA was contracted to provide professional development training to international education professionals working in the Territory in June, which was very well received.

## Australian Capital Territory

Study Canberra, a regional study destination organisation, has become an IEAA Corporate Affiliate.



(L-R) Bronte Neyland, Phil Honeywood, Rachael Shanahan and Mark Darby in Darwin for a 1.5 day professional development workshop for the Northern Territory's International Education and Training Hub in June 2015.



# RELATIONS WITH STAKEHOLDERS

## Austrade's Australian International Education 2025 Strategy


While the 'Draft National Strategy for International Education' is very much Minister for Education and Training's Christopher Pyne's initiative, Trade Minister Andrew Robb has proceeded with a separate marketing strategy overhaul undertaken by Austrade. Referred to as 'Australian International Education (AIE) 2025', it has involved extensive stakeholder consultation. Given the reductions in Austrade's marketing budget, our sector is hopeful that this strategy will be accompanied by commensurate marketing budget announcements. The sector is equally hopeful that the two Ministers' strategies will align and complement one another.

## Council of International Students Australia

The Council of International Students Australia's (CISA) annual conference in Adelaide in July 2014 highlighted three crucial international student issues requiring concerted national attention:

- employability skills provision
- quality and affordability of student accommodation, and
- workplace exploitation.

These issues very much informed IEAA's project work throughout the year. Thomson Ch'ng provided outstanding leadership throughout his second year as CISA President and was an enthusiastic contributor to our Association's project steering committees and forums. The IEAA CEO provided lobbying and advocacy training to the CISA National Executive.



Building on the collaborative spirit that was established in the lead up to the last Federal election, the eight peak bodies involved in international education continued to work effectively together.

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## Education Peak Bodies

Building on the collaborative spirit that was established in the lead up to the last Federal election, the eight peak bodies involved in international education continued to work effectively together. This proved particularly important in the consultation phases of the ESOS Review, Education Agent Quality Assurance Project and the new Simplified Student Visa Framework (SSVF).

## IDP and AIEC

The feedback from Australian International Education Conference (AIEC) 2014 in Brisbane was excellent. Issues associated with the plenary speaker and conference dinner at the previous year's AIEC in Canberra were much improved upon and IEAA's 10 pre-conference workshops were well attended (see Appendix 4, p.48).

The AIEC Planning Committee (comprising four representatives each from IDP and IEAA) worked well together in the lead up to the conference. As usual, we had far more conference papers submitted than there were available time slots.

IEAA and IDP also successfully renegotiated a new three-year AIEC conference partnership contract which takes effect from 2016.



Fostering global  
research collaboration

## Research

IEAA's International Education Research Network (IERN) has moved to reinforce its effectiveness for Australian members and to expand its useability by an international audience over the last 12 months. It has done so by re-visiting its three key objectives: to inform, connect and promote collaboration.

In terms of informing the research agenda, IERN launched a new series of Research Digests in June 2014, which present the findings of leading edge research topics on international education.

More recently, IERN released an analysis of data from the IDP Database of Research on International Education. Among its findings, this report showed that almost 24 per cent of international education research published between 2011–13 had a focus on an Asian country or on Asia more broadly.

With a continued focus on international education in the region and a growing push to foster research collaboration with Asia, IERN is set to play a key role in promoting engagement between practitioners, policy-makers and international education researchers in Asia.

Regular IERN events in Australia – including the Mid-Winter Researchers' Seminar and International Research Roundtable – continue to present opportunities for members to connect and collaborate.

Many thanks to Douglas Proctor for his work in the promotion and development of IERN over the last 12 months.



## Research Digests

IERN continued to present the findings of leading edge research with the publication of two instalments in its research digest series.

- **Research Digest 5 (October 2014)**  
*Transnational Research Collaboration: Foresight and Holistic Solutions?*  
Ranjit Gajendra Nadarajah (PhD Candidate), The University of Melbourne
- **Research Digest 6 (December 2014)**  
*How does gender matter in the context of the international HE?*  
Dr Janice Boey, Monash University

IERN's Research Digest series is 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 internationalisation of education around the globe.

## Mid-Winter International Researchers' Seminar

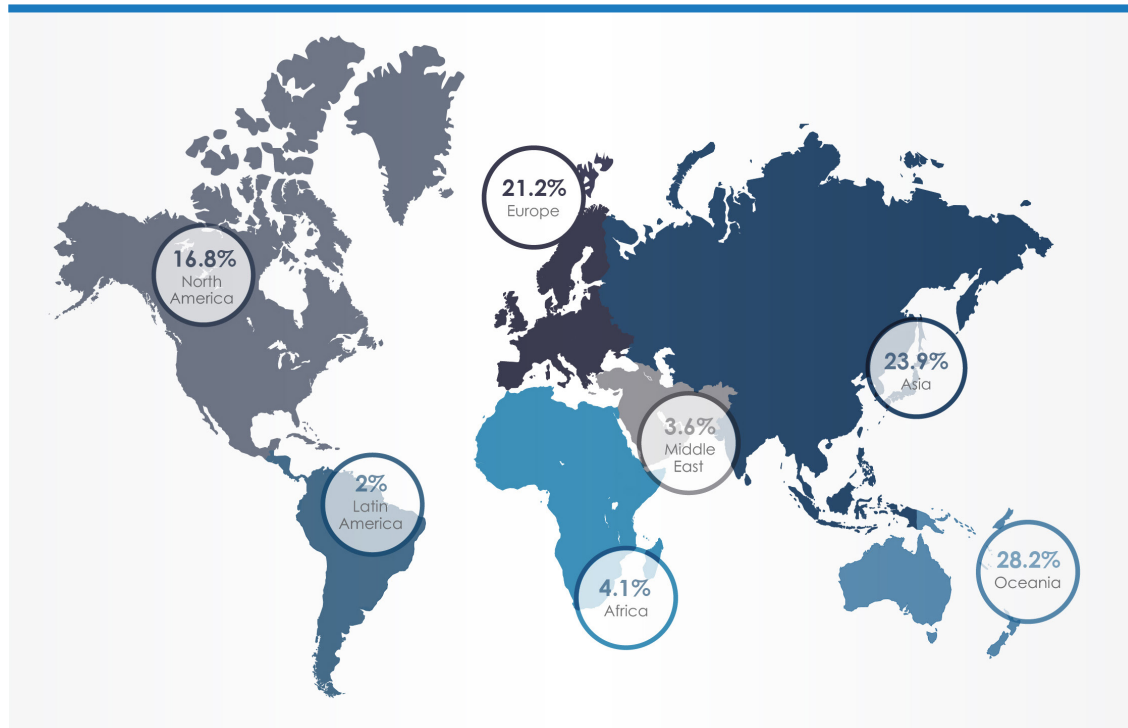
The 6th annual IEAA Mid-Winter International Researchers' Seminar was held in Melbourne on Monday 14 July 2014 with 46 participants attending from 24 organisations.

The seminar focused on three key themes:

- Outcomes and outputs: does international education deliver what we espouse?
- Opportunities for research: funding priorities and career pathways
- Ongoing collaboration: staying connected

Professor Jill Blackmore and Dr Cate Gribble (Deakin University) gave a keynote presentation on the findings of their three-year Australian Research Council (ARC) linkage project. A three-minute thesis session also showcased the current theses of three doctoral students and covered a range of topics. It is gratifying to see the seminar attracting a good balance of research and non-research participants.

Almost 24 per cent of international education research published between 2011–13 had a focus on Asia.



# RESEARCH

## International Research Roundtable: Transnational Research Collaboration

In 2014, IEAA's International Research Roundtable focussed on 'Transnational Research Collaboration'. This focus was drawn from discussion last year's roundtable and discussion arising from the joint IEAA-APAIE symposium on 'Internationalisation of Higher Education in the Asia-Pacific', held at the Chinese University of Hong Kong in June 2014.

These two events highlighted the strength of transnational research collaboration to forge relationships that had the power to contribute to global knowledge, mutual problem solving, university capacity and reputation enhancement and individual researchers' advancement, as well as contributing to national goals of cross border relationship building and resource sharing.

However, it was also recognised that many challenges remain in identifying, engaging and implementing high value partnerships and in establishing supportive university and national policies and practices.

IEAA'S International Research Roundtable is an annual event immediately preceding the Australian International Education Conference (AIEC). Since its inception in 2008, the Roundtable has gained a reputation for providing a rich and valuable forum for sharing research and engaging in high level discussion about the role and direction of research in the internationalisation of education.

*IEAA acknowledges the financial and other support provided by the Department of Education and Training.*

## International Education Agent Quality Assurance

Together with the support of the Department of Education and Training, IEAA undertook an important project to scope the potential for a national quality framework for Australia's international education agents. The initial project involved broad consultation with agents, education providers, government, peak bodies and industry groups. It also included an assessment of global best practice to ensure any approach adopted is specific to Australia's unique needs.

The project steering committee was chaired by IEAA President Brett Blacker and comprised of representatives from education institutions, peak bodies and government. The committee worked with a research consultant to provide a report to government with 23 recommendations for reform.

Many of these recommendations emanated from a stakeholder survey (which elicited almost 1,000 responses), interviews with education agents China and India, as well as focus groups with education providers and onshore agents held in five Australian cities. Funding for IEAA to implement some of the report's key recommendations is pending.

