

NEAS AUSTRALIA ANNUAL REPORT 2022



NEAS AUSTRALIA GLOBAL LEADER

For over 30 years, NEAS has advanced quality education through its quality assurance services and continues to lead the way in developing, supporting and promoting continuous improvement throughout the international education and English Language Teaching community. NEAS Australia is the global leader in quality assurance for the English Language Teaching (ELT) community, quality assuring ELT provision across higher education, vocational education and training, high school and independent ELICOS providers. NEAS' approach to quality assurance is grounded in the NEAS Quality Assurance Framework, the standards that guide providers in meeting and exceeding their quality goals.

NEAS Australia's proven expertise in independent quality assurance is being embraced throughout the wider education community. Providers of ELT qualifications, education agents and a range of other new service providers have engaged NEAS Australia as their independent quality assurer of choice.

In addition to the Quality Assurance Framework, NEAS' robust quality assurance process embeds stakeholder feedback, giving providers valuable feedback and assurance. Recently, NEAS has extended its endorsement service offering to cover:

- Quality Centres
- Quality Education Agents
- Quality Products & Services
- Quality ELT Professionals
- Premium Products
- Online Delivery
- Foundation Programs
- Transnational Delivery

SUPPORTING THE
ACHIEVEMENT
OF QUALITY OUTCOMES
FOR EDUCATION &
TRAINING GLOBALLY.



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 NOW

Globally Benchmarked Quality Assurance Framework required for all **214 Endorsed Members**.

118 Endorsed ELT Centres across all Australian states and territories (except ACT).

70 Endorsed ELT Centres in ASEAN, China and the Middle East.

26 endorsed education agents, products and services and ELT professionals. Public community listings of 392 associated individuals and organisations.

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

150+ events, workshops, webinars and online courses delivered to more than 3,700 participants in FY22.

Annual NEAS Management Conference with 1,400+ registrations from 19 countries, 60+ speakers streamed live from Sydney Australia.

Metric	EOFY21	EOFY22	% INCREASE
Total Endorsed Members	204	214	+5%
Australian Endorsed Centres	131	118	-10%
International Endorsed Centres	58	70	+21%
Endorsed Education Agents, Products/Services & ELT Professionals	15	26	+66%
Associate Members	39	45	+15%
Public Community Listings	250	392	+57%
NEAS Online	1,240	3,736	+302%
NEAS Conference Registrations	440	1,461	+332%

2021-2022 KEY ACHIEVEMENTS

1

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

- Renewed Deed of Standing Offer with ASQA for the provision of VET and ESOS Quality Assurance and Course Accreditation
- Delivery of a hybrid ELT management conference to over 1400 people across 19 countries

2

Develop a comprehensive membership offer

- Launch of six specialist ELT Communities of Practice
- Expansion of member professional development offerings via NEAS Online to include over 150+ events, workshops, webinars and online courses

3

Develop alternative revenue streams with parallel products and services

- Two new Quality Areas added to the NEAS Quality Assurance Framework (Area M: Transnational Delivery and Area N: Foundation Programs)
- Partnership with Trade Investment Queensland to provide online quality endorsement across 37 Queensland ELICOS courses

4

Increase Australian market share for ELT quality assurance

- 10 new NEAS members via new endorsement offerings
- 57% increase in public community listings (392 associated individuals and organisations)

5

Increase NEAS Brand traction in the ASEAN market for ELT endorsement

- Delivery of four Workshop Series events for Vietnam and Thailand to highlight the exciting teaching and learning innovations and quality assurance activities of English Language Centres operating in these regions

NEAS IS THE GLOBAL
LEADER IN QUALITY
ASSURANCE IN ELT

MESSAGE FROM THE CHAIR OF THE BOARD AND CHIEF EXECUTIVE OFFICER

NEAS continues to advocate with regulators, government and industry bodies for independent, industry-led and specialist Quality Assurance in English Language Teaching.

