



# **ANNUAL REPORT**

**2004-2005**

October 2005

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## PRESIDENT'S REPORT

There have been a number of achievements in our first year as an association. The first is still to be here. It is not a simple matter to get from zero members to where we are now in one year. I would like to thank the Executive and the Board for their commitment during the year and especially Dennis Murray for his efforts which were pivotal to our establishment and successes during the year.

A major achievement, following negotiation with IDP, has been the successful transfer of membership of the Association for Studies in International Education (ASIE) to IEAA. As you may be aware, the ASIE publishes the *Journal for Studies in International Education*. IEAA professional and affiliate members will have begun to receive their issues of *JSIE* (published 4 times a year). As part of the arrangement, IDP has sponsored these copies to members.

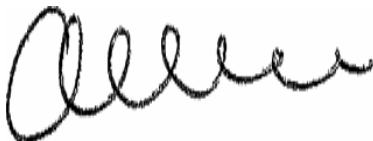
The Board of the ASIE also is made up of most of the major international education organisations globally. The IEAA, as part of the Board of ASIE and along with other events yet to be announced, will begin to interact much more strongly with its counterparts internationally over the next year.

Discussions with ISANA over the year have also been important in establishing a relationship between the two organisations that will be very productive. The new IEAA Constitution provides a mechanism for this relationship, which does not impinge on ISANA's independence or success and which, if discussions are successful over the coming months, will be a framework which will lead to ISANA members having access to IEAA membership and to *JSIE*.

Our relationship with AEI and our ability to work with them in the interests of members is also important. This process has started with the IEAA Executive meeting the AEI senior management team. A follow up meeting is planned for later in 2005.

It is also important that *VISTA*, the Association's e-newspaper contains current and useful information for members. In September 2005 we moved to appoint an editor and we will see *VISTA* appearing on a more regular basis as we enter our second year.

Finally, it is important that the Association takes a strong interest in Transnational Programs. The new Constitution also provides a mechanism for how this might occur and discussions have commenced with the Transnational Forum in this regard.



Tony Adams

## **The First Year**

IEAA has come a long way in its first year.

The new Association was established on 14 August 2005, under the Associations Act of Victoria (NAME) and was formally launched on DATE, at the 18<sup>th</sup> Australian International Education Conference in Sydney.

The first year of operation has seen IEAA become successfully established. Major achievements include the successful creation of governance, communication, administrative and financial structures; the development of a Strategic Plan and of a Professional Development Plan; the preparation of a new Constitution (to replace the Interim Rules); the commencement of a range of member services; and a growing membership and sponsorship base. There have also been significant benefits resulting from contact with counterpart organisations overseas and with organisations and groups within Australia, including the AEI.

### **1. Governance**

#### **1.1 Interim Board**

In its first year, IEAA has operated under Interim Rules and has been governed by an Interim Board of invited members, pending the planned first election of ordinary members under the Interim Constitution in October 2005. (Appendix 1).

The Interim Board met four times in 2004/05 (on 7 October 2004, 16 November 2004, 18 March 2005 and 2 September 2005). The November meeting was a one-day planning workshop which focused on strategic directions and priorities for the Association over its first year.

The Interim Board's main task has been to establish the foundations on which the Association can build in the coming years to successfully operate and to serve the needs of members. This has resulted in:

- the formulation of a Strategic Plan, including a revised Mission Statement;
- a review of governance arrangements and the development of a new IEAA Constitution;
- the commitment to establish an appropriate, ongoing consultation process to ensure members have a voice in the operation of the Association;
- refinement of membership and sponsorship arrangements to ensure healthy growth in membership and income;
- the identification of priority member services, and especially the formulation of a Professional Development Strategic Plan and the launch of a significant Professional Development Program for 2005/06;
- the formulation of an IEAA communications, publications and public relations strategy, to ensure effective communications with members and with outside groups and organisations.

#### **1.2 Executive Committee**

The work of the Interim Board has been supported by the IEAA Executive Committee, comprised of the four interim office holders (President, Vice-President, Treasurer and Executive Director) and the Executive Officer (Appendix 2).

The Executive Committee met four times in 2004/05 (29 October 2004, 8 March 2005, 8 May 2005, 1 August 2005), either face-to face or via teleconference.

