

VISION

NEAS is the Global Leader in Quality Assurance for the English Language Teaching Community.

MISSION

NEAS advances education by providing quality assurance services for everyone in the English Language Teaching community.

OBJECTS

NEAS:

- Advances education, and cultural development in the global community by offering awards to individuals and organisations for recognition of their commitment to quality in English Language Teaching;
- Conducts a global, autonomous, industry-based, independent and specialist Quality Endorsement system for English Language Teaching Centres;
- Provides advice to appropriate governmental and regulatory authorities on all matters related to Quality Assurance in English Language Teaching;
- Supports the achievement of quality outcomes for English Language Teaching globally through professional development, benchmarking and research activities.

GOALS

- A. Position and platform NEAS for sustainable growth.
- B. Leverage the NEAS Brand to extend services to a wider English Language Teaching Community.
- C. Support professionalisation of the English Language Teaching Community.

STRATEGIES

1. Advocate for independent Quality Assurance in the English Language Teaching sector to government and regulatory authorities.
2. Develop a comprehensive membership offer.
3. Increase Australian market share for NEAS Quality Assurance
4. Increase NEAS brand traction in the ASEAN market for ELT endorsement.
5. Develop alternate revenue streams with parallel products and services.

TIMELINE 2020 - 2023

STRATEGY	Before 30 June 2020	2020 - 2021	2021 - 2022	2022 - 2023
1.0 Advocate for independent Quality Assurance in the English Language Teaching sector to government and regulatory authorities				
<i>1.1 Enhance government engagement through ongoing communication with ASQA, TEQSA, DET, DHA.</i>	x			
<i>1.2 Conduct an annual parliamentary roundtable</i>		x		
<i>1.3 Develop a comprehensive advocacy program that entrenches quality in ELT and the role of NEAS</i>		x		
<i>1.4 Commission and leverage research that evidences the essential role of NEAS Quality Assurance in Australian and global ELT community</i>			x	
2.0 Develop a comprehensive membership offer				
<i>2.1 Undertake a comprehensive review of the cost of member servicing and member fee structures</i>	x	x		
<i>2.2 Develop recruitment, engagement and retention strategy for each member type (Full & Associate Members, domestic and international)</i>		x		
<i>2.3 Review conference, QLS, webinar and NEAS online services</i>		x		
<i>2.4 Review Hubspot, Canvas (LMS) website and legacy CRM and implement appropriate and cost effective solution</i>		x	x	
3.0 Increase Australian market share for ELT quality assurance				
<i>3.1 Redefine pipeline to extend potential centres and improve efficiencies on endorsement process</i>	x			
<i>3.2 Campaign to raise awareness and increase endorsement of interstate centres outside of NSW.</i>		x	x	x
<i>3.3 Build value and additional services for endorsement process</i>		x	x	x
4.0 Increase NEAS brand traction in the ASEAN market for ELT endorsement				
<i>4.1 Conduct research to determine extent of Australian university offshore partnerships and articulations</i>	x			
<i>4.2 Partner with Australian Universities to quality assure their transnational and offshore operations.</i>		x		
<i>4.3 Partner with UECA, Austrade, TEQSA and ASQA to offer quality assurance to international partners in ASEAN.</i>			x	x

4.4 Partner with local peak bodies to conduct local quality assurance in ASEAN (with an initial focus on Malaysia, Philippines, Indonesia) to partners and articulators of Australian NEAS members.				x
5.0 Develop alternative revenue streams with parallel products and services				
5.1 Launch NEAS Agent Endorsement service collaborating with ISEAA, DHA and DET by offering a partnership pricing initially to ISEAA members.	x	x		
5.2 Launch NEAS Agent Endorsement service to other agents.			x	
5.3 Design and deliver to market Agent Endorsement product nationally and internationally			x	x

OPERATIONAL PLAN - ADVOCACY

STRATEGY	TIMEFRAME	PERSON RESPONSIBLE	BUDGETED (B) / UNBUDGETED (UB)	OUTPUTS	OUTCOME (KPI)
1.0 Advocate for independent Quality Assurance in the English Language Teaching sector to government and regulatory authorities					
1.1 Enhance government engagement through ongoing communication with ASQA, TEQSA, DET, DHA, DFA.	Jun 2020	CEO	\$11K pa (quarterly visit to Canberra) -B	Four meetings per year in Canberra. MOU with ASQA, TEQSA, DET, DHA, DFA. Two annual submissions to regulator and/or government.	Increased influence on decision makers.
1.2 Conduct an annual parliamentary roundtable	Aug 2020	CEO	\$15K pa (venue & expenses) - B	Annual parliamentary roundtable in August.	Raise brand awareness and create forum for dialogue with regulators / decision makers.
1.3 Develop a comprehensive advocacy program that entrenches quality in ELT and the role of NEAS	Jul 2021	CEO	\$30K pa (3 x \$10K campaign) - UB	One campaign per year.	Annual program developed, implemented and reviewed.
1.4 Commission and leverage research that evidences the essential role of NEAS Quality Assurance in Australian and global ELT community	Jul 2021	CEO	\$10K in FY21 (contractor fee) - UB	One piece of research published per annum at NEAS conference.	Support argument for independent Quality Assurance in Australia