The ELT community is awakening from the era of unrest and flux that the COVID 19 pandemic brought and a positive energy is beginning to drive new activity. As offer letters start to circulate, student recruitment is beginning to gain traction and the first trickles of incoming students from overseas can be felt. NEAS is proud to be party to this and continues to support everyone in the ELT community and provide ongoing advice, information, guidance and innovation.

NEAS continues to work collaboratively and closely with Australian stakeholders such as English Australia, University English Centres Australia (UECA), the Independent Tertiary Education Council of Australia (ITECA), the International Education Association of Australia (IEAA) and the International Student Education Agents Association (ISEAA), and government departments and authorities such as the Tertiary Education Quality and Standards Agency (TEQSA) and the Australian Skills Quality Authority (ASQA). NEAS' Deed of Standing Offer to ASQA for the provision of Vocational Education & Training (VET) and Education Services for Overseas Students (ESOS) Quality Assurance and Course Accreditation was accepted and we hope to soon be undertaking auditing contracts and working closely with ASQA.

Earlier this year, NEAS was pleased to provide a response to a consultation paper from the Department of Education Skills, and Employment (DESE) titled 'Foundation Program Standards: Positioning for Quality, Success and Competitiveness'. The current Foundation Program Standards are being recreated and NEAS was able to provide expertise and insights to enhance the quality of the standards to benefit students studying the English language.

NEAS supports and encourages endeavours for cross-border collaboration between organisations and institutions for the benefit of the ELT sector. In 2021, NEAS was awarded a dedicated grant from the Department of

Foreign Affairs and Trade (DFAT), as part of the Australia-Vietnam Enhanced Economic Engagement Grant (AVEG) Program. In response to this, NEAS proudly cultivated the NEAS Australia - Vietnam Workshop Series. We conducted virtual workshops to highlight the exciting teaching and learning innovations and quality assurance activities of 14 English Language Centres who either operate in Vietnam or were interested in partnering with Vietnamese organisations. In addition, 15 pre-workshop presentations were curated in the lead up to the event. In March 2022, we replicated this initiative to create the NEAS Australia – Thailand Workshop series, which attracted over 2,500 attendees!

NEAS continues to seek collaboration and advocacy opportunities with peers in the ELT sector. The Council of International Students Australia (CISA) recently launched their inaugural Secretariat Pilot Project and NEAS was proud to be a financial supporter of this during the year.

NEAS Quality Assurance Framework Area H: Online Delivery, has garnered a greater focus during the last two years of flux and it has become an important Quality Assurance Standard. This year, we also released two new Quality Standard Areas to complement the existing 12 areas in our Quality Assurance Framework. These were Area M: Transnational Delivery and Area N: Foundation Programs.

Since expanding our Quality Assurance services to include new areas and community endorsements, NEAS now supports more than 400 individuals and organisations across the sector. The number of listings continues to grow, demonstrating the sector's commitment to quality assurance. We also continue provide a dynamic Professional Development (PD) schedule. Over 3,500 participants experienced the 150+ NEAS PD offerings including COP events, online workshops, interactive webinars, online and face-to-face courses and master classes.

Our flagship event, the NEAS Management Conference, was held 4-5 May 2022 and streamed live from Doltone House Sydney. The event was a great success, attracting more than 1,400 participants from Australia

and 24 countries across the world! This year also saw the integration of the six NEAS Communities of Practice (COP) weaved into the event. During the conference, we announced awards for 40 individuals and organisations across 10 categories. A big thank you to everyone who attended and to our speakers, sponsors and supporters.

NEAS was thrilled to host two online agent conferences (NEAS-ST Alphito) in July 2021 and February 2022, in partnership with StudyTravel. 14 participating NEAS Member Centres engaged with decision makers from 40 education agents hailing from around the world, including Asia and the Pacific, Europe, Central Asia, and the Americas.

NEAS Australia continues to grow our 'glocal' brand attending a wide range of events to represent our members and advocate for Quality Assurance in ELT. We presented at/attended over 50 events during the year, including several industry roundtable events and the AIEC, VELG, ISANA and ICEF ANZA conferences.