### **1.3 Professional Development Committee**

The Board has established a Professional Development Committee (Appendix 2) to provide leadership and to guide the development of the Association's professional development strategic plan and annual professional development program.

An Interim Professional Development Strategic Plan was approved by the Board in November 2004, and a refined Plan approved by the Board on 2 September 2005.

A report on the substantial work undertaken on professional development matters by the Association in its first year is given in 5 below.

### **1.4 Research and Publications Committee**

The Board has established a Research and Publications Committee (Appendix 2) to oversee and guide the development of policy and to initiate projects associated with research into international education and IEAA publications.

The Committee is considering mapping current and prospective research in international education, with a view to the Association interacting with other bodies, in Australia and overseas, to encourage the development of a priority action research agenda, and to identify particular projects for investigation by appropriate expert organisations and individuals, including IEAA itself. Where appropriate, IEAA will identify and seek funding assistance to conduct or to facilitate high priority research.

Some of this activity is planned to be disseminated through a suitable suite of IEAA publications, including possibly thematic occasional papers and research issues. A suite of possible IEAA publications is under consideration by the Committee.

### **1.5 Professional Sections and Special Interest Groups**

Under the IEAA's proposed new Constitution (see 1.6 below), there is provision for establishment of Professional Sections and Special Interest Groups (SIGs). Professional Sections will be relatively large groupings of members with reasonably well - defined professional interests. Sections are likely to be relatively small in number. On the other hand, SIGs are likely to have very specific interests and to attract smaller numbers of members. SIGs are likely to be more numerous and may or may not have long duration. SIGs, if they prove to be sufficiently important, large and durable might develop into Professional Sections.

The Board has been keen to encourage the development of Sections and SIGs and in September 2005 agreed to invite the Transnational Forum to consider becoming the first IEAA Professional Section.

### **1.6 Revision of the Interim Rules**

A major task for 2004/05 was the revision of the IEAA Interim Rules to better reflect the governing principles and aspirations of the new Association and its emerging strategic and operational needs.

After a concerted six months of work, a revised Constitution which better reflects the likely future needs of the Association was approved by the Interim Board at its meeting on 2 September 2005, in time for submission to the membership for consideration and approval at the Association's first Annual General Meeting on 13 October at the Australian International Education Conference on the Gold Coast.

The revised Constitution provides for a refined Board structure, new provisions for an appointed Executive Director, new provisions to allow for the establishment of Professional Sections and Special Interest Groups; new provisions to recognize Affiliate and Associate Organisations; and refined membership categories, including the introduction of Affiliate and Associate member categories.

### **1.7 Election of Officer Holders and Board Members**

In its first year, the Association has operated with an Interim Board and Interim Office Holders, pending formal elections. Elections have been scheduled to occur at the first Annual General Meeting. Elections must be held under the provisions of the Association's Interim Rules, pending the approval of the new Constitution. Subsequent elections will be held under the provisions of that Constitution.

## **2. Strategic Plan**

In November 2004 the Board approved a Strategic Plan for the first year of operation.

The Board approved the following Mission Statement for the Association:

*"The Association has been established:*

- (1) to serve the professional needs and interests of individuals working in international education;*
- (2) to encourage informed and ethical professional practice among members; and*
- (3) to promote international education and its benefits with governments, education organisations and within the community."*

The Strategic Plan set 9 objectives to be achieved in the first year of operation:

- |              |   |
|--------------|---|
| Objective 1  | Achieve threshold membership targets for the interim period.                          |
| Objective 2  | Quantify and define the profession across sectors.                                    |
| Objective 3  | Establish IEAA's committee and SIG structures and begin to review Rules/Constitution. |
| Objective 4  | Identify and begin to implement priority member services.                             |
| Objective 5  | Develop a professional development strategy to meet member needs.                     |
| Objective 6  | Develop a statement of professional ethics and standards.                             |
| Objective 7  | Establish a communications strategy.  |
| Objective 8  | Develop effective relationships with key stakeholders and affiliate groups.           |
| Objective 9  | Develop relationships with key international associations.                            |
| Objective 10 | Support codes of practice and quality assurance frameworks defined by key sectors.    |
| Objective 11 | Support dissemination of quality assurance best practice through the SIG structure.   |

It is pleasing to note that many of these objectives has been achieved – membership has grown at a healthy pace (xxx); the Association's Constitution has been revised, five standing sub-committees have been introduced and Professional Section and SIG provisions have been devised (xxx); a range of member services has been introduced and is being rolled out (xxx); a communications strategy has begun to be implemented (xxx); and significant relationships have begun to develop with key stakeholders in Australia and with counterpart organisations overseas. Work is progressing on the development of a research project to quantify the profession across all sectors.

