



ANNUAL REPORT 2009-2010

National ELT Accreditation Scheme Ltd
ABN 29 003 980 667

CONTENTS

PEOPLE AT NEAS	1
BOARD OF DIRECTORS.....	1
EXECUTIVE STAFF	1
CHAIR’S FOREWORD	2
GOVERNANCE	4
NEAS ASSESSMENT PANEL	4
REPORT OF NEAS ACTIVITY	4
1. INTRODUCTION.....	4
2. THE ELT INDUSTRY	5
2.1 <i>NATIONAL ELICOS STANDARDS</i>	5
2.2 <i>MEETINGS WITH GOVERNMENTS</i>	5
2.3 <i>ELT MANAGEMENT CONFERENCE</i>	5
2.4 <i>PROVIDER WORKSHOP</i>	6
2.5 <i>NEAS ASSESSMENT PANELLIST TRAINING</i>	6
2.6 <i>NEAS INTERNATIONAL</i>	6
2.7 <i>CAMTESOL</i>	6
2.8 <i>ISO WORKING GROUP</i>	7
2.9 <i>KOREA – KOTESOL</i>	7
3. ELT CENTRE ACCREDITATION ACTIVITIES.....	7
3.1 <i>ELT CENTRE NUMBERS</i>	7
3.2 <i>PROVIDER TYPES</i>	8
3.3 <i>REQUESTS FOR APPLICATION PACKS</i>	9
3.4 <i>NEWLY ACCREDITED CENTRES</i>	10
3.5 <i>DESK AUDIT ASSESSMENTS</i>	10
3.6 <i>ON-SITE ASSESSMENTS</i>	11
3.7 <i>CHANGES TO SCOPE OF ACCREDITATION</i>	11
3.8 <i>ELT PROGRAMS</i>	11
4. ADULT MIGRANT ENGLISH PROGRAM (AMEP)	12
4.1 <i>REVISED STANDARDS</i>	12
4.2 <i>PROVIDERS AND CONTRACTS</i>	13
4.3 <i>AMEP FORUM</i>	13
5. FINANCE.....	13
6. STAFFING	13
7. CONCLUSION	14

PEOPLE AT NEAS

BOARD OF DIRECTORS



**Emeritus Professor
Millicent Poole**
Chair – Appointed April
2008



Ms Cynthia Kralik
Director – Appointed
November 2006



Mr David Matthews
Director – Appointed
August 2007
Company Secretary –
Appointed June 2010



Mr Robin Simpson
Director – Appointed
November 2005

EXECUTIVE STAFF



Ms Anne Newman
General Manager
Company Secretary –
Retired June 2010



Ms Diane Price
Assistant Manager



Mr Stefan Boffa
Operations Manager



Ms Suzannah Clerc
Senior Assessment Officer



Ms Ana Bratkovic
Assessment Officer
Conference Convenor



Mr John Price
Assessment Officer



Ms Jan Collins
Assessment Officer



Ms Elena Estrina
Accounts Officer



Ms Belinda Aynsley
Administration Officer



Ms Chris Hollister
Administration Support

CHAIR'S FOREWORD



It gives me great pleasure to present the Annual Report of the National ELT Accreditation Scheme Limited (NEAS) for the period 1 July 2009 to 30 June 2010.

This was again a year of significant activity for NEAS, and one which brought unprecedented media scrutiny on international and migrant education.

Despite the uncertainty and the range of measures enacted by government at state and federal level, NEAS maintained a level of stability which bodes well for the ELT sector as a whole. The NEAS Executive were invited to contribute to the review of the ESOS Act through consultations conducted by the Hon. Bruce Baird, whose reactions to the NEAS submission were positive. Our contract with DIAC for the monitoring of AMEP service providers was extended until 31 December 2010, the second such contract extension. And, importantly, the profile of NEAS International continued to rise, with increased interest from centres in Asia and the Middle East.

It was pleasing to see strong international representation at yet another successful ELT Management Conference, which culminated in a fitting celebration of NEAS' twentieth anniversary.

In response to developments in Australian ELT, NEAS introduced an accreditation model for satellite centres during the year. NEAS has also been heavily engaged in the Provider Re-registration process, resulting from amendments to the ESOS Act, particularly in NSW where we have a delegated authority to approve providers of non-award ELICOS courses for CRICOS registration.