The NEAS Board has continued its work to guide policy review and development, expand the quality assurance framework and overall direction, reputation and viability of NEAS Australia. During the year, we farewellled Ms Heather Thomas and welcomed Dr Pamela Humphreys to the Board.

On behalf of the Board and NEAS team, we would like to thank our members for their continued commitment to Quality Assurance in ELT. We remain, as always, at your service.



Prof Tanya Buchanan
Chair



Dr Patrick Pheasant
Chief Executive Officer

PEOPLE AT NEAS AUSTRALIA

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Prof Tanya Buchanan
Chair



David Yoo
Deputy Chair



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David Hill (Convenor)
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Jarrad Merlo
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Michael Bos
Moreton Bay College



Kit Perry
Townsville International
English School



Jason West
UTS College



Jakki Postlethwaite
Learning Vault



Youngeun Song
Australian Pacific College



Dr Alexander Nanni
Mahidol University International
College

2021-2022 ACTIVITIES

NEAS Quality Assurance Advocacy

NEAS Australia continues with our mission to be the global leader in Quality Assurance for the English Language Teaching Community. NEAS remains in close contact with ASQA, TEQSA and DESE where our expertise and insights are valued. Our ongoing discussions with these bodies include quarterly updates around quality assurance activity and there are plans for NEAS to consult more closely with our regulators and the Department around the National Standards. NEAS' Deed of Standing Offer to ASQA for the provision of Vocational Education & Training (VET) and Education Services for Overseas Students (ESOS) Quality Assurance and Course Accreditation was accepted and we are excited to soon be undertaking auditing contracts and working closely with ASQA. NEAS provided the DESE with a strong response to the ESOS Review and National Standards, with a primary focus on advocating for quality education for international students. We look forward to seeing the positive impact that our response will have on such an important review.

As part of its strategy to engage further with ASEAN countries and provide transnational partnering opportunities for our Australian endorsed ELT Centres, NEAS partnered with Austrade, Thai Ministries and ThaiTESOL, and our endorsed centres in Thailand to present a workshop and live panel event in March 2022. The event was curated to enhance further bilateral and educational links and identify and promote new collaborative opportunities for our partners. This activity was supported by the DESE and Austrade.

With students at the forefront, the Council of International Students Australia (CISA) recently launched their inaugural Secretariat Pilot Project. NEAS has a longstanding relationship with CISA and was proud to be a financial supporter of this project.

As a Charity registered with the ACNC, NEAS continually seeks funding opportunities through a range of grants (government or non-government) and applied for a total of five grants throughout FY21-22.

NEAS Online

Maintaining the quality of course delivery, student support and staffing through pro-active review and evaluation, professional development and continuous improvement is essential. With this in mind, NEAS continues to offer opportunities for members, education agents and the broader ELT community through our professional development program. There are over 150 webinars, events, masterclasses and online courses available to members for training and PD requirements. NEAS Online is also home to all sessions from the 2022 Management Conference.

The Master Practitioner in ELT course is the NEAS capstone course and a culmination of the NEAS Online PD journey. A number of individuals completed this course after undertaking the underpinning core courses and a specialisation course.

Over the past year, there has been a 300% rise in the number of NEAS Online user registrations, and increased course click and completion rates across the platform.

COVID-19 Response NEAS Quality Assurance

In FY22, NEAS entered the final stage of its three-year COVID-19 'Respond, Revive and Thrive Plan'. In the execution of this stage, NEAS worked to advocate for independent, specialist and aspirational Quality Assurance in the ELT sector, develop a comprehensive membership offer for greater parts of the ELT ecosystem, develop self-sustaining parallel products and services for members, increase more support and offerings for members and increase NEAS brand recognition in ASEAN+ countries for Australian ELT endorsement.

NEAS is dedicated to evolving to meet the everchanging needs of our members and implementing new methods and services to suit our community. This includes quality assurance and endorsement for ELT Centres, Products & Services, Education Agents and ELT Professionals.

