

APPENDIX 7: EA NEWS

1: ELICOS ASSOCIATION NEWS

2:

3: APRIL 1997 NEWSLETTER

4:

5: IELTS PROJECT

6:

7: A research study, undertaken for the IELTS Australia Research Program,

8: by the ELICOS Association in association with LTS Pty Ltd, has

9: recently been completed. A final report on the project, IELTS in

10: Context - Issues in EAP for Overseas Students, has been submitted to

11: IELTS Australia.

12:

13: Greg Deakin, LTS Pty Ltd, acted as Project Director for the project

14: and Robynne Walsh, Deputy Chairperson of the ELICOS Association, acted

15: as Project Advisor.

16:

17: The Project surveyed attitudes to IELTS within the English language

18: teaching profession in Australia, with the main focus being on the

19: context in which IELTS is used as a screening device for overseas

20: students wishing to undertake tertiary education in Australia.

21:

22: In Stage One of the project, more than 100 ELICOS providers were

23: surveyed by questionnaire. Stage Two involved a follow-up survey of a

24: selected group of respondents from Stage One, with a more qualitative

25: emphasis on the important issues on English language learning and

26: testing for overseas students undertaking tertiary studies. Stage Two

27: also included the collection of a number of case studies which

28: illustrate the application of IELTS test results in tertiary admission

29: decisions. Three focus group workshops, at which the preliminary

30: findings from Stage Two were discussed in greater depth, were

31: organised for Stage Three of the project.

32:

33: It is anticipated that the results of the project will be published by

34: IELTS Australia, along with the results of other research projects

35: recently commissioned by IELTS Australia.

36:

37:

38: STUDENT VISA SERVICES WITHDRAWN FROM OSAKA

39:

40: The Department of Immigration and Multicultural Affairs (DIMA) has

41: closed its offices in Osaka. Applications for student visas in Japan

42: must now be lodged in Tokyo.

43:

44: According to the AIEF in Tokyo, the effect of the closure of the Osaka

45: office on student visa handling is minimal. The DIMA office in Osaka

46: did not accept over-the counter applications, as the Tokyo office

47: does, and DIMA has increased the number of staff in Tokyo to ensure

48: that delays are not caused.

49:

50: The AIEF office in Osaka has not closed and AIEF staff are doing their

51: best to facilitate applications by students wherever possible.

52:

53:

54: NEW EA KOALA BROCHURE

55:

56: Planning has commenced for the next issue of Education Australia, to
57: be published by Nexus.

58:

59: It is anticipated that Education Australia 1997/8 will be published by
60: the end of July. As with past issues, the new brochure will provide
61: information on all EA member centres as well as generic information on
62: each state and territory in which EA member centres are located and
63: information on studying English in Australia. EA member centres will
64: again be given an opportunity to place 1/2 page advertisements in the
65: brochure.

66:

67: The new koala brochure will be distributed throughout the world
68: including Australian Embassies, AIEF offices, Australian Education
69: Centres, Austrade offices, and education exhibitions and trade fairs.

70:

71:

72: EA PRESENTATION

73:

74: An EA paper, entitled Equipping Students for Flexible Post-ELICOS
75: Pathways, was presented at an IIR Conference on "Tertiary Education in
76: a Global Market Place", in Sydney on 26 March. The paper was
77: presented by Julie Styles, EA General Delegate, on behalf of Christine
78: Bundesen, EA Chairperson.

79:

80: The EA paper outlined the ELICOS industry in Australia, giving
81: particular emphasis to the provision of EAP courses, and to
82: accreditation and regulation procedures and requirements.

83:

84:

85: SECONDARY SCHOOL STUDENTS FROM KOREA

86:

87: In an attempt to address a trade deficit, the South Korean government
88: has taken steps to severely limit the number of school students
89: leaving Korea to study overseas.

90:

91: Regulations that restrict access of school students to exit visas for
92: the purpose of study abroad have been in place in Korea for a long
93: time. As from 18 February 1997, those regulations, which were
94: previously rarely applied, have been enforced. Korean students under
95: the age of 18 now require written authorisation from their city or
96: provisional education office to travel abroad for study purposes.
97: Without such authorisation, funds cannot be sent from Korea to
98: overseas destinations for tuition and living expenses.

99:

100: There have been some rumours in the Korean media that the regulations
101: may be extended to include ELICOS students, other than students
102: undertaking ELICOS as part of a package which also includes further
103: post-secondary education. These reports, however, have not been
104: confirmed and no official action has been taken in this regard.

105:

106: The ELICOS Association has written to the AIEF Council requesting
107: that:

108:

109: (i) the AIEF encourage the Australian government to oppose these trade
 110: protection measures through such forums as APEC;
 111:
 112: (ii) the AIEF provide the industry with current information regarding
 113: the GATT position on the protection of trade in services; and
 114:
 115: (iii) in relation to an AIEF suggestion that it may be appropriate for
 116: Australian providers to establish operations off-shore in Korea,
 117: either wholly owned or in joint venture arrangements, the AIEF
 118: commission a comprehensive and up-to-date risk analysis of
 119: establishing business in Korea, particularly in the education
 120: industry, focussing on both economic and political risks.
 121:
 122: EA member centres will be kept informed of any developments in this
 123: matter.
 124:
 125:
 126: FEDERAL BUDGET OUTCOMES
 127:
 128: Lobbying by the ELICOS Association has resulted in a formula for
 129: calculating the Provider Registration Fee which is far less
 130: discriminatory against short-course providers than was originally
 131: proposed by DEETYA.
 132:
 133: A DEETYA Bill to introduce a Provider Registration Fee has been
 134: accepted by both houses of federal government. All institutions on
 135: the Commonwealth Register of Institutions and Courses for Overseas
 136: Students (CRICOS) will be required to make an annual payment of
 137: between \$300 and \$5,000. In calculating the fee payable by an
 138: institution, student visa holders enrolled for less than 26 weeks
 139: during the previous calendar year will be counted as 0.5 student, and
 140: each student enrolled for 26 weeks or more counted as 1 student.
 141: DEETYA's original proposal would have seen each student enrolled at an
 142: institution counted as one, regardless of the length of enrolment.
 143:
 144: The Hansard record of the Senate debate on the legislation records
 145: Senator Carr (Labor) acknowledging that:
 146:
 147: "The way the legislation was previously framed discriminated against
 148: the providers of shorter courses many of whom are members of the
 149: English language Intensive Courses to Overseas Students Association".
 150:
 151: Senator Brown, representing The Greens, is recorded as having said
 152: that the amended legislation "is not ideal, but it does at least go
 153: some of the way to overcoming the burden that was being placed on the
 154: English language intensive courses for overseas students colleges".
 155:
 156: Department of Immigration and Multicultural Affairs (DIMA)
 157: legislation, to enable the government to introduce a Student
 158: Information Services Fee (SISF), has also been accepted by both
 159: Houses. The legislation does not directly introduce the SISF, but
 160: enables the government to propose regulations to do so. At this point
 161: in time, however, such regulations have not yet been introduced into
 162: either house.
 163:

164: The EA will continue to oppose the SISF and will lobby to have the
 165: relevant regulations opposed when they are gazetted and tabled.
 166:
 167: Source: Senate Hansard, 3 March 1997.
 168:
 169:
 170: TOURISM IN ASIA-PACIFIC REGION
 171:
 172: An OECD report, released last month, revealed that the highest growth
 173: rates in tourism in "rich countries" in 1996 were in the Asia-Pacific
 174: region.
 175:
 176: According to the OECD report average growth in tourism among
 177: industrialised countries in 1996 was 3.4%. The overall growth in
 178: tourist arrivals in the Asia-Pacific region increased by 15%, with
 179: tourist arrivals in Australia growing by 13%. According to Mr Bill
 180: Calderwood, Deputy Managing Director of the Australian Tourist
 181: Commission, the increase in tourism to Australia "has been very much
 182: driven by strong performances out of Asia and New Zealand".
 183:
 184: The number of tourist flows from North East Asia, excluding Japan, to
 185: all destinations grew by 20%.
 186:
 187: Source: "Asia-Pacific reaps richest growth in international tourism",
 188: The Australian, 12 march 1997.
 189:
 190:
 191: VICTORIAN EDUCATION MISSION TO SOUTH EAST ASIA
 192:
 193: Suzanne Jackson, Chief Executive of Melbourne Language Centre, has
 194: joined Mr Phil Honeywood, Victorian Minister for Tertiary Education
 195: and Training, and approximately 40 chief executive officers from
 196: Victorian universities, TAFE institutes and private training providers
 197: on a mission to South East Asia to promote Victoria's tertiary
 198: education and training system. The Mission will visit Indonesia,
 199: Vietnam, Malaysia and Singapore.
 200:
 201: Mr Honeywood, when speaking of the Mission, said:
 202:
 203: "Education is Victoria's eighth largest export earner and our third
 204: largest services-based generator of income from overseas, behind
 205: tourism."
 206:
 207: In 1996, overseas students contributed approximately \$2 billion to
 208: Australia's economy, including around \$514 million to Victoria's
 209: economy.
 210:
 211: Mr Honeywood said that the seniority and size of the Mission to South
 212: East Asia highlighted Victoria's unified approach to Tertiary
 213: Education and Training opportunities for overseas students.
 214:
 215:
 216: LOSING MARKET IN CHINA
 217:
 218: Critics of Australia's visa controls have accused the Australian

219: government of stifling the education export market.
 220:
 221: According to Geoff Maslen, writing in Campus Review:
 222:
 223: "Australian education institutions are losing tens of millions of
 224: dollars each year because of continuing federal government
 225: restrictions on the issuing of study visas to students from mainland
 226: China."
 227:
 228: The number of student visas issued by Australian immigration
 229: authorities in the PRC in 1996 was only 1,500 in contrast to 40,000
 230: students from China studying in the USA last year.
 231:
 232: Source: Inter Alia, "The great wall of visa restrictions on China",
 233: Campus Review, 12-18 March 1997.
 234:
 235:
 236: NEXUS FAIRS MUNICH AND MADRID
 237:
 238: ELICOS Association promotional brochures were distributed from an
 239: Austrade stand at the Nexus Fair, held in Munich, 25-26 January 1997,
 240: and from a Nexus stand in Madrid, 18-19 January 1997.
 241:
 242: Austrade's Australian national stand at the Munich Fair represented a
 243: total of 13 education institutions, as well as the ELICOS Association,
 244: ULCA and the AIEF. In addition to the national stand, three
 245: Australian ELICOS providers has stands at the Fair.
 246:
 247: It is estimated that the Fair attracted approximately 1,200 visitors.
 248: A survey undertaken by the AIEF representative at the Fair revealed
 249: that approximately 30% of enquiries received at the national stand
 250: were for ELICOS courses. According to an Austrade report on the Fair,
 251: "The high number of visitors on both days of the fair reflected that
 252: Australia is still high in demand as a destination of study".
 253:
 254: In Madrid, two Australian ELICOS providers has stands at the Fair,
 255: which were collocated with the Nexus Australia stand. The Fair
 256: attracted about 7,000 visitors and the level of interest in Australia
 257: as a study destination was significant.
 258:
 259:
 260: ENGLISH IN POLAND
 261:
 262: Primary school children in Poland will study English from the age of
 263: eight.
 264:
 265: Entrance examinations have been introduced to determine selection at
 266: Poland's small number of bilingual Polish/English schools in an
 267: attempt to handle the high demand for places at those schools.
 268:
 269: An English language training program for Poland's primary schools is
 270: being developed by a group of specialists.
 271:
 272: Despite the rising prominence of English language learning in Poland,
 273: Tomasz Milacki, a language travel agent in Poland, is not predicting a

274: growth in the number of young Polish children travelling abroad for
 275: study purposes, citing low average incomes in Poland and a reluctance
 276: on the part of Polish parents to send their children abroad as factors
 277: limiting growth in the market.
 278:
 279: Source: "English in demand in Poland", Language Travel Gazette,
 280: March-April 1997, p. 5.
 281:
 282:
 283: DEETYA INTERNATIONAL DIVISION
 284:
 285: Jenni Gordon recently returned to the International Division of the
 286: Department of Employment, Education, Training and Youth Affairs
 287: (DEETYA) and, as Acting First Assistance Secretary, assumed overall
 288: responsibility for the Division. Barbara Bennett has taken on the
 289: role of Assistant Secretary, International Policy Branch and John
 290: Rowling continues to head the Australian International Education
 291: Foundation Branch. Michael Blee is managing DEETYA's International
 292: Services Branch.
 293:
 294:
 295: PEAV REUNION
 296:
 297: Plans are under way to hold a reunion for European language travel
 298: agents who participated in the pan European Agents Visits, continued
 299: between 1993 and 1996.
 300:
 301: The reunion will be held in Paris either directly before or directly
 302: after the FIYTO Conference (WYSTIC) in September. Participating
 303: agents will be provided with an up-date on the ELICOS industry in
 304: Australia. EA member centres which participated in the PEAVs will be
 305: given an opportunity to sponsor the reunion, with sponsor centres
 306: being able to have their logos displayed and brochures distributed at
 307: the reunion, and able to provide a short text and transparencies for
 308: presentation by an EA representative at the reunion. Sponsor centres
 309: will also be given an opportunity to have a representative attend the
 310: reunion, on a user-pays basis.
 311:
 312:
 313: RADIO AUSTRALIA AND AUSTRALIA TELEVISION
 314:
 315: The Senate Foreign Affairs, Defence and Trade References Committee is
 316: conducting an inquiry into the role and future of Radio Australia and
 317: Australia Television.
 318:
 319: The ELICOS Association forwarded a submission to the inquiry. The EA
 320: submission opposed the abolition of Radio Australia and Australia
 321: Television, stressing their importance in raising awareness of
 322: Australia in the Asia Pacific Region and the implications for the
 323: ELICOS industry in Australia. The EA submission referred to the
 324: importance of Australia's profile in Asia to the success of projects
 325: such as the EA-AIEF Australia Television Project and the joint
 326: EA/Austrade/AIEF/ATC Asia Study Tourism Strategy.
 327:
 328: The EA was represented by Alyson Moore, General Delegate on the EA

329: Council, and Margaret Power, EA Executive Officer, at a public
330: hearing, conducted in Sydney on 15 April.
331:
332:
333: BEST PRACTICE DOCUMENTS
334:
335: EA member centres were recently provided with two new EA Best Practice
336: documents - Best Practice in Grievance Procedures and Best Practice in
337: Disciplinary Procedures.
338:
339: EA member centres have previously been provided with copies of Best
340: Practice documents relating to Working with Overseas Representatives,
341: Provision of Secondary School Preparation Programs and Provision of
342: Study Tour Programs.
343:
344: The sixth EA Best Practice document, which will be related to Pastoral
345: Care, is now in draft form.
346:
347:
348:

