**AGENDA ITEM #5: NEAS AUSTRALIA ADVOCACY PLAN 2022**

**OVERVIEW**

* NEAS Australia is the global leader in quality assurance for the English Language Teaching Community.
* A key strategic activity for NEAS is to advocate for independent, specialist and aspirational Quality Assurance in the English Language Teaching sector to the community.
* This includes QA advocacy on behalf of four categories of membership: Endorsed ELT Centres, Endorsed Education Agents, Endorsed Service Organisations and Endorsed ELT Professionals (teachers and academic managers).
* Current NEAS QA Advocacy approaches are multi-faceted, wide and varied and include MOUs, memberships, collaborative activity, research, donations and funding support (incoming and outgoing), submissions and grant applications, delivery and attendance of roundtables, conferences and industry events, engagement with and promotion of Austrade, DESE, DFAT services and calls for submissions, direct engagement with state and federal politicians and Study Hubs, seats on award panels with IEAA, Study NSW and Study Victoria, surveys, focus groups and individual interviews, data collection and presentation of Health Checks and commission of research and reports with academics, social media communications, large campaigns to 10,000+ subscribers, editorial and Board and Advisory Council engagement, a quarterly CEO Update and fortnightly teacher / PD update.

**RECOMMENDATIONS REQUIRING BOARD APPROVAL**

1. Establishment of a Centre of Excellence for Quality Assurance in English Language Teaching at either ACU, CQU, Macquarie, UOW, Sydney or WSU and seek ARC Linkage Grants. This includes sourcing a dedicated rent-free office space for NEAS (Cost is $10K, currently unbudgeted).
2. Strengthen Parliamentary Ties with Parliamentary Friends of International Education by conducting an Industry Roundtable in Aug 2022. (Cost is $5K, currently unbudgeted).
3. Reallocation of unused operational funds to attend / present at proposed F2F events in FY22.
4. Seek MOU with AIRC <https://www.airc-education.org/> to recognise agent endorsement in conjunction with ISEAA as new agent pathway to endorsement.

**FURTHER RECOMMENDATIONS NOT REQUIRING BOARD APPROVAL BUT PRESENTED HERE FOR INFORMATION**

1. Establish six formal Communities of Practice with Convenors and Deputy Convenors to focus activity, awareness and quality assurance efforts in ELT Qualifications, Research in ELT, Leadership in ELT, High School Preparation, Arts Based Pedagogy in ELT and Education Agents.
2. Review all existing MOUs and seek more constructive recognition and support specifically from English Australia, ITECA and IEAA.

**BACKGROUND**

* NEAS has established relationships with federal and state government, regulators, state and territory study hubs, peak bodies and industry associations.
* The following MOUs are in place:
  + English Australia (valid to Sep 2021)
  + TEQSA (valid to Aug 2022)
  + ASQA (valid to April 2023)
  + ISEAA (valid to Nov 2022)
  + QALEN (valid to Aug 2024)
  + ITECA / ACPET (expired Nov 2020)
* NEAS has retained the following memberships:
  + Registered Charity with the Australian Charities and Not-for-profits Commission (ACNC), reporting due Dec 2021.
  + Australian Council of Professions (ACoP), current membership due Sep 2021)
  + QALEN, MOU valid to Aug 2024.
  + IEAA - individual membership for CEO (expires Feb 2022)
* [Key Advocacy Events](https://neas.org.au/resources/#Advocacy) held by NEAS in the last 12 months have included:
  + “The Role of Independent, Non-Government Quality Assurance Specialists for the English Language Teaching Community in Australia” – 2020
  + NEAS response to the DESE Consultation Paper ‘Connected, Creative, Caring: Australian Strategy for International Education 2021-2030’ -2021
  + NEAS Australia response to the Consultation Paper Foundation Program Standards positioning for quality, success and competitiveness - 2021
  + Four Part Conference Webinar Series as preliminary events for the 2021 NEAS Management Conference in May 2021
    - Voices from the Sector (Peak Bodies)
      * Janelle Chapman, President, International Association of Australia (IEAA)
      * Brett Blacker, CEO, English Australia
      * Troy Williams, CEO, Independent Tertiary Education Council Australia (ITECA)
      * Robert Parsonson, Executive Officer, International Student Education Agents Association (ISEAA)
      * Craig Robertson, Chief Executive Officer, TAFE Directors Australia
      * Darren Conway, Chairman, English New Zealand
    - Voices from the Sector (QALEN Members)
      * Elizabeth McLaren, Accreditation UK
      * Julian Inglis, Languages Canada
      * Darren Conway, English New Zealand
      * Torrique Borges, EDU SA
    - Voices from the Sector (Regulators and Government)
      * Benn Gramola, A/Executive Director Quality Assessment and Compliance, Australian Skills Quality Authority (ASQA)
      * Penelle Stern, Director, Assessment and Investigations Group, Tertiary Education Quality and Standards Agency (TEQSA)
      * Melissa Banks, Head of International Education Centre of Excellence at Australian Trade and Investment Commission (Austrade)
      * Lyndal Corbett, Director International Policy and Collaboration, Australian Government, Department of Education, Skills and Employment
    - Voices from the Sector (State and Territory Study Bureaus)
      * Angela Beechey, Senior Manager, Study Perth
      * Andrew Houey, Director International Marketing, Study Adelaide
      * Rachel Shanahan, Director, Study NT
      * Peter Mackey, Director, Education & Trade, Study NSW
      * Scott Ashton, Director, Study Queensland
      * Fiona Letos, Director International Education, Study Melbourne
      * Renee Woodhouse, Director, Global Education & Migration, Study Tasmania
  + Secretariat Support for Council of International Students Australia (CISA) – Aug 2021
* NEAS received the following grants in 2020/21
  + Study Queensland, Trade and Investment Queensland Export and Innovation Grant, $33K.
  + Service NSW Small Business Grant $3K
  + Austrade EMDG grant $35K
  + DFAT Australia-Vietnam Enhanced Economic Grant, $56K
* NEAS has been invited to attend the following Industry Roundtables and Events in 2020/2021
  + DESE Roundtables for the International Education Strategy Workshop in May 2021
  + Oz International Student Hub Industry Meeting July 2021
  + International Education Industry Roundtable 2, 3 and 4 July, Aug and Sep 2021
  + AusCham Vietnam International Education Symposium
  + IEAA and Study NSW International Student award judging panels