The Strategic Plan will be revised during 2006 to provide strategic focus for the further development of the Association, probably within a rolling three year time frame.

### **3. Membership and Sponsorship**

Membership has grown from zero to a healthy 300 in the first year, virtually all of whom are full professional members.

The Association has been well supported though Charter Memberships and Corporate Sponsorships, for which it is most grateful (Appendix 3). The confidence and support of a wide range of institutions across the sectors is most pleasing and one which IEAA aims to honour through delivery of a wide range of professional development and other services desired by members and their institutions.

As a gesture of goodwill to members who joined in the early part of the second half of 2004, at a time when membership services were being planned but had not yet been put in place, the Board on 18 March 2005 approved the extension of all membership to 30 June 2006, for memberships paid by 31 March 2005.

It should also be noted that the original membership fee level will be maintained for 2006, a significant benefit to intending new members and those renewing in the second half of 2006.

### **4. Communications**

Substantial steps were taken in 2004 and 2005 to establish effective communications mechanisms with members and with a wider audience.

The Association's website provides the primary vehicle for communication, supplemented by printed media. In November 2004 the interim website, kindly hosted by Monash University, was moved to an independent server under a new domain ([www.ieaa.org.au](http://www.ieaa.org.au)), and substantially enhanced under a first stage enhancement project. This included the introduction of the Association's on-line newsletter, *VISTA*, in April 2005 and an on-line member postings capability (*The Forum*) to facilitate dialogue between members in respect of topics of critical interest.

In September 2005, a dedicated editor of *VISTA* was appointed in September 2005 through the good offices of Macquarie University, with a view to expanding and deepening the editorial content of *VISTA*, and the frequency of issues, in 2006.

A second stage enhancement of the website began to be implemented in October 2005, with the intention of introducing greater functionality and a more expanded range of service to members. The elements of this enhancement include an online membership application and online payment of membership fees capability via a dedicated database and an e-commerce facility

The second stage website enhancement will also allow for more efficient and reliable record keeping in a highly cost-effective way, allowing the Association to avoid incurring significant ongoing staff costs. The Associations scarce funds will be channeled into expanding services to members rather than in supporting infrastructure and staff.

## **5. Professional Development**

The Association's Professional Development Strategic Plan initiated in late 2004, and refined during 2005, puts professional development at the heart of the Association's operations. The Board has agreed as strategic principles that professional development is critical to furthering the understandings, skills and professionalism of members, advancing their career prospects and ensuring the quality and integrity of Australian International Education.

The Board has committed the Association to the delivery of a comprehensive professional development program to members during each year and throughout Australia.

IEAA will deliver professional development in its own right but also endorse professional development offerings provided by other organisations and groups, and recommend appropriate offerings to members.

The Professional Development Strategic Plan identifies four key professional development strategies for the Association:

**Career Development** - including mentoring programs for new professionals, women in leadership and executive leadership.

**Conferences, Seminars and Workshops** – including key topics, themes and interests and encompassing professional knowledge and skills development.

**A Skilled and Credentialed Profession** – endorsing and publicising professional development offerings available to members through a wide range of organisations and groups, including IEAA itself.

**Clearinghouse Services** – providing information and resources relevant to the professional development needs and interests of members and promoting sectoral, national and international services and offerings.

In early 2005, the Professional Development Committee initiated, and the Board approved, the first comprehensive program of professional development offerings (Appendix 4), involving specialist workshops delivered by IEAA in Sydney, Canberra and Perth, and at the ACPET Annual Conference (Adelaide, August 2005) and the Australian International Education Conference (Gold Coast, October 2005).

## **6. Administration**

The Association has been fortunate in obtaining tangible sponsorship from Swinburne University which has allowed it to operate a small office within Swinburne at no cost. The intention has been to avoid overhead charges for a modest Secretariat. The time of many members of the Association has been provided freely, through volunteerism, a feature of the ethos of the Association that the Board wishes to preserve. However, the rapidly expanding volume of work required that in mid-January 2006 the Executive Officer, Sue Fujino, be remunerated for one day's work a week.