## Learning and Teaching Across Cultures (LTAC)

The Office for Learning and Teaching (OLT)-funded project 'Learning and Teaching Across Cultures' was completed with the final report submitted to OLT in June 2015.

The project consolidated and disseminated 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 Good Practice Principles and Quick guides are available online.

[ieaa.org.au/LTAC](http://ieaa.org.au/LTAC)



# MAJOR PROJECTS

## Global Citizenship Symposium (August 2014)

The concepts of global citizenship and global competence have gained increasing currency over the past 20 years. The term global citizenship, especially, is now routinely used in a wide range of political, social, cultural, economic, diplomatic and educational contexts.

This one-day national symposium brought focus to the discussion and critically examined efforts to educate for global citizenship and global competence. Almost 120 participants from more than 52 organisations attended the symposium.

Four discussion papers examined current knowledge about global citizenship education and identified critical issues for consideration:

- **Coming to Terms with Cosmopolitanism, Global Citizenship and Global Competence**  
Professor Zlatko Skrbiš, Monash University
- **Generation G, Global Connectedness and Global Responsibility**  
Associate Professor Anita Harris, Monash University

- **Global Citizens: Perspectives of Generation G**  
Rob Lawrence, Prospect Research & Marketing
- **Educating Global Citizens: Translating the 'Idea' into University Organisational Practice**  
Dr Kathleen Lilley, Griffith University

A number of key issues arose, including responses of higher education institutions to globalisation, the ambiguity of the terms global citizen and global competence, expectations and aspirations of young people, perceptions of employers and the public policy landscape.

An agreed framework for future action is the top priority and should be the focus of follow-up to the symposium. Such effort should be comprehensive, but should not be too ambitious. The task is to perceptively identify and work on critical, touchstone issues for all stakeholders.

### [ieaa.org.au/global-citizenship](http://ieaa.org.au/global-citizenship)

*IEAA acknowledges the financial and other support provided by the Australian Government Department of Education and Training, the Victorian Department of State Development, Business and Innovation and the Office for Learning and Teaching.*



### THE 'IDEAL' GLOBAL GRADUATE

- An attitude or disposition towards others and the world
- Underpinned by moral and transformative cosmopolitanism and liberal values (openness, tolerance, respect and responsibility for self, others and the planet)
- More than a technical efficiency or competence
- A mindset for mature, critical, ethical and interconnected thinking
- Underpinned by ethical capacities that cannot be easily captured by surveys or quantitative measurement
- Positioned along a continuum of development
- A non-prescriptive and variable concept.

Dr Kathleen Lilley et al. (2014)

# MAJOR PROJECTS

## International Employability Symposium (May 2015)

The employability of international students has emerged as a key issue for the international education sector. Competition for graduate jobs is intense and, for international graduates planning to return home, overseas work experience has never been more important.

IEAA's International Employability Symposium was held in May 2015 and brought together more than 120 key stakeholders for high-level discussion around employability and international students. The aim was to generate practical policies and solutions across institutions, government and industry to help enhance the employability of international graduates.

The symposium drew on existing research and engaged with experts in the field to examine a range of issues, including:

- How can we provide genuine WIL, meaningful internships and course-related job openings?
- How do we manage student expectations of post-study work arrangements against the reality of the employment market?

- How can we ensure industry and the corporate sector is more engaged and better educated about the benefits of employing international students?

As a key outcome of the symposium, IEAA commissioned three best practice guides on how international students, education providers and employers can better maximise employability skills and opportunities.

### [ieaa.org.au/employability](http://ieaa.org.au/employability)

*This project was sponsored by ETS TOEFL and the Victorian Government Department of Economic Development, Jobs, Transport and Resources. It was supported by the Department of Education and Training.*



“Based around their observations of the experiences of domestic students, many international students perceive industry partnerships and secondments as a proven means of securing a graduate entry position. As such, many international students lament the fact that these types of opportunities are restricted to them.”

Rob Lawrence (2015)



# MAJOR PROJECTS

## International Accommodation Symposium (June 2015)



As a study destination, Australia consistently ranks among the world's most popular countries for international students. Although we rate highly for education delivery standards and quality of life, we continue to be let down by overall living expenses and a lack of accommodation.

Prompted by concerns raised by students at the CISA 2014 conference, IEAA hosted a one-day symposium in Sydney on 26 June 2015. It aimed to raise awareness among international education stakeholders – especially education institutions, accommodation providers and government policy makers – of the need to improve access to good-quality, affordable student accommodation.

The symposium attracted almost 80 participants from across nearly 60 organisations, including student accommodation providers, education providers, Federal, State and local government agencies, financiers and student associations.

Two discussion papers were commissioned and distributed to participants, along with a summary of a recent report commissioned by the Victorian Government from Urbis:

- Does Australia Have a Competitive Disadvantage in Student Accommodation? (Professor Terry Burke, Swinburne University of Technology)
- Australian Student Accommodation: Market Update 2015 (Conal Newland, JLL)
- Barriers to Affordable and Accessible Student Accommodation (Clinton Ostwald, Urbis)

The strongest theme to emerge during the symposium was the widespread desire to expand the scale of provision of purpose-built student accommodation (PBSA).

The symposium discussion papers and accompanying outcomes report provide ongoing resource material in the search for long-term solutions to the accommodation needs of international students in Australia.

### [ieaa.org.au/accommodation](http://ieaa.org.au/accommodation)

*This event was supported by StudyNSW (NSW Trade & Investment), the Australian Government Department of Education and Training, Urbanest and JLL.*



Empowering  
professionals and  
engaging institutions

## Professional Development

In addition to hosting a number of webinars, three national symposia and 10 pre-AIEC workshops, 2014–15 saw the introduction of a new professional development format for IEAA.

Over the last five years, IEAA has scheduled an average of 25 events each financial year. This grew significantly in 2014, with 22 events scheduled between January–June alone. Although a diverse PD calendar helps to strengthen IEAA's presence among practitioners and the wider industry, the time and resources required to coordinate such a program were significant.

Rather than spreading limited resources across an increasing number of workshops, the Board endorsed a proposal in July 2014 for each SIG to host a national forum. The aim is to develop an annual signature event for each Special Interest Group (SIG) – similar to that developed by the Student Mobility team – that will enable us to 'scale down, to scale up' and channel our efforts more strategically.

Some of the benefits for attendees include:

- An opportunity to cover a greater range of issues in more depth than half-day workshops
- Enhanced networking and opportunities for collaboration
- Maintaining affordable registration fees.

Three SIG Forums have been held so far, with the remaining four scheduled for the second half of 2015. Judging by the feedback and increased registration numbers to date, the new format stands to benefit all stakeholders and raise the overall calibre of IEAA's professional development program.



## Webinars

IEAA continues to host a number of webinars each year, to enhance our online delivery and ensure we reach staff across Australia (and internationally) and who are not as able to attend events in person.

This year we have been lucky enough to secure a number of distinguished international speakers, who have attracted a broad audience across Australia and around the world:

- **International Marketing Essentials: Parts 1–3**  
(Dr Samuel Ang, The Knowledge Partnership Asia, Singapore)
- **Gamification and (the Quest for) Global Employability**  
(Nannette Ripmeester, Expertise in Labour Mobility, The Netherlands)
- **Global Student Mobility: Insights and Implications for Your Recruitment Strategy**  
(Dr Rahul Choudaha, World Education Services, United States)

The aim is to develop an annual signature event for each SIG that will enable us to ‘scale down, to scale up’ and channel our efforts more strategically.

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## A note of thanks

The Professional Development Committee extends its thanks to the Conveners and Deputy Conveners of each SIG. They have risen to the challenge and embraced the new professional development format with dedication, professionalism and enthusiasm. Their contribution to IEAA’s Professional Development program cannot be understated.



The IEAA Mobility Forum 2015 was hosted by University of Technology, Sydney and attracted a record-breaking 166 local and international participants.





Celebrating leadership  
and innovation

## 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.

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 2014.

### Distinguished Contribution to International Education

- Graeme Baguley,  
Queensland University of Technology
- Rob Lawrence,  
Prospect Research and Marketing

### Excellence in Leadership in International Education

- Dr Anna Ciccarelli (pictured right),  
The University of Queensland



(L-R) Brett Blacker (IEAA President), Anna Ciccarelli, Helen Cook (ETS TOEFL; former IEAA Vice-President) and Helen Zimmerman (IEAA Immediate Past President).

## Best Practice / Innovation in International Education

- Picture Yourself in Perth (Mike Ryan, Leo Yu, Jessie Ying)
- Improving International Work Readiness and Employability of Engineering Graduates (Dr Melanie Ooi, Monash University Malaysia, Dr Serge Demidenko, RMIT University Vietnam, Ms Moi Tin Chew, RMIT University, Dr Ye Chow Kuang, Monash University)
- Teaching International Students in Vocational Education (Dr Ly Tran)

## Excellence in Professional Commentary

- Amy Baker, Managing Director and Co-Founder, *The PIE News*

## Outstanding Postgraduate Thesis

- Mark Fielding, The University of Western Australia  
PhD topic: "No Sense of Borders"? *The Internationalisation of Education in Australian Schooling*

## [ieaa.org.au/awards](http://ieaa.org.au/awards)

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

## Tony Adams Fund

Now in its third year, the Tony Adams Fund provides annual financial grants to individuals from Australia and overseas who work in international education. Grants are available for staff to pursue professional development, research projects and doctoral studies in international education.