**KEY OBJECTIVES**

* Throughout 2021/2022 NEAS will continue to advocate as planned for independent, specialist and aspirational Quality Assurance in the English Language Teaching sector to the community on behalf of its endorsed members and wider ELT Community by:
  + Increasing advocacy activity with a comprehensive media strategy, focusing on charitable status and highlighting position as advocate for quality assurance and a quality experience for international students.
  + Enhancing governance with focus on representation diversity, a more proactive role for the Advisory Council and creation of a NEAS Expert Panel for pulse surveying
  + Enhancing communications with targeted comms plan for each product and establishing new editorial sections in the NEAS News
  + Partnering with Austrade to offer quality assurance to international partners in Vietnam
  + Generating revenue for Australian members through consultancy & business development (DESE Innovation Grant) and virtual trade missions (NEAS ST Alphito)
  + Re-launching NEAS Agent Endorsement service collaborating with ISEAA, AIRC, Study Travel and ICEF, specifically at SYMPLED, ICEF Berlin and ICEF ANZA and ST Alphe in 2022.
  + Build on relationships with key allies such as AusCham, Austrade, ISEAA and identify new global allies to work with such as QALEN members and AIRC.
* In addition to these advocacy activities, NEAS will invest in 2022 in enhancing advocacy activities through the following new initiatives:

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| **Activity** | **Action / Organiser** | **Target Audience** | **Success Indicators** | **Schedule / Timeframe** | **Resources Needed** |
| A. Establish six formal Communities of Practice with Convenors and Deputy Convenors to focus activity, awareness and quality assurance efforts in ELT Qualifications, Research in ELT, Leadership in ELT, High School Preparation, Arts Based Pedagogy in ELT and Education Agents. | Coms Officer | Members, key advocates of each COP, motivated individuals who can be convenors. | Convenor and Co-Convenor appointed and announced at 2022 conference. 10+ people in each COP. | May 2022 | Nil |
| B. Establishment of a Centre of Excellence for Quality Assurance in English Language Teaching at either ACU,CQU, Macquarie, UOW, Sydney or WSU. In return for an office space, NEAS will undertake directly or commission research in Quality Assurance in ELT with a shift in emphasis to Quality Assurance, Enhancement and Improvement. NEAS and the partner university would partner in application for ARC Linkage Grants. | CEO | Academics, experts in QA, university members and others interested in research, NSW HE members, Govt. | NEAS “office” established by January 2022. One piece of research to publish at 2022 conference. Grant application in June 2022. | January 2022 | $10K (unbudgeted) |
| C. Strengthen Parliamentary Ties with Parliamentary Friends of International Education by conducting an Industry Roundtable in Aug 2022.  It is intended that this Group will provide a non-partisan forum for MPs to meet and interact with international students and industry leaders from both the public and private sectors, on matters relating to the student experience, market distribution and the sustainability of growth.  Contact Persons:  Mr Julian Leeser MP  Mr Julian Hill MP  (Co-Chairs) | CEO / Chair / Board Members / Advisory Council | MPs and government, peak bodies | Invitation to be on the Parliamentary Friends list, invitations to Industry Roundtables. | May 2022 | $5K (unbudgeted) |
| D. Review all existing MOUs and seek more constructive recognition and support specifically from English Australia, ITECA and IEAA. | CEO | English Australia, ITECA, IEAA, ASQA, TEQSA, ISEAA, CISA | MOUs completed by June 2022. | June 2022 | Nil |
| E. Seek MOU with AIRC <https://www.airc-education.org/> to recognise agent endorsement in conjunction with ISEAA as new agent pathway to endorsement | CEO | ISEAA, AIRC | MOUs completed by June 2022 | June 2022 | Nil |