At the same time NEAS continued to pursue the implementation of the National ELICOS Standards. Although there is still some way to go in defining the precise role of TEQSA and the National VET Regulator in this regard, NEAS has continued to liaise with the principal players and remains ready to respond to developments.

Overall, in spite of the recent global economic downturn and the challenges brought about by changes in legislation, the outlook for the ELT sector remains positive, and NEAS is well positioned to play a leading role in the future of the industry.

A handwritten signature in black ink, which appears to read 'Millicent Poole'. The signature is fluid and cursive.

Emeritus Professor Millicent Poole
Chair

GOVERNANCE

At its Annual General Meeting in November 2009, Mr Robin Simpson stood down as a Director in accordance with Clauses 28.3 and 29.1 of the Constitution. There was unanimous agreement among the Members to re-elect Mr Simpson as a Director.

Mr David Matthews remained the nominated representative of the Council of the ELICOS Association pursuant to clause 27.2(b) of the Constitution.

NEAS ASSESSMENT PANEL

NEAS acknowledges the professional and excellent work undertaken by the NEAS Assessment Panellists. The trained team of Assessment Panellists is integral to NEAS accreditation and their on-site assessments and associated reports help maintain the quality of the sector overall.

New South Wales	Queensland	Victoria	South Australia
Ms Marion Bagot	Dr Pamela Beaumont	Ms Sue Casey	Dr Jonathan Crichton
Ms Janet Conroy	Dr Gary Birch	Ms Lesley Crommelin	Dr Carol Gibson
Mrs Janet Halliday	Mrs Margaret Casey	Ms Jane Hayman	Ms Penny Kozlowski
Mr Paul Mattingly	Ms Del Childs	Ms Elizabeth Kemp	Western Australia
Ms Glenys Merrifield	Ms Ronda Dove	Ms Shirley Martin	Mr Colin Beasley
Ms Pamela Riley	Ms Deborah Hansen	Ms Caryn Nery	Ms Helen Carroll
Ms Mary Ann Szeps	Ms Jill Schiffmann		Ms Toni Dobinson
Ms Noreen Whittaker	Ms Sue Woods		Mrs Christabel Lee
			Mr Paul Mercieca

REPORT OF NEAS ACTIVITY

I have pleasure in presenting the report of NEAS activity for the period July 2009 to June 2010.

1. INTRODUCTION

Acting Executive Director's Report on the period July 2009 to June 2010

Despite the uncertainties of the past year, NEAS again experienced a busy time with an overall increase in accreditations granted. 2009-2010 presented ELT centres with challenges, with the media focusing on all sectors of international education, a situation which in turn elicited a range of reactions by federal and state governments that impacted significantly on providers.

DIAC confirmed the extension of NEAS' current contract until 31 December 2010 for the monitoring of AMEP service providers. At the same time NEAS International gained profile, with increased interest from centres in Asia and the Middle East.

A new accreditation model emerged with proposals for satellite centres which would deliver a dedicated program designed for a small group of students entering a specific tertiary program and held in a location outside the main English language teaching centre.

As a key stakeholder, NEAS participated in the consultation process around the ESOS Review conducted by the Hon. Bruce Baird. The Provider Re-registration process resulting from amendments to the ESOS Bill involved NEAS in extensive preparations, particularly in NSW where NEAS has delegated authority by VETAB to approve providers of non-award ELICOS courses for CRICOS registration.

The creation of a national quality assurance body – TEQSA – and, in parallel, the National VET Regulator raised expectations that when MCTEE signed off on the National ELICOS Standards, the subsequent implementation may proceed, although the monitoring model was as yet undecided. NEAS maintained contact with the principal players, ready to respond to new circumstances.

The NEAS ELT Management Conference attracted 229 registered participants. The conference offered 24 sessions over two days with a wide range of workshops and presentations of relevance to academic and general managers.

NEAS maintains a commitment to meeting the needs of clients and stakeholders. To further this aim we are investing in a Stakeholder Survey and in an improved IT management system to improve efficiency in service and meet the needs of the times and of the future.

2. THE ELT INDUSTRY

2.1 NATIONAL ELICOS STANDARDS

The National ELICOS Standards are yet to be implemented. A final set of standards, based on NEAS' standards and criteria, are still waiting for approval by the Joint Committee on International Education (JCIE) and the Ministerial Council for Tertiary Education and Employment (MCTEE). Discussions are in the context of the appointment of the National Regulator.

