

# NEAS AUSTRALIA ANNUAL REPORT 2024



# NEAS AUSTRALIA

## A GLOBAL LEADER

NEAS Australia leads a global community of English language teaching providers and professionals dedicated to continuous improvement, thought leadership and professional development. Our quality assurance products are regularly reviewed to ensure successful integration of diverse stakeholder feedback, and capacity to instill confidence and trust across the sector. Working with independent ELICOS providers, vocational education and training institutions, high schools, and higher education, 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.

The NEAS endorsement service offering includes:

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

NEAS uses the experience gained over its 34 years of history to achieve new results. It remains motivated by the creativity that its diverse networks inspire and seeks to build new products, forge new connections, identify different partnerships and evolve alongside the industry.

## SUPPORTING CHANGE AND GROWTH GLOBALLY

# THE NEAS OUTLOOK

NEAS recognises quality assurance as its core business and seeks to provide its membership with excellent service, while exploring new opportunities and attracting new members.

## We strive for



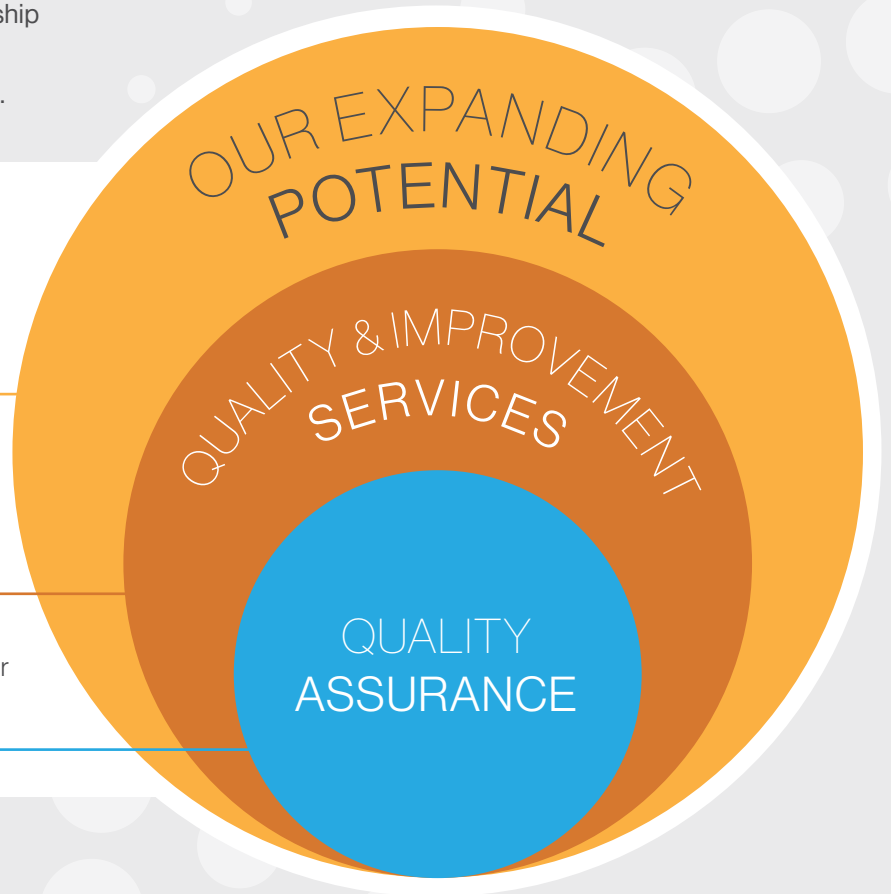
New and diversified memberships and constantly evolving definitions of quality



We serve our membership communities with quality and improvement services



Quality Assurance to ELT is our core business



## OUR GOALS

AN EXPANDING HORIZON

1

Strengthen our foundations and improve ourselves

2

Increase quality in ELT and throughout the education sector

3

Nurture and promote professional excellence and thought leadership

4

Drive growth and realise potential

# NEAS NOW

## Globally Benchmarked

Quality Assurance Framework required for all international education and related sectors.