**PUBLIC EVENT PLAN FOR 2022**

* It is proposed that NEAS ramp up its marketing and brand awareness raising activities and combine these with site visits to key international centres that are long overdue a site visit. A proposed combined quality assurance and events-based marketing plan for 2022 could be considered as below. Funding sources have been nominated. Where NEAS is allocated, this events be undertaken in FY22 if excess operational budget is available. Items in FY23 will be included in the FY23 Draft budget for Board approval in Feb 2022. Grants will be sought from EMDG, DFAT, Investment NSW, Australian-ASEAN Council, AVEG, Study Victoria, Trade and Investment Queensland and Austrade Business Events Grants Program. If unsuccessful with grant applications, it is proposed that these items are included in the FY23 budget.

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| DATE | ACTIVITY | LOCATION | STATE | PERSON | BUDGET | FUND SOURCE |
| 18 Feb 2022 | EVENT | CamTESOL, Phnom Penh + Cambodia / Singapore site visits | INT | Patrick Pheasant | 3,700 | EMDG 50% |
| 1 Mar 2022 | EVENT | Thailand Workshop A | INT | Patrick Pheasant | 28,000 | DFAT |
| 9 Mar 2022 | EVENT | ICEF ANZA | SA | Patrick Pheasant | 5,500 | NEAS |
| 27 Mar 2022 | EVENT | APAIE Vancouver | INT | Patrick Pheasant | 4,115 | NEAS |
| 1 Apr 2022 | EVENT | Thailand Workshop B |  |  | 28,000 | DFAT |
| 8 Apr 2022 | EVENT | SYMPLED | NT | Patrick Pheasant | 968 | NEAS |
| 05-May-2022 | EVENT | UECA AGM | NSW | Patrick Pheasant | - |  |
| 06-May-2022 | EVENT | NEAS Management Conference, Sydney | NSW | ALL | 220,050 | Ticket Sales / Sponsorship |
| 21 June 2022 | EVENT | QALEN Virtual Symposium | INT | ALL | 1,500 | NEAS |
| 25 July 2022 | EVENT / QA | ST ALPHE SE ASIA / Thailand and Vietnam Site Visits | INT | Patrick Pheasant | 3,600 | EMDG 50% |
| 8-Aug-2022 | EVENT | NEAS Parliamentary Roundtable | ACT | Patrick Pheasant | 5,000 | SERVICE NSW |
| 14-Sep-2022 | EVENT | English Australia, Perth | WA | Patrick Pheasant | 1,750 | NEAS |
| 15-Sep-2022 | EVENT | UECA Director’s Forum | WA | Patrick Pheasant | 5,000 | NEAS |
| 30 Sep 2022 | EVENT | Malaysia Workshop A | INT | Patrick Pheasant | 28,000 | DFAT |
| 4-Oct-2022 | EVENT | AIEC, Gold Coast | QLD | Patrick Pheasant | 7,500 | NEAS |
| 31-Oct-2022 | EVENT | ICEF BERLIN | INT | Patrick Pheasant | 10,500 | NEAS |
| 4 Nov 2022 | EVENT | Malaysia Workshop B | INT | Patrick Pheasant | 28,000 | DFAT |
| 10 Nov 2022 | EVENT | NEAS AGM | NSW | ALL | - |  |
| TOTAL |  |  |  |  | $381K |  |

Note: this calendar excludes NEAS Online Courses (50 in 2022) and NEAS Zoom Webinars (12 scheduled for 2022). Expenses are calculated using [Appendix C](https://drive.google.com/open?id=1KkNrriMFTpcoSz8wnqT-1EqqN2wwIZkr&authuser=p.pheasant%40neas.org.au&usp=drive_fs).