2.2 MEETINGS WITH GOVERNMENTS

The Chair and General Manager met with Mr Baird and Ms Linda Laker in November 2009, the response to NEAS' submission being positive. The General Manager attended a Stakeholders' Update meeting in December along with government representatives from DIAC, representatives from NSW and ACT education departments, student representatives and Universities Australia. Mr Baird highlighted the key outcomes of the review.

In December COAG agreed to establish under Commonwealth legislation a National Regulator for the VET sector who will be responsible for the registration and audit of registered training providers, and the accreditation of courses.

The Report from the Senate Inquiry into the Welfare of International Students was released outlining 16 recommendations.

Under the re-registration process, NEAS' role in NSW was defined as assisting VETAB by making assessments of all stand alone providers of ELT and providing input into multi-sector providers that offer ELT.

In February, the Chair and General Manager attended the Symposium on International Education in Canberra hosted by AEI. Under consideration were the current conditions of the industry from the perspective of each sector and each sector's report on future marketing. The roles of Austrade and AEI were outlined as they relate to international education.

NEAS had its delegated role within NSW extended to 31 December 2010.

2.3 ELT MANAGEMENT CONFERENCE

The Fourteenth Annual ELT Management Conference was held on 13 and 14 May at the Swissôtel Sydney, and marked the twentieth anniversary of the establishment of NEAS. The conference was again well attended, and feedback from participants was very positive. The generosity of presenters and the active involvement of sponsors were again greatly appreciated, and contributed to the success of the conference.

Professor Jun Liu, from the University of Arizona, was the keynote speaker, opening and closing the conference with an international perspective on the changing nature of English language teaching. Evaluations received by NEAS reflected the high quality and range of sessions and speakers.

The Academic Managers' Breakfast, offered for its second year, was again very successful, as were the opening and closing drinks and the Conference Dinner at Prime Restaurant.



2.4 PROVIDER WORKSHOP

Over 100 participants attended a Compliance and Regulation Workshop in Sydney on 29 October 2009. The workshop was aimed at Principal Executive Officers, Principal Administrators and those in positions responsible for compliance with standards, and addressed specific areas of compliance within accreditation requirements. NEAS sessions were followed by presentations from industry and government representatives.

2.5 NEAS ASSESSMENT PANELLIST TRAINING

Our assessment panellists make an invaluable contribution to the quality of ELT in Australia through the integrity and professionalism they bring to their work.

To reinforce this, NEAS' executive staff conducted professional development sessions for assessment panellists in June 2010. The sessions consolidated training and moderation activities which commenced in October 2008 and provided an update on developments in the regulatory environment. Attention was given to procedures around conducting on-site assessments and subsequent writing of reports.

2.6 NEAS INTERNATIONAL

NEAS International was officially launched at the NEAS conference in May 2009 and the revised standards and processes were in place by the beginning of the 2009-2010 financial year. One new provider and eight additional centres were accredited during the financial year. This brings the total number of accredited ELT centres internationally to 14: four providers plus ten additional centres. With the winding up of the pilot program last year, all providers are now part of the annual monitoring cycle. In the coming year, NEAS activities will focus on assessing the accreditation applications in the pipeline, providing support and advice through desk and onsite audits and promoting the benefits of external quality assurance such as is offered by NEAS accreditation.

2.7 CAMTESOL

Following the success of the 2009 conference, NEAS was again invited to present at the CamTESOL conference on English Language Teaching, held in Phnom Penh on 26 to 28 February 2010. NEAS

once more hosted the pre-conference Quality Assurance Forum, attended by approximately 180 participants, and facilitated a workshop on management of a quality centre.

Growing interest in south-east Asia in the area of quality assurance in education was evident throughout the conference, stimulated to some extent by increasing foreign aid investment in education and a significant number of international students.

2.8 ISO WORKING GROUP

Partially funded by Standards Australia, NEAS participated in the ISO Standard Development Meeting, held in Beijing in May 2010. This was one of a series of meetings of an Ad Hoc Group established to consider the development of a new ISO standard for providers of Language Learning Services that would create an additional layer over and above 'Learning services for non-formal education and training – Basic requirements for service providers' (ISO/FDIS 29990).

The standard has yet to be developed, and its scope and possible relationship to NEAS standards are as yet unclear; it is, however, expected to be general in its requirements.