OPERATIONAL PLAN – MEMBERSHIP OFFER

STRATEGY	TIMEFRAME	PERSON RESPONSIBLE	BUDGETED (B) / UNBUDGETED (UB)	OUTPUTS	OUTCOME (KPI)
2.0 Develop a comprehensive membership offer					
2.1 Undertake a comprehensive review of the cost of member servicing and member fee structures	Jun 2020	GM, OM	-	New fee and membership restructure by 1 July 2020, with planned annual increments.	Surplus based model for different types of membership.
2.2 Develop recruitment, engagement and retention strategy for each member type (Full & Associate Members, domestic and international)	Jun 2021	BDM, OM	-	New metrics for recruitment, engagement and retention developed by 1 July 2021, with planned annual goals.	Increased recruitment, engagement and retention for members.
2.3 Review conference, QLS, webinar and NEAS online services	Jun 2021	GM, OM	-	Analysis and report on conference, QLS and NEAS online service provision	Three-year plan for continuing professional development requirements of members.
2.4 Review Hubspot, Canvas (LMS) website and legacy CRM and implement appropriate and cost effective solution	Aug 2021	BDM, OM, MSO	\$35K over three years (UB), with \$20K in FY21 (UB)	Review of functionality and requirements with selection of best vendor from three.	Successful implementation of CRM and LMS.

OPERATIONAL PLAN – AUSTRALIAN MEMBERS

STRATEGY	TIMEFRAME	PERSON RESPONSIBLE	BUDGETED (B) / UNBUDGETED (UB)	OUTPUTS	OUTCOME (KPI)
3.0 Increase Australian market share for ELT quality assurance					
3.1 Redefine pipeline to extend potential centres and improve efficiencies on endorsement process	Jun 2020	BDM	-	Report on current state of Australian ELT providers and services.	Greater understanding of Australian ELT sector.
3.2 Campaign to raise awareness and increase endorsement of interstate centres outside of NSW.	Jul 2021	BDM	\$10K pa (3 x \$10K campaigns over 3 years) –(UB)	Implementation of successful annual campaign with metrics on conversions through sale pipeline.	Annual net increase in Australian members.
3.3 Build value and additional services for endorsement process	Jun 2022	GM, BDM	-	One new endorsement product per year.	Offer diverse endorsement products for segments of membership at all stages of member lifecycle.
3.4 Offer verification services to short term programs and services	Jun 2022	BDM, OM	-	Verification services for one new type of program per year. Scheduled 2020 new QA areas are: Area J: Education Agents; Area K: Foundation Programs; 2021 is Area L: Transnational Programs	Offer verification services to compliment member activity and needs.

OPERATIONAL PLAN – INTERNATIONAL MEMBERS

STRATEGY	TIMEFRAME	PERSON RESPONSIBLE	BUDGETED (B) / UNBUDGETED (UB)	OUTPUT	OUTCOME (KPI)
4.0 Increase NEAS brand traction in the ASEAN market for ELT endorsement					
4.1 Conduct research to determine extent of Australian university offshore partnerships and articulations	Jun 2020	CEO	\$10K in FY20 – (for contractor) (B)	A report and analysis on offshore opportunities for NEAS.	Research on Quality Assurance of Australian University transnational operations by 1 July 2020.
4.2 Partner with Australian Universities to quality assure their transnational and offshore operations.	Jun 2021	BDM	\$22K pa (Max. 4 offshore visits per annum) – (B)	4 international QRV visits per annum.	Annual net increase of international members.
4.3 Partner with UECA, Austrade, TEQSA and ASQA to offer quality assurance to international partners in ASEAN.	Jun 2022	BDM	-	MOU with UECA, ASQA and TEQSA to support quality assurance of international operations.	Annual net increase of international members.
4.4 Partner with local peak bodies to conduct local quality assurance in ASEAN (with an initial focus on Malaysia, Philippines, Indonesia) to partners and articulators of Australian NEAS members.	Jun 2023	BDM	-	MOU with English Malaysia, English Philippines and Indonesian equivalent.	Annual net increase of international members.