This year's recipients were announced at AIEC in October 2014:

### Professional Development

- Phoenix Ho, RMIT Vietnam

### Research Project

- Dr Thanh Pham, Monash University

### Doctoral Studies

- Caterina Ho, The University of Melbourne;
- Douglas Proctor, The University of Melbourne

The fund was established in honour of Professor Tony Adams in 2011. Tony was a revered leader and highly-regarded mentor to many people working in the international education industry. He was also IEAA's Foundation President.

## [ieaa.org.au/tonyadamsfund](http://ieaa.org.au/tonyadamsfund)

The Tony Adams Fund is administered by IEAA. Funds are managed by the Australian Communities Foundation.

# SPECIAL INTEREST GROUPS

## Admissions and Compliance

The last 12 months have been a period of review and consultation by governments and regulators. The Department of Education and Training has been reviewing the ESOS Act and the Tuition Protection Scheme; the Department of Immigration and Border Protection (DIBP) has been reviewing the student visa system and tweaking Streamlined Visa Processing (SVP); the 'Draft National Strategy for International Education' was launched; and various reports on different aspects of international education have been released by the Productivity Commission, the Independent Commission Against Corruption NSW and the ABC's *Four Corners* program, 'Degrees of Deception'. There was even a round of consultation on red tape.



The end of SVP is also nigh, with SSVF set to roll out in mid-2016. The ESOS National Code review promises to simplify a range of compliance requirements.

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The initial outcomes of these consultative reviews were the announcement of the simplification of the Tuition Protection Scheme's reporting requirements. The end of SVP is also nigh, with the Simplified Student Visa Framework (SSVF) set to roll out in mid-2016. The ESOS National Code review promises to simplify a range of compliance requirements. An education agents code of practice is also on the way.

The importance of the international education industry is undeniable. Recognition of this brings together governments, regulators, peak bodies and providers and this past year has provided a great example of all stakeholders pulling together. IEAA's Admissions and Compliance SIG is certainly committed to this collegial, cooperative stance which we hope will continue to develop and strengthen.

### Professional development

The Director of Student Policy Projects from DIBP conducted a joint pre-conference workshop with the SIG conveners at AIEC. Together we worked through the state of play for SVP as well as strategies to manage SVP obligations. There were some useful discussions about the issues and practicalities that admissions and compliance staff face. This was the first PD event held by the SIG, and feedback received was very helpful as we look at offering further sessions that will be of value to our members and colleagues.

Our inaugural national SIG forum, scheduled for August 2015, is shaping up to be a successful and interesting day. With a strong number of participants already registered – and a line-up of speakers from government, regulators and peak bodies – we anticipate the day will be both informative and collegial. Topics include changes to the student visa system and the upcoming ESOS review. In particular, we will explore the intersection of the various regulatory requirements from the perspectives of government, regulators, providers and peak bodies.

### Networks

State networks are active in the international admissions and compliance area, with the university sector in most states running ESOS reference groups. These groups often intersect or overlap with SIG memberships, bringing practitioners together to share information and best practice insights.

Our LinkedIn group has been somewhat subdued in the first half of 2015. This is due in large measure to the state of 'suspended animation' in which we have found ourselves as we wait for the student visa and ESOS reviews to be finalised. We expect a lot more activity, both online and face to face, once the new regulatory landscape is in place in 2016 and staff become engaged with implementing the changes.

[Geza Karacsony](#) (Convener)  
[Bronwyn Bartsch](#) (Deputy Convener)  
[Janine Hourn](#) (Deputy Convener)



# SPECIAL INTEREST GROUPS

## Internationalisation of the Curriculum

During the past year, internationalisation of the curriculum (IoC) has become a topic of wider debate following publication of the 'Draft National Strategy for International Education'. SIG members have contributed actively to this public debate; for example, through articles in *University World News* (Craig Whited and Wendy Green) and responses to the draft strategy (Ly Tran). With closer ties developing in our region through trade agreements and other initiatives, we have seen renewed interest in IoC across the school, VET and higher education sectors. Such interest is evident in the SIGs growing and active membership.

### IoC SIG Forum

The inaugural IoC SIG Forum, 'Learning and Teaching for a Globalised World', will be held in July 2015. It aims to bring together speakers and participants from the school, VET and higher education sectors to discuss the:

- Role of education institutions in preparing the current generation of students for life and work in a globalised world
- Expectations that students, employers and civil society have of today's graduates, and how can we, as educators, address these expectations

A joint book launch is planned for three recently published books by SIG members (Betty Leask; Ly Tran; Wendy Green and Craig Whited) after the Forum. As the SIG continues to foster research and scholarship among its members, we anticipate that this book launch will be the first of many.

As noted in previous reports, the IoC SIG faces particular challenges in attracting registrations to professional development events. This is because the SIG targets disciplinary academics who are rarely IEAA members and must therefore pay the full price to attend. Notwithstanding these challenges, it is particularly satisfying to see a strong contingent of academics already registered for our upcoming forum (expected attendance is around 50). This indicates that the new professional development format will be a more effective approach in future years.

With closer ties developing in our region through trade agreements and other initiatives, we have seen renewed interest in IoC across the school, VET and higher education sectors.



### Professional development

The SIG was responsible for running one pre-conference workshop, and for contributing to another, at AIEC 2014. Dr Shanton Chang presented 'Bridging the Gap: Facilitating Classroom Interaction Between Domestic and International Students' and Wendy Green was a panellist for 'Back from Abroad: Now What?' hosted by IEAA's Student Mobility SIG. The IoC SIG was also delighted to host two distinguished international speakers during 2014–15. Elspeth Jones (UK) presented 'Employability in an Internationalised Curriculum' on 14 October 2014 and Dr Darla Deardorff (USA) presented on 'Developing Intercultural Competence for Students: Implementation and Assessment' on 1 December 2014.

After three years as Convener, Dr Craig Whited decided not to seek re-election in 2014. Dr Wendy Green was elected Convener and Dr Ly Tran elected as Deputy Convener. Associate Professor Shanton Chang continued as Deputy Convener, but has advised he will not seek re-election in October 2015. Shanton has made an outstanding contribution over the past four years, both as a popular workshop facilitator and a dedicated member of the leadership team.

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.

Wendy Green (Convener)  
Ly Tran (Deputy Convener)  
Shanton Chang (Deputy Convener)

# SPECIAL INTEREST GROUPS

## Marketing, Recruitment and Communication



SIG members wanted to learn more about digital and social media and how we can leverage these channels for recruitment purposes.

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### International Recruitment in a World Gone Digital

On 30 April and 1 May this year, we held our first two-day forum attracting over 70 participants. The forum theme, 'International Recruitment in a World Gone Digital', was formulated during the open SIG meeting at AIEC where we discussed with attendees what they wanted from the forum.

Evidently, SIG members wanted to learn more about digital and social media and how we can leverage these channels for recruitment purposes. Attendees certainly got into the digital theme using the event hashtag (#ieaagonedigital) to share their insights and observations with the wider Twittersphere. Overall, we have a very savvy social bunch, with a total of 131 tweets which reached a total estimated audience of 37,300.

Over the two days, we followed the whole student recruitment lifecycle. Our first session was an overview of Gen G, with Rob Lawrence providing insightful data about how the incoming generation of students use social media and how we need to engage with this target market. We examined a range of best practice case studies under the theme of, 'Creating Digital Cut-Through: Campaigns with a Difference', which gave participants ideas on some effective digital campaigns to engage prospective students.

We then moved into data analysis, 'Overcoming the Data Deluge: Turning Analytics into Effective Strategy'.

This session included external presenters who gave us insights into what Google Analytics tells us about prospective students as well as effective strategies to read different data sources that assist on where to invest those precious recruitment dollars.

On day two we moved into 'Tools for Conversion: From Offer to Enrolment'. This was an interactive session where participants shared ideas about effective tools and practices to ensure that once a student has an offer, institutions are still engaging with students to ensure they accept their offer to study. The last session looked at case studies from four different institutions that had successfully used alumni for recruitment purposes. Sarah Graham, Director of Marketing and Future Students at Swinburne University of Technology, provided the closing address and encapsulated all that was discussed throughout the forum.

We continue to ask for your feedback on what you would like to see for next year's Marketing Forum and ask that you contribute your thoughts and ideas via our LinkedIn group or participate in our open meeting at AIEC.

On behalf of my fellow SIG Conveners, Tom Gifford and Dominic Mather, thank you for your contribution and efforts. We were really thrilled after our inaugural two-day forum and very pleased by the extremely positive feedback we received. We are looking forward to doing it all again next year!

[Justine Morris](#) (Convener)  
[Tom Gifford](#) (Deputy Convener)  
[Dominic Mather](#) (Deputy Convener)

# SPECIAL INTEREST GROUPS

## Pathways

During 2014–15, the Pathways SIG has endeavoured to extend its reach to all education segments that are considered pathways to further study. This has meant greater focus on ELICOS and vocational education programs, but also maintaining a focus on the foundation and higher education diplomas which have been a key focus.

One of the key topics for consideration has been to more clearly define the term 'pathway' program. A definition of pathways that can be considered is 'Pathways courses are programs of study that provide the opportunity for lesser prepared students to develop learning and skills so as to transition seamlessly to further study'. This is quite general, and we will be very interested to listen to further thoughts on this so as to ensure all courses are encapsulated in the definition and provide the appropriate focus.