The next meeting of the Group is to be held in November 2010 in Canada.

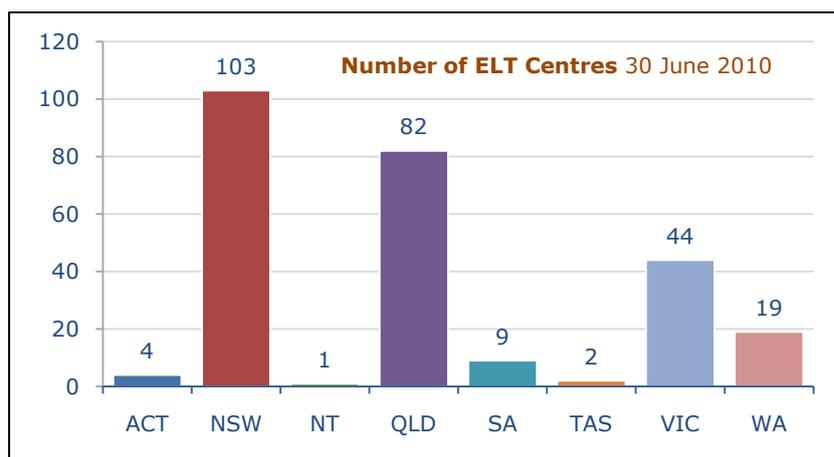
2.9 KOREA – KOTESOL

NEAS participated in the UECA 2010 mission in Seoul. Ms Suzannah Clerc of NEAS met with industry and government representatives in Seoul as part of the UECA event and introduced NEAS and its services to directors in universities, government institutions and private business.

Korea is a stable, competitive market where nascent interest in quality assurance processes is evident, and it was clear from the trip that there was a lot of interest in the type of services that NEAS could offer.

3. ELT CENTRE ACCREDITATION ACTIVITIES

3.1 ELT CENTRE NUMBERS



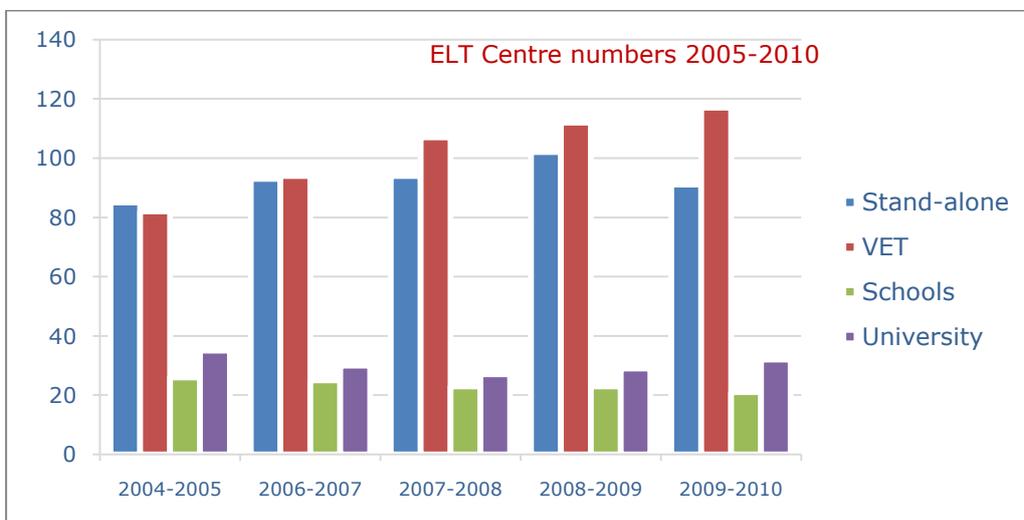
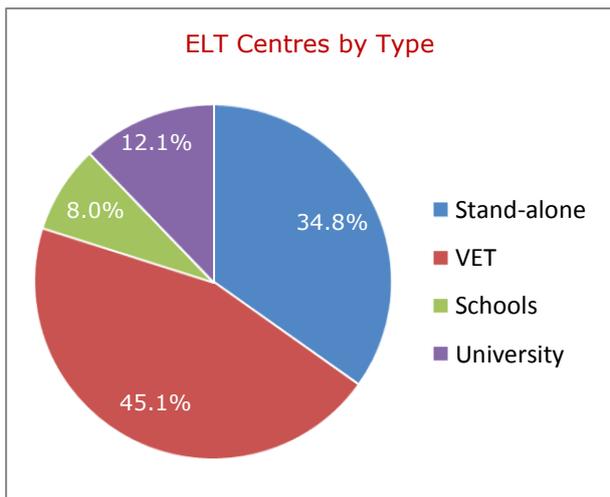
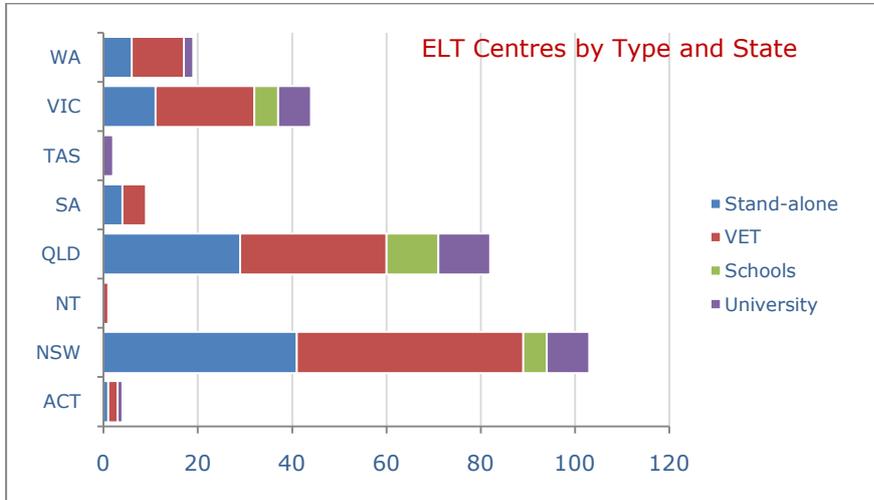
At 30 June 2010 there were 264 accredited and provisionally accredited ELT centres recorded on NEAS' database. This is a decrease of 2 centres from the maximum recorded in 2008-09.