349: JUNE 1997 NEWSLETTER
350:
351: WELCOME TO NEW MEMBER CENTRES
352:
353: The EA welcomes five new member centres to our Association. The
354: following providers were accepted into EA membership at a Council
355: meeting by teleconference on 15 May, with the membership to be
356: effective from 1 July 1997.
357:
358: ANUTECH Education Centre, Canberra ACT
359:
360: Russo Institute of Technology, Brisbane Qld
361:
362: ELS Language Centre, Charles Sturt University, Wagga Wagga NSW
363:
364: ELICOS Centre, University of Southern Queensland, Toowoomba Qld
365:
366: National Centre for English Language Training and Research (NCELTR),
367: Macquarie University, Sydney NSW
368:
369:
370: EA ANNUAL GENERAL MEETING
371:
372: All Welcome!
373:
374: The eighth Annual General Meeting of the ELICOS Association Limited
375: and professional development seminars for EA member centre personnel
376: will be held at the Old Sydney Parkroyal, The Rocks, Sydney on 13-14
377: October 1997.
378:
379: The formal AGM, on 14 October, will include a number of presentations
380: including the Chairperson's Report, a Report on the 1997 EA Education
381: Conference, State/Territory Delegates' Reports and the presentation of
382: the audited financial statements for the 1996/97 financial year, as
383: well as the election of a Deputy Chairperson and three General
384: Delegates. Nominations for these positions will be called for in
385: August/September.
386:
387: On the afternoon of Monday 13 October, two professional development
388: seminars will be conducted. The AGM Dinner will be held at a Sydney
389: restaurant, yet to be determined, in the evening. On Tuesday 14
390: October, the official AGM will be held in the morning and two further
391: professional development seminars will be held in the afternoon.
392: There will be no charge to EA Member Centre representatives for
393: participation at the AGM or at the Professional Development Seminars.
394:
395: Probable topics for professional development seminars include:
396:
397: The Trade Practices Act;
398:
399: Competitive Neutrality;
400:
401: Competency/Accreditation Standards/Quality Assurance;
402:

403: Offshore Representation - Where do we go from here?
 404:
 405: A formal notice of meeting and participation forms will be forwarded
 406: to EA member centres in August/September.
 407:
 408:
 -->BEGIN: Construction of Tawain
 409: EA MEETING WITH AIEF COUNSELLORS
 410:
 411: Four EA Council members, a representative of the School of TESOL and
 412: International Education at the University of Canberra and Lloyd Downey
 413: of Austrade Sydney met with AIEF Counsellors from Korea, Taiwan,
 414: Thailand, Indonesia, Japan and Vietnam, and John Gallagher of the AIEF
 415: Canberra, in Canberra on Wednesday 30 April.
 416:
 417: At the meeting, held at the Department of Employment Education
 418: Training and Youth Affairs (DEETYA), EA Chairperson, Christine
 419: Bundesen, provided the AIEF Counsellors with an up-date on
 420: developments within the EA and the ELICOS industry in Australia and
 421: invited input from the Counsellors. After the meeting, those present
 422: and Jenni Gordon of DEETYA enjoyed dinner at La Scala Restaurant.
 -->END: Construction of Tawain
 423:
 424:
 425: AULA 1997
 426:
 427: The fifth education trade fair "Aula", sponsored by the Ministry of
 428: Education and Culture in Spain, was held on the outskirts of Madrid,
 429: on 12-16 March 1997.
 430:
 431: Some 105,000 visitors attended the fair at which there were a total of
 432: 149 national and international exhibitors. Most visitors were
 433: students who are finalising their secondary education, vocational
 434: courses and/or university studies.
 435:
 436: Publicity for the fair included specialised and national press, TV
 437: stations, public transport systems, schools and universities, etc.
 438: Many secondary schools visited the fair en masse for the afternoon,
 439: with a number of colleges coming from the provinces of Spain.
 440:
 441: ELICOS Association brochures and the brochures of a number of
 442: Australian educational institutions, including EA member centres, were
 443: distributed from an Austrade stand. Austrade also distributed
 444: stickers with the slogan "I'm going to study English in Australia -
 445: And you?" written in Spanish.
 446:
 447: As in previous years, Austrade conducted a raffle with a free return
 448: trip to Australia, courtesy of Singapore Airlines, and one of the
 449: various scholarships offered by the brochure display participants as
 450: the prize.
 451:
 452: Austrade Madrid has provided participating institutions with a
 453: detailed report on the fair, which includes a list of approximately
 454: 340 enquiries.
 455:

456: Information provided by Ricardo Zalapa, Senior Trade Commissioner and
 457: Auriol Seaton, Marketing Executive, Austrade Madrid.
 458:
 459:
 460: ASIA STUDY TOURISM STRATEGY - INDONESIA
 461:
 462: An ASTS workshop, organised by Margaret Pearce and Shirley
 463: Hardjadinata, AIEF Jakarta, was held at the Australian Embassy Theatre
 464: in Jakarta on Friday 13 June 1997.
 465:
 466: The workshop was attended by 12 key Indonesian travel agents and by 12
 467: ASTS participating EA member centre representatives.
 468:
 469: A generic presentation on English language study tourism in Australia,
 470: by Seamus Fagan, EA General Delegate, was followed by a
 471: mini-exhibition which enabled travel agents and member centre
 472: representatives to liaise on a one-to-one basis.
 473:
 474:
 475: INTEREST FROM THE PHILIPPINES
 476:
 477: Rosemarie Rafael, an agent from the Philippines who attended the
 478: Travel Australia Business Show in Manila in 1996, recently visited
 479: Sydney.
 480:
 481: Ms Rafael included visits to two ASTS participating EA member centres
 482: in her schedule. In a phone call to the EA Secretariat at the
 483: conclusion of her stay, Ms Rafael indicated that she had been very
 484: impressed with the quality of the ELICOS centres which she visited and
 485: with the tourism opportunities available in Sydney. Ms Rafael
 486: commented that she "would definitely be organising a study tour to
 487: Australia next year".
 488:
 489:
 490: AUSTRALIAN TOURISM EXCHANGE
 491:
 492: As part of our Asia Study Tourism Strategy, the EA will take a stand
 493: at the Australian Tourism Exchange in Melbourne, 16-20 June 1997.
 494:
 495: The EA stand will be staffed by representatives of ASTS participating
 496: EA member centres in Victoria. The AIEF will provide a study tourism
 497: display for the stand and the EA's generic Asia Study Tourism
 498: brochures, with lists of participating member centres, will be
 499: distributed.
 500:
 501: It is anticipated that some 800 buyers representing 630 companies,
 502: mainly travel agencies, will participate in ATE, which is one of the
 503: Australian Tourist Commission's major annual events.
 504:
 505:
 506: ELICOS INDUSTRY STUDY
 507:
 508: Asia Pacific Access was commissioned by the EA to undertake a study of
 509: the ELICOS Industry in Australia during the 1996 calendar year.
 510: Similar studies were conducted by Asia Pacific Access in 1990, 1992

511: and 1994.

512:

513: The ELICOS Association has a strong commitment to the provision of

514: accurate and current information on the participation of international

515: students in ELICOS courses in Australia. The Study will provide

516: up-to-date data on the ELICOS sector and assist the industry, through

517: the EA, to assess the developments which have taken place in the

518: intervening two years since the 1994 study.

519:

520: The Study involved surveying 35 EA and non-EA ELICOS centres and more

521: than 2,000 ELICOS students in October-November 1996. Five single

522: nationality focus groups were also surveyed. The surveys' findings

523: and their analyses will provide factual rather than anecdotal

524: information about students' perceptions and attitudes, their

525: backgrounds and intentions, industry parameters and trends, and will

526: provide valuable marketing intelligence.

527:

528: The results of the Study will be published and formally launched by

529: the EA in July. The publication will be of significant interest and

530: usefulness to educators, administrators and marketers alike, both

531: within the ELICOS sector and within all other sectors of Australia's

532: international education industry. EA member centres will each be

533: provided with a complimentary copy of the publication and further

534: copies will be available for purchase at a cost of \$250 per copy.

535:

536: The acknowledgement and thanks of the ELICOS Association is extended

537: to the Australian International Education Foundation and to IDP

538: Education Australia for assistance through financial contributions

539: towards the cost of the study.

540:

541:

542: INSEARCH LANGUAGE CENTRE'S MAJOR AWARD WIN

543:

544: Insearch Language Centre (ILC), and EA member centre, has won the

545: prestigious 1997 International Business Asia News Magazine Award for

546: providing "the best Australian service activity in Asia".

547:

548: The Award recognises ILC's outstanding achievements in language

549: programs and teacher training, both in Australia and throughout Asia.

550: ILC was one of six corporations and organisations, including Mitsui,

551: Ansett Australia and Emil, which shared top honours in different

552: categories of achievement. ILC Director, Michael Fay, said:

553:

554: "It was won against strong competition from major Australian companies

555: operating in Asia. It's very exciting for a relatively small

556: operation, providing education services, to be recognised for its

557: achievements in international best practice."

558:

559: ILC is one of Australia's largest language teaching centres, teaching

560: English to overseas students, as well as offering 12 Asian and

561: European languages to Australian students and companies. ILC is also

562: heavily involved in teacher training, both in Australia and overseas,

563: as well as the development of teaching materials and the publication

564: of course books for the IELTS (International English Language Testing

565: System) test.

566:

567: The International Business Asia News Magazine Awards, introduced four

568: years ago, are designed to reward vision, innovation, determination,

569: planning and production in the marketplace.

570:

571:

572: EXPOLINGUA CELEBRATES 10TH ANNIVERSARY

573:

574: The 10th Expolingua in Berlin is scheduled for 20-23 November 1997.

575: Expolingua is now supported by the German Association for Modern

576: Languages (Fachverband für Moderne Fremdsprachen). Most German

577: teachers of English are members of this association.

578:

579: Karin Schuster, Education Adviser in Bonn has been invited to give a

580: paper during the Scientific Programme of Expolingua, focussing on

581: language training in Australia, in line with the main topic of the

582: presentation forum: Learning Languages - a life-long learning

583: process.

584:

585: Article by Karen Schuster, Education Advisor, Australian Embassy,

586: Bonn.

587:

588:

589: ABI ENGLISH LERNEN IN AUSTRALIEN

590:

591: A second edition of the 1993 produced student guide "Englisch Lernen

592: in Australien" is targeted for completion in November 1997.

593:

594: It is planned to have the publication ready for dissemination in time

595: for Expolingua in Berlin, 20-23 November 1997. The AIEF Education

596: Adviser in Bonn has negotiated AIEF terms of collaboration on the

597: project including funding and acting as co-author. It is in our

598: interest to have credible information which is endorsed, produced and

599: made available to the German speaking public by a consumer protection

600: association. AIEF participation signals our interest in implementing

601: projects to strengthen collaborative ties with the German education

602: media sector. It will ensure AIEF objectives are embedded in the

603: publication and that our requirements are met. Our contribution to

604: contents, format, numbers published etc. guarantees maximum influence

605: as well as maximum benefit (eg. Good investment and trade potential)

606: for our member institutions.

607:

608: A questionnaire will be sent to EA Member centres in July/August to

609: ensure correct and up-to-date details are included in the German

610: language student guide. All English language training providers are

611: requested to return the completed questionnaire as soon as possible.

612: The authors will require extra time for translation.

613:

614: Article by Karin Schuster, Education Advisor, Australian Embassy,

615: Bonn.

616:

617:

618: SWISS AND DANISH STUDENT VISA APPLICATIONS

619:

620: Student visa applications from Swiss and Danish students are now

621: processed and issued by the Department of Immigration and
 622: Multicultural Affairs (DIMA) in Bonn. With the closure of the
 623: Australian Consulate in Berne and the Embassy in Copenhagen all visa
 624: processing has been transferred to Bonn. DIMA in Bonn confirms that
 625: all student visa applications will continue to have 24 hour turnaround
 626: time, provided the applications are complete and further documentation
 627: is not required. Students should be informed to take the mailing time
 628: from and to Bonn into account when calculating an estimated date for
 629: return of their passports. Provision for Australian panel doctors
 630: will be maintained in both Switzerland and Denmark for students
 631: undertaking courses of study longer than three months and thus
 632: requiring medical examinations.
 633:
 634: His Excellency Max Hughes at the Australian Embassy in Bonn is
 635: accredited as Ambassador to Switzerland. With the closure of the
 636: Australian Embassy in Copenhagen he is also accredited to Denmark.
 637: Government to government dialogue with regard to education matters
 638: will be conducted from Bonn.
 639:
 640: Article by Karin Schuster, Education Advisor, Australian Embassy,
 641: Bonn.
 642:
 643:
 644: JALT 97
 645:
 646: The 1997 JALT (Japan Association of Language Teachers) Conference will
 647: be held in Hamamatsu, Japan, 9-10 October 1997.
 648:
 649: This year's conference, sponsored jointly by the Australian
 650: International Education Foundation and the Australia-Japan Foundation,
 651: will have a strong Australian flavour and a significant presence by
 652: leaders in Australian TESOL education.
 653:
 654: As part of the theme of Town Square Australia exhibition space at the
 655: conference, the EA and the Australia-Japan Foundation will be
 656: co-ordinating a booth for distribution of brochures and generic
 657: information about ELICOS studies in Australia. Extensive interest in
 658: participation has been received from EA member centres.
 659:
 660:
 661: EDUCATION EUROPE NEWS UPDATE JUNE 1997
 662:
 663: Europe:
 664: Education advisers have been appointed in Italy and France. The
 665: appointment in Spain will be made shortly.
 666:
 667: Kati Jahromi, European Education Co-ordinator, Austrade, Paris.
 668:
 669: France:
 670: The promotion of Australia with the CIDJ (French youth information
 671: centre) is currently under way. The three day "l'Australie pour les
 672: jeunes" was launched by His Excellency Ambassadeur Spender and the
 673: Senior Trade Commissioner, Mrs Atkinson on Wednesday 4 June. On that
 674: afternoon, a conference/debate was held by Kati Jahromi, on Australian
 675: Education. It was attended by over 150 students and lasted for 2

676: hours, with a presentation followed by a question and answer session.
677:
678: For the CIDJ promotion, Austrade Paris was able to secure special
679: student fares to Australia during the months of September and October
680: from Singapore Airlines for French students, which will be sold
681: through the Travel Centre of the CIDJ.
682:
683: Kati Jahromi, European Education Co-ordinator, Austrade, Paris.
684:
685: Hungary:
686: This post's recent enquiry to the ELICOS Association re Hungarian
687: students desire to study a full high school year has attracted an
688: unprecedented response; 17 educational institutions responded and
689: although the majority cannot qualify being language schools, some good
690: offers were also received. The local education agent is still working
691: on this opportunity and eventual future working arrangements. This
692: post provides full support to institutions when negotiating via this
693: agent.
694:
695: Jeno Juhasz, Senior Business Development Manager, Austrade, Hungary.
696:
697: CIS:
698: "Moscow weather is making all the students to think about changing the
699: climate for a bit more sunny one".
700:
701: Sergei Podobed, Business Development Manager, Austrade, Moscow.
702:
703:
704: Switzerland:
705: Given the relocation of the Berne office, from midnight June 30th,
706: there will be no means of communication with the existing Berne
707: office.
708:
709: Mary Valach and Susan Stettler, Austrade, Switzerland.
710:
711:
712: EA/ELCA PROFESSIONAL DEVELOPMENT SEMINAR
713:
714: The third in a series of EA/ELCA (English Language Centre of
715: Australia, Bangkok) professional development seminars was held at the
716: Siam Inter-Continental Hotel in Bangkok on Friday 30 May 1997. The
717: theme of the seminar was Enhancing Learner Motivation.
718:
719: An introduction to the EA was provided by Seamus Fagan, on behalf of
720: Christine Bundesen, EA Chairperson. Presentations included:
721:
722: Motivation and Corporate Language Training by Clyde Fowle, ELCA,
723: University of the Thai Chamber of Commerce.
724:
725: Self-Access and Learner Autonomy as Sources of Motivation by Denise
726: Young, Phoenix English Language Academy (Perth).
727:
728: Motivating Fluency Activities by Todd Beuckens, American University
729: Alumni.
730:

731: CALL as a Means of Motivation by Ingrid Sulakatku, ELICOS Centre,
732: Sydney Institute of Technology.
733:
734: The seminar was attended by approximately 29 TESOL professionals from
735: Thailand and Australia, including 8 EA member centre personnel.
736:
737:
738:
739: NEWS FROM THE AIEF
740:
741: THE AIEF REVIEW
742:
743: The Review of the AIEF was announced in the 1996-97 Budget. Its
744: purpose was to assess the effectiveness of the AIEF as a partnership
745: between the Commonwealth Government and the Australian international
746: education and training industry for the promotion of Australia's
747: international education and training capabilities.
748:
749: An independent consultant, the Allen Consulting Group, was engaged to
750: conduct the Review in December 1996. The consultant sought the views
751: of all sectors of the education and training community and other
752: stakeholders through written submissions and direct consultations
753: across Australia.
754:
755: The Government received the consultant's Report on the Review on 13
756: March 1997 and is considering its response. A copy of the
757: consultant's Report has been provided to all AIEF members.
758:
759: Before finalising its position, the Government is seeking further
760: advice from the education and training industry. Peak education and
761: training bodies and State/Territory Ministers responsible for
762: education and training have been invited to provide the Minister for
763: Employment, Education, Training and Youth Affairs, Senator Amanda
764: Vanstone, with written comments on the Review. Senator Vanstone wrote
765: to peak education and training industry bodies on 30 May inviting them
766: to a round-table discussion on the Review on 18 June.
767:
768: A decision on the future of the AIEF is expected to be made later in
769: the year.
770:
771:
772: ONE-STOP SHOP FOR AUSTRALIAN EDUCATION LAUNCHED ON THE
INTERNET
773:
774: A web site launched on the Internet is not only a powerful marketing
775: tool for Australia's \$3 billion international education industry but
776: also a valuable domestic resource, according to the web site's
777: authors, the Australian International Education Foundation (AIEF).
778:
779: Launching the site in Canberra in April, AIEF Chairman, Eric Mayer,
780: said the web site will be a boon to students, academics, parents and
781: education interest groups by providing a comprehensive one-stop shop
782: for information ranging from courses and institutions to types of
783: scholarships and accommodation.
784:

785: "With a click of a mouse, prospective students and others will be able
786: to visit more than 100 institutions representing all levels of study
787: such as higher education, vocational education and training,
788: foundation studies, schools, English language and distance education,"
789: Mr Mayer said.
790:
791: "Built into these pages is an electronic mail facility and a hyperlink
792: to the institutions' own home pages to provide visitors with a direct
793: route to further information," Mr Mayer said.
794:
795: The web site was developed by the AIEF on behalf of its members as an
796: immediate and dynamic response to the emergence of a new global market
797: with more and more people around the world relying on the Internet for
798: information.
799:
800: The site will be continually developed in response to the evolving
801: needs of the overseas market with an interactive discussion facility
802: and information on consultancy services offered by Australian
803: institutions soon to be added. Local language sites promoting
804: Australian education have been developed in China, Japan, Korea and
805: Indonesia.
806:
807: The AIEF World Wide Web Site is at: www.aief.edu.au
808:
809:
810: OVERSEAS STUDENT STATISTICS PUBLICATION
811:
812: The 1996 edition of the Australian International Education
813: Foundation's (AIEF) publication Overseas Student Statistics is
814: currently being finalised.
815:
816: For the first time, estimates of students' expenditure while in
817: Australia by country and sector and by sector and state are included.
818: The expenditure estimates at the state, sector and country level have
819: been estimated by the AIEF, while the estimates at the total level are
820: consistent with that published in the ABS publication Balance of
821: Payments, Australia December Quarter 1996. Additionally tables on
822: level of study, average cost and duration of course and the global
823: ELICOS industry have also been included for the first time, while
824: additional country information by field of study has been included.
825:
826: There was a 18.9% rise in the overseas student enrolment in Australia
827: in 1996 over 1995, from 120,334 to 143,067. Since 1993 overseas
828: student enrolment has increased by almost 60,000 students or 69.0%.
829: Across all countries the four major sectors all showed growth with
830: "Vocational Education" leading the way with 27.8% over 1995, next was
831: "ELICOS Colleges" (20.9%)*, then "School Education" (19.7%) and
832: "Higher Education" (12.0%).
833:
834: The report will be available from the AIEF in July.
835:
836: * This does not take into account ELICOS provided by other sector
837: institutions eg TAFE Colleges.
838:
839:

840: JAPAN AND KOREA

841:

842: Senator Vanstone, Minister for Employment, Education Training and
843: Youth Affairs, is scheduled to visit Seoul in September 1997 to attend
844: an APEC Human Resource Development Ministerial meeting. She will
845: visit Japan on the same trip. This will be her first Ministerial
846: visit to Korea and Japan and in addition to repaying the visit by the
847: Japanese Minister of Labour, Mr Nagai, in August 1996, she will have
848: the opportunity to discuss future co-operation in employment,
849: education, training and youth affairs with counterpart Ministers in
850: both countries.

851:

852:

853: CHINA

854:

855: The Chinese Minister responsible for State Education, Mr Zhu Kaixuan,
856: will visit Australia as a guest of government in September 1997.

857:

858:

-->BEGIN: Construction of Tawain

859: TAIWAN: MARKET CHANGES ADDRESSED

860:

861: The 1997 March Quarter figures on total student visas issued by
862: Australian posts recently released by the Department of Immigration
863: and Multicultural Affairs, indicate that while growth is continuing,
864: it is continuing at a slower rate than previously. In the 1997 March
865: Quarter 23,488 student visas were issued by offshore posts, an
866: increase of 6 percent on the corresponding quarter in 1996.

867:

868: Taiwan, however, showed an 18 percent decline over the same period.
869: The Taiwanese market has now recorded negative growth for the last
870: three quarters and is a market that requires immediate and longer term
871: attention if Australia is to maintain its position and redress the
872: decline. The Australian International Education Foundation (AIEF) is
873: finalising its strategies in its 1997-98 Country Business Plan for
874: Taiwan.

875:

876: There are multiple factors contributing to this turnaround, such as:

877:

878: Fallout from the racism debate;

879:

880: A relaxation by the United States in its issuing of study visas;

881:

882: The appreciation of the Australian dollar against competitor countries
883: and Taiwanese currencies;

884:

885: Australia's low profile relative to the USA;

886:

887: Increased promotional activity by the USA and other competitor
888: countries;

889:

890: Increases in the cost of Australian courses relative to our major
891: competitors; and

892:

893: Increased student visa fees.

894:
 895: In the short term, the ELICOS Association and the AIEF are seeking to
 896: counter recent negative publicity with good news stories supplied by
 897: institutions.
 898:
 899: In the longer term, a multi-faceted strategy to improve Australia's
 900: performance in Taiwan is being developed as part of the AIEF's Country
 901: Business Planning process. The strategy builds on the theme of
 902: promoting Australia's image as a technologically advanced country with
 903: outstanding research excellence. The key areas being addressed are:
 904:
 905: Increasing the availability of information on Australia's education
 906: and training capabilities;
 907:
 908: Increasing awareness of Australia generally;
 909:
 910: Further efforts to build and maintain relationships with local
 911: education agents;
 912:
 913: Increasing the number and level of activities under institutional
 914: links; and
 915:
 916: Promotion of Australia's research excellence.
 917:
 918: AIEF members met with Mr Watt, the AIEF's Director in Taipei, on 2 May
 919: 1997 to provide input into the strategy and it is now nearing
 920: finalisation. Planning and implementation of some of the activities
 921: supporting the strategy are well advanced. For example:
 922:
 923: Planning for the Second Australia Taiwan Vocational Education and
 924: Training (VET) Conference is well advanced; and
 925:
 926: Supporting activities to the Vocational Education and Training
 927: conference are being organised, including an Australian Education and
 928: Training Exhibition to be held immediately prior to the conference
 929: which will attract institutions from the VET, ELICOS and the Schools
 930: sectors.
 931:
 932: Article provided by the Australian International Education Foundation
 933: (AIEF), Canberra.
 -->END: Construction of Tawain

937: AUGUST 1997 NEWSLETTER

938:

939: TOP RATING TO EA HOME PAGE

940:

941: The EA web site has been given a rating of 5, the highest rating

942: possible, by Webnet Web Ratings.

943:

944: Webnet Web Ratings rates websites on their content, navigation of

945: site, appearance and ease of reading. Each category is rated from one

946: to five, then an average of the overall score is given. The EA web

947: site rated 5 in each category and received the following review:

948:

949: "New to Australia, want to learn English - then have a look at this

950: site. The site is easy to read and navigate, with information on all

951: institutions around Australia."

952:

953: The EA web site was established in late March 1997 and by the end of

954: June had been visited 250 times. In the following six weeks to 18

955: August, however, the number of visits had increased to 756.

956:

957: The EA web site has recently been updated to include changes to the

958: EA's contact details, any changes to Member Centres' contact details,

959: a publications screen and a hot-link to the EA Conference home page.

960:

961:

962: LAUNCH OF ELICOS INDUSTRY STUDY

963:

964: A Study of the ELICOS Industry in Australia - 1996 will be launched on

965: Monday 13 October 1997, 5.30 pm - 7.00 pm, in the Auditorium at the

966: Australian Centre for Languages, Science House, Cnr Essex and

967: Gloucester Streets, The Rocks, Sydney. The launch will take place on

968: the evening between two days of the ELICOS Association's Annual

969: General Meeting and professional development seminars. It is

970: anticipated that there will be an attendance of over 100 ELICOS

971: industry, international education, government, non-government and

972: corporate sector representatives.

973:

974: The industry study was conducted by Asia Pacific Access, on commission

975: to the ELICOS Association. This study, which is a study of the

976: industry during the 1996 calendar year, is the fourth in a biennial

977: series of such studies. The information contained in these studies is

978: of vital importance not just to Australian ELICOS providers but also

979: to all other parties involved in Australian international education

980: and allied industries.

981:

982: ELICOS centre surveys and student surveys, undertaken in the course of

983: the industry study, provide statistical information not readily

984: available through any other source (eg immigration statistics,

985: Australian Bureau of Statistics) due to the systematic coverage of

986: both student and non-student visa statistics. The longitudinal nature

987: of the study is also important in tracking, in a very detailed manner,

988: trends in the international education industry.

989:

990: Senator Amanda Vanstone, Minister for Education Employment Training

991: and Youth Affairs has been invited to launch the final report of the
 992: 1996 Study, which encompasses the findings of the Centre Surveys and
 993: Student Surveys, an Executive Summary, an economic up-date on the
 994: industry and student nationality profiles.
 995:
 996: EA member centres will each receive one complimentary copy of the
 997: Report, which will be published in October. Additional copies will be
 998: available for purchase at \$250 per copy.
 999:
 1000:
 1001: REVIEW OF THE OVERSEAS STUDENT VISA PROGRAM
 1002:
 1003: The ELICOS Association has prepared a submission to a Review of the
 1004: Overseas Student Visa Program, currently being undertaken by the
 1005: Department of Immigration and Multicultural Affairs.
 1006:
 1007: The EA's submission, which has taken into account feedback from EA
 1008: member centres, includes the following recommendations:
 1009:
 1010: 1. that the Australian student visa application fee be reduced to
 1011: approximately the same as that charged by our competitor countries;
 1012:
 1013: 2. that the cost of extensions to student visas in Australia be
 1014: reduced to a level perceptible below that charged for application for
 1015: an initial visa;
 1016:
 1017: 3. that DIMA approve the facility for movement from non-student (eg
 1018: tourist and working holiday visa) to student visa whilst in Australia;
 1019:
 1020: 4. that DIMA implement and apply effective procedures for responding
 1021: to breaches of visa conditions by international students, and that a
 1022: set of guidelines stipulating procedures to be undertaken by DIMA, and
 1023: recommended procedures for international education providers, be
 1024: developed, documented and distributed throughout the industry;
 1025:
 1026: 5. that DIMA staff in overseas posts undertake a staff training
 1027: program with the objective of creating a client service culture in the
 1028: Department;
 1029:
 1030: 6. that a set of procedures related to the issue of student visas in
 1031: gazetted countries, and another set of procedures for non-gazetted
 1032: countries, be developed, documented and adhered to by all visa issuing
 1033: posts;
 1034:
 1035: 7. that a visa issuing post in Switzerland be re-opened;
 1036:
 1037: 8. that the English language requirements for students from PRC be
 1038: abolished for PRC students enrolling and paying up-front fees for an
 1039: English language training course followed by further education as part
 1040: of a package enrolment and be waived for a limited trial number of
 1041: stand-alone English language students;
 1042:
 1043: 9. that a process of consultation between DIMA and other Government
 1044: Departments involved in the international education industry be
 1045: implemented;

1046:
1047: 10. that a process of regular consultation between DIMA and peak
1048: industry body representatives be implemented.
1049:
1050: The EA has indicated to DIMA its preparedness to become involved in
1051: consultations to be undertaken in the course of the Review.
1052:
1053:
-->BEGIN: Construction of Tawain
1054: TOURISTS JOIN STUDENTS IN STUDYING ENGLISH IN AUSTRALIA
1055:
1056: A study recently undertaken by Austrade, on commission to the ELICOS
1057: Association, as part of the Asian Study Tourism Strategy, provided a
1058: clear picture of Asian students and tourists who has undertaken
1059: English language studies in Australia in 1996. The study included
1060: student visa, tourist visa and working holiday visa holders. Data and
1061: information was provided by approximately 56% of Australia's ELICOS
1062: institutions.
1063:
1064: The main conclusions of the study for 1996 were:
1065:
1066: Total Asian ELICOS numbers are running at some 65,000 students per
1067: annum;
1068:
1069: Of this total, 53,000 enrolled as individuals and 12,000 in groups;
1070:
1071: Total enrolments in the four Asian target markets of Korea, Taiwan,
1072: Indonesia and Thailand grew by 34% between 1995 and 1996;
1073:
1074: However, study tourist numbers from Asia grew by 78% over the same
1075: period;
1076:
1077: The greatest rate of growth was in enrolments from the Republic of
1078: Korea, which grew at 58% between 1995 and 1996. Taiwan grew at 31%
1079: and Indonesia at 16%, whilst Thailand recorded a 4% decrease;
1080:
1081: Japan was the source of the largest number of enrolments
1082: (approximately 25,000);
1083:
1084: Korea has notched up the largest number of student weeks (244,000);
1085:
1086: Japanese students were the largest users of tourist and working
1087: holiday visas;
1088:
1089: Overall, 41% of Asian ELICOS enrolments were on tourist visas, 5% on
1090: working holiday visas, and 54% on student visas;
1091:
1092: Total fees paid by Asian ELICOS enrollees was around AUD\$181 million,
1093: including AUD\$171 million paid by individuals and \$10 million by
1094: groups;
1095:
1096: Individuals tended to enrol in courses lasting 12-15 weeks whilst
1097: groups enrolled in courses lasting 3-5 weeks.
1098:
1099: The EA has since engaged an analyst to work with Austrade to prepare