**230  
Endorsed  
Members.**

**110 Endorsed**  
ELT Centres across all  
of Australia.

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

**50 Endorsed** education agents,  
products and services and ELT  
professionals.



**150+ events,**  
workshops, webinars  
and online courses  
delivered to more than  
5,605 participants in  
FY24.

**The 2024 NEAS  
Management  
Conference** provided  
access to 20+ training sessions  
across the two days of its new  
format.

In FY24, NEAS experienced  
a slight decline in Australian  
endorsed centres, offset by a 50%  
rise in endorsements from agents,  
products and services, and ELT  
professionals, alongside a 25%  
growth in associate members.



# 2023-2024 KEY ACHIEVEMENTS

**Advocate for independent, specialist and aspirational Quality Assurance in the ELT sector to the community**

- Renewed collaborations with ASQA to enhance quality assurance and course accreditation for VET and ESOS sectors, representing the interest of the ELT sector to regulators
- Strengthened ties with QALEN, connecting members to global best practices in ELT quality assurance

**Develop a comprehensive membership offer**

- Successfully transitioned NEAS Communities of Practice events from online to in-person, providing members with richer networking and collaboration opportunities
- Expanded NEAS Online professional development to over 150+ events, ensuring members have access to workshops, webinars, and courses for continuous growth

### Diversifying membership streams to strengthen member services

- Introduced homestay service provider endorsement, supporting the international student experience
- Engaged with the school sector, opening new opportunities for collaboration with EQI and Independent Schools Queensland

- Increased endorsements of agents, products/ services, and ELT professionals, amplifying our members' visibility and credibility in the industry
- Increased number of Associate Members expanding our community, enabling members to share knowledge and to support each other

### Build the recognition of NEAS in the ASEAN region

- Collaborated with the ASEAN University Network (AUN-QA) positioning NEAS as a leader in quality assurance in the region, and providing members with insights and opportunities
- Actively participated in key industry events in Australia and throughout the ASEAN region, elevating the NEAS brand and enhancing recognition for the quality of our members on the global stage

### Expand the reach of NEAS ELT Quality Assurance

**NEAS** IS THE GLOBAL LEADER IN QUALITY ASSURANCE IN ELT

# NEW CEO

At the end of last year, NEAS farewelled Dr. Patrick Pheasant after seven years of service. During his time as CEO, Patrick expanded the NEAS Advisory Council, provided leadership to the global Quality Assurance in Language Education Network (QALEN), and introduced initiatives like the NEAS Capstone Course: Master Practitioner in ELT (Quality Assurance) and Communities of Practice. He also contributed to the design and development of nine new Quality Assurance framework areas, including Education Agents and Homestay Providers.



**Dr Patrick Pheasant**



**Adam Kilburn**  
Chief Executive Officer

Since January 2024, Adam Kilburn has served as NEAS CEO. With over 30 years of experience in the ELT industry, Adam has held diverse management roles across the university, vocational training, and private sectors. His deep connection with NEAS, both as a former member and member-elected director, gives him valuable insight into the organisation's strengths and future direction.

Adam's vision for NEAS builds on its legacy but brings fresh energy to member benefits, with a strong focus on continuous improvement and professional development. Aware of the challenges posed by pandemic-related border closures and lockdowns, he is committed to rebuilding capacity and driving growth within the ELT sector. Adam also places great importance on NEAS's global focus, recognising its potential for fostering international connections and strengthening Australia's role in the global ELT community.



# NEW CONFERENCE FORMAT

In 2024, NEAS trialed a new format for the annual NEAS Management Conference, held over two days at the Aerial UTS Function Centre in Sydney on 9 and 10 May. With a focus on “Quality Revolution: Rethinking, Reshaping, and Redefining Excellence in ELT,” the conference provided an excellent opportunity for participants to connect, share ideas, and engage with industry trends.