OPERATIONAL PLAN – EDUCATION AGENTS

STRATEGY	TIMEFRAME	PERSON RESPONSIBLE	BUDGETED (B) / UNBUDGETED (UB)	OUTPUTS	OUTCOME (KPI)
5.0 Develop alternative revenue streams with parallel products and services					
5.1 Launch NEAS Agent Endorsement service collaborating with ISEAA and DET.	Apr 2020	GM, OM	\$15K pa (ICEF partnering) – (B)	Development of NEAS QA Area J: Education Agents in 2020. 100% of ISEAA agents verified by NEAS by 30 Jun 2021.	Market penetration for NEAS agent verification product.
5.2 Launch NEAS Agent Endorsement service to other agents.	Jul 2021	GM, OM	\$10K pa (1 campaign pa) – (UB)	Attend ICEF Berlin and ICEF ANZA.	Annual net increase in verified agents in Australia and NZ.
5.3 Design and deliver to market Agent Endorsement product nationally and internationally	Jun 2022	GM, OM	-	Run agent events at NEAS conference in 2021 and 2022.	Annual net increase in fully endorsed agents.

2020 BUDGETED STRATEGIC PROJECTS

STRATEGY	TIMEFRAME	PERSON RESPONSIBLE	BUDGETED (B) / UNBUDGETED (UB)	OUTPUTS	OUTCOME (KPI)	ACTIONS
1.1 Enhance government engagement through ongoing communication with ASQA, TEQSA, DET, DHA, DFA.	Jun 2020	CEO	\$11K pa (monthly visit to Canberra) - B	Four meetings per year in Canberra. MOU with ASQA, TEQSA, DET, DHA, DFA. Two annual submissions to regulator and/or government.	Increased influence on decision makers.	Canberra visits scheduled for 22/01, 08/04, 03/06, 30/09
1.2 Conduct an annual parliamentary roundtable	Aug 2020	CEO	\$15K pa (venue & expenses) - B	Annual parliamentary roundtable in August.	Raise brand awareness and create forum for dialogue with regulators / decision makers.	6 August combined board meeting and parliamentary roundtable.
2.1 Undertake a comprehensive review of the cost of member servicing and member fee structures	Jun 2020	GM, OM	-	New fee and membership restructure by 1 July 2020, with planned annual increments.	Cost recovery model for different types of membership.	Engage assessors to survey members and write report on new fee structure by 20 March
3.1 Redefine pipeline to extend potential centres and improve efficiencies on endorsement process	Jun 2020	BDM	-	Report on current state of Australian ELT providers and services.	Greater understanding of Australian ELT sector.	Report due by 24 January
4.1 Conduct research to determine extent of Australian university offshore partnerships and articulations	Jun 2020	CEO	\$10K in FY20 – (for contractor)	A report and analysis on offshore opportunities for NEAS.	Research on Quality Assurance of Australian University transnational operations by 1 July 2020.	Report due by 30 January
5.1 Launch NEAS Agent Verification service collaborating with ISEAA and DET.	Apr 2020	GM, OM	\$15K pa (ICEF partnering) – (B)	100% of ISEAA agents verified by NEAS by 30 Jun 2021.	Market penetration for NEAS agent verification product.	Engage assessors on research project of all ISEAA members. Report and project timeline due by 23 Jan

2020 UNBUDGETED STRATEGIC PROJECTS

(FOR BOARD CONSIDERATION)

STRATEGY	TIMEFRAME	PERSON RESPONSIBLE	BUDGETED (B) / UNBUDGETED (UB)	OUTPUTS	OUTCOME (KPI)	ACTIONS
1.3 Develop a comprehensive advocacy program that entrenches quality in ELT and the role of NEAS	Jul 2021	CEO	\$30K pa (3 x \$10K campaign) - UB	One campaign per year.	Annual program developed, implemented and reviewed.	<i>TBC for Board Discussion</i>
1.4 Commission and leverage research that evidences the essential role of NEAS Quality Assurance in Australian and global ELT community	Jul 2021	CEO	\$10K in FY21 (contractor fee) - UB	One piece of research published per annum at NEAS conference.	Support argument for independent Quality Assurance in Australia	<i>TBC for Board Discussion</i>
2.4 Review Hubspot, Canvas (LMS) website and legacy CRM and implement appropriate and cost effective solution	Aug 2021	BDM, OM, MSO	\$35K over three years (UB), with \$20K in FY21 (UB)	Review of functionality and requirements with selection of best vendor from three.	Successful implementation of CRM and LMS.	<i>TBC for Board Discussion</i>
3.2 Campaign to raise awareness and increase endorsement of interstate centres outside of NSW.	Jul 2021	BDM	\$10K pa (3 x \$10K campaigns over 3 years) –(UB)	Implementation of successful annual campaign with metrics on conversions through sale pipeline.	Annual net increase in Australian members.	<i>TBC for Board Discussion</i>
5.2 Launch NEAS Agent Verification service to other agents.	Jul 2021	GM, OM	\$10K pa (1 campaign pa) – (UB)	Attend ICEF Berlin and ICEF ANZA.	Annual net increase in verified agents in Australia and NZ.	<i>TBC for Board Discussion</i>