The Pathways meeting to be held prior to AIEC 2015 (separate to the workshop), will consider this aspect more closely. This will assist us to focus further professional development for a market segment that is regarded as critical to Australian international education, yet under-represented in much of policy discussions, education discussions and student engagement.

There is an ongoing body of pro-active work to ensure there is consistency in regard to the Pathways concept across the sector so as to provide clarity to potential students, ensure consistency between providers, facilitate articulation arrangements and enhance the reputation of pathways as a valuable and important element of the education landscape in Australia.

The positive impact of pathway programs for international education in Australia cannot be underestimated. This is reflected in the Federal Government expanding the availability of pathway programs to domestic students in the same funding regime as undergraduate places. Pathways should not be seen as an alternative (as is often the case), but as an essential and valued mainstream offering that is now, for many students, a preferred study option.

The diversity of pathway programs, and the fact that they are a horizontal (rather than vertical) segment, means there needs to be a diverse range of topics – encompassing marketing, student experience, coursework, regulatory requirements, articulation, quality, admissions and risk, to list but a few.

Pathways shouldn't be seen as an alternative, but as an essential and valued mainstream offering that is now, for many students, a preferred study option.



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### Professional development

Our pre-conference workshop at AIEC 2014 in Brisbane 'Pathways: Optimising Opportunities in this Path Less Travelled' attracted 28 participants and speakers included Rosie Giddings (The University of Sydney), Jane Neame (Navitas) and Jacquie Hargreaves (Taylors College). Planning is now underway for our inaugural Pathways SIG Forum in August 2015 and we are optimistic for another successful event.

I would like to thank Heidi Reid who has been a power of energy as the Deputy SIG Convener and who introduced new thoughts and elements to the program. Ben Pocius also made a sound contribution, but unfortunately has not been able to continue in the role.

Our thanks to Peter and Emily in the IEAA Secretariat who continue to provide excellent support. We look forward to catching up with everyone during the next 12 months!

Peter Krikstolaitis (Convener)

Ben Pocius (Deputy Convener)

Heidi Reid (Deputy Convener)



# SPECIAL INTEREST GROUPS

## Sponsored Students

This year the Sponsored Students SIG has expanded its reach, and helped to make connections between members and stakeholders. Much of the year has been spent keeping up with changes in the sponsored student and scholarship landscape, and ensuring our members are up-to-date through our LinkedIn group. Notable events have included the significant budget cuts that have affected the Australia Awards, changes to the Saudi Scholarship program and changes to Australian Government visa settings. Unrest, conflict and natural disasters in regions from which many sponsored students come have highlighted the importance of highly skilled professional staff managing sponsored students in institutions. And in the age of WikiLeaks, with a large tranche of a release this year relating to Saudi Arabian embassy activities, issues of geopolitics are never too far away when it comes to government scholarship programs.

### Forum

We were delighted with the turn out for our inaugural forum, 'All Eyes on the Big Picture', which was held at Australian National University in April 2015. The forum brought together sponsored student professionals, government representatives and various sponsor representatives – from the Saudi Arabian Cultural Mission, the Kuwait Cultural Office, the Brazilian Embassy, the UAE Embassy and Military Attaché, Botswana High Commission and the Royal Thai Embassy – to discuss a wide variety of issues. It was also great to see representatives from two major managing contractors, Scope Global and GRM (now Palladium), in attendance to ensure the full spectrum of sponsorship management was represented.



Unrest, conflict and natural disasters in regions from which many sponsored students come have highlighted the importance of highly skilled professional staff managing sponsored students in institutions.

Significant changes to the administrative and financial arrangements with one sponsor were a key talking point, and the event was a great opportunity for institutions to discuss approaches to changes such as this. Qualification recognition, student mental health and the role of sponsors in decision making were also important areas of discussion. A comprehensive discussion around the Australia Awards also gave many in the room a chance to ask questions of the new head of the scholarship area within DFAT. Cheryl Johnson, the Assistant Secretary of DFAT's Scholarship and Alumni Branch, also spoke about the organisation's plan to develop a stronger alumni strategy with a global reach. Following the Forum, a list of key follow-up items was circulated in an effort to ensure that issues raised at the forum are addressed.

### Thanks

As always, thanks go to the IEAA Secretariat for their outstanding work in supporting the SIG, not just at the forum. Peter Muntz, in particular, deserves special thanks for his efforts. Thanks also to all the forum attendees who helped make the day such a success. We hope to offer a similar event next year to provide our SIG members with a useful, informative and entertaining day.

And finally, thanks go to Sarah Treadgold and Michael Holder, who despite very busy work schedules have helped to make the SIG what it is. I am very proud to have had the opportunity to work with them in the second year of this SIG.

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

# SPECIAL INTEREST GROUPS

## Student Mobility

### IEAA Mobility Forum

The IEAA Mobility Forum 2015 was hosted by University of Technology, Sydney (UTS) and attracted a record-breaking 166 local and international participants. Chaired by Simon Watson (UTS) and supported by the NSW Forum Planning Committee, the event focussed on 'Reframing Mobility for the 21st Century'. Among many highlights were the musical talents of Rob Malicki exploring our work with third-party providers and the rigorous data provided by Dr Davina Potts that continues to lift the profile of our sector.

### Exchange Fair Circuit

The Exchange Fair Circuit continues to be a hot topic. With 26 institutions from across Australia participating, and many adopting an increasing variety of event formats, there are a number of scheduling and logistical challenges to overcome. As such, the SIG conveners have commenced planning a re-invention of the circuit to ensure the event meets our sector's needs over the next 5–10 years.

### Homecoming Forum

The VicX-inspired Homecoming Forum continues to grow in participants and depth. Funding has been provided by the Victorian Government for 2015 to ensure the event continues to strengthen under the leadership of Sarah Argles and the local committee. Supported by the IEAA Secretariat, the SIG continues to look to replicating or developing similar models in other states.

### Global Network

The SIG is represented on the local organising committee for APAIE and continues work towards IIE Generation Study Abroad sign-through a proposal generated by Gina Freidman. Several mobility forums held throughout the year were attended by SIG members, including events in Beijing after APAIE, the Universities Australia Professional Recognition Forum and the Australia–Japan higher education symposium.

The IEAA Mobility Forum 2015 was hosted by University of Technology, Sydney and attracted a record-breaking 166 local and international participants.



### The New Colombo Plan

The New Colombo Plan (NCP) continues to stimulate Indo-Pacific regional engagement, transforming both students and our institutions. IEAA is represented on the DFAT NCP Reference Group and developments this year have led to an internships portal engaging business throughout the region. Congratulations to DFAT and Kate Duff for her continued leadership.

### AIEC Pre-conference workshop

Our pre-conference workshop 'Back from Abroad: What Now?' included representation from IEAA's IoC SIG – thanks to Dr Wendy Green for her leadership and collaboration. This reflects an ongoing SIG focus to connect and collaborate with other SIGs across IEAA. The SIG provided grants for several staff to attend this event.

### Summary and looking forward

A fundamental shift in SIG activity this year has been the ongoing development of working groups and stand-alone projects, such as the 'Working with Third-Party Providers' project group led by various SIG representatives. This helps to ensure members are actively engaged and supporting the development of our sector. Sincere thanks to all involved.

Trevor Goddard (Convener)  
Sonia Chan (Deputy Convener)  
Kim Siemensma (Deputy Convener)

# SPECIAL INTEREST GROUPS

## Transnational Education



TNE is continuing to receive more attention globally as institutions and governments seek means to address the challenges and opportunities associated with educating a growing population.

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The year started with the TNE SIG delivering a pre-conference workshop at AIEC 2014 titled 'Positioning Your Institution in the Middle Kingdom: TNE in China'. The workshop was delivered in a world café format with participants discussing contemporary issues with a diverse range of experts.

Key themes included:

- the latest updates in the Chinese Ministry of Education's view on TNE, including a focus on tighter controls and focus on quality assurance of Chinese institutions hosting TNE programs
- an update on the taxing of TNE programs in China and sharing information about how to address conversations with partners
- an update on the Chinese economy and the perspective from the ANZ bank on how TNE partnerships can link into Chinese growth.

The workshop was well attended with participants representing all sectors of the international education industry and international institutions.

In July 2015, the TNE SIG is set to deliver our first full-day forum. We already have a great selection of speakers lined up to present on a diverse range of topics with Australian and international perspectives. Registrations have so far reached over 60 attendees, including a strong contingent from New Zealand and good representation from the academic community. In addition to presentations on skills development, VET opportunities in Asia and updates on China, the forum will provide PhD candidates an opportunity to present their research on TNE graduate employability in Vietnam and changing TNE models in Malaysia. The forum will also focus on best practice in preparing academics for TNE delivery.

### Transnational education trends

TNE is continuing to receive more attention globally as institutions and governments seek means to address the challenges and opportunities associated with educating a growing population with completed high school qualifications, particularly in the Asian region. Governments in traditional destination countries are encouraging institutions to explore TNE for a variety of reasons. The Australian government has ambitious plans as part of the Australian International Education (AIE) 2025 strategy, the UK is focusing on TNE as a means to grow British education without increasing international student numbers in the UK and even Germany and New Zealand are articulating specific TNE goals.