1100: reports on similar surveys in relation to European and South American
 1101: markets in 1996.
 -->END: Construction of Tawain
 1102:
 1103:
 1104: EA ANNUAL GENERAL MEETING
 1105:
 1106: The eighth Annual General Meeting of the ELICOS Association Limited
 1107: and professional development seminars for EA member centre personnel
 1108: will be held at the Furama Hotel Central, 28 Albion Street, Surry
 1109: Hills, Sydney on 13-14 October 1997.
 1110:
 1111: The formal AGM, on 14 October, will include a number of presentations
 1112: including the Chairperson's Report, a Report on the 1997 EA Education
 1113: Conference, State/Territory Delegates' Reports, presentation of the
 1114: audited financial statements for the 1996/97 financial year, the
 1115: election of a Deputy Chairperson and three General Delegates.
 1116: Nominations for these positions have been called for, with nominations
 1117: closing on Tuesday 16 September 1997.
 1118:
 1119: Two professional development seminars will be presented on the
 1120: afternoon of Monday 13 October, with one further professional
 1121: development seminar presented the following afternoon. There will be
 1122: no charge to EA Member Centre representatives for participation in the
 1123: AGM or the Professional Development Seminars. The AGM Dinner will be
 1124: held at The Waters Edge Restaurant, Sydney, in the evening.
 1125:
 1126: The schedule for the two days is as follows:
 1127:
 1128: Monday 13 October 1997
 1129: 1.30 pm - 4.30 pm Professional Development Seminars
 1130:
 1131: Competency/Accreditation Standards/Quality Assurance by Pam Christie*,
 1132: Director, Industry Training Services, DTEC, NSW.
 1133:
 1134: Off-Shore Representation - Where do we go from here? By Terry White*,
 1135: Education and Training Counsellor, AIEF, Tokyo.
 1136:
 1137: Each of the above Professional Development Seminars will be presented
 1138: twice, with participants being divided into two groups.
 1139: [*To be confirmed]
 1140:
 1141: 8.00 pm AGM Dinner - a social opportunity to mix with council members
 1142: and colleagues. Venue - Waters Edge Restaurant, Pier One, Sydney
 1143: (beside Sydney Harbour, next to the Harbour Bridge).
 1144:
 1145: Tuesday 14 October 1997
 1146:
 1147: 9.00 am to 12.15 pm EA Annual General Meeting
 1148:
 1149: 12.15 pm - 1.30 pm Lunch
 1150:
 1151: 1.30 pm - 4.30 pm Professional Development Seminar Trade Practices,
 1152: Consumer Protection and Competitive Neutrality by Calvert Duffy,
 1153: Senior Manager, Compliance Education Unit, Australian Competition &

1154: Consumer Commission, Vic.

1155:

1156: 4.45 pm - 5.30 pm Visit to the EA Secretariat - tea and coffee will be

1157: served at the new EA premises.

1158:

1159: A formal notice of meeting and participation forms will be forwarded

1160: to EA member centres in September.

1161:

1162:

-->BEGIN: Construction of Tawain

1163: ASIA STUDY TOURISM STRATEGY

1164:

1165: EA member centres were recently provided with a 2-page Brief Review of

1166: the First Year of the Strategy. In it's first year the Asia Study

1167: Tourism Strategy was largely targeted at raising awareness of the

1168: potential for English language study tour programs in Australia for

1169: groups and individuals from the four target markets of South Korea,

1170: Taiwan, Indonesia and Thailand. EA/AIEF member centres which

1171: participated in the first year of the strategy were provided with

1172: contact details of some 160 travel agents who had indicated an

1173: interest in Australia's English language study tour programs and/or

1174: had specifically requested program proposals.

1175:

1176: Following the success of the first year of the Asia Study Tourism

1177: Strategy (ASTS), the Strategy has continued into the current financial

1178: year.

1179:

1180: Twenty-eight EA/AIEF member centres have signed on to the strategy for

1181: the period 1 July 1997 to 30 June 1998. Funding from the AIEF is

1182: being sought and participating member centres have been provided with

1183: Guidelines for Participation and a Request for English Language Study

1184: Tour Program form for their use in negotiating study tour programs

1185: with agents or institutions.

1186:

1187: The first ASTS activity for the current financial year has already

1188: been conducted. An ASTS Workshop with Taiwanese travel agents and

1189: participating member centres, was held at the Howard Plaza Hotel in

1190: Taipei, on Thursday 14 August, 10.00 am - 12.00 noon.

1191:

1192: The Workshop was similar in structure to a successful ASTS Workshop

1193: held in Jakarta in June. A generic presentation on English language

1194: study tourism in Australia, presented by Seamus Fagan, was followed by

1195: a mini-exhibition which enabled travel agents and member centre

1196: representatives to liaise on a one-to-one basis.

1197:

1198: The Workshop was attended by 12 key Taiwanese travel agents and 14

1199: ASTS participating EA member centre representatives.

1200:

1201: ASTS participating member centres will be provided with a detailed

1202: plan for the year, including Target Country Action Group plans, when

1203: available.

-->END: Construction of Tawain

1204:

1205:

1206: 10TH ANNUAL EA EDUCATION CONFERENCE

1207:

1208: A Letter from the Organising Committee

1209:

1210: To EA Member Centre Personnel,

1211:

1212: The brochures have gone out, the papers have come in and it's time for

1213: the conference committee to hope that you will all be interested in

1214: coming to the 10th EA conference in Brisbane. It is a landmark

1215: conference - ten years! - and we are hoping that it will be a

1216: practical and productive event for all participants.

1217:

1218: Our STOP PRESS news is that we now have Alan Duff booked as a keynote

1219: speaker. He will be joining Susan Stempleski and Allan Luke at the

1220: conference. We are pleased with the range of experience our keynote

1221: speakers offer: Susan is well known for her work with video in the

1222: classroom while Allan Luke is a popular speaker on cultural issues.

1223: Alan Duff has been working in the area of translation and should be an

1224: interesting speaker!

1225:

1226: The standard of the papers so far received is high and this year in

1227: particular, in response to feedback from previous conferences, we have

1228: organised the Lesson Plan Swap Shop. This is an opportunity for

1229: teachers to bring their favourite lesson plan and swap it for someone

1230: else's. We are hoping that all the plans will eventually be posted on

1231: the World Wide Web and prove to be the basis for a teachers' resource

1232: site. If you are interested in this but not too sure what to do,

1233: contact Susan Gillion of the Russo Institute of Technology.

1234:

1235: In keeping with the Conference theme, and current fascination, there

1236: will be a number of papers on issues of technology in the classroom.

1237: Some of these will be demonstrations and workshops and many will be

1238: presented by teachers with a profound experience of using technology

1239: in their classrooms. We also hope to host a couple of video

1240: conferences for those of you interested in seeing this technology in

1241: action! Examination and testing issues are a popular theme for papers

1242: and so are management issues. We hope that those of you who are

1243: interested in these areas in particular might join us in the

1244: pre-conference workshops. Contact Sally Brown for more details.

1245:

1246: Brisbane is rather beautiful in early spring and we recommend that

1247: those of you who can, take up the conference travel agent's offer of

1248: trips into the Brisbane hinterland on the Saturday afternoon or the

1249: Sunday. The conference accommodation agent, Ozaccom, has a range of

1250: accommodation available and can probably organise something extra for

1251: that final Sunday. Contact either JTC or Ozaccom for more details.

1252:

1253: We look forward to seeing you all in September!

1254:

1255: Yours,

1256: The Conference Convening Committee:

1257: Jane Turner, Queensland University of Technology

1258: Cam McConnell, TAFE Queensland International

1259: Stephen Heap, ICTE, The University of Queensland

1260: Wendy Tait, ICTE, The University of Queensland

1261: Maggie Deeth, Queensland College of English

1262: Susan Gillion, Russo Institute of Technology
 1263: Pauline Cullen, Lorraine Martin
 1264: Liz Condon, Lorraine Martin
 1265:
 1266: Note: The 10th Annual EA Education Conference will be held at The
 1267: Heritage Hotel, Brisbane, 25-27 September 1997. The theme for the
 1268: Conference is The Global Classroom: Technology, Language and Culture.
 1269:
 1270:
 1271: OVERSEAS STUDENT HEALTH COVER
 1272:
 1273: Medibank Private has announced the Overseas Student Health Cover
 1274: (OSHC) rates for 1998.
 1275:
 1276: The rates are effective from 1 January 1998.
 1277:
 1278:
 1279: NLC CONFERENCE OUTCOMES
 1280:
 1281: At this year's NLC (National Liaison Committee) conference resolutions
 1282: relating to the erratic pricing of student visas, the educational
 1283: rights of children of international students in Australia and access
 1284: to Medicare, were passed.
 1285:
 1286: According to Chi Kang Gooi, NLC National Convenor, it is unfair that
 1287: the children of international students must pay for kindergarten and
 1288: primary schooling. Concern was also raised at the Conference that
 1289: international students who earn more than \$5,000 must pay a Medicare
 1290: levy but do not receive Medicare benefits.
 1291:
 1292: The NLC will seek to make a submission to DIMA's current Review of the
 1293: Overseas Student Visa Program.
 1294:
 1295: Source: Campus Review, "Unfair Play for Foreign Students", 16-22 July
 1296: 1997, p. 3.
 1297:
 -->BEGIN: Construction of Tawain
 1298: VISITORS TO AUSTRALIA
 1299:
 1300: According to Short Term Visitor Arrivals data provided by the
 1301: Australian Bureau of Statistics and published in a report recently
 1302: released by the Australian Tourist Commission, the number of
 1303: international visitors, including tourists, to Australia during the
 1304: month of April 1997 was 325,897, a decline of 2.2% on the number for
 1305: April 1996. During the period year ending April 1997, 2,540,056
 1306: visitors arrived in Australia for a holiday.
 1307:
 1308: With regard to visitors from Asia during April 1997, the report shows
 1309: that:
 1310:
 1311: There was a decrease of 0.8% in Asian visitor arrivals against April
 1312: 1996;
 1313:
 1314: A total of 19,610 came from Korea, an increase of 35% against April
 1315: 1996, making it Australia's largest tourism source market in Asia;

1316:
 1317: A total of 5,340 visitors came from China (PRC), representing an
 1318: increase of 27.8% against April 1996;
 1319:
 1320: The number of visitors from Taiwan decreased by 16.7% against April
 1321: 1996, bringing the number to 12, 107;
 1322:
 1323: The number of visitors from Thailand decreased by 8.0% against April
 1324: 1996, bringing the number to 14,826;
 1325:
 1326: Visitors from Indonesia totalled 11,063, an increase of 22.1% against
 1327: April 1996.
 1328:
 1329: Year to date April 1997 figures indicate that total inbound tourism to
 1330: Australia has increased by 4.2% against the previous year.
 1331:
 1332: Source: Tourism Pulse, Australian Tourist Commission, July 1997.
 -->END: Construction of Tawain
 1333:
 1334:
 -->BEGIN: Construction of Tawain
 1335: MINISTER SPEAKS OUT AGAINST HANSON
 1336:
 1337: Senator Amanda Vanstone, Minister for Employment Education Training
 1338: and Youth Affairs, has spoken out against Independent MP Pauline
 1339: Hanson, branding her a would-be "messiah".
 1340:
 1341: At the NLC Conference for International Students in Australia in July,
 1342: Senator Vanstone criticised Hanson, promising that the Howard
 1343: government would expose Hanson's prejudices and ignorance "to the
 1344: point where she disappears off the political landscape".
 1345:
 1346: At a meeting of the Australian American Chamber of Commerce in
 1347: Melbourne the following week, Senator Vanstone accused Hanson of
 1348: hating the world and of probably having had an unhappy childhood. In
 1349: her speech Vanstone defended multiculturalism and immigration and told
 1350: the meeting that Hanson did not understand the centrality of
 1351: immigration in Australian history.
 1352:
 1353: Senator Vanstone's attack on Ms Hanson, according to Warren Osmond
 1354: writing in Campus Review, amounted largely to speculation on Hanson's
 1355: "psychological origins", rather than a rebuttal of her policies.
 1356: Senator Vanstone's criticism of Hanson does, however, comply with the
 1357: Minister's promise to continue her attacks on the independent MP.
 1358:
 1359: Source: "Vanstone's anti-Hanson broadside fulfils pledge", Campus
 1360: Review, 23-29 July 1997.
 -->END: Construction of Tawain
 1361:
 1362:
 1363: COPYRIGHT
 1364:
 1365: Legislation, with the purpose of amending the Copyright Act, has
 1366: recently been presented to Parliament.
 1367:

1368: Included in the legislation is an amendment of the definition of
 1369: "education" and "institution" to include institutions and principal
 1370: function of which is "the teaching of English to people whose first
 1371: language is not English".
 1372:
 1373: The copyright Amendment Bill 1997 was passed by the House of
 1374: Representatives in June and is now before the Senate. On 26 June
 1375: 1997, the Senate referred the Bill to its Legal and Constitutional
 1376: Legislation Committee for inquiry and report.
 1377:
 1378: The above mentioned amendment to the Copyright Act has been lobbied
 1379: for by the EA for some time. EA member centres will be advised of the
 1380: outcome of the Senate's deliberations in due course.
 1381:
 1382:
 1383: TT WARSAW TOUR & TRAVEL '97
 1384:
 1385: The 5th International Travel Show, "TT Warsaw Tour & Travel '97", will
 1386: be held at the Palace of Culture and Science in Warsaw, 25-27
 1387: September 1997.
 1388:
 1389: According to Cezary Godziemski, Business Development Manager, Austrade
 1390: Warsaw, the Show has "proven to be a very good opportunity to meet
 1391: Polish specialist education travel agents".
 1392:
 1393:
 1394: EA JOINS IATEFL
 1395:
 1396: The ELICOS Association has become an Associate Member of IATEFL
 1397: (International Association of Teachers of English as a Foreign
 1398: Language).
 1399:
 1400: As a result of the EA's Associate Membership of IATEFL, the two
 1401: organisations will regularly exchange information, including
 1402: Newsletters. The EA will receive one free registrations at the IATEFL
 1403: Conference each year and will offer one free registration at the EA
 1404: Conference to an IATEFL representative. The EA and IATEFL will also
 1405: publicise one another's events in Newsletters and at Conferences.
 1406:
 1407: IATEFL is "the world's largest British-based international
 1408: organisation dedicated to the interests of professionals in the
 1409: teaching of English as a second or foreign language".
 1410:
 1411: The EA's decision to join IATEFL underlines Council's commitment to
 1412: achieving object 2.1(d) of the Memorandum of Association of ELICOS
 1413: Association Limited, that is:
 1414:
 1415: "to promote the ELICOS sector of the TESOL profession by providing
 1416: information about it, in Australia and overseas".
 1417:
 1418:
 1419: IATEFL CONFERENCE
 1420:
 1421: The 32nd International IATEFL Conference will be held in Manchester,
 1422: UK, 15-18 April 1998.

1423:

1424: The speaker proposal deadline is 15 October 1997. A copy of the

1425: speaker proposal form may be obtained from the EA Secretariat.

1426:

1427:

1428: ARELS WORKSHOP

1429:

1430: The EA has been invited to send a representative as an observer to the

1431: ARELS (Association of Recognised English Language Services) Workshop

1432: to be held in Brighton UK, 27-28 August 1997.

1433:

1434: The ARELS Workshop already attracts participants from some 200

1435: agencies each year, from more than 30 countries world-wide.