Thirty-one centres ceased operating during the financial year. Of these:

- three were rejected by the Accreditation Committee
- four withdrew from accreditation procedures due to inadequate documentation
- twelve went into administration
- twelve made business decisions not to continue their ELT operations

3.2 PROVIDER TYPES

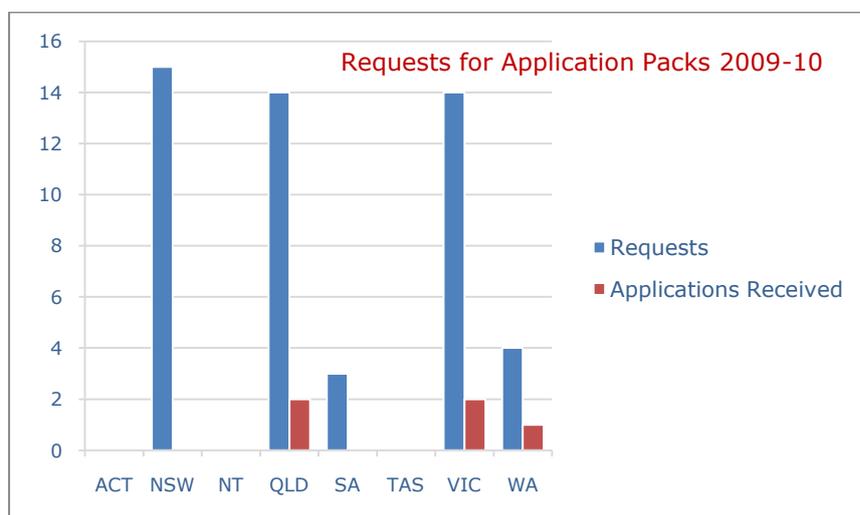
NEAS categorises providers under four main types – stand-alone ELT centres, vocational education and training (VET), secondary schools and universities – reflecting the main sector of operation for the legal entity in each case. The prevalence of cross-sector providers observed in previous years was again manifest in 2009-10, with some organisations offering programs across four sectors.