## **Attendee feedback highlighted several key successes:**

- 75% of respondents positively received the new format
- 90% were satisfied with the venue
- 90% rated the overall quality of education as good or excellent
- 85% enjoyed the Awards Ceremony and Networking Drinks
- 55% were first-time attendees, with 95% intending to attend again

The conference was highly valued for its networking and learning opportunities, especially for academic managers, senior teachers, and emerging leaders. The program featured 16 workshops, four keynote speakers, and three panels covering topics such as:

- Leadership and Change Management
- Teacher Empowerment
- Technology in ELT
- Global Trends in ELT Management
- Academic Integrity
- Sustainability in ELT
- Mental Health and Wellbeing

Held fully in-person for the first time since the pandemic, the conference enhanced the quality of interactions, allowing for a more robust consideration of best practices within the ELT community.





# MESSAGE FROM THE CHAIR OF THE BOARD AND CHIEF EXECUTIVE OFFICER

**NEAS, with its membership and the international education sector in general, is operating in a new, challenging environment. Policy upheaval is forcing change on the sector. Nowhere is quality assurance and continuous improvement more important than in environments undergoing change.** Quality and integrity remain central to NEAS and we understand that in order to promote and advocate for excellence in English Language Teaching (ELT), we need to re-commit to the innovating membership that has sustained us through other challenges of the past. Our value proposition must change to meet the needs of our members as our industry evolves. We are working closely with regulators, government bodies, and industry stakeholders to develop a shared understanding of quality assurance in ELT. Our goal to serve the diversity that is the contemporary ELT industry has never been more important.

This has been a year of famine and feast with some members experiencing first exponential student growth, and then declines. Our industry has a history of resilience and recovery, and this resilience is on display as the financial year ends. Members are actively seeking new ways of operating. A high degree of adaptability is required. NEAS remains committed to supporting the ELT community through these uncertain times by providing quality assurance services and informative events as it always has. Our role as thought leaders, however, is not to react precipitately but to lead the way, leveraging our knowledge and our experience. This is evidenced by the creation of quality standards for homestay and hosted accommodation to provide guidance and direction on quality in the sector.

Our offshore members, face different challenges. They operate in highly competitive, vibrant, fast-paced and evolving markets. Keeping up with these challenges while also finding an anchor or a reliable quality reference is a need NEAS fulfils. As with our onshore environment, understanding the diversity offshore is vital to adequately serving member needs. NEAS is active in reading these differences as student numbers grow and as English serves new purposes across different models and modes of delivery. Finding points of difference in a highly mature and competitive marketplace for ELT underlines the need for innovative practice and thoughtful, inspiring professional development. For example, online delivery is booming in some member environments following the impetus of the pandemic. Building a strong staff culture, instilling quality and consistency, presents challenges in what is a quickly evolving field.

Collaboration and partnerships remain at the core of the NEAS strategy. The organisation has maintained its strong collaboration with prominent Australian stakeholders such as English Australia, University English Centres Australia (UECA), and others. Government departments and authorities at state and federal levels, including the Tertiary Education Quality and Standards Agency (TEQSA) and the Australian Skills Quality Authority (ASQA), have also been key partners in NEAS' pursuit of quality assurance.

Throughout the latter half of 2023 and into 2024, NEAS' active presence in international conferences and collaborative projects has further consolidated its standing in the ELT arena.

The NEAS' dedication to sharing expertise and bringing communities together is evident in its offering of in-person events. NEAS remains committed to its Communities of Practice gatherings, an intensive program of member visits, and webinars, showcasing products and services in our sector.

NEAS takes great pride in its professional board. Comprised of appointed independent directors from outside the sector and with member-elected directors drawn from different member provider categories, this board sets direction and provides considered oversight to ensure that the viability of NEAS and its reputation are protected while also securing our future as a driving force in the ELT sector.

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.