In FY22, NEAS was proud to provide Quality Assurance to an increased number of Australian Endorsed Centres, International Endorsed Centres, Endorsed Education Agents, Products/ Services & ELT Professionals.

The two-year NEAS Quality Assurance cycle sees alternating quality assurance activities, with a NEAS-led review in one year, followed by a Centre-led self-audit the following year. Continuous PD prevails as the third element of this quality assurance ecosystem, and NEAS provides the guidance and resources to support Centres at every stage of their journey.

NEAS Quality Assurance Framework and Activity Summary

In FY22, NEAS implemented two additional sets of areas of standards to complement the existing twelve Quality Standard Areas in our Quality Assurance Framework (Areas M + N). The Framework comprises the following key areas:

- A. Teaching, Learning and Assessment
- B. The Student Experience
- C. Resources and Facilities
- D. Administration, Management and Staffing
- E. Promotion and Student Recruitment
- F. Welfare of Students Aged Under 18 Years
- G. Strategy, Risk and Governance
- H. Online Delivery
- I. ELT Qualifications
- J. Education Agents
- K. Products and Services
- L. ELT Professionals
- M. Transnational Delivery
- N. Foundation Programs

Between 1 July 2021 and 30 June 2022, 35 Quality Review Visits to ELT Centres were conducted, and 7 Self Assessments were completed.

NEAS' Quality Assurance services continue to evolve and expand to serve Member Centres. In a period of challenge and flux, NEAS works closely with its members to set aspirational quality standards for innovative practices and to help them grow their businesses.

NEAS International

As at 30 June 2022, NEAS had a total of 70 international Centres, an increase of 21% from FY21.

	FY21	FY22
Vietnam	45	55
Cambodia	5	6
Singapore	1	1
United Arab Emirates	1	1
Thailand	1	2
Malaysia	4	4
China	1	1

NEAS Premium Product Endorsement

The global ELT community is a vibrant and colourful space, with highly differentiated providers and unique offerings for students learning English. NEAS Premium Product Endorsement provides centres the opportunity to showcase and seek recognition for unique and innovative products and services. Providers of these products receive the gold Premium Product logo and badge and are eligible for the NEAS Premium Product Showcase at the NEAS Management Conference. NEAS Endorsed Premium Products include:

- Intensive English + Test Preparation (IETP) Course, Citipointe Christian College
- CPD Program, Curtain English
- E2 English, E2
- OET Test Preparation Course, E2 Language
- Everyday English Course, English Unlimited
- Intrinsiq's Eric the AI, Explore English
- Cambridge English CELTA, International House Sydney
- High School Preparation Program and JPIC Academy, John Paul International College
- Foundation Direct Entry (FDE) and Diploma Direct Entry (DDE) Courses, Macquarie English University English Centre
- CET Connect, EAP Teacher Training and Academic Skills for University Success MOOC Specialization, The University of Sydney Centre for English Teaching
- CELT Academic English and Study Skills Bridging Course, University of Western Australia

NEAS Professional Development

In FY22, NEAS developed and launched six specialised Communities of Practice (COP) areas. These six areas were explored in sessions during the 2022 NEAS Management Conference, as well as being held as stand-alone COP workshop events for the ELT community throughout 2022. The six COP areas are:

- School Preparation (HSP & PSP)
- Arts Based Pedagogy in ELT
- ELT Qualifications
- Education Agents
- Research in Quality Assurance
- Leadership in ELT

COPs are a valuable source of collaborative professional development as they offer English Language Teaching (ELT) professionals a supportive environment to share knowledge and build better practices. There has been a high level of engagement with the COP groups during FY22.

A total of 2517 individuals attended all NEAS professional development activities and events in FY22.