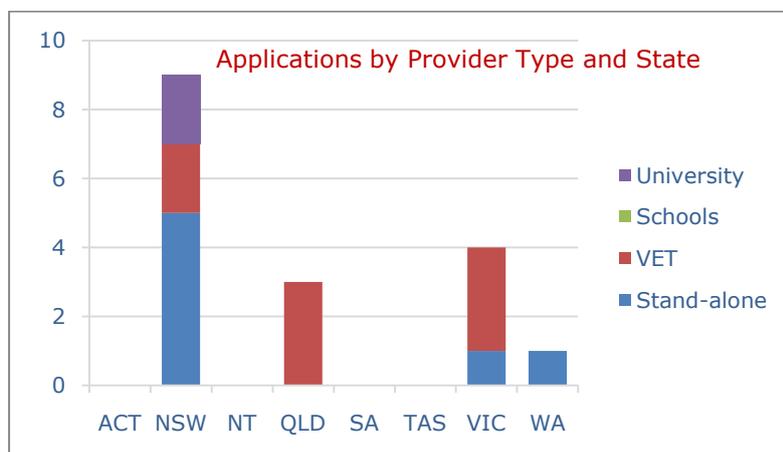
Previous annual reports have noted an increase in the number of VET providers offering non-award English courses; a trend continued particularly in New South Wales, Queensland and Victoria.

Provider type	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	Total
University	1	9	0	11	0	2	7	2	32
Vocational Education and Training	2	48	1	31	5	0	21	11	119
Secondary School	0	5	0	11	0	0	5	0	21
Stand-alone ELT Centre	1	41	0	29	4	0	11	6	92
Total at 30 June 2010	4	103	1	82	9	2	44	19	264
Total 2008-09	2	110	1	79	10	2	42	20	266
Total 2007-08	2	103	1	77	9	2	38	19	251
Total 2006-07	2	101	1	73	10	2	35	19	243

3.3 REQUESTS FOR APPLICATION PACKS

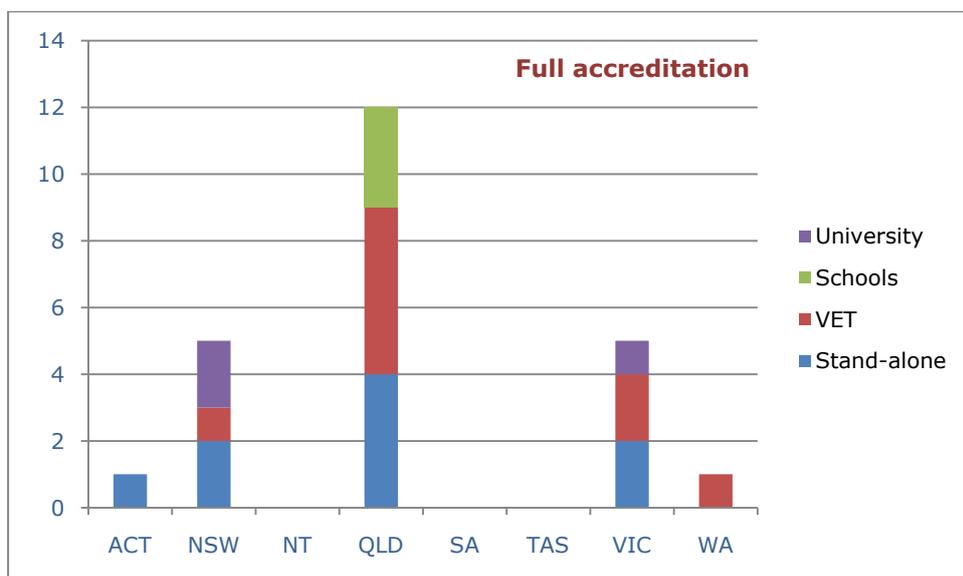
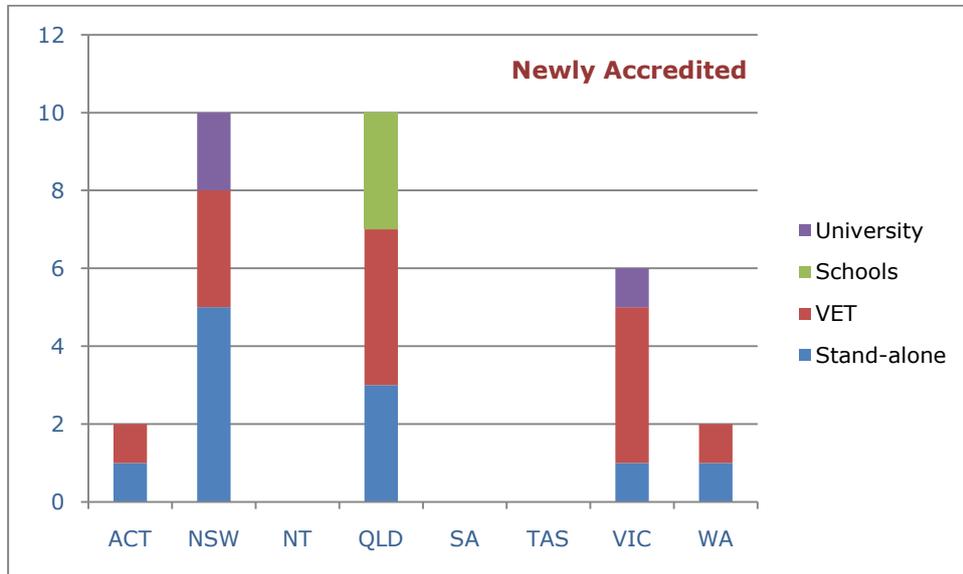