Conversely, countries that have been traditional TNE hosts are taking a much closer look at the role TNE plays in their domestic education sector. China is refocusing TNE to be more aligned with its education reform agenda, Singapore is seeking to update the Singaporean Institute of Technology to university status and most countries are seeking to balance national interest, a focus on quality improvement and the commercial element of TNE. This provides an interesting and exciting environment for the coming year and we look forward to the community continuing to share their experiences and expertise through the SIG's activities.

Lorne Gibson (Convener)

Fion Lim (Deputy Convener)

Caryn Nery (Deputy Convener)



# MEMBERSHIP AND SPONSORSHIP

## Membership

IEAA membership continued to grow, reaching over 2,100 members by 30 June 2014 – an increase of 12 per cent compared to the previous financial year (1,906 members at 30 June 2014). Individual memberships increased 11 per cent year-on-year and Charter memberships increased by 13 per cent. The majority of IEAA members (81 per cent) are covered by a sponsorship/charter package arrangement with their institution.

## Sponsorship

IEAA Gold Sponsorship increased from 6 to 10 sponsors in 2015. This was due to five institutions (Curtin University, Griffith University, Macquarie University, Study Group and the University of Adelaide) upgrading from Silver to Gold Sponsorship and one institution changing from Gold to Silver sponsorship. New Silver sponsors include TAFE Queensland, University of Southern Queensland and the University of Sydney.

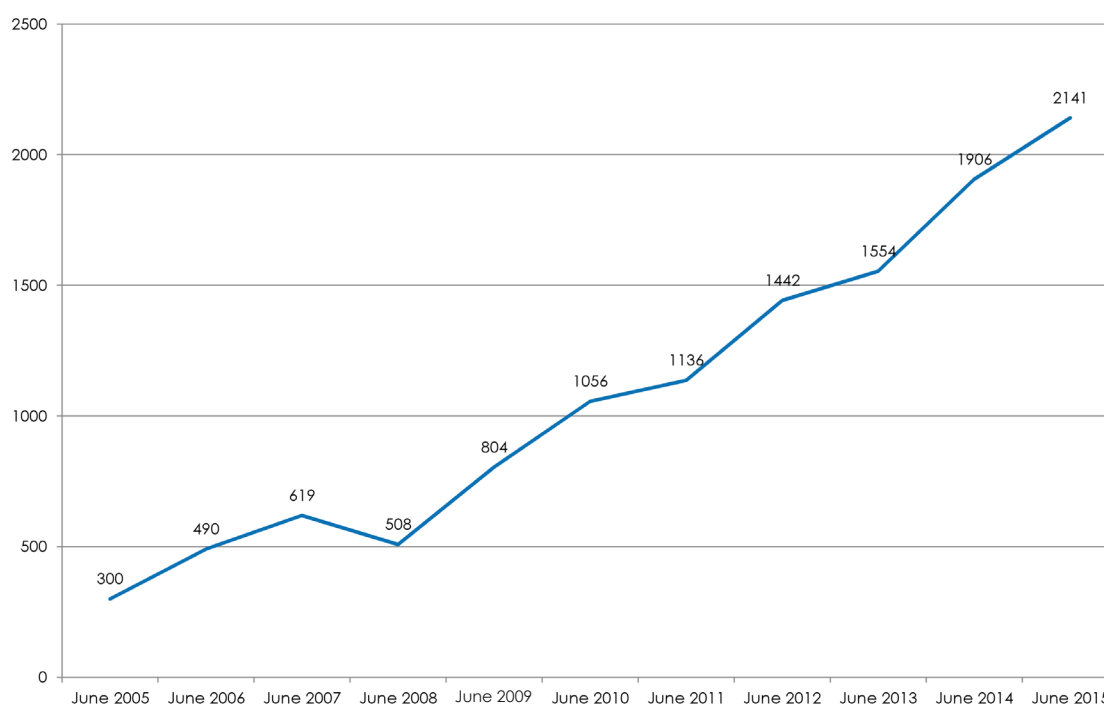
## Corporate affiliates

IEAA increased its Corporate Affiliate Program in 2014–15 from nine Corporate Affiliates to 15. Allianz, CPA Australia, ETS TOEFL, Hobsons, Hotcourses, QS, Study Melbourne and Study Portals continued the program. We welcomed new Corporate Affiliates Aim Overseas, Cambridge English Language Assessment, FPP EDU Media, OTE: Occupational English Test, PTE Academic, Study Canberra and Urbanest.

MEMBERSHIP	30 JUNE 2015
Individual	311
Courtesy	81
Life membership	1
Sponsored	1,748
<b>TOTAL</b>	<b>2,141</b>

SPONSORSHIP	30 JUNE 2015
Charter members	34
Silver sponsors	14
Gold sponsors	10
Platinum sponsors	8
Corporate affiliates	15
<b>TOTAL</b>	<b>81</b>

## IEAA membership 2005–2015



# GOVERNANCE AND ADMIN

## Board

The Board met six times in 2014–15:

- 10 July 2014
- 13 August 2014
- 23 October 2014
- 13 November 2014
- 5 February 2015
- 14 May 2015.

A Board election was held in 2014. Nominations for the positions of President, Vice-President and three ordinary members the Board closed at midnight (AEST) on Sunday 7 September.

The position of President was uncontested and Brett Blacker was elected for a two-year term. Two nominations were received for the position of Vice-President, and nine nominations were received for the three ordinary Board positions.

Voting closed at end of the AGM at AIEC 2014. Christopher Ziguras was elected as Vice-President and Joanne Barker, Rongyu Li and Ingeborg Loon were elected as ordinary board members, each for a two-year term.

## Secretariat

Phil Honeywood continued as Chief Executive Officer, Emily O'Callaghan as Operations Manager, Peter Muntz as Communications Manager and Cindy Wei Lui as Administrative Officer.

Anja Sridharan joined the team in June 2015 in the new position of Events and Marketing Officer. Originally from Germany, Anja previously worked at the University of Applied Sciences Bonn, the American Institute for Foreign Study (AIFS) and the International Consultants for Education and Fairs (ICEF).

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

NAME	BOARD POSITION	MEETINGS ELIGIBLE	MEETINGS ATTENDED
Helen Zimmerman	President	2	2
Brett Blacker	Vice-President President	6	6
Chris Ziguras	Ordinary Board Member Vice-President	6	6
Monique Skidmore	Treasurer	6	5
Stephen Connelly	Immediate Past President	2	0
Kent Anderson	Invited Board Member	3	2
Joanne Barker	Ordinary Board Member	6	6
Janelle Chapman	Ordinary Board Member	6	6
Rebecca Hall	Invited Board Member	1	1
Rongyu Li	Ordinary Board Member	6	5
Ingeborg Loon	Ordinary Board Member	4	4
Kathleen Newcombe	Invited Board Member	6	4
Peter Rathjen	Invited Board Member	5	1
Simon Ridings	Invited Board Member	2	0
Gordon Scott	Ordinary Board Member	6	4
Alison Taylor	Invited Board Member	6	6

# FINANCIAL REPORT

## Member's report

Your members submit the financial report of International Education Association of Australia Inc. for the financial year ended 30 June 2015.

## Members

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

NAME	BOARD POSITION	DATE OF APPOINTMENT	DATE OF CESSATION
Helen Zimmerman	President	5 October 2012	9 October 2014
Brett Blacker	Vice-President	5 October 2012	9 October 2014
	President	9 October 2014	–
Chris Ziguras	Ordinary Board Member	15 November 2012	9 October 2014
	Vice-President	9 October 2014	–
Monique Skidmore	Treasurer	10 October 2013	–
Stephen Connelly	Immediate Past President	5 October 2012	9 October 2014
Kent Anderson	Invited Board Member	1 November 2014	–
Joanne Barker	Ordinary Board Member	4 October 2012	–
Janelle Chapman	Ordinary Board Member	10 October 2013	–
Rebecca Hall	Invited Board Member	23 March 2014	–
Rongyu Li	Ordinary Board Member	14 October 2010	–
Ingeborg Loon	Ordinary Board Member	9 October 2014	–
Kathleen Newcombe	Invited Board Member	29 October 2013	–
Peter Rathjen	Invited Board Member	26 November 2012	–
Simon Ridings	Invited Board Member	15 November 2012	9 October 2014
Gordon Scott	Ordinary Board Member	10 October 2013	–
Alison Taylor	Invited Board Member	14 March 2014	–

## Principal activities

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

## Operating results

The surplus for the financial year amounted \$328,429 (2014: \$24,276).

Signed in accordance with a resolution of the members.



**Brett Blacker**  
President



**Monique Skidmore**  
Treasurer

Signed in Glasgow, this 17th day of September 2015.



# FINANCIAL REPORT

## Statement of Profit or Loss and Other Comprehensive Income for the Year Ended 30 June 2015

	Note	2015 (\$)	2014 (\$)
<b>Revenue</b>			
Operating activities	2	1,352,664	883,312
Other income	2	21,378	34,993
<b>Expenses</b>			
Direct project expenses		(463,134)	(273,436)
Administrative expenses		(75,434)	(80,263)
Employee related costs		(493,569)	(526,834)
Marketing expenses		(13,476)	(13,496)
Total expenses		(1,045,613)	(894,029)
<b>Surplus for the year</b>		<b>328,429</b>	<b>24,276</b>
Other comprehensive income		-	-
<b>Total comprehensive income for the year</b>		<b>328,429</b>	<b>24,276</b>

The accompanying notes form part of the financial statements.

