

NEAS AUSTRALIA STRATEGIC PLAN 2020 - 2023



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.



NEAS 2020

30 years celebrating independent and specialist Quality Assurance in ELT in Australia.

Globally Benchmarked Quality Assurance Framework required for all NEAS members.

167 member centres in Australia in all states and territories (except ACT).

Members in all international education sectors (ELICOS, Higher Education, VET, High School and Online).

57 Australian member or member-affiliated offshore centres in ASEAN and UAE.

50+ events, workshops, webinars and online courses available.

NEAS PRINCIPLES & GOALS

Quality Assurance

Principle: Quality is at the heart of everything we do.

Goal: Build industry capacity through strategic interventions that foster growth, sustainability, innovation and best practice in English Language Teaching.

Goal: Deliver a total customer satisfaction promise through a member oriented service culture.

Goal: Enhance service quality to ensure competitive advantage and complementary positioning with other Quality Assurance organisations.

Scope and Recognition

Principle: We are the global leaders and innovators in quality assurance.

Goal: Grow and maintain membership globally.

Goal: Grow and maintain the NEAS brand portfolio to encompass a depth and breadth of products and services, thereby increasing recognition, reputation and global awareness of NEAS.

Goal: Take a global leadership role in the driving of quality in teaching and learning.

Partnerships

Principle: Strategic engagement underpins our services. We position for purpose.

Goal: Engage in complementary relationships with Commonwealth and other government regulators for the benefit of learners and providers.

Goal: Achieve productive working relationships with complementary peak bodies.

Goal: Lead global network of quality assurance organisations.

People and Culture

Principle: We strive for excellence, we listen, we learn. We are here to make a difference.

Goal: Ensure all assets and resources within NEAS are aligned and support NEAS mission.

Goal: Empower stakeholders through professional development, continuous engagement, reflective practice and open communication.

Goal: Communicate and demonstrate international leadership in a culture of quality.

NEAS 2023

AUSTRALIA

QA Advocacy

Membership

Community

ASEAN +

STRATEGIES

1

Advocate for independent, specialist and aspirational Quality Assurance in the English Language Teaching sector to the community.

2

Develop a comprehensive membership offer.

3

Develop alternative revenue streams with parallel products and services.

4

Increase Australian market share for ELT quality assurance.

5

Increase NEAS brand traction in the ASEAN market for ELT endorsement.

NEAS IN 2023

NEAS is the global leader in Quality Assurance for the English Language Teaching (ELT) Community. NEAS provides a holistic and comprehensive membership to organisations and individuals by quality assuring, endorsing, supporting and showcasing Quality Centres (On-site, Offshore & Online), Quality Agents, Quality Products & Services and Quality Professionals

neas.org.au



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