NEAS recorded 50 requests for application packs for ELT centre accreditation within Australia during the 2009-2010 reporting year, down from 80 in 2008-09. Five of these translated into applications submitted by new providers. A further 12 applications were submitted by providers who had obtained application packs prior to 1 July 2009. Of the total number of applications submitted, eight were from VET providers, seven were from stand-alone ELT centres and two were from universities.



3.4 NEWLY ACCREDITED CENTRES

A total of 30 ELT centres were newly accredited during the 2009-2010 period. Sixteen of these were additional delivery centres of existing NEAS accredited organisations. Of the 30 newly accredited centres, thirteen were VET providers, eleven were stand-alone ELT centres, three were university-based, and three were from the school sector. A further twenty-eight centres achieved full accreditation during the same period.



3.5 DESK AUDIT ASSESSMENTS

As with past years, submissions of applications for NEAS accreditation were of varying quality, with some ELT centres unable to provide all the documents requested. Annual Returns were in the main comprehensive, although many required clarification of details relating to ELT programs offered, the number of students and shifts, as well as promotional material.

Annual Return information was used to update NEAS' database and inform NEAS Assessment Panellists prior to routine monitoring visits. CRICOS-related information of providers in NSW was relayed by NEAS to the Vocational Education and Training Accreditation Board (VETAB); for

providers operating in other states/territories, providers made use of updated NEAS *Conditions of Accreditation* and additional relevant documentation to inform respective registering authorities.

3.6 ON-SITE ASSESSMENTS

During the reporting period there were 231 on-site assessments made. As with the desk audit process, a timeframe of 28 days was given for requests for follow up information to be submitted. Of the total onsite assessments made by Assessment Panellists, six were in relation to complaints that had been formally made to NEAS in relation to non-compliance. There were seven short notice visits triggered by concerns following desk audit processes. In each instance of non-compliance noted, the ELT centre was given a 28 day timeframe to take action and prove compliance.

Of the total on-site assessments made, 45 related specifically to changes in premises, either alterations to increase maximum student numbers or changed locations. A further eighteen changes relating to maximum student numbers and change of/to premises were assessed in the course of regular on-site assessments.

NEAS also notes that takeovers of ELT centres resulted in changes to the legal entity name, trading names, management and resulting internal policies and procedures, even where the legal entity's ACN was retained.