# FINANCIAL REPORT

## Statement of Financial Position as at 30 June 2015

	Note	2015 (\$)	2014 (\$)
<b>Assets</b>			
<b>Current assets</b>			
Cash and cash equivalents	3	879,067	889,240
Trade and other receivables	4	104,210	291,997
Inventories	5	-	9,709
Financial asset	6	300,000	-
<b>Total assets</b>		<b>1,283,277</b>	<b>1,190,946</b>
<b>Liabilities</b>			
<b>Current liabilities</b>			
Trade and other payables	7	111,054	136,113
Income received in advance	8	479,463	690,502
<b>Total liabilities</b>		<b>590,517</b>	<b>826,615</b>
<b>Net assets</b>		<b>692,760</b>	<b>364,331</b>
<b>Members funds</b>			
Retained surpluses		692,760	364,331
<b>Total members fund</b>		<b>692,760</b>	<b>364,331</b>

The accompanying notes form part of the financial statements.

# FINANCIAL REPORT

## Statement of Changes in Equity for the Year Ended 30 June 2015

	Retained surpluses (\$)	Total (\$)
Balance at 1 July 2013	340,055	340,055
Comprehensive income for the year	24,276	24,276
Balance at 30 June 2014	364,331	364,331
Comprehensive income for the year	328,429	328,429
<b>Balance at 30 June 2015</b>	<b>692,760</b>	<b>692,760</b>

The accompanying notes form part of the financial statements.



# FINANCIAL REPORT

## Statement of Cash Flows for the Year Ended 30 June 2015

	Note	2015 (\$)	2014 (\$)
<b>Cash flows from operating activities</b>			
Receipts from membership and funding distributions		1,475,302	1,077,556
Payments to suppliers and employees		(1,196,229)	(897,635)
Interest received		10,754	12,718
Net cash provided by operating activities	9	289,827	192,639
<b>Cash flows from investing activities</b>			
Payment for term deposits		(300,000)	-
Net cash used in investing activities		(300,000)	-
<b>Net increase/ (decrease) in cash held</b>		<b>(10,173)</b>	<b>192,639</b>
Cash and cash equivalents at the beginning of financial year		889,240	696,601
<b>Cash and cash equivalents at the end of financial year</b>	3	<b>879,067</b>	<b>889,240</b>

The accompanying notes form part of the financial statements.

# FINANCIAL REPORT

## Notes to the Financial Statements for the Year Ended 30 June 2015

### 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 Reform Act 2012 (Vic). The committee has determined that the association is not a reporting entity.

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

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

#### (a) Income Tax

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

#### (b) 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).

#### (c) 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.

#### (d) 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.

#### (e) 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.

#### (f) Critical accounting estimates and judgments

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

### Key estimates – Impairment

The association assesses impairment at each reporting date by evaluating conditions specific to the company that may lead to impairment of assets. Where an impairment trigger exists, the recoverable amount of the asset is determined.

Impairment has recognised for trade receivables amounting to \$6,600.

No other impairment has been recognised in respect of any other assets for the year ended 30 June 2015.

#### (g) Comparative Figures

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

# FINANCIAL REPORT

## Notes to the Financial Statements for the Year Ended 30 June 2015

	2015 (\$)	2014 (\$)
<b>2) Revenue</b>		
<b>Operating activities</b>		
Membership fees	115,293	110,348
Corporate sponsorships	430,817	317,333
Seminars and conference fees	491,013	359,139
Research and consultancy fees	280,000	53,071
Grants received	35,000	35,000
Sale of publications	541	8,421
<b>Total operating activities revenue</b>	<b>1,352,664</b>	<b>883,312</b>
<b>Other income</b>		
Interest income	14,904	12,718
Website advertising	6,000	6,000
Other income	474	16,275
<b>Total other income</b>	<b>21,378</b>	<b>34,993</b>
<b>3) Cash and cash equivalents</b>		
Cash at bank	879,067	889,240
<b>4) Trade and other receivables</b>		
Trade receivables	106,660	291,997
Provision for impairment	(6,600)	-
Trade receivables, net	100,060	291,997
Interest receivable	4,150	-
<b>Total trade and other receivables</b>	<b>104,210</b>	<b>291,997</b>
<b>5) Inventories</b>		
Publications at cost	-	9,709
<b>6) Financial assets</b>		
Term deposits	300,000	-
<b>7) Trade and other payables</b>		
Trade payables and accruals	101,009	124,233
GST payable	10,045	11,880
<b>Total trade and other payables</b>	<b>111,054</b>	<b>136,113</b>



# FINANCIAL REPORT

## Notes to the Financial Statements for the Year Ended 30 June 2015

	2015 (\$)	2014 (\$)
<b>8) Income received in advance</b>		
Membership subscriptions	257,609	227,017
Unexpended grants	38,000	291,051
AIEC fees	101,250	101,250
AIEC awards	15,000	21,000
Professional development services	67,604	50,184
Total income received in advance	479,463	690,502
<b>9) Cash flow information</b>		
<b>Reconciliation of cash flow from operations with surplus</b>		
Surplus for the year	328,429	24,276
Non-cash items:		
Impairment of trade and other receivables	6,600	-
Changes in assets and liabilities		
(Increase)/ decrease in trade and other receivables	181,187	(257,700)
(Increase)/ decrease in inventories	9,709	5,007
Increase/(decrease) in trade and other payables	(25,059)	117,881
Increase/(decrease) in income received in advance	(211,039)	303,175
Cash flow from operations	289,827	192,639

### 10) 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

# FINANCIAL REPORT

## Statement by the Members

The 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 members, the financial report as set out on herein:

1. Presents a true and fair view of the financial position of International Education Association of Australia Inc. as at 30 June 2015 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that International Education Association of Australia Inc. will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the committee and is signed for and on behalf of the committee by:



**Brett Blacker**  
President



**Monique Skidmore**  
Treasurer

Signed in Glasgow, this 17th day of September 2015.

# INDEPENDENT AUDITOR'S REPORT



McLean Delmo Bentleys  
Audit Pty Ltd  
Level 3, 302 Burwood Rd  
Hawthorn Vic 3122  
PO Box 582 Hawthorn Vic 3122  
ABN 54 113 655 584  
T +61 3 9018 4686  
F +61 3 9018 4799  
info@mcldb.com.au  
mcleandelmobentleys.com.au

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

We have audited the accompanying financial report of International Education Association of Australia Inc., being a special purpose financial report, which comprises the statement of financial position as at 30 June 2015 and the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the statement by the members.

### Members' Responsibility for the Financial Report

The members are responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements which form part of the financial report are appropriate to meet the financial reporting requirements of the Associations Incorporation Reform Act 2012 (VIC) and are appropriate to meet the needs of the members. The members are also responsible for such internal control as the members and management determine 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 conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about 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 judgement, 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 that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial report.

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

### Independence

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

### 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 2015 and its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements and the Associations Incorporation Reform Act 2012 (VIC).

### Basis of Accounting

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist International Education Association of Australia Inc. to meet the requirements of the Associations Incorporation Reform Act 2012 (VIC). As a result, the financial report may not be suitable for another purpose.

McLean Delmo Bentleys Audit Pty Ltd

McLean Delmo Bentleys Audit Pty Ltd

James Ridley

James Ridley  
Partner

Hawthorn  
23 September 2015



# APPENDIX 1: STANDING COMMITTEES

## Executive

- Brett Blacker (President)
- Chris Ziguas (Vice President)
- Monique Skidmore (Treasurer)
- Phil Honeywood (Chief Executive Officer)

## AIEC program committee

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

## Awards

- Chris Ziguas (Convener)
- Alison Taylor
- Ingeborg Loon

## Membership

- Janelle Chapman (Convener)
- Phil Honeywood
- Ingeborg Loon
- Gordon Scott

## Public relations

- Brett Blacker (Convener)
- Phil Honeywood
- Gordon Scott
- Chris Ziguas

## Research

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

## Professional development

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

## SPECIAL INTEREST GROUPS

### Admissions and Compliance

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

### Internationalisation of the Curriculum

- Wendy Green (Convener)
- Shanton Chang (Deputy Convener)
- Ly Tran (Deputy Convener)

### Marketing, Recruitment and Communication

- Justine Morris (Convener)
- Tom Gifford (Deputy Convener)
- Dominic Methner (Deputy Convener)

### Pathways

- Peter Krikstolaitis (Convener)
- Ben Pocius (Deputy Convener)
- Heidi Reid (Deputy Convener)

### Sponsored Students

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

### Student Mobility

- Trevor Goddard (Convener)
- Sonia Chan (Deputy Convener)
- Kim Siemensma (Deputy Convener)

### Transnational Education

- Lorne Gibson (Convener)
- Fion Lim (Deputy Convener)
- Caryn Nery (Deputy Convener)

# APPENDIX 2: SPONSORS

## Platinum sponsors

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

## Gold sponsors

- Australian National University
- Curtin University
- Griffith University
- Macquarie University
- Melbourne Institute of Technology
- Study Group Australia
- Top Education Institute
- The University of Adelaide
- The University of Melbourne
- The University of Queensland

