

# strategic plan

2022 - 2025

## IEAA engages, empowers and educates all who work in international education



our  
**mission**

our  
**values**

strategic  
**pillars**

IEAA will advocate for, represent, and champion international education in Australia.

IEAA will be the voice of Australia's international education community globally.

IEAA will support the professional development and professionalism of all involved in Australia's international education community.

strategic  
**goals**

Formalise IEAA as a peak body

Develop a Secretariat and Board Succession Plan

Embrace all sectors of international education (ELICOS, VET, schools and HE)

Develop an International Partnership Plan

Review and enhance current professional development offerings

Increase awareness of IEAA professional development offerings

Enhance current IEAA Fellowship credentials

**actions**

# From the President & CEO

The International Education Association of Australia (IEAA) has established itself as the premier peak body for the international education community in Australia. IEAA's profile in the last two years has strengthened as the wider industry looked to IEAA for leadership and direction. State, territory and national government agencies actively consult with IEAA in order to shape policy.

Over 3,000 members, the international education community, and its allied industries have come to rely on IEAA to represent all sectors of international education, as well as the wider community. Many forms of state and national media, whether it be social, print or broadcast, have turned to IEAA for thought leadership throughout the pandemic and more so in recent months with the current complex geopolitical environment.

The opening of our borders and the return of international students has provided the industry with a real sense of recovery and, above all, is sending out very positive messages to prospective students globally. However, a sense of uncertainty remains all-pervasive.

The National Board of IEAA, Convenors, Deputy Convenors and IEAA operational staff considered the key goals and associated actions aimed at achieving these goals. The IEAA Strategy 2022-25 reflects the times, is courageous and focused on goals which have been determined by the IEAA National Board.

Our goals are far-reaching, forward-thinking, and based on the concepts of effective advocacy, support, and representation. The strategy will confirm IEAA as a leader in the international education community and one of the leading peak bodies in Australia. One key outcome of this process was a unanimous decision that IEAA needs to be more explicit about its role as a peak body.



**Janelle Chapman**  
President, IEAA



**Hon. Phil Honeywood**  
Chief Executive Officer, IEAA

Peak bodies in the education community are representative, non-government organisations whose membership predominantly consists of individuals and organisational members from other (legally unrelated) organisations of allied interests and which are recognised by other peaks and their community generally as a representative of the whole of their community.

As such, peak bodies offer a strong voice and important integrative functions by undertaking key peak roles which normally include:

- Research, policy development, advice to government and their community
- Advocacy and representation to government and other decision-makers
- Information dissemination within their wider community
- Consultation and coordination within their community
- Capacity building and learning opportunities to enable better service delivery.

Adapted from the ACT Council of Social Service 2022

contact us

+613 9925 4579

admin@ieaa.org.au

**ieaa.org.au**