**Adam Kilburn**  
Chief Executive Officer &  
Public Officer



**Prof Tanya Buchanan**  
Chair

# PEOPLE AT NEAS AUSTRALIA

## Board of Directors



**Prof Tanya Buchanan**  
Chair



**David Yoo**  
Director



**Katherine Olston**  
Director



**Dr James Langridge**  
Director



**Assoc Prof Pamela  
Humphreys**  
Director



**David Riordan**  
Director



**Chloe Tanner**  
Director

## Staff



**Adam Kilburn**  
Chief Executive Officer



**Daniel Yuen**  
Operations Manager



**Rima Ibrahim**  
Education Manager



**Silvia Loss**  
Communications Manager

## Quality Assessors



**Denver Craig**  
Quality Assessor



**Debbie Kemish**  
Quality Assessor



**Darren Brookes**  
Quality Assessor



**David Hill**  
Quality Assessor



**Oksana Razoumova**  
Quality Assessor



**Jakki Postlethwaite**  
Quality Assessor



**Kavita Gounder**  
Quality Assessor



**Patrick Pheasant**  
Quality Assessor



**Donna Cook**  
Quality Assessor



**Peetra Lechte**  
Quality Assessor



**Lesley McNiven**  
Quality Assessor

## Advisory Council



**Jarrad Merlo**  
Convener  
NEAS Associate Member



**Craig Shayer**  
Co-Convener  
NEAS Associate Member



**Sharon Leslie**  
Southern Cross University  
College



**Sylvain Lolley**  
Catch-up Education



**Ian Hewitt**  
TasTAFE



**Jane Roberts**  
Sarina Russo Institute



**Anne-Marie Wright**  
UWA Centre for English  
Language Teaching

# 2023-2024 ACTIVITIES

**NEAS Australia remains committed to being the global leader in Quality Assurance for the English Language Teaching community.**

In July 2023, NEAS presented at the PIE Live conference on the partnership with ASEAN University Network-Quality Assurance (AUN-QA). Throughout FY24, NEAS participated in various events across Southeast Asia, including AUN-QA gatherings, GPEX Partners in Malaysia, CAMTESOL in Cambodia, and VUS in Vietnam, enhancing recognition of our offshore partners and promoting Australian education.

In Australia, NEAS exhibited at the Australian International Education Conference (AIEC) on the Gold Coast. The CEO also attended a State Reception hosted by the Premier of NSW, meeting with the Chairman of the Ho Chi Minh City People's Committee and Minister for Industry and Trade, Anoulack Chanthivong, taking the opportunity to outline NEAS' impact both domestically and internationally.

NEAS also visited Canberra to discuss Homestay Standards and agent endorsement with the Department of Education, reflecting its active role in quality assurance. Onshore, NEAS maintains strong relationships with stakeholders like English Australia, UECA, ISEA, ISANA, and government agencies.



## NEAS Quality Assurance Framework and Activity Summary

NEAS provides Quality Assurance services and support designed to nurture a culture of continuous improvement within the ELT sector. This is achieved through a comprehensive quality review cycle that includes Quality Reviews, Management Meetings, and Self-Assessment activities. By engaging in this process, NEAS members show their commitment to continuous improvement, while NEAS remains actively involved and responsive to the needs of its membership and the sector.

The NEAS Quality Assurance Framework, which underpins these activities, 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
- O. Homestay Service Providers

Between 1 July 2023 and 30 June 2024, 28 Quality Review Visits to ELT Centres and 16 Management Meetings were conducted and 11 Self Assessments were completed.

## NEAS Premium Product Endorsement

The global ELT sector is a dynamic and diverse landscape where providers offer distinctive and innovative products and services to support students learning English. NEAS Premium Product Endorsement recognises these innovative products and services by evaluating them against Quality Area K of the NEAS Quality Assurance Framework, ensuring they meet the highest standards of excellence. NEAS Endorsed Premium Products include:

- Intensive English + Test Preparation (IETP) Course, Citipointe Christian College
- CPD Program, Curtin English
- E2 English, E2
- OET Test Preparation Course, E2Language
- Everyday English Course, English Unlimited
- Intrinsic's Eric the AI, Explore English
- Trinity Certificate in Teaching English to Speakers of Other Languages (CertTESOL), ILSC Sydney
- 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 University College
- International Diploma in Language Teaching Management, UQ College
- 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
- Onboarding Program, Mitchelton State High School



## NEAS Online

NEAS is committed to fostering continuous improvement in the ELT community through professional development and training.

NEAS Online offers members access to over 150 webinars, events, masterclasses, and online courses, including all sessions from the NEAS Management Conference since 2021, as well as all international workshop series.

NEAS provides a structured professional development pathway for ELT professionals, culminating in the Master Practitioner in ELT course.

Over the past year, NEAS Online has seen a steady increase in user registrations.