It is likely that in the coming year the Association will need to consider a slightly increased staffing complement to enable operations to be expanded appropriately, to meet the growing expectations of members and to service increasing activity associated with delivery of the professional development program, the growing responsibilities of the Board and the increased responsibilities of the President, especially in respect of external public relations. In time, the role of the Executive Director will probably need to evolve to become a staff position, possibly initially on a part-time basis. The costs likely to be incurred in an expansion of the Association's activities and the growth of a modest Secretariat are planned to be investigated by the Board within the context of a Business Plan to be developed consideration in late 2005 or early 2006.

**International Education Association of Australia Inc. (IEAA)  
Financial Report 2004 - 2005**

**Board's Report**

Your Board members submit the financial report of the International Education Association of Australia Inc. for the financial period from incorporation to 30 June 2005.

**Board Members**

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

T. Adams	K. O'Brien
D. Back	B. Mackintosh
S. Blundell	D. Murray
A. Ciccarelli	T. Pollock
S. Connelly	T. Smith
S. Fujino	J. Vincent
L. Hyam (resigned February 2005)	H. Zimmerman
J. Lang	P. Dunstan (ex-officio)
	A. Tater (ex-officio) (to July 2005)
	A. Sharaf (ex officio) (from August 2005)

**Principal Activities**

The Association has been established to serve the professional needs and interests of individuals working in international education; to encourage informed and ethical professional practice among members; and to promote international education with governments, education organisations and within the community.

**Significant Changes**

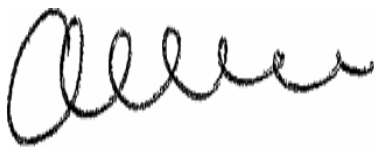
No significant change in the nature of these activities occurred during the year.

**Operating Result**

The deficit from ordinary activities amounted to \$2,144.

The deficit has resulted from the costs of establishing the Association and because fees paid during the year were for the period ended 30 June 2005 and the year ended 30 June 2006 and have been divided between each period.

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



Tony Adams  
President



David Back  
Treasurer

**INCOME AND EXPENDITURE STATEMENT  
FOR THE PERIOD FROM INCORPORATION TO 30 JUNE 2005**

	2005
INCOME	
Fees – Individual full member	\$4,481
Fees – Individual Associates	\$48
Gold Corporate Sponsorship	\$5,000
Silver Corporate Sponsorship	\$3,750
Charter Membership Level 1	\$1,417
Prof. Dev. Seminar Fees	\$1,700
Total Income	<u>\$16,395</u>
EXPENSES	
Bank Charges	\$114
Casual Clerical Assistance	\$1,991
Computer & Software expenses	\$250
Establishment expenses	\$403
Executive Officer's services	\$5,028
Postage & Shipping	\$120
Promotional Expenses	\$400
Stationery	\$4,432
Website	\$5,802
Total Expenses	<u>\$18,539</u>
Deficit	<u>(\$2,144)</u>

**BALANCE SHEET  
AS AT 30 JUNE 2005**

	2005
CURRENT ASSETS	
Cash	\$32,510
Total Current Assets	<u>\$32,510</u>
Total Assets	<u>\$32,510</u>
CURRENT LIABILITIES	
Accrued Expenses	\$3,044
Fees received in advance	\$31,610
Total Current Liabilities	<u>\$34,654</u>
Total Liabilities	<u>\$34,654</u>
NET ASSETS	<u>(\$2,144)</u>
MEMBERS' FUNDS	
Retained profits	(\$2,144)
Total Members' funds	<u>(\$2,144)</u>

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE PERIOD FROM INCORPORATION TO 30 JUNE 2005**

**Note 1: Statement of Significant Accounting Policies**

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act (Victoria).

The financial report has been prepared in accordance with the requirements of the Associations Incorporation Act (Victoria) and the following Australian Accounting Standards:

AAS 3	Accounting for Income Tax
AAS 5	Materiality
AAS 8	Events Occurring After Reporting Date
AAS 17	Leases

No other applicable Accounting Standards, Urgent Issues Group Consensus Views or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial report has been prepared on an accruals basis and is based on historic costs and does not take into account changing money values, or except where specifically stated, current valuations of non-current assets.