## Silver sponsors

- Australian Catholic University
- CQUniversity
- Deakin University
- Flinders University
- Holmes Institute
- Ozford Education Group
- Queensland University of Technology
- Sarina Russo Group of Companies
- TAFE Queensland
- The University of Newcastle
- The University of South Australia
- University of Southern Queensland
- The University of Sydney
- The University of Tasmania

## Corporate affiliates

- Aim Overseas
- Allianz
- Cambridge English Language Assessment
- CPA Australia
- ETS TOEFL
- FPP EDU Media
- Hobsons
- Hotcourses
- Occupational English Test (OET)
- PTE Academic
- QS Quacquarelli Symonds
- Study Canberra
- Study Melbourne  
(Department of Economic Development,  
Jobs, Transport and Resources)
- Study Portals
- Urbanest

# APPENDIX 2: CHARTER MEMBERS

- Acknowledge Education
- Bond University
- Brisbane Marketing
- Cambridge International College
- Canberra Institute of Technology
- Central Institute of Technology
- Charles Sturt University
- Charlton Brown
- DE International,  
NSW Department of Education
- Department of Economic Development,  
Jobs, Transport and Resources, Victoria
- Department of Education,  
Northern Territory Government
- DET International (trading as Education  
Queensland International)
- Edith Cowen University
- Education and Training International WA
- ELS Educational Services Australia
- Imperial College of Australia
- Institute of Continuing and TESOL Education,  
The University of Queensland (ICTE-UQ)
- International Education and Training Unit,  
Trade and Investment Queensland
- International Education Services
- International Studies Abroad
- Murdoch University (Academics)
- Murdoch University (International)
- Strathfield College, Sydney
- Swinburne University of Technology  
(International Services)
- Swinburne University of Technology  
(Student Support)
- Swinburne University of Technology  
(Swinburne College)
- TAFE Directors Australia
- TAFE NSW – Sydney Institute
- TAFE NSW – Western Sydney Institute
- Trinity College, The University of Melbourne
- The University of Canberra
- The University of Notre Dame Australia
- The University of Western Australia
- The University of Western Sydney
- UTS: Insearch
- Victoria University
- Victorian Institute of Technology
- Western Australian Private Education and  
Training Industry Association (WAPETIA)

# APPENDIX 3: PROFESSIONAL DEVELOPMENT

## OUTCOMES AND OUTPUTS: 6TH MID-WINTER INTERNATIONAL RESEARCHERS' SYMPOSIUM

14 July 2014, Melbourne

46 participants

- Jill Blackmore, Deakin University
- Cate Gribble, Deakin University
- Rebecca Hall, Victorian State Government
- Marni Jacoby, The University of Queensland
- Dennis Murray, The University of Melbourne
- Douglas Proctor, The University of Melbourne
- Sarah Richardson, Australian Council for Educational Research (ACER)
- Chris Ziguras, RMIT University

## FOSTERING GLOBAL CITIZENSHIP AND GLOBAL COMPETENCE: A NATIONAL SYMPOSIUM

22 August 2014, Melbourne

117 participants

- Richard Baker, Australian National University
- Brett Blacker, IEAA/The University of Newcastle
- Sally Capp, KPMG
- Joan Cooper, Higher Education Consultant
- Debnath Guharoy, Australia-Indonesia Business Council
- Anita Harris, Monash University
- Richard James, The University of Melbourne
- Phil Honeywood, IEAA
- Rob Lawrence, Prospect Research and Marketing
- Kathleen Lilley, Griffith University
- Helmut Lueckenhausen, Think Education Group/ Laureate International Universitie
- Don Markwell, Australian Government
- Dennis Murray, The University of Melbourne
- Danny Ong, Monash University
- Prem Ramburuth, University of New South Wales
- Professor Fazal Rizvi, The University of Melbourne
- Zlatko Skrbis, Monash University
- Andrew Smith, Swinburne University of Technology
- Ly Tran, Deakin University
- Sharon Winocur, Business Higher Education Roundtable

## EMPLOYABILITY IN AN INTERNATIONALISED CURRICULUM

14 October 2014, Melbourne

16 participants

- Elspeth Jones, Independent Consultant (UK)
- Shanton Chang, The University of Melbourne

## AN INSIDER'S GUIDE TO DIGITAL MARKETING AND RECRUITMENT

7 November 2014, Adelaide

14 participants

- Bronte Neyland, Victoria University
- Elissa Newall, RMIT University

## INTERNATIONAL MARKETING ESSENTIALS (PARTS 1–3)

5, 12, 19 November 2014, Webinar

16, 20, 21 participants

- Sam Ang, The Knowledge Partnership Asia



# APPENDIX 3: PROFESSIONAL DEVELOPMENT

## DEVELOPING INTERCULTURAL COMPETENCE FOR STUDENTS: IMPLEMENTATION AND ASSESSMENT

1 December 2014, Melbourne

12 participants

- Dr Darla Deardorff, Association of International Education Administrators (AIEA)

## GAMIFICATION AND (THE QUEST FOR) GLOBAL EMPLOYABILITY: 10 TIPS TO PREPARE YOUR STUDENTS FOR THE WORLD OF WORK

19 February 2015, Webinar

33 participants

- Nannette Ripmeester, Expertise in Labour Mobility (The Netherlands)

## ALL EYES ON THE BIG PICTURE: SPONSORED STUDENTS SIG FORUM

14 April 2015, Canberra

66 participants

- Hazar Ahmed, Kuwait Cultural Office
- Professor Richard Baker, Australian National University
- Elizabeth Campbell-Dorning, Department of Education and Training
- Reshmi Dutta, RMIT University
- Michael Holder, The University of Queensland
- Cheryl Johnson, DFAT
- Anna Kent, Consultant / SIG Convener
- Shelley Owen, Department of Education and Training
- Kamonwan Sattayayut, Royal Thai Embassy
- Emily Serong, Independent Consultant

## RE-FRAMING MOBILITY FOR THE 21ST CENTURY: MOBILITY SIG FORUM

23-24 April 2015, Sydney

166 participants

- Kate Boyle, The University of Sydney
- Jo Byng, The University of Western Sydney
- Cristina Brancella, Department of Education and Training
- Belinda Coniglio, New Colombo Plan Secretariat
- Caitlin Connellan, Mitsui Educational Foundation
- Kaori Curmi, Mitsui and Co. Australia
- Thushara Dibley, The University of Sydney
- Tim Hall, The University of Western Sydney
- Jasmin Hammond, The University of Western Sydney
- Wendy Holdenson, Mitsui and Co. Australia
- Jacqueline Howden, Department of Education and Training
- Bri Johnstone, RMIT University
- Marie Kelliher, Macquarie University
- Ainslie Moore, Universities Australia
- Susan Oguro, University of Technology, Sydney
- Davina Potts, Australian National University
- Liam Prince, ACICIS
- William Purcell, University of Technology, Sydney
- James South, Mitsui and Co. Australia
- Shevahn Telfer, Charles Sturt University
- Fiona Tschaut, University of Technology, Sydney
- John Tuckwell, Delegate of the EU to Australia
- Annika Uremovic, Mitsui/UTS
- Anthony Whitty, Australian Catholic University
- Elena William, ACICIS
- Lynda Worthaisong, Department of Foreign Affairs and Trade

# APPENDIX 3: PROFESSIONAL DEVELOPMENT

## INTERNATIONAL RECRUITMENT IN A WORLD GONE DIGITAL: MARKETING SIG FORUM

30 April–1 May 2015, Melbourne

74 participants

- Sarah Graham, Swinburne University of Technology
- Jasmine Groves, Swinburne University of Technology
- Tamara Gurovic, Navitas
- Jogvan Klein, RMIT University
- Rob Lawrence, Prospect Research and Marketing
- Anna McLeod, Navitas Professional
- Benjamin Mangold, Loves Data
- Dominic Mether, Queensland University of Technology
- Kali Micallef, La Trobe University
- Lyndell Murray, Queensland University of Technology
- Bronte Neyland, Victoria University
- Elissa Newall, RMIT University
- Mark Pettitt, OCA Group
- Keri Ramirez, International Education Consultant
- Shehan Thampapillai, CQUniversity

## IEAA INTERNATIONAL EMPLOYABILITY SYMPOSIUM

15 May 2015, Melbourne

121 participants

- Geoff Adams, GradAustralia
- Melissa Banks, Swinburne University of Technology
- Helen Cook, ETS TOEFL
- Jo Doyle, Trinity College
- Cate Gribble, Deakin University
- Julian Hill, Victorian State Government
- Phil Honeywood, IEAA
- Julie Howell, NAGCAS, Curtin University
- Judie Kay, RMIT University
- Jenny Lambert, ACCI
- Rob Lawrence, Prospect Research and Marketing
- Amrit Saboo, International Student Graduate
- Racquel Shroff, Independent Consultant/VECCI
- Alice Wong, Westpac Group
- Chris Ziguras, RMIT University

## GLOBAL STUDENT MOBILITY: INSIGHTS AND IMPLICATIONS FOR YOUR RECRUITMENT STRATEGY

21 May 2015, Webinar

24 participants

- Rahul Choudaha, World Education Services

## UNDERSTANDING THE MIDDLE-EAST: CUSTOMISED MONASH WORKSHOP

28 May 2015, Melbourne

17 participants

- Megan Durant, University of South Australia
- Fiona Hill, Almanar Consultancy
- Phil Honeywood, IEAA
- Roland Jabbour, Australian Arabic Council