1436: Attendance of agents is by invitation only, so that ARELS is able to

1437: maintain the reputation of the event. To date, the Workshop has

1438: always been open only to UK education providers which are accredited

1439: by the British Council. From 1998 onwards, ARELS plans to invite

1440: education providers from those countries which has achieved a

1441: comparable level of accreditation. It is in this context that the EA

1442: has been invited to the 1997 Workshop and that EA member centres may

1443: be able to participate in the 1998 and subsequent workshops.

1444:

1445: The EA will be represented at the 1997 workshop by Helen Zimmerman.

1446:

1447:

1448: EA JOURNAL

1449:

1450: EA Journal Volume 15 No 1 is now available. "This issue is nothing is

1451: not provocative. Each article confronts the reader with a remarkable

1452: disclosure or audacious point of view." [Jones J, Editorial, EA

1453: Journal. Vol 15, No 1]

1454:

1455: EA member centres have each been provided with two copies of the

1456: Journal. Additional copies are available for purchase from the EA

1457: Secretariat, at a cost of \$15 per copy, postage within Australia

1458: included.

1459:

1460:

1461: AIEF PUBLICATIONS

1462:

1463: During the last two months the AIEF has produced and/or distributed a

1464: number of publications including:

1465:

1466: Your future begins here... a guide to excellence in Australian

1467: education and training is a comprehensive guide for international

1468: students considering Australia as a study destination. Covering

1469: issues ranging from the AQF, visa requirements, work entitlements and

1470: accommodation through to climate, the guide also provides contact

1471: details and a precis on each Member institution. 7,000 copies of the

1472: guide have already been distributed to the offshore network. A second

1473: print run, incorporating further institution details, is planned.

1474:

1475: Australian Education in Profile - 1997 provides up-to-date statistical

1476: information on the Australian education system. Incorporating

1477: information on the AQF, the pamphlet provides information on both

1478: participation rates and expenditure.
1479:
1480: Article by AIEF, DEETYA, Canberra.
1481:
1482:
1483: AIEF WEBSITES
1484:
1485: Use of the AIEF's site <http://www.aief.edu.au> continues to increase
1486: with hit rates now exceeding 13,000 per week. A substantial upgrade
1487: of the site's information, including enhanced graphic images, is
1488: currently under way.
1489:
1490: Statistical analysis of the hits continues to prove interesting.
1491: Visits are being recorded from all parts of the globe - including the
1492: former Russian states. As the site hit rates continue to grow and
1493: statistical analysis improves, the site may be used as an indicator
1494: for future business opportunities.
1495:
1496: The Members Only site was launched on 14 July. Features include a
1497: pre-departure kit which covers topics such as country statistics,
1498: business plans, market alerts and analysis reports, together with
1499: information on "doing business in country" compiled by the AIEF's
1500: Counsellor network. This will enable Members to obtain a solid
1501: grounding prior to departure.
1502:
1503: Article by AIEF, DEETYA, Canberra.
1504:
1505:
-->BEGIN: Construction of Tawain
1506: AIEF UPDATE REPORT
1507:
1508: Student Visa Numbers Slow
1509:
1510: The leading indicator of trends in our offshore markets is visa
1511: granted statistics. So far this year there has been growth of only
1512: 6%, less than a third of the 19% growth achieved last year and well
1513: short of the 24% witnessed in 1995. In the period January to May
1514: 1997, 31,400 student visas were issued at offshore posts compared to
1515: 29,700 in the same period in 1996.
1516:
1517:
1518: Where the Slowdown has Occurred
1519:
1520: During the period January to May 1997, Taiwan, Singapore and Hong Kong
1521: all recorded negative growth while Malaysia and South Korea grew at
1522: only 2% when compared with the corresponding period in 1996. The
1523: Taiwanese market has recorded negative growth for the last three
1524: consecutive quarters and is clearly a market that has turned against
1525: Australia.
1526:
1527: Singapore, Hong Kong and Malaysia are all considered "mature" markets
1528: that have experienced strong growth over the last 10 years. These
1529: growth rates are not sustainable in the longer term and a slowdown in
1530: growth is not surprising. While a slowdown has been expected in our
1531: mature markets it is too early to tell if this is a long term or a

1532: short term correction.

1533:

1534: Australia's largest market in 1996, South Korea, has managed growth of

1535: only 2% in the period January to May 1997, a marked decrease over the

1536: same period in 1996 of 66%. South Korea is experiencing an economic

1537: downturn which has resulted in a blow-out in its current account

1538: deficit. The South Korean Government has responded to these

1539: circumstances with an austerity program that targets luxury spending

1540: including tourism and overseas travel for educational purposes. It is

1541: also enforcing long standing regulations that prohibit the transfer of

1542: funds offshore to finance study of Koreans under 18 years of age.

1543:

1544: Given the latest available visa data, it would seem that more of our

1545: major markets are exhibiting sluggish growth as the year progresses.

1546: While Indonesia and Vietnam continue to grow more strongly in 1997,

1547: than in 1996, they are the exceptions rather than the rule.

1548:

1549:

1550: The Race Debate - is it a Factor?

1551:

1552: It is clear that there are a number of factors that impact on our

1553: difference offshore markets. However, industry representatives and

1554: the media are now beginning to link the slowdown, in what are

1555: predominantly Asian markets, to the racism debate. While it is

1556: impossible to quantify the impact the racism debate may be having on

1557: our offshore markets it is increasingly being reported as an area of

1558: concern by the AIEF's Offshore Counsellors and should therefore be

1559: treated seriously.

1560:

1561:

1562: Anecdotal Evidence

1563:

1564: Many articles on the racism debate are appearing in the press in Asian

1565: regions. The majority of articles are reproductions from the

1566: Australian press stating what comments Hanson has made and how the

1567: Australian Government is dealing with the issue. Many of the articles

1568: on the Hanson debate are indicating that it is only a very small

1569: minority and that readers should reject the voices of racism as this

1570: is not the voice of the majority of Australians. However, given the

1571: number of articles that have appeared in recent months it is obviously

1572: a cause for concern amongst the international education and training

1573: industry.

1574:

1575:

1576: Measures Being Taken to Counter the Racism Debate

1577:

1578: The Department of Foreign Affairs and Trade has established a task

1579: force specifically designed to counter the impact of the racism debate

1580: in Asia. The task force has developed a strategy document that has

1581: been cleared by their Minister and it is now being considered by the

1582: Prime Minister. An important part of the DFAT strategy is to work

1583: closely with other organisations including the Australian

1584: International Education Foundation (AIEF). The involvement of

1585: educational institutions will be sought in the near future.

1586:

1587: Article by AIEF, DEETYA, Canberra.

-->END: Construction of Tawain

1588:

1589:

1590:

1591: OCTOBER 1997 NEWSLETTER

1592:

1593: ELICOS INDUSTRY STUDY

1594:

1595: A study of the ELICOS Industry in Australia during the 1996 calendar

1596: year revealed the following:

1597:

1598: During the 1996 calendar year 48,900 ELICOS students; of all visa

1599: categories, occupied places at ELICOS Centres at some time during the

1600: year.

1601:

1602: The sale of this quantity of ELICOS services raised \$227 million in

1603: fee income in 1996.

1604:

1605: It is estimated that during 1996 ELICOS students spent an additional

1606: \$435 million on non-educational goods and services.

1607:

1608: The result was a gross expenditure by ELICOS students in 1996 of \$662

1609: million dollars.

1610:

1611: Gross value-added to Gross Domestic Product by the ELICOS industry in

1612: 1996 is estimated to have been \$170 million, compared to \$81 million

1613: in 1994 and \$32 million in 1992.

1614:

1615: During the period 1994 to 1996, growth in the numbers of ELICOS

1616: students coming to Australia took place in all major markets, although

1617: none grew faster than the number of Korean students.

1618:

1619: In 1996, 51% of ELICOS students were interested in undertaking further

1620: study in Australia, compared to 62% in 1994.

1621:

1622: As in previous industry studies, safety was given as the main reason

1623: for ELICOS students choosing to study in Australia.

1624:

1625: The main sources from which ELICOS students obtained information about

1626: studying in Australia were Education Agents and Friends.

1627:

1628: Sixty-four percent of ELICOS centres which participated in the survey

1629: had either acquired new teaching space and/or used other strategies to

1630: increase their teaching capacity during 1996.

1631:

1632: This industry study was the fourth in a biennial series of such

1633: studies conducted by Asia Access, on commission to the ELICOS

1634: Association. ELICOS centre surveys and student surveys, undertaken in

1635: the course of the industry studies, provide statistical information

1636: not readily available through any other source (eg immigration

1637: statistics, Australian Bureau of Statistics) due to their systemic

1638: coverage of both student and non-student visa statistics. The

1639: longitudinal nature of the studies is also important in tracking, in a

1640: very detailed manner, trends in the international education industry.

1641:

1642:

1643: LAUNCH OF ELICOS INDUSTRY STUDY

1644:

1645: A Study of the ELICOS Industry in Australia - 1996 was launched in
 1646: Sydney on Monday 13 October 1997.
 1647:
 1648: The highly successful launch, held in the auditorium at the Australian
 1649: Centre for Languages, was attended by over 70 people, including
 1650: government representatives, representatives of the finance, travel and
 1651: publishing industries, peak industry body representatives, foreign
 1652: embassy representatives, university personnel and EA member centre
 1653: representatives.
 1654:
 1655: The EA Chairperson, Christine Bundesen, presented a comprehensive
 1656: overview of the major findings and analyses of the study, which was
 1657: officially launched by the Hon. Tony Abbott MP, Parliamentary
 1658: Secretary to the minister for Employment, Education, Training and
 1659: Youth Affairs. The launch was followed by a cocktail reception.
 1660:
 1661: The EA acknowledges with thanks financial contributions towards the
 1662: cost of the study from the Australian International Education
 1663: Foundations and IDP Education Australia.
 1664:
 1665: Each EA member centre has been provided with a copy of the
 1666: publication. Further copies are available for purchase from the EA
 1667: Secretariat at a cost of \$250 per copy.
 1668:
 1669:
 1670: AFFILIATION OF PEAK BODIES
 1671:
 1672: The affiliation of International Education Peak Bodies (AIEPB), is an
 1673: informal group of representatives of the ELICOS Association (EA),
 1674: Australian Vice-Chancellors' Committee (AVCC), Australia TAFE
 1675: International (ATI), the Australian Council of Independent Business
 1676: Colleges (ACIBC), Australian Council for Private Education and
 1677: Training (ACPET), the National Council of Independent Schools'
 1678: Association (NCISA) and the government schools sector. The AIEPB,
 1679: initiated by the ELICOS Association, has recently been convened to
 1680: provide a forum on an as-needed basis to consult on matters of
 1681: interest and concern to the international education industry.
 1682:
 1683: The first meeting of the group was held at the EA Secretariat on 29
 1684: August 1997, with a second meeting at the IDP Conference in Melbourne
 1685: on 1 October. The group discussed OSHC, the Disability Discrimination
 1686: Act Education Standards, the DFAT initiative to combat the effects of
 1687: the racism debate, the DIMA Review of the Student Visa Program and the
 1688: Australian International Education Foundation (AIEF).
 1689:
 1690: At the first meeting of the group and through subsequent feedback and
 1691: discussion a proposal was prepared in relation to the AIEF and
 1692: submitted to the Minister for Employment Education Training and Youth
 1693: Affairs. The peak bodies represented in the AIEPB unanimously agreed
 1694: to support the continuation of the AIEF albeit in a modified form and
 1695: only under certain conditions as specified in the AIEPB's proposal.
 1696:
 1697: Following the first meeting, the group notified DEETYA that its
 1698: members were dissatisfied with the consultative process undertaken
 1699: during DEETYA's Review of OSHC and requested further consultation.

1700:

1701: It is anticipated that the formation of the AIEPB will strengthen the

1702: international education industry through cross-sectoral consultation

1703: and be beneficial to all sectors in the industry.

1704:

1705:

1706: EA CONFERENCE

1707:

1708: The 10th Annual EA Education Conference has been evaluated as having

1709: been a great success.

1710:

1711: The Conference, with the theme of The Global Classroom: Technology,

1712: Language & Culture, was held at Brisbane's Heritage Hotel, 25-27

1713: September 1997. 216 registrants participated in the conference.

1714: Papers and workshops covered a wide range of topics, including

1715: nationality perspectives & profiles, listening and notetaking skills

1716: for EAP students, IELTS, business management models, CALL, assessment

1717: and many other topics related to the conference theme. The conference

1718: dinner, held at Rydges Rooftop Restaurant, proved to be a great

1719: opportunity for participants to mingle.

1720:

1721: The conference was opened by EA Chairperson, Christine Bundesen, who

1722: spoke on "ELICOS - A Global Industry".

1723:

1724: The three keynote speakers contributed markedly to the success of the

1725: conference. Alan Duff, a freelance writer and translator based in

1726: Slovenia, with 20 books in the field of ELT and translation, addressed

1727: the topic Global Languages and National Cultures: Is there a conflict

1728: of interest? Susan Stempleski, Lecturer on the MA program in TESOL at

1729: Columbia University in New York and Consultant on ESOL program design,

1730: teacher education, materials development and evaluation spoke to the

1731: conference on Making Media Matter: Using video to promote critical

1732: thinking. Allan Luke, Professor and Head of the Graduate School of

1733: Education, the University of Queensland and author and editor of 11

1734: books, presented an address on Aliens, Simulations, Hybrids,

1735: Heterogeneity: New understandings of culture and the language

1736: classroom.

1737:

1738: The EA is appreciative of the financial support provided by the

1739: Australian International Education Foundation for the participation of

1740: the two international keynote speakers at the conference.

1741:

1742:

1743: PEAV REUNION

1744:

1745: European language travel agents who participated in the Pan European

1746: Agents Visits (PEAVs), conducted jointly by Austrade and the ELICOS

1747: Association between 1993 and 1996, will be invited to a reunion in

1748: Paris to be held on Sunday 26 January 1998.

1749:

1750: The Reunion will be directly before Expolangues and will be a one day

1751: and one evening event, with an opportunity for an EA seminar

1752: presentation on "Australia as an English study destination", an

1753: Australian government policy update presentation and a cocktail

1754: function.