NEAS ELT Qualifications

NEAS has a role in assessing ELT qualifications and providing information and advice to a wide range of stakeholders regarding the quality of a variety of ELT Qualifications on offer, both in Australia and internationally. NEAS continues to offer Quality Endorsement of TESOL programs and other ELT Qualifications, based upon the Quality Principles of Area I - ELT Qualifications. Endorsement is offered to current NEAS members and affiliates as well as non-NEAS members delivering ELT qualifications globally. Providers offering Postgraduate programs in TESOL or Applied Linguistics, Undergraduate programs majoring in TESOL, Certificate IV or Diploma in TESOL, CELTA, Delta or other ELT qualifications are eligible to apply. Current NEAS Endorsed ELT qualifications include:

- Master of TESOL, Griffith University – Faculty of Humanities, Language and Social Science
- Graduate Certificate in Teaching English as an Additional Language to Adults (TEAL) (10836NAT) and Certificate in English Language Teaching to Speakers of Other Languages (CELTA), Holmesglen English Language Centre
- Graduate Certificate in TESOL and Master of Applied Linguistics and TESOL, Macquarie University Department of Linguistics
- Certificate IV in TESOL, Melbourne City Institute of Education (MCIE) / Explore English
- Certificate IV in TESOL and Diploma in TESOL, TAFE Queensland
- C04420 Master of TESOL and Applied Linguistics (Extension), C04305 Master of TESOL and Applied Linguistics, C06116 Graduate Diploma in TESOL and Applied Linguistics and C11254 Graduate Certificate in TESOL and Applied Linguistics, University of Technology Sydney

NEAS Advisory Council

The Advisory Council provides informed guidance and support to the Board and CEO, in the achievement of superior corporate governance and strategic decision making. The Council is in place to serve the interests of NEAS, its members, stakeholders and Board. The NEAS Advisory Council is comprised of ten industry leaders from some of Australia's leading ELT institutions. Representation consists of NEAS Associate Members, and private, public, small and large providers of standing. In FY22, the Council held five meetings to discuss matters pertinent to the ELICOS sector in Australia, provide advice regarding the NEAS Management Conference and the establishment of the NEAS Communities of Practice.

NEAS Associate Membership

The NEAS Associate Membership offering develops and inspires stakeholders in the ELT community via the building of connections and professional development opportunities. During 2021/22, our 45 Associate Members had access to NEAS Online for their PD requirements, were eligible to be listed as an ELT Professional, have their qualifications assessed, and were offered a discounted ticket to the NEAS Conference.

NEAS Communities of Practice

At this year's conference NEAS released its six new Communities of Practice, formed to provide a space for members to explore key themes in quality assurance. These were: School Preparation, Arts-Based Pedagogy, ELT Qualifications, Education Agents, Research in QA and Leadership in ELT. These communities were launched with workshops at the 2022 conference, followed by online workshops and onsite symposia throughout the year. A big thank you to the Advisory Council for supporting this initiative and to the COP Convenors: David Ferguson, John Paul International College; Kate Kuzma, USQ, Andrea Pugh, Whiteshill State College, Cara Dineen, Macquarie University College and Benjamin Carkargis, University of Sydney.

Going Glocal

NEAS has continued to grow our global brand and promote Australian ELT Centres and businesses overseas. As part of our continued dedication to Glocalisation, NEAS plays a big part in conferences, which remain pivotal to connecting with communities of practice. The theme of the 2022 NEAS Management Conference was 'Going Glocal' which united the international ELT community. NEAS will also represent its members at CamTESOL, ICEF ANZA, ICEF Berlin and AIEC conferences.

WE ADVANCE EDUCATION BY
PROVIDING QUALITY ASSURANCE
SERVICES FOR EVERYONE IN THE
ENGLISH LANGUAGE TEACHING
COMMUNITY.