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

**a) Income**

Fees received during the year for the period ending 30 June 2005 and year ended 30 June 2006 have been divided equally between each period.

**b) Income Tax**

The Association is not subject to income tax.

**c) Goods & Services Tax**

The Association was not registered for Goods & Services tax during the period. Monies received are not subject to GST and GST paid has been expensed.

**International Education Association of Australia Inc. (IEAA)**

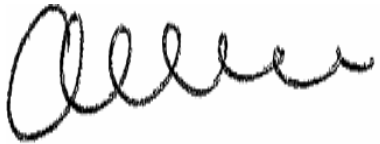
**STATEMENT BY MEMBERS OF THE BOARD**

This special purpose financial report has been prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

In the opinion of the Board the financial report as set out on pages 10 to 14:

1. Presents a true and fair view of the financial position of International Education Association of Australia Inc. (IEAA) as at 30 June 2005 and its performances for the period from incorporation to 30 June 2005.
2. At the date of this statement, there are reasonable grounds to believe that International Education Association of Australia, Inc. (IEAA) will be able to pay its debts as and when they fall due.

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



Tony Adams  
President



David Back  
Treasurer

**Interim IEAA Board 2004/05**

Tony Adams  
Anna Cicarelli  
Stephen Connelly  
Paula Dunstan  
Sue Fujino  
Lindy Hyam (resigned February 2005)  
Jennie Lang  
Bruce Mackintosh  
Dennis Murray  
Tony Pollock  
Akshay Saraf (from August 2005)  
Tim Smith  
Aditya Tater (until July 2005)  
Judith Vincent  
Helen Zimmerman

**IEAA Standing Committees**

**IEAA Executive Committee 2004/05**

Tony Adams	President
Anna Ciccarelli	Vice-President
David Back	Treasurer
Dennis Murray	Executive Director
Sue Fujino	Executive Officer

**Professional Development Committee 2004/05**

Anna Ciccarelli (Convenor)  
Paula Dunstan  
Aditya Tater  
Judith Vincent  
Helen Zimmerman

**Research and Publications Committee 2004/05**

Jennie Lang (Convenor)



## Charter Members and Sponsors 2004/05

### Charter Members

#### Level 1

ACT Dept of Education & Training  
Australian National University  
Deakin University  
University of Canberra  
University of Sydney

#### Level 2

Australian College of Languages  
La Trobe University  
University of Western Australia

### Sponsors

#### Gold Sponsors

Macquarie University  
Monash University  
Swinburne University of Technology  
University of New South Wales

#### Silver Corporate Sponsors

IDP Education Australia  
Queensland University of Technology  
University of South Australia

#### Bronze Corporate Sponsor

RMIT University

## Appendix 4

### IEAA Professional Development Program 2005/06

Date	Activity	Format	Location	Target Group	Organisers
5 May	Orientation to International Education	One day seminar	Melbourne*	New members of the profession	Victorian International Directors Committee (with input from IEAA and ISANA)
12 May	Financial Management in International Education	Half day seminar	Sydney **	Professionals with emerging financial responsibilities	IEAA
25 August	Mentoring Planning Project at ACPET Conference	Half day seminar and workshop	ACPET Conference: Adelaide	Middle to senior professionals nationally	IEAA
11 October	Strategic Marketing: Beyond Sales!	One day workshop	Gold Coast	All members of the profession nationally	IEAA
11 October	Mentoring International Education Professionals	Half day workshop	AIEC: Gold Coast	All members of the profession nationally	IEAA
28 November	Internationalisation of the Curriculum Secondary and Tertiary Perspectives	One day conference	Adelaide	Secondary and tertiary professionals nationally	IEAA and ATN

\* Under consideration for delivery in other centres nationally.

\*\* Repeated Canberra (27 July) and Perth (3 August). Under consideration for delivery in other centres nationally.

### Foreshadowed for 2006

Date	Activity	Format	Location	Target Group	Organisers
April	Student Forum Mobility	1-2 day seminar	TBA	Secondary and tertiary professionals nationally	ISANA with co-operation from IEAA
3-6 April	Workshops	Half/Full day	AEI Forum: Brisbane	All members of the profession nationally	IEAA
TBA	"Executive Leadership" Retreat	2 days	TBA	Prospective Senior Leadership all sectors	IEAA