1755:
 1756: All EA member centres which participated in any or all the PEA Vs will
 1757: be given an opportunity to have a representative in attendance at the
 1758: reunion.
 1759:
 1760:
 1761: ANNUAL GENERAL MEETING
 1762:
 1763: The 8th Annual General Meeting of ELICOS Association Limited was held
 1764: at the Furama Central Hotel in Sydney on Tuesday 14 October 1997.
 1765:
 1766: The formal AGM included the election of Council members, the
 1767: presentation of audited financial statements for the 1996/97 financial
 1768: year and a number of reports, including a Chairperson's Report,
 1769: State/Territory Delegates' Reports, a report by the EA representative
 1770: on the board of the NEAS, an EA Journal Editor's Report and a Report
 1771: on the 10th EA Education Conference. The EA Deputy Chairpersons also
 1772: presented reports on the Year in Review which outlined the activities
 1773: of the EA in relation to the results of last year's membership
 1774: satisfaction survey.
 1775:
 1776: Robynne Walsh was re-elected, unopposed, to the position of Deputy
 1777: Chairperson on the EA Council and Judy Colman, Seamus Fagan and Gerry
 1778: Meister were elected as General Delegates. State/Territory Delegates
 1779: will be elected by 3 November and EA member centres will be notified
 1780: of the results.
 1781:
 1782: On the afternoon before the AGM, Monday 13 October, a professional
 1783: development seminar on the topic Competency/Accreditation
 1784: Standards/Quality Assurance was presented by Jill Gientzotis from the
 1785: NSW Department of Training and Education Co-ordination and a seminar
 1786: on Competitive Neutrality was presented by Vicky Hudson and Andrew
 1787: McConville, from the Victorian Department of Treasury and Finance.
 1788: Approximately 30 EA member centre representatives attended the
 1789: seminars.
 1790:
 1791: The seminars were followed by the launch of the Study of the ELICOS
 1792: Industry in Australia - 1996. Later in the evening 38 EA member
 1793: centre representatives and guests attended the EA Annual Dinner at
 1794: Harbour Watch, a well-known Sydney restaurant at Pier One, a
 1795: spectacular venue in Sydney's Rocks area, located on the shores of
 1796: Sydney Harbour, right beside the Harbour Bridge.
 1797:
 1798: On the afternoon after the AGM, 40 EA member centre representatives
 1799: attended a professional development seminar on Trade Practices and
 1800: Consumer Protection, presented by Calvert Duffy, of the Australian
 1801: Competition and Consumer Commission. After the seminar tea and coffee
 1802: were served at the new EA premises.
 1803:
 1804:
 1805: EA CONTINUES TO PROTEST CLOSURE OF CONSULATE
 1806:
 1807: The ELICOS Association has raised many strong objections to the
 1808: closure of Australia's visa issuing post in Switzerland.
 1809:

1810: The EA has written to the federal ministers for Trade, Immigration and
 1811: Multicultural Affairs, Foreign Affairs and Employment Education
 1812: Training and Youth Affairs expressing concern regarding the closure of
 1813: the Australian Consulate in Berne. Matters raised in the EA's
 1814: correspondence include:
 1815:
 1816: The increase of the student visa processing fee to an amount higher
 1817: than the official visa processing charge;
 1818:
 1819: Possible conflict of interest associated with agency arrangements for
 1820: the issue of visas in Switzerland;
 1821:
 1822: Reports of a fee being charged for the documentation required by
 1823: persons in Switzerland wishing to apply for a visa; and
 1824:
 1825: A lack of communication which has occurred between DIMA and the
 1826: international education industry regarding the new arrangements in
 1827: Switzerland.
 1828:
 1829: The EA also included in its submission to the DIMA Review of the
 1830: Overseas Student Visa Program a recommendation that a visa issuing
 1831: post in Switzerland be re-opened.
 1832:
 1833: The EA has been advised that DIMA Bonn has received approval from
 1834: Canberra to "introduce student visa agency arrangements in Switzerland
 1835: and Denmark for a trial period of six months". No details of the
 1836: arrangements have yet been received by the EA.
 1837:
 1838:
 1839: CONGRATULATIONS
 1840:
 1841: At the IDP Conference Dinner in Melbourne, on 1 October, Christine
 1842: Bundesen was presented with one of two inaugural awards for
 1843: outstanding contribution to international education.
 1844:
 1845: Christine's award reads:
 1846:
 1847: This award recognises an outstanding and ongoing contribution to the
 1848: development of Australian international education programs.
 1849:
 1850: Professor Tony Adams from RMIT, received a similar award.
 1851:
 1852:
 -->BEGIN: Construction of Tawain
 1853: VISITORS TO AUSTRALIA
 1854:
 1855: According to Australian Bureau of Statistics figures, recently
 1856: published by the Australian Tourist Commission (ATC), there were
 1857: 308,177 international visitor arrivals into Australia during June
 1858: 1997.
 1859:
 1860: This represents an increase of 0.4% over the 306,932 visitor arrivals
 1861: recorded in June 1996. The year to date June 1997 visitor arrivals
 1862: was 2,064,927, an increase of 4.4% compared to year to date June 1996.
 1863:

1864: Some 75% of visitor arrivals in June 1997 were for the purposes of
 1865: holiday and visiting friends and relatives.
 1866:
 1867: The number of tourists from Japan visiting Australia in June 1997 was
 1868: 15.5% less than in June 1996. This reflects a slowdown in the
 1869: Japanese outbound tourism market. According to the ATC, airfare
 1870: discounting to the USA and Hawaii and the increasing Australian dollar
 1871: against the yen have contributed to the decline.
 1872:
 1873: Strong growth in visitors from Korea, Indonesia, China and Malaysia
 1874: have been recorded for the year to date June 1997, while growth from
 1875: Singapore, Thailand, Taiwan and Hong Kong have been "comparatively
 1876: weaker".
 1877:
 1878: Visitors from Europe in the first half of 1997 were 10.3% higher than
 1879: in the previous year, "making Europe Australia's fastest growing
 1880: source region". The largest number of European visitors were from the
 1881: UK, followed by Germany, Netherlands, France, Italy and Switzerland.
 1882:
 1883: The number of visitors to Australia from Latin America during June
 1884: 1997 was 75.6% more than in June 1996, with a large part of this
 1885: growth being "attributable to the convention segment".
 1886:
 1887: Source: Tourism Pulse, September 1997, No. 63, published by the
 1888: Australian Tourist Commission.

-->END: Construction of Tawain

1889:
 1890:
 1891: CHINESE SPOKEN BY INTERNATIONAL STUDENTS
 1892:
 1893: The language most commonly spoken by international students in
 1894: Australia is Chinese.
 1895:
 1896: Ian Dobson, associate to the Deputy Vice-Chancellor of Monash
 1897: University presented a paper on the recent history of international
 1898: students in Australia at the Association for Tertiary Education
 1899: Management's annual conference, held in September.
 1900:
 1901: The conference was told that in 1996 40% of international students in
 1902: Australia's higher education institutions nominated a Chinese language
 1903: as the language which they spoke at home.
 1904:
 1905: Mandarin was spoken by approximately one-third of the Chinese
 1906: speakers, Cantonese by approximately one-third and other Chinese
 1907: languages spoken by the other one-third. The second most common first
 1908: language spoken by international students in higher education
 1909: institutions in Australia was English (21%), with Indonesian spoken by
 1910: 7%, followed by Thai (3%). Japanese, Korean, Hindi, Vietnamese and
 1911: Tamil were spoken by 2% or less.
 1912:
 1913: Source: Campus Review, "Chinese leads as language of international
 1914: students", Vol 7, No 37, September 24-30, 1997, p 5.
 1915:
 1916:
 1917: BROCHURE DISTRIBUTION

1918:
 1919: Generic EA brochures will be distributed at the following exhibitions
 1920: and trade fairs in Europe:
 1921:
 1922: Expolingua, Berlin, 20-23 November 1997;
 1923:
 1924: Nexus Fair, Munich, 24-25 January 1998;
 1925:
 1926: Expolangues, Paris, 28 January - 1 February 1998; and
 1927:
 1928: Aula, Madrid, 11-15 March 1998.
 1929:
 1930: Materials distributed by Austrade, on behalf of the EA, will included
 1931: Education Australia 1997/98 and the Directory of ELICOS Association
 1932: Member Centres.
 1933:
 1934:
 1935: JALT 97
 1936:
 1937:
 1938: Generic EA brochures and the brochures of 20 participating member
 1939: centres were distributed from an EA booth at the Town Square Australia
 1940: exhibition, held at the JALT (Japan Association of Language Teachers)
 1941: Conference in Hamamatsu, Japan, 9-12 October 1997.
 1942:
 1943: Many visitors to the Town Square Australia exhibition were interested
 1944: in undertaking post-graduate studies in TESOL by distant education.
 1945: Some visitors showed in an interest in ELICOS and in study tour
 1946: programs. The EA/Nexus koala brochure, Education Australia 1997/98,
 1947: attracted interest as a suitable reference for student resource rooms
 1948: in universities in Japan.
 1949:
 1950:
 1951: STUDY OF ELICOS REGIONAL MARKETS
 1952:
 1953: Conclusions and recommendations from surveys of the 1996 calendar
 1954: year, recently conducted by Austrade, on behalf of the ELICOS
 1955: Association, include:
 1956:
 1957: Asia is by far Australia's largest ELICOS market region with around of
 1958: 90% of all enrolments;
 1959:
 1960: Korea has shown the most spectacular growth and, because Korean
 1961: students stay for comparatively long periods, Korea is our most
 1962: important market in terms of dollars earned;
 1963:
 1964: Most Asian markets showed solid growth in 1996, but Thailand showed a
 1965: slight decline;
 1966:
 1967: Some Western European market countries, including Switzerland,
 1968: registered declines in absolute numbers;
 1969:
 1970: Switzerland dominated the European market;
 1971:
 1972: Brazil showed solid growth of 34% from a small base;

1973:
 1974: In 1996, 10 market source countries showed growth rates in excess of
 1975: 50% over the previous year;
 1976:
 1977: In 1996, study tourists made up 42% of overall ELICOS enrolments and
 1978: working holiday visa holders made up another 5%.
 1979:
 1980: The surveys included student visa, tourist visa and working holiday
 1981: visa holders. Total enrolments for the year were 72,734, with
 1982: enrolments from each of the three regions surveyed being 65,000 from
 1983: Asia, 6,695 from Europe and 839 from Central and South America.
 1984:
 1985:
 1986: DIRECTORY OF EA MEMBER CENTRES
 1987:
 1988: The Directory of ELICOS Association Member Centres is being updated
 1989: and reprinted.
 1990:
 1991: The Directory, which will be widely distributed throughout the world,
 1992: will include member centre home page addresses, the new EA secretariat
 1993: contact details and up-to-date contact details for each EA member
 1994: centre.
 1995:
 1996:
 1997: EA BROADCASTS
 1998:
 1999: Since March, as a new service to membership, the EA has been fax
 2000: broadcasting copies of enquiries received to member centres, giving
 2001: member centres an opportunity to contact the inquirers.
 2002:
 2003: From mid-March until the end of September enquiries about studying
 2004: English in Australia broadcast by the EA to member centres were:
 2005:
 2006: 54 enquiries received via the EA's home page on the world wide web,
 2007: ie:
 2008:
 2009: 18 from Korea;
 2010: 8 from within Australia;
 2011: 3 from France;
 2012: 3 from Japan;
 2013: 3 from Germany;
 2014: 3 from Switzerland;
 2015: 2 from Spain;
 2016: 2 from Brazil;
 2017: 1 from Hong Kong;
 2018: 1 from Paraguay;
 2019: 1 from Argentina;
 2020: 1 from the Czech Republic;
 2021: 1 from the USA;
 2022: 1 from Canada;
 2023: 1 from Colombia;
 2024: 1 from Syria;
 2025: 1 from Tanzania;
 2026: 1 from Barbados;
 2027: 1 from Thailand; and

2028: 1 from Indonesia.
 2029:
 2030: 11 enquiries received through the mail, ie:
 2031:
 2032: 1 from Libya;
 2033: 1 from Nepal;
 2034: 1 from the Czech Republic;
 2035: 1 from Thailand;
 2036: 1 from Taiwan;
 2037: 1 from Korea;
 2038: 1 from Sweden;
 2039: 1 from the UK;
 2040: 1 from Germany;
 2041: 1 from Switzerland; and
 2042: 1 from the Philippines.
 2043:
 2044: 9 enquiries received by fax, ie:
 2045:
 2046: 5 from Spain;
 2047: 2 from Korea;
 2048: 1 from Thailand; and
 2049: 1 from Germany.
 2050:
 2051: Clearly, interest in English language in Australia is very widespread
 2052: and the EA web site is attracting interest from a particularly wide
 2053: range of countries.
 2054:
 2055:
 2056:
 2057:
 2058:
 2059:
 2060:
 2061: IATEFL NEWS
 2062:
 2063: IATEFL FOSTERS WIDER INTERNATIONAL NETWORKING
 2064:
 2065: The well-known ELT author, Simon Greenall, took over as Chair of
 2066: IATEFL in April 1997. He outlines here his current view of the
 2067: Association and his vision for the future.
 2068:
 2069: "IATEFL has seen astounding growth in recent years. Its membership
 2070: has now topped 11,000, precipitated largely by the new Associate
 2071: Scheme. Some 50 teachers groups in over 30 different countries have
 2072: already elected to join the scheme, so bringing the networking
 2073: potential and services of IATEFL to the reach and benefit of many more
 2074: teachers around the world. Recent new Associates include groups in
 2075: Colombia, Cuba, Italy, Korea, The Netherlands, Palestine, Pakistan,
 2076: Thailand and Uruguay, and of course the ELICOS Association in
 2077: Australia. This breadth of membership has allowed us for the first
 2078: time to elect a truly international committee with representatives
 2079: from Brazil, Greece, Poland, Russia, Thailand and Turkey and I welcome
 2080: the opportunity of harnessing their many talents to further the aims
 2081: of the Association.
 2082:

2083: This international growth has in turn led to a significant rise in
 2084: events outside the UK. Our conference remains the most important
 2085: occasion in the IATEFL calendar when members come to the UK, and I
 2086: look forward to presiding over what I hope will be yet another record
 2087: attendance in Manchester in 1998, but the fact that we have so many
 2088: SIG events now initiated by members around the world is a very
 2089: important and exciting development, further emphasising the
 2090: international aspect of the Association's work. SIG events for 1997
 2091: alone will take place in Spain, Slovakia, Israel, Germany, Czech
 2092: Republic, Bulgaria, Italy, Turkey.
 2093:
 2094: The IATEFL Newsletter, which now goes out six times a year, also
 2095: provides a rich array of international views, experiences, conference
 2096: reports and discussion points conveying a strong sense of IATEFL's
 2097: growing global family, and allowing especially those members who are
 2098: unable to attend IATEFL's many conferences to nevertheless feel
 2099: closely involved in the association. In addition IATEFL has begun to
 2100: develop a small publications list, and I see the continued raising of
 2101: IATEFL's profile through the celebration of its members' talents and
 2102: achievements in the Newsletter and an expanding range of publications
 2103: as one of my major goals.
 2104:
 2105: IATEFL is a strong and vibrant association. Previous criticisms that
 2106: IATEFL is too UK oriented have finally been dispelled, and the I in
 2107: IATEFL stands firmly for International. During my period of office
 2108: therefore I see my major objectives as being:
 2109:
 2110: Exploring ways to support, increase and develop the Associate
 2111: Membership Scheme so that the spirit of international exchange and
 2112: co-operation which IATEFL is currently fostering may reach grassroots
 2113: teachers around the world who may previously have thought such contact
 2114: impossible;
 2115:
 2116: Facilitating and managing a steady increase in IATEFL's publications
 2117: to represent the work and achievements of teachers in as wide a range
 2118: of IATEFL's member countries as possible;
 2119:
 2120: Exploring ways of developing communications between teachers worldwide
 2121: through improved WWW and other information services.
 2122:
 2123: I relish the challenge and look forward to contributing to IATEFL's
 2124: continuing development and outreach to members all over the world."
 2125:
 2126:
 2127: IATEFL PUBLICATIONS
 2128:
 2129: Two interesting new publications from the IATEFL Special Interest
 2130: Groups are now available. They are:
 2131:
 2132: Teachers Develop Teachers Research 2, a collection of the best
 2133: articles resulting from a range of SIG events;
 2134:
 2135: A collection of key papers from IATEFL International Conferences is
 2136: planned for November 1997.
 2137:

2138: These publications will go to all full individual members of IATEFL as
 2139: an extra benefit of their membership, but are also on sale from IATEFL
 2140: head office.
 2141:
 2142: IATEFL's growing list of publications and videos of plenary talks at
 2143: recent annual conferences can also be obtained from head office.
 2144:
 2145:
 2146: IATEFL'S 32nd INTERNATIONAL CONFERENCE
 2147:
 2148: The 32nd IATEFL Conference will be held at the University of
 2149: Manchester Institute of Science and Technology, one of the three
 2150: universities in the Manchester area, from 14-18 April 1998, and will
 2151: start with a stimulating pre-conference symposium run by the Special
 2152: Interest Groups. The conference will offer wide ranging opportunities
 2153: for professional contact and development. Plenary speakers will
 2154: include Louis Alexander, Gwyneth Fox, Martin Bygate, Rod Ellis and
 2155: Manny Vasques and there will be many international presenters giving
 2156: workshops, colloquiums, panel discussions and poster sessions for over
 2157: 1,300 participants to enjoy. The ELT Resources Exhibition showing the
 2158: latest published materials, videos, computer software and services
 2159: will be open to all delegates for the length of the conference. In
 2160: addition the IATEFL Jobshop will provide a forum for job seekers and
 2161: prospective employers.
 2162:
 2163:
 2164: WORLD WIDE WEB
 2165:
 2166: Don't forget to look at IATEFL's World Wide Web page for the latest
 2167: information about events, publications and the IATEFL Jobshop.
 2168:
 2169:
 2170: SHOW CASE CENTRES
 2171:
 2172: The ELICOS Association has embarked upon an initiative to better
 2173: facilitate visits to EA member centres by media representatives,
 2174: government representatives, agents, TESOL professionals, and other
 2175: interested persons.
 2176:
 2177: In order to establish and administer an effective and equitable
 2178: mechanism to respond to requests to arrange visits to member centres,
 2179: the EA is in the process of establishing a data-base of "Show Case
 2180: Centres". 42 member centres have registered an Expression of Interest
 2181: as show case centres, agreeing to abide by National Guidelines for
 2182: ELICOS Association Show Case Centres, and by providing information
 2183: regarding the size of the centre, location, facilities, courses,
 2184: special focus, etc.
 2185:
 2186: Copies of Expressions of Interest received have been forwarded to the
 2187: appropriate EA state/territory delegates for inclusion on the
 2188: state/territory show case centre data-base. Registered show case
 2189: centres will be rotated in an unbiased manner to meet the requirements
 2190: of visitors. If, for example, a visitor specifically requests to
 2191: visit an ELICOS centre in a particular city which offers a specified
 2192: course and which has certain facilities, the next show case centre on

2193: the register which could accommodate that request will be selected for
 2194: the visit and contacted by the relevant state/territory delegate.
 2195:
 2196:
 2197: ARELS WORKSHOP
 2198:
 2199: The ELICOS Association was represented by EA Deputy Chairperson, Helen
 2200: Zimmerman, at the ARELS Workshop, held in Brighton, England, 27-28
 2201: August 1997.
 2202:
 2203: To date, the ARELS Workshop has only been open to UK education
 2204: providers, accredited by ARELS. From 1998 onwards, ARELS plans to
 2205: invite education providers from those countries which have achieved a
 2206: comparable level of accreditation. In that context, the EA was
 2207: invited to send a representative as an observer to the 1997 Workshop.
 2208:
 2209: Attendance at the ARELS workshop is, and will continue to be, by
 2210: invitation only. ARELS's mailing list of over 3,000 agencies has been
 2211: built up over the years from a list which was originally provided by
 2212: the British Tourist Authority (BTA). Each year ARELS requests BTA
 2213: offices around the world to up-date the list. Agents seeking an
 2214: invitation to the ARELS workshops are requested to complete a
 2215: questionnaire to provide information about their organisation and its
 2216: operations.
 2217:
 2218: Education providers which participate in the ARELS workshops are
 2219: provided with the agent mailing list once ARELS has received the
 2220: institution's booking form and payments. During July each year
 2221: participating institutions are provided with the names of agencies
 2222: which have booked to participate in the workshop. On arrival at the
 2223: workshop all participants - institutions, agents and others are given
 2224: a copy of the workshop handbook with additional update pages for late
 2225: participants.
 2226:
 2227: ARELS plans to distribute booking forms for the 1998 workshop, which
 2228: will be held 1-3 September, before the end of December 1997.
 2229:
 2230:

2231: DECEMBER 1997 NEWSLETTER

2232:

2233: CURRENCY COLLAPSES

2234:

2235: The collapse of a number of Asian currencies is likely to result in a

2236: loss of \$100 million to Australian universities, according to a study

2237: carried out by IDP Education Australia.

2238:

2239: An ABC TV news report on 10 November highlighted the potential

2240: detrimental effects of Asian currency collapses on Australia's

2241: international education industry, citing the results of the IDP

2242: Report, which predicts a decline of 10% in the number of international

2243: students in Australian universities.

2244:

2245: On a more positive note for Australian international education

2246: providers, was information from the IDP Report which indicated that,

2247: though the price of Australian education has increased in terms of

2248: local Asian currencies, the price of education, in terms of the

2249: devalued currencies, in some alternative destinations, eg UK and USA,

2250: has increased by a larger amount. For example, for Indonesians, the

2251: price of Australian education increased by 40.7% in the period October

2252: 1996 to October 1997. In that same period however the price of

2253: education in the UK and in the USA, in Indonesian currency terms,

2254: increased by 56.2% and 52.9% respectively. In terms of the Thai

2255: currency, education in Australia increased by 31.8%, while the price

2256: of education in the UK and USA increased by 46.3% and 43.3%

2257: respectively. The price of education in Australia in local Malaysian

2258: currency increased, in that same twelve month period, by 19.1%, while

2259: the price of USA and UK education increased by 32.2% and 29.4%

2260: respectively. Thus, though the overall numbers of students travelling

2261: abroad for education from those countries may decrease significantly

2262: as a result of the currency crisis, whether the numbers undertaking

2263: study in Australia will decrease or increase is not entirely known.

2264:

2265: Source: The Asian Economic "Crisis" and Education Exports, by the

2266: Centre for International Economics for IDP Education Australia,

2267: November 1997.

2268:

2269:

2270: WELCOME

2271:

2272: The EA Council welcomes new Council members Suzanne Neeson, RMIT

2273: University Centre for English Language Learning; Stephen Heimans, East

2274: Coast College of English; and Sunita Narayan, Eynesbury College.

2275:

2276: Suzanne, Stephen and Sunita have been elected as State Delegates for

2277: the states of Victoria, Queensland and South Australia respectively.

2278:

2279: The EA Council looks forward to working with the three new Council

2280: members and to their representation of member centres in their states.

2281:

2282:

2283: DECLINE IN JAPANESE TOURISM

2284:

2285: Major Japanese outbound tourism operators have reported a decline of
 2286: 30% in demand for package holidays, compared to last year, resulting
 2287: in predictions of a "Christmas-New Year plunge" in Japanese tourist
 2288: numbers in Australia.
 2289:
 2290: According to an article in the Courier Mail last month, the three
 2291: biggest tour operators in Japan have cited a number of factors
 2292: contributing to the decline, including increases in consumption,
 2293: depreciation of the yen and high package prices. They said, however,
 2294: that the murder of Japanese tourist, Michiko Okuyama, in Cairns "had
 2295: not affected bookings".
 2296:
 2297: A spokesman for Nippon Travel indicated that a lack in repeat business
 2298: to Australia was contributing to the decline of Australian-bound
 2299: tourism. According to the spokesman, "Japanese tourists often
 2300: complain about the quality of hotel accommodation and food. They also
 2301: say there are no unique souvenirs".
 2302:
 2303: Last month, the Australian Tourist Commission launched a campaign
 2304: aimed at the flagging Japanese market.
 2305:
 2306: Source: "Japanese Visitors to Plummet by a Third", Courier Mail, 18
 2307: October 1997, Brisbane.
 2308:
 2309:
 2310: GROWTH IN TOURISM
 2311:
 2312: The number of international visitors to Australia during July 1997 was
 2313: 397,358, a 10.9% increase on July 1996, according to the Australian
 2314: Bureau of Statistics (ABS). In the month of August 1997, the number
 2315: was 330,432, only 0.4% more than in August 1996.
 2316:
 2317: The July figures represent the best monthly growth rate recorded in
 2318: the first half of 1997. The July 1997 arrivals from Japan were 6.4%
 2319: higher than in July 1996, arrivals from Asia (excluding Japan) were
 2320: 14.5% higher, from Europe 6.7% higher, from The Americans 12.2% higher
 2321: and from New Zealand had increased by 16.6%. The highest national
 2322: growth recorded in arrivals in July 1997, over July 1996, was from
 2323: Indonesia, with an increase of 40.9%.
 2324:
 2325: Arrivals from Japan in August 1997 were 0.8% less than in August 1996,
 2326: from Asia (excluding Japan) 1.3% less and from New Zealand 8.0% less.
 2327: Arrivals from Europe in August 1997 had increased by 8.6% over August
 2328: 1996, and those from The Americans had increased by 10.7%.
 2329:
 2330: The Year to Date (YTD) July 1997 arrivals from all countries,
 2331: totalling 2,462,285, were 5.4% higher than YTD July 1996. YTD August
 2332: 1997 arrivals represented a 4.8% increase over the same period last
 2333: year.
 2334:
 2335: Source: Tourism Pulse, Australian Tourist Commission, October 1997,
 2336: No 64, and November 1997, No 65.
 2337:
 2338:
 2339: FIYTO LANGUAGE SUBSIDIARY

2340:

2341: The Federation of International Youth Travel Organisations (FIYTO) is

2342: proposing to create a subsidiary, the Association of Language Travel

2343: Organisations (ALTO). The main role of ALTO, according to the

2344: Language Travel Gazette, will be "to promote, on a global scale, high

2345: standards and excellence within language education and language

2346: travel, as well as creating a market-oriented forum for buying and

2347: selling".

2348:

2349: The proposal was announced at the World Youth and Student Travel

2350: Conference (WYSTC), held in Paris earlier this year, and FIYTO plans

2351: to inaugurate the new subsidiary at WYSTC 1998.

2352:

2353: Source: "FIYTO Plans Language Subsidiary", Language Travel Gazette,

2354: November-December 1997, UK, p 7.

2355:

2356:

2357: WELCOME

2358:

2359: The EA welcomes two new member centres - the English Language Centres

2360: at Monash University in Melbourne and at James Cook University in

2361: Townsville.

2362:

2363: The Monash University English Language Centre and the English Language

2364: Centre James Cook University were accepted into membership at the

2365: Council meeting on 8-9 December, with membership effective from 1

2366: January 1998.

2367:

2368:

2369: PEAV REUNION POSTPONED

2370:

2371: The PEAV Reunion, planned to have been held in Paris on 26 January

2372: 1998, has been postponed.

2373:

2374: Plans are now underway to hold the reunion in English at around the

2375: time of the ARELS Workshop in early September 1998.

2376:

2377:

2378: NEAS REPORT

2379:

2380: In a report delivered to the Annual General Meeting of the National

2381: ELICOS Accreditation Scheme (NEAS) in October, Glenys Merrifield, the

2382: NEAS Co-ordinator, indicated that:

2383:

2384: "The total number of accreditation applications dealt with in the year

2385: from October 1996 to September 1997 increased by eighteen over the

2386: previous year, with a total of fifty-three applications received.

2387: Provisional accreditation applications accounted for the majority of

2388: these, with thirty-three applications received. There were seven

2389: applications for full accreditation and thirteen branch accreditation

2390: applications."

2391:

2392: Applications for provisional accreditation were received by the NEAS

2393: during the year from New South Wales, Queensland, Victoria, Western

2394: Australia and South Australia. A crucial development in the

2395: diversification of the ELICOS industry was receipt of applications for
 2396: provisional NEAS accreditation from four private secondary schools in
 2397: Australia, with the establishment of accredited ELICOS centres within
 2398: secondary schools being a relatively new characteristic of the
 2399: industry. Applications for provisional accreditation were also
 2400: received from the more traditional bases of the private sector (24),
 2401: universities (2) and TAFE institutes (3).
 2402:
 2403: During the year the NEAS also received notification of
 2404: extensions/additions to premises from 45 accredited institutions and
 2405: notification of changes of ownership from seven institutions. Six of
 2406: the seven changes in ownership involved large overseas educational
 2407: organisations with established marketing networks, "seeking to extend
 2408: their scope by purchasing already accredited colleges in a range of
 2409: locations in Australia. This move by such organisations to invest in
 2410: the sector would appear to indicate that there is a degree of
 2411: confidence in the market and in the reputation Australian language
 2412: training has developed overseas".
 2413:
 2414: Applications for the accreditation of new courses or changes to
 2415: existing courses were received by the NEAS from seventy-four
 2416: accredited institutions with the main areas of focus of the new
 2417: courses being preparation for further studies, preparation for
 2418: examinations and Business English.
 2419:
 2420: In May 1997 the NEAS conducted its first DOS management training
 2421: conference. Planning is underway for a 1998 DOS training conference.
 2422:
 2423: Source: Merrifield G, Annual Report 1996-1997, NEAS, October 1997.
 2424:
 2425:
 2426: EA EDUCATION CONFERENCE - 1998
 2427:
 2428: The 11th Annual EA Education Conference will be held at the Melbourne
 2429: Exhibition Centre, 15-17 October 1997. The theme for the Conference
 2430: will be Language the Key; Culture the Door.
 2431:
 2432: Further information, including details of keynote speakers,
 2433: registration costs, etc will be provided in EA Newsletters in the new
 2434: year. Brochures and registration forms will be forwarded to EA member
 2435: centres in due course.
 2436:
 2437:
 2438: JAPANESE LINKS
 2439:
 2440: According to Victoria's Minister for Education, Phil Honeywood, he has
 2441: been told by senior Japanese officials that the Japanese government is
 2442: willing to authorise partnerships between Australian and Japanese
 2443: institutions but "it was up to the universities to make the
 2444: arrangements".
 2445:
 2446: Following his return from a two-week mission to Japan, Thailand and
 2447: The Philippines, Mr Honeywood commented on the interest in Japan in
 2448: linking up with Australian institutions and in "three-month courses
 2449: for English language instruction - with coaching in golf and tennis or

2450: with studies on Asia-Pacific environmental issues".

2451:

2452: Source: "Honeywood urges Japanese Links", Campus Review, 19-25

2453: November 1997, p. 4.

2454:

2455:

2456: AMEP ANNIVERSARY CONFERENCE

2457:

2458: The Department of Immigration and Multicultural Affairs (DIMA) is

2459: planning to hold a 50th Anniversary Conference of the Adult Migrant

2460: English Program.

2461:

2462: The title of the Conference will be "Language Policy, Provision and

2463: Propagation in Diverse Societies: Global Aspects, Issues and Trends

2464: for the 21st Century". DIMA plans to hold the Conference in Melbourne

2465: in February-March 1999, though the location and dates are yet to be

2466: confirmed.

2467:

2468: Three thematic streams are planned for inclusion in the Conference

2469: program:

2470:

2471: Multicultural/Settlement;

2472: Marketing/Productive Diversity;

2473: Academic/Professional.