## INTERNATIONAL EDUCATION: A 360 VIEW FROM DARWIN

3–4 June 2015, Darwin

35 participants

- Phil Honeywood, IEAA
- Bronte Neyland, Victoria University

# APPENDIX 3: PROFESSIONAL DEVELOPMENT

## IEAA INTERNATIONAL STUDENT ACCOMMODATION SYMPOSIUM

26 June 2015, Sydney

77 participants

- Jeremy Baker, Urbanest
- Tyrone Carlin, The University of Sydney
- Thomson Ch'ng,  
Council of International Students Australia (CISA)
- Victoria Clent, Aligned Funds Management
- Richard Hargrave Colless, NSW State Government
- Edwina Ellicott, The University of Wollongong
- Phil Honeywood, IEAA
- Peter Mackey, StudyNSW
- Conal Newland,  
Student Accommodation Services JLL
- Clinton Ostwald, Urbis
- Ashvin Parameswaran,  
The University of Sydney
- Martin Reason, Brisbane City Council
- Corey Stoneham, City of Sydney Council
- Steve Tucker,  
University of Western Sydney/AACUHO
- Ian Walker, University Colleges Australia
- Dan Williams, Austrade
- Stephen Yarwood, Urban Futurist

# APPENDIX 4: AIEC PRE-CONFERENCE WORKSHOPS

WORKSHOPS	PRESENTERS	PARTICIPANTS
The Competitive Edge: Student Employability in the Global Workplace	<ul style="list-style-type: none"> <li>■ Beverley Jackling, Victoria University</li> <li>■ Asheley Jones, Australian Computer Society</li> <li>■ Judie Kay, RMIT University</li> <li>■ Rob Lawrence, Prospect Marketing and Research</li> <li>■ Dr Alan McAlpine, Queensland University of Technology</li> </ul>	25
Pathways: Optimising Opportunities in this Path Less Travelled	<ul style="list-style-type: none"> <li>■ Rosie Giddings, The University of Sydney Foundation Program</li> <li>■ Jacquie Hargreaves, Taylors College</li> <li>■ Peter Krikstolaitis, Swinburne University of Technology</li> <li>■ Jane Neame, Navitas</li> </ul>	28
Positioning Your Institution in the Middle Kingdom: TNE in China	<ul style="list-style-type: none"> <li>■ Steven Allan, Moore Stephens Melbourne</li> <li>■ Lorne Gibson, Deakin University</li> <li>■ Cathryn Hlavka, Australian Embassy, Beijing</li> <li>■ Jason Hunt, Asia Pacific ANZ, International Institutional Banking</li> <li>■ Leonie Lethbridge, ANZ (China)</li> <li>■ Iain Watt, The University of Western Australia</li> </ul>	32
In Times of Crisis: Managing Sponsored Students	<ul style="list-style-type: none"> <li>■ Ashlee Chapman, Scope Global Pty Ltd</li> <li>■ Brittany Hayward, Scope Global Pty Ltd</li> <li>■ Michael Holder, Griffith University</li> </ul>	15
Back from Abroad: What Now?	<ul style="list-style-type: none"> <li>■ Sarah Argles, Monash University</li> <li>■ Daniel Capper, The University of Queensland</li> <li>■ Wendy Green, The University of Tasmania</li> <li>■ Alexandra Haaxman, Murdoch University</li> <li>■ Dr Jeanne McConachie, Griffith Honours College</li> <li>■ Kim Siemensma, La Trobe University</li> <li>■ Joshua Quinn-Watson, Researcher</li> </ul>	15



# APPENDIX 4: AIEC PRE-CONFERENCE WORKSHOPS

WORKSHOPS	PRESENTERS	PARTICIPANTS
Bridging the Gap: Facilitating Classroom Interaction Between Domestic and International Students	<ul style="list-style-type: none"> <li>■ Associate Professor Shanton Chang, The University of Melbourne</li> </ul>	12
Ambassador Advantage: Harnessing the Power of Your Alumni	<ul style="list-style-type: none"> <li>■ Gretchen Dobson, Gretchen Dobson LLC</li> <li>■ Anna Jones, Brisbane Marketing</li> <li>■ Ingeborg Loon, Academies Australasia Group</li> </ul>	21
A Brave New World: Admissions and Compliance in a Post-Knight Reality	<ul style="list-style-type: none"> <li>■ Bronwyn Bartsch, Curtin University</li> <li>■ Mike Ferguson, Department of Immigration and Border Protection</li> <li>■ Janine Hourn, James Cook University</li> <li>■ Geza Karascony, University of Western Sydney</li> </ul>	45
Beyond Facebook: the Next Frontier in Social Media and Digital Marketing	<ul style="list-style-type: none"> <li>■ Fabian Marrone, Hobsons APAC</li> <li>■ Rufus Spiller, Precedent</li> <li>■ Adriana Vélez, The University of Queensland</li> </ul>	44
Unleashing Your Leadership Potential in International Education	<ul style="list-style-type: none"> <li>■ Brett Blacker, IEAA/The University of Newcastle</li> <li>■ Phil Honeywood, IEAA</li> <li>■ Kathleen Newcombe, Sarina Russo Group of Companies</li> </ul>	31

# APPENDIX 5: IEAA IN THE MEDIA

TITLE	AUTHOR	DATE	PUBLICATION
Staying on: post-study work	Matthew Knott	July 2014	Study Travel Magazine
Asia-Pacific mobility, research top IEAA-APAIE symposium	Sara Custer	3 July 2014	PIE News
VET enrolments up after 1.7% fall in 2013	Beckie Smith	14 July 2014	PIE News
Guest feedback: CISA Conference 2014 (Print edition)	Phil Honeywood	Aug 2014	Campus Review
Melbourne surges in overseas students	Julie Hare	7 Aug 2014	The Australian
Call for response to Chaney as overseas numbers rebound	Julie Hare	13 Aug 2014	The Australian
Vice-chancellors rally to salvage best of university reforms	Julie Hare, Bernard Lane	26 Aug 2014	The Australian
World of partnerships (Print edition)	Phil Honeywood	Sep 2014	Campus Review
Growing list of providers may hurt SVP status	Bernard Lane	10 Sep 2014	The Australian
Industry groups welcome falling Australian dollar	Stephen Cauchi, Mark Mulligan	16 Sep 2014	Sydney Morning Herald
Rising visa charge may deter overseas students	Phil Honeywood	24 Sep 2014	The Australian
Help them experience work	Phil Honeywood	Oct 2014	Campus Review
The PIE's Amy Baker wins IEAA award	Sara Custer	8 Oct 2014	PIE News
Winner in international education awards	n/a	21 Oct 2014	RMIT Vietnam News
International students seven times more likely to work in regions if they have studied there	Julie Hare	5 Nov 2014	The Australian
China Australia free trade agreement: what's on the table and who will benefit	Gabrielle Chan	11 Nov 2014	The Guardian
FTA with China will boost private institutions	Bernard Lane	19 Nov 2014	The Australian
Visa rort alert as foreign students bring in \$16bn	Julie Hare	26 Nov 2014	The Australian
Pieces of a year	Phil Honeywood	Dec 2014	Campus Review
The agents of quality (Print edition)	Brett Blacker	Jan 2015	Campus Review
Communication standards are getting lost in translation	Phil Honeywood	21 Jan 2015	The Australian
Foreign students bring in \$16bn to Australia	Julie Hare	4 Feb 2015	The Australian
NSW's overseas students get a boost	Julie Hare	12 Feb 2015	The Australian
Governments should foster exports more	Phil Honeywood	16 Feb 2015	AFR
US universities on the hunt for Aussie students	Julie Hare	17 Feb 2015	The Australian
US universities target Australian students	Matthew Raggatt	28 Feb 2015	Brisbane Times
Can't take India for granted (Print edition)	Phil Honeywood	Feb 2015	Campus Review
Australia releases international education strategy draft	Sara Custer	1 Apr 2015	PIE News
Strategy for international ed released	Julie Hare	1 Apr 2015	The Australian
New hub for international education research	Douglas Proctor	3 Apr 2015	University World News
Australia moves on quality framework for agents	Amy Baker	6 Apr 2015	PIE News
Australia releases draft strategy for international education	ICEF Monitor	6 Apr 2015	ICEF Monitor
'Seaweed' syndrome a warning from China	Phil Honeywood	8 Apr 2015	The Australian
ICAC damns university international student funding fears	Julie Hare	17 Apr 2015	The Australian
Four Corners/ICAC one-sided on overseas education agents	Phil Honeywood	22 Apr 2015	The Australian
VCs go missing in action as university whistleblowers speak out on <i>Four Corners</i>	Max Chalmers	21 Apr 2015	New Matilda
Cornered universities fight back	n/a	24 Apr 2015	PSNews

# APPENDIX 5: IEAA IN THE MEDIA

TITLE	AUTHOR	DATE	PUBLICATION
Dodgy agents 'long-term threat' to \$17b education industry	Tim Dodd	30 Apr 2015	AFR
Myanmar rising (Print edition)	Chris Ziguras	Apr 2015	Campus Review
Productivity Commission warns on education export boom	Phil Honeywood	3 May 2015	AFR
Streamlined visa processing being rorted	Andrew Trounson	6 May 2015	The Australian
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