NEAS Endorsed Quality Centres

**Recognised for their
outstanding commitment
to quality outcomes.**

NEAS Endorsed Quality Agents

**Agents committed
to aspirational quality
standards.**

NEAS Endorsed Quality Products & Services

**The industry's top
products & services.**

NEAS Endorsed Quality ELT Professionals

**The who's who of Quality
ELT Professionals.**

PROFESSIONAL DEVELOPMENT & EVENTS

Date	Professional Development / Event	Presented / Attended
1-Jul	Transformative Journey Why Crisis, Confusion, Collaboration, and Creativity Matter (conference series)	Presented
15-Jul	Learning English and More Multilingual Experiences and Identity Transformation of English Language Students in Australia (conference series)	Presented
15-Jul	NEAS ST Alphito – Education Agent Conference	Presented
21-Jul	Using Your Student Management System to Access New Insight into Strategy	Presented
27-Jul	Oz International Student Hub Permanency and Industry Meeting	Attended
28-Jul	University of Queensland: Responding to COVID-19 disruption	Presented
29-Jul	Everyday Experience and Little Changes: A Different Perspective on Big Ideas and Transformative Education (conference series)	Presented
29-Jul	International Education Industry Roundtable	Attended
5-Aug	A Colleges Financial Journey - Case Study (conference series)	Presented
11-Aug	The new TOEFL Essentials test: Scoring, Concordance and Research for the ELT Community	Presented
12-Aug	Simple Yet Powerful Techniques to Maintain Your Wellbeing During Times of Intense Stress (conference series)	Presented
25-Aug	21st Century Skills	Presented
26-Aug	Maintaining Access to a Large-Scale Test of Academic Language Proficiency During the Pandemic: Perspectives on Remote Proctoring (conference series)	Presented
1-Sep	Quality Assurance 101	Presented
2-Sep	IEAA Workshop - Supporting Students' Transitions to University: Cross-sectoral Perspectives	Attended
9-Sep	Recovering, Rebuilding, Reimagining: Transforming Classrooms to Protect the World from Disaster (conferences series)	Presented
9-Sep	Australian Education Symposium	Attended
9-10 Sep	National VET Conference - VELG	Attended
13-Sep	Study NSW Industry Webinar	Attended
13-17 Sep	English Australia Conference	Attended
23-Sep	Teaching Incarcerated Students (conference series)	Presented
29-Sep	Student Engagement Strategies for English Language Teaching	Presented
1-Oct	Workshop A: Quality Management of English Language Centres – Vietnam Workshop Series	Presented
5-8 Oct	Australian International Education Conference	Presented
6-Oct	Using IELTS to advance your teaching career	Presented
7-Oct	A Transformative Journey: Quality Assurance in a Multi-Campus Institution (conference series)	Presented

Date	Professional Development / Event	Presented / Attended
20-Oct	Making ELT Centres a Safe Place	Presented
21-Oct	How to Increase Student Engagement in Online Learning Environments (conference series)	Presented
27-Oct	Developing Your Benchmarking Toolbox	Presented
4-Nov	The Teacher I Want to Be, Should Be and Fear Becoming (conference series)	Presented
5-Nov	Workshop B: Online Delivery and Teacher Professional Development – Vietnam Workshop Series	Presented
12-Nov	NSW International Student Awards	Attended
18-Nov	SYMPLED - The Symposium on Leading Education Recruitment	Attended
1-3 Dec	ISANA Conference	Presented
9-Dec	G'Day Welcome Back to Australia! International Education Industry Forum	Attended
9-Feb	ELT Professionals	Presented
3-Mar	Reconnecting with Australia: Engagement Strategies Post-Border Reopening Panel Session	Attended
16-17 Mar	IEAA International Higher Education Forum 2022	Attended
18-Mar	Quality Management of English Language Programs and Best Practice in English as a Medium of Instruction – Thailand Workshop Series	Presented
22-Mar	Transnational Delivery	Presented
5-Apr	Foundation Programs	Presented
7-Apr	International Education Industry Roundtable	Attended
28-Apr	C2C Roundtable Event	Attended
5-6 May	NEAS Management Conference	Presented
10-Jun	Communities of Practice Workshop: School Preparation	Presented
10-Jun	Australia China Business Symposium	Attended
14-17 Jun	ICEF ANZA	Presented
20-Jun	Administration, Management and Staffing	Presented
23-Jun	Incorporating Future-ready Skills in Academic Curriculum design	Presented

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