2474:

2475: The Conference proposal indicates that the second theme

2476: Marketing/Productive Diversity will be closely related to the ELICOS

2477: industry, with thematic emphasis on "sharp end economic/export

2478: opportunities, international product exposure and take-up by overseas

2479: clients", with a major focus on "the promotion and marketing of

2480: Australia's English language programs and expertise to international

2481: students and institutions". This stream, it is planned, will "provide

2482: a forum for the language industry to showcase its wares and expertise

2483: to an international audience (in particular, from the Asia-Pacific

2484: region)".

2485:

2486: The third stream, Academic/Professional Stream, may also be of

2487: significance to the ELICOS sector, with this theme focusing on

2488: "academic and professional issues" and seeking to "advance the

2489: industry's thinking on the latest cutting edge developments with

2490: respect to: language planning, policy and provision, including adult

2491: and school-based ESL and linkages to broader language/literacy

2492: programs; professional development; testing and research; and new

2493: curriculum approaches, including innovative application of new

2494: methodologies and technologies".

2495:

2496: The ELICOS Association has notified DIMA that we wish to nominate a

2497: representative to the conference planning committee, due to be formed

2498: early next year.

2499:

2500:

2501: STUDENT VISA ARRANGEMENTS, SWITZERLAND AND DENMARK

2502:

2503: The Department of Immigration and Multicultural Affairs (DIMA), Bonn,

2504: has established arrangements for the issue of student visas in

2505: Switzerland and Denmark.
2506:
2507: Australian Immigration and Trade Services, in Switzerland, and
2508: Scandinavian Australian NZ Friendship Association, in Denmark, have
2509: been nominated by DIMA as agencies for the processing of Australian
2510: student visas. Students may either arrange their student visas
2511: directly through DIMA Bonn or through the nominated agencies.
2512:
2513: Students from third countries, who are in Switzerland or Denmark, are
2514: still required to process their student visa applications through DIMA
2515: Bonn.
2516:
2517: EA member centres have been provided with contact details for the
2518: nominated agencies and with an outline of the procedures involved.
2519:
2520:
-->BEGIN: Construction of Tawain
2521: ASIA STUDY TOURISM STRATEGY
2522:
2523: The ELICOS Association and the AIEF have finalised a funding agreement
2524: for the Asia Study Tourism Strategy during the current financial year.
2525:
2526: Thirty-one EA/AIEF member centres have joined the Strategy for
2527: 1997/98, each contributing \$1500. The AIEF will contribute a further
2528: \$46,500 towards the Strategy.
2529:
2530: The Strategy during this financial year will be co-ordinated by the
2531: ASTS Steering Committee and the EA Secretariat. The Steering
2532: Committee is comprised of representatives from the EA, the AIEF,
2533: Austrade and the ATC.
2534:
2535: The AIEF counsellors in Indonesia, Taiwan, Thailand and Korea have
2536: each been requested to provide Target Country Action Plans for the
2537: year. The Plans, when received, will be considered by the Steering
2538: Committee.
2539:
2540: Promotional materials, ie, 200 promotional folders, are currently
2541: being prepared. The folders will each contain a proforma page plus 4
2542: pages, provided by participating member centres, regarding their study
2543: tour programs.
2544:
2545: Participating member centres will be provided with ASTS progress
2546: reports as the Strategy proceeds.
-->END: Construction of Tawain
2547:
2548:
2549: BACKPACKER NUMBERS TO INCREASE
2550:
2551: The Australian government increased the limit on the number of working
2552: holiday visas to be granted to 55,000 in 1997/98. Prior to December
2553: 1995 there was no limit on the number of working holiday visas to be
2554: granted. In December 1995 the Australian government imposed a limit
2555: of 33,000. The limit was increased to 42,000 in March 1996 and to
2556: 50,000 for the 1996/97 financial year.
2557:

2558: Australia has reciprocal working holiday agreements with Japan, South
2559: Korea, The Netherlands, the UK, Ireland, Canada and Malta.
2560:
2561: Working Holiday visa applicants must, in most cases, be aged between
2562: 18 and 25. In special circumstances working holiday visas may be
2563: issued to nationals from the countries with which Australia has
2564: reciprocal agreements, aged between 26 and 30. Working Holiday visa
2565: applicants are required to demonstrate that holiday/travel is the main
2566: purpose for their visit to Australia and must have a return ticket or
2567: sufficient funds for a return fare.
2568:
2569: Working Holiday visas may be granted to nationals from countries,
2570: other than the seven countries with which Australia has reciprocal
2571: arrangements, if there may be a benefit to both Australia and to the
2572: applicant.
2573:
2574: Working Holiday visa holders may not undertake formal study in
2575: Australia but may undertake non-formal study, eg, ELICOS, for up to 12
2576: weeks on each entry to Australia.
2577:
2578: Source: Ruddock, The Hon. Philip, MP, "WHM Visa Program Expanded",
2579: Bakpak Review, October-November 1997, Vol 2, pp 6-7.
2580:
2581:
2582: WARNING: APPLYING FOR POSITIONS ABROAD?
2583:
2584: Be aware that some immigration laws do not allow women to sponsor
2585: husbands and children. This means, in effect, that men can take their
2586: families to these countries but women cannot.
2587:
2588: An applicant can reach the point of a personal interview before being
2589: informed of this vital and often determining fact. So, do not assume
2590: anything and check a country's immigration policy before you start the
2591: often lengthy process of applying for a job overseas.
2592:
2593:
2594: VICTORIAN GOVERNMENT TASKFORCE
2595:
2596: The Victorian government announced last month the establishment of a
2597: taskforce to study the impact of the Asian currency crisis on the
2598: state and its education institutions.
2599:
2600: Minister Phil Honeywood, the Victorian Minister for Tertiary
2601: Education, said that "the aim of the taskforce was to determine the
2602: effect of the currency crisis on international students already
2603: studying in Victoria, how the crisis might affect new enrolments, and
2604: what actions the government and the higher education sector could take
2605: to assist students in difficulty".
2606:
2607: A taskforce is being chaired by Wendy Smith, a member of the Victorian
2608: government's Tertiary Education and Training Bills Committee, and
2609: includes Dr Ian Allen, Education Department Deputy Secretary;
2610: Professor Tony Adams, Dean of International Programs at RMIT
2611: University; Tony Pollock, International General Manager at Monash
2612: University; and Tan Beng Ti, Victorian Secretary of the National

2613: Liaison Committee.
 2614:
 2615: Source: "Taskforce to Prove Asian Losses", Campus Review, 29 October
 2616: - 4 November, 1997, p 10.
 2617:
 2618:
 2619: SINGAPORE DRIVES FOR FOREIGN STUDENTS
 2620:
 2621: The government of Singapore has taken steps to encourage foreign
 2622: students to undertake studies in Singapore.
 2623:
 2624: The Singaporean government has announced that, from next year, fees
 2625: for international students at Singapore's universities will be only
 2626: 10% higher than the fees paid by local students. This measure,
 2627: according to an article in the Language Travel Gazette, is part of a
 2628: government drive to "further the quality and reputation of higher
 2629: education in the country".
 2630:
 2631: The government of Singapore, which will be increasingly working with
 2632: USA institutions, has estimated that 20% of undergraduates at
 2633: Singapore's universities next year will be foreign students. They
 2634: also plan to have their top scholars spend at least one term at a
 2635: university abroad, "typically in the USA".
 2636:
 2637: Source: "Singapore to be Asia's Education Hub", Language Travel
 2638: Gazette, November-December 1997, UK, p 7.
 2639:
 2640:
 2641:
 2642: AIEF NEWS
 2643:
 2644: ASIA'S FINANCIAL CRISIS
 2645:
 2646: The economic downturns and currency devaluations in many of
 2647: Australia's key markets will lead to an increase in the cost for many
 2648: students from Asia studying abroad. However, despite current
 2649: difficulties, prospects for the Australian education export industry
 2650: remain positive.
 2651:
 2652: The relative cost of studying in Australia is one of our key
 2653: competitive advantages in attracting overseas students. Currency
 2654: movements in a number of Asian economies may enhance this advantage.
 2655: The Australian dollar has depreciated against our major competitors
 2656: due to Australia's overall level of trade with the Asian region. This
 2657: has made our education and training services more price competitive
 2658: relative to the United States, Canada and the United Kingdom.
 2659:
 2660: While there is expected to be a slowdown in the rate of growth of
 2661: overseas students coming to Australia, growth is forecast to continue.
 2662: Growth overall in 1997 is expected to be 6% (or 8,000 additional
 2663: students over the 1996 numbers). Education export earnings are
 2664: expected to grow from \$3 billion to \$3.3 billion in 1997.
 2665:
 2666: Overseas educational qualifications will continue to be strongly
 2667: valued in Asian economies and in the longer term the demand for

2668: skilled labour will persist.
 2669:
 2670:
 2671: SWEDISH PARLIAMENT REJECTS ASPECTS OF THE 1998 EDUCATION BILL
 2672:
 2673: The Swedish Parliament has rejected aspects of the 1998 Education Bill
 2674: which were aimed at restricting the number of Swedish students
 2675: studying abroad. The Swedish government will retain its existing
 2676: allowance regime pending the outcomes of the establishment of a
 2677: comprehensive new system for education assistance in the year 2000.
 2678:
 2679: The impact of the proposals would have been to reduce by half the
 2680: number of Swedish students studying overseas by reducing the maximum
 2681: level of the additional study loan to meet overseas tuition fees and
 2682: halving the time limit for government support for study abroad to 3
 2683: years. Australian International Education Foundation (AIEF) members
 2684: were informed of these proposals in the Market Intelligence Report of
 2685: 28 October 1997, Swedish Bill Proposes to Reduce Numbers Studying
 2686: Abroad.
 2687:
 2688: In place of these measures the Education Committee of the Swedish
 2689: Parliament has resolved to consider the issue of foreign study
 2690: assistance in the context of an existing parliamentary review of the
 2691: entire National Study Assistance Scheme. The recommendations of this
 2692: review are expected to form the basis of a new study assistance scheme
 2693: covering both domestic and international study. It is expected that
 2694: this scheme will be implemented from 1 January 2000.
 2695:
 2696: In the interim, existing arrangements for assistance for overseas
 2697: study will continue.
 2698:
 2699: The AIEF is putting a submission to the National Student Aid Board
 2700: (CSN) seeking to raise the profile within Sweden of the capabilities
 2701: of Australian education and training providers. This is aimed at
 2702: increasing the number of Swedish students coming to Australia in the
 2703: short term and in positioning Australia's education and training
 2704: industry in the context of the review by the Education Committee.
 2705:
 2706: Articles provided by the Australian International Education
 2707: Foundation, Department of Employment Education Training and Youth
 2708: Affairs, Canberra.
 2709:
 2710:
 2711:
 2712: IATEFL NEWS
 2713:
 2714: IATEFL'S PRESIDENT DEFINES GOALS
 2715:
 2716: Simon Greenall, previously known as Chair of IATEFL is now known as
 2717: President, following a vote by Members to bring IATEFL in line with
 2718: the nomenclature of other international associations. David Crystal,
 2719: known previously as President, will now be referred to as Patron.
 2720:
 2721: Simon Greenall outlines IATEFL's major goals over the next two years
 2722: as:

2723:
 2724: To support, increase and develop the Associate Membership Scheme so
 2725: that IATEFL's spirit of international exchange and co-operation may
 2726: reach more grassroots teachers around the world;
 2727:
 2728: To steadily increase IATEFL's publications to represent the
 2729: achievements of teachers in as wide a range of IATEFL's member
 2730: countries as possible;
 2731:
 2732: To develop improved www and other information services for teachers
 2733: worldwide.
 2734:
 2735:
 2736: IATEFL'S 32ND INTERNATIONAL CONFERENCE
 2737:
 2738: IATEFL's 32nd International Conference will be held at University of
 2739: Manchester Institute of Science and Technology, 14-18 April 1998,
 2740: starting with a pre-conference Special Interest Group symposium,
 2741: including An Introduction to CALL and Multimedia and the World Wide
 2742: Web, Test Design for Classroom Tests and Time Management and Beyond.
 2743: The conference offers extensive opportunities for professional contact
 2744: and development. Plenary speakers include Louis Alexander, Gwyneth
 2745: Fox, Martin Bygate, Rod Ellis, Manny Vasquez and Svetlana Ter-Minasova
 2746: and many other international presenters will give workshops,
 2747: colloquiums, panel discussions and poster sessions for over 1300
 2748: participants. The latest published materials, videos, computer
 2749: software and services will be available to delegates throughout the
 2750: conference at the ELT Resources Exhibition. IATEFL's new publications
 2751: list will be launched at the conference and the IATEFL Jobshop will
 2752: provide a forum for job seekers and prospective employers.
 2753:
 2754:
 2755: FORTHCOMING EVENTS
 2756:
 2757: Proposals for papers, and participation in the following events are
 2758: welcomed.
 2759:
 2760: 17 January 1998 - IATEFL Global Issues Special Interest Group. Theme:
 2761: Materials. Venue: Cambridge, UK.
 2762:
 2763: January/February 1998 - IATEFL Learner Independence Workshop on
 2764: Teacher Training for LI. Venue: University of Veszprem, Hungary.
 2765:
 2766: 23-24 January 1998 - IATEFL BESIG & TESOL Spain. Theme: Business
 2767: Culture: ways the teaching of culture can be incorporated into the
 2768: business English class. Venue: Barcelona, Spain.
 2769:
 2770: 6-7 February 1998 - IATEFL Young Learner Special Interest Group &
 2771: British Council, Madrid. Theme: Creating a positive and practical
 2772: learning environment. Venue: Escuela oficial De Idomas De Jesus
 2773: Maestro, Madrid, Spain.
 2774:
 2775: 28 February 1998 - IATEFL Computer Special Interest Group. Theme:
 2776: Using the World Wide Web for language teaching. Venue: Canterbury
 2777: Christ Church College, UK.

2778:
 2779: 6-7 March 1998 - Media Special Interest Group/IATEFL Hungary. Theme:
 2780: Working with Video and Satellite TV. Venue: University of Veszprem,
 2781: Hungary.
 2782:
 2783: 25-28 March 1998 - IATEFL Testing Special Interest Group and TEA.
 2784: Venue: Vienna, Austria.
 2785:
 2786: 14 April 1998 - Pre-Conference Events:
 2787:
 2788: Computer SIG. Theme: An introduction to CALL and Multimedia and the
 2789: World Wide Web. Venue: Manchester University, UK;
 2790:
 2791: Testing SIG. Theme: Test design (classroom tests). Venue: UMIST,
 2792: Manchester, UK;
 2793:
 2794: ELT Management SIG. Theme: Time Management and Beyond. Venue:
 2795: UMIST, Manchester, UK.
 2796:
 2797: 14-18 April 1998 - 32nd IATEFL International Conference. Venue:
 2798: UMIST, Manchester, UK.
 2799:
 2800: 23-26 April 1998 - 6th HUPE National Conference. Venue: Opatija,
 2801: Croatia.
 2802:
 2803: 14-16 May 1998 - IATEFL Learner Independence SIG. Theme: Focus on
 2804: learning rather than teaching - why and how? Venue: Krakow, Poland.
 2805:
 2806: 21-23 May 1998 - IATEFL Testing/Young Learners/IATEFL Chile. Venue
 2807: Chile.
 2808:
 2809: 6 June 1998 - IATEFL Pronunciation Event. Pronunciation: Alternative
 2810: Strategies. Venue: Eurocentre, Lee Green, London.