## NEAS Quality Assurance

NEAS is evolving to meet the everchanging needs of our members and implementing new methods and services to suit our community.

In FY24, NEAS proudly delivered its Quality Assurance services to an increased number of endorsed ELT Centres, Education Agents, Products/Services and ELT Professionals.

## NEAS International

As at 30 June 2024, NEAS had a total of 70 Endorsed International Centres.

|                      | FY23 | FY24 |
|----------------------|------|------|
| Vietnam              | 53   | 51   |
| Cambodia             | 6    | 6    |
| Malaysia             | 5    | 5    |
| China                | 1    | 4    |
| Singapore            | 1    | 1    |
| United Arab Emirates | 1    | 1    |
| Thailand             | 1    | 1    |
| Myanmar - Burma      | 0    | 1    |



## NEAS Professional Development

In FY24, NEAS continued to facilitate Communities of Practice (COP) events to bring ELT professionals with shared interests together.

A Homestay Symposium, held in Sydney in March 2024 brought together key stakeholders to discuss and advance the NEAS standards in hosted and homestay accommodation.

In addition to in-person events, NEAS expanded its reach by delivering a diverse range of webinars on topics relevant to the global ELT community.



## NEAS Advisory Council

The Advisory Council provides insight to the Board and CEO, in the achievement of superior governance and strategic decision making. The Council's primary function is to serve the interests of NEAS, its members, stakeholders, and the Board by offering expert advice that aligns with the organisation's mission and goals.

Comprising seven industry leaders from some of Australia's leading ELT institutions, the NEAS Advisory Council brings together a wealth of knowledge and experience.

The Council has contributed to shaping several initiatives that further NEAS' commitment to quality assurance and continuous improvement, reinforcing its leadership role in ELT.

## NEAS Associate Membership

NEAS Associate Members have access to a range of structured professional development opportunities specifically designed for ELT professionals. Benefits include:

- Access to specialised courses to develop teaching and management skills
- ELT professional listing, to showcase associate members commitment to the industry
- Assessment of qualifications

Associate Membership helps individuals stay connected with the ELT industry, develop professional skills, and gain valuable insights and resources.

## NEAS ELT Qualifications

NEAS evaluates ELT qualifications and offers information and guidance to a broad range of stakeholders regarding the quality of ELT qualifications available both in Australia and internationally. NEAS continues to provide Quality Endorsement for TESOL programs and other ELT qualifications, based on the Quality Principles outlined in Quality Area I – ELT Qualifications.

# EVENTS AND PROFESSIONAL DEVELOPMENT

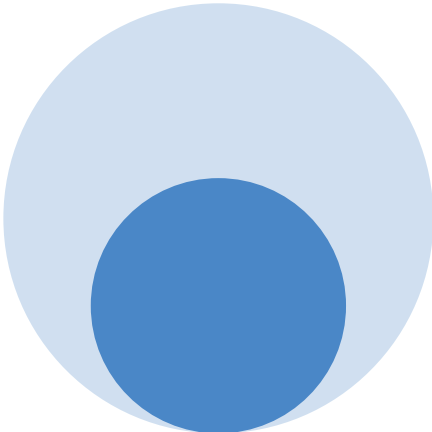
**NEAS continues to advocate for Quality Assurance in English Language Teaching and promote our Endorsed Members at key events in Australia and Internationally.**

| Date      | Event   | Location  |
|-----------|---|-----------|
| 1 Jul     | GPEX Partners Conference  | Malaysia  |
| 21 Jul    | VUS TESOL Conference  | Vietnam   |
| 24 Jul    | The PIE Live Australia Conference                                       | Australia |
| 6-7 Sep   | AUN-QA International Conference   | Thailand  |
| 10-13 Oct | Australian International Education Conference (AIEC)                    | Australia |
| 24-25 Oct | Australia - China Business Council (ACBC) Symposium                     | Australia |
| 23-25 Feb | CamTESOL Conference   | Cambodia  |
| 1 Mar     | AUN-QA Roundtable   | Australia |
| 4-8 Mar   | Asia-Pacific Association for International Education (APAIE) Conference | Australia |

**Responding to member feedback, NEAS created a professional development program featuring workshops, webinars, and events to keep our community updated with the latest industry knowledge and skills.**

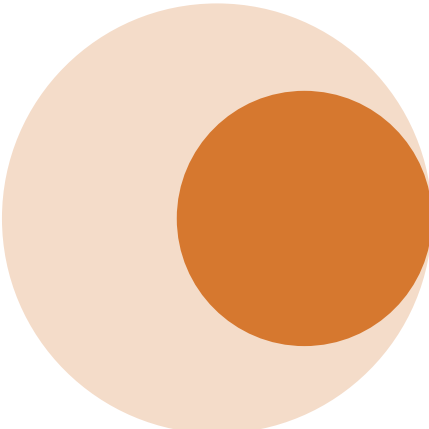
| Date     | Professional Development   | Location  |
|----------|--|-----------|
| 17 Aug   | Industry Webinar Series: Pearson   | Online    |
| 22 Sep   | Communities of Practice: Leadership in ELT   | Australia |
| 28 Sep   | Industry Webinar Series: Cambridge   | Online    |
| 5 Oct    | Industry Webinar Series: Duolingo  | Online    |
| 30 Jan   | Communities of Practice: Leadership in ELT   | Australia |
| 22 Mar   | Communities of Practice: Homestay  | Australia |
| 9-10 May | NEAS Management Conference<br>Quality Revolution: Rethinking, Reshaping and Redefining Excellence in ELT | Australia |
| 16 May   | Unlocking the Wild Wisdom of Nature: Lessons for Managers from the Animal Kingdom                        | Online    |

**We advance education by providing quality assurance services for everyone in the English Language Teaching (ELT) community.**



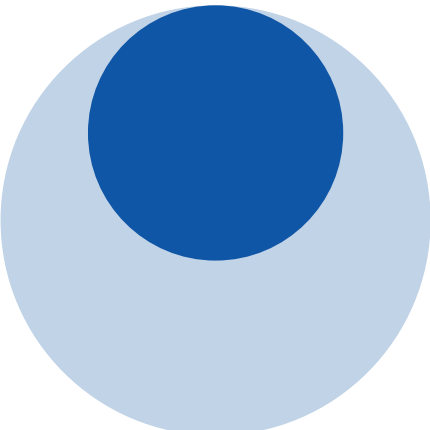
**NEAS Endorsed Quality Centres**

Recognised for their outstanding commitment to quality outcomes.



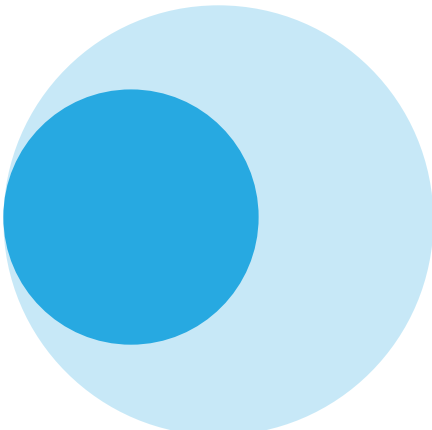
**NEAS Endorsed Quality Agents**

Agents committed to aspirational quality standards.



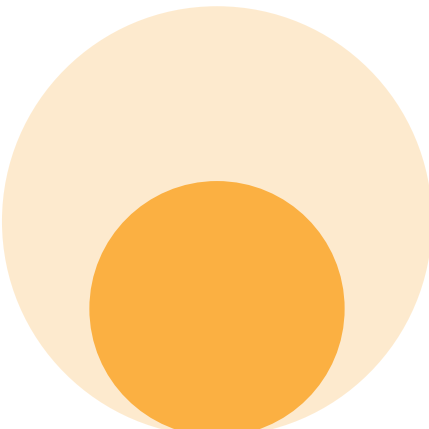
**NEAS Endorsed Quality Products & Services**

The industry's top products & services.



**NEAS Endorsed Quality ELT Professionals**

The who's who of Quality ELT Professionals.



**NEAS Endorsed Homestay Service Providers**

Homestay Service Providers meeting new levels of quality in Australia.



# neas.org.au



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