3.7 CHANGES TO SCOPE OF ACCREDITATION

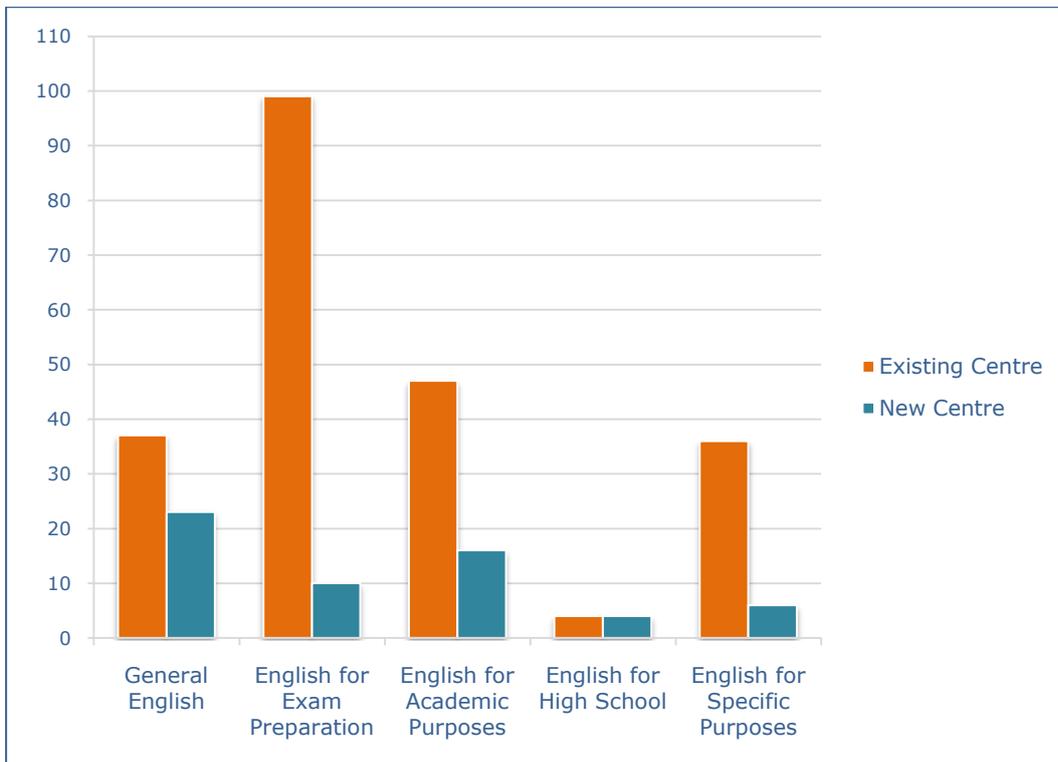
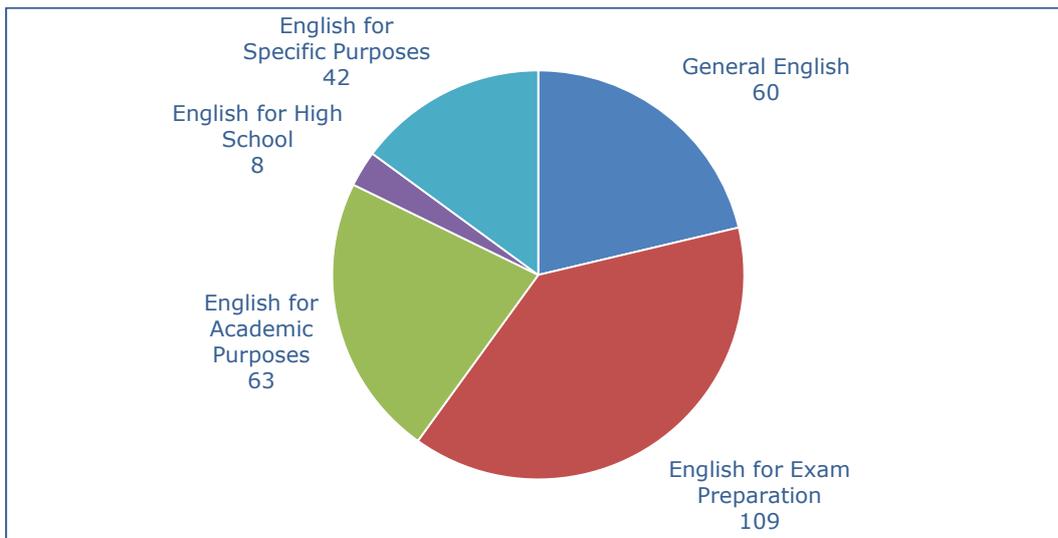


There were 42 changes to Academic Manager and 39 changes to Principal Administrator completed in 2009-10, down from the previous year. The reduced activity in this regard is perhaps an indication of increasing uncertainty in the sector, with providers and individuals reluctant to make changes during a period of instability.

3.8 ELT PROGRAMS

There were 282 new courses accredited during the reporting year, but balancing this, 279 courses were removed from NEAS' database, either as a result of centre closure or at the request of the

ELT centre. Course accreditation activity focused on English for Exam Preparation and English for Academic Purposes.



4. ADULT MIGRANT ENGLISH PROGRAM (AMEP)

As the AMEP enters a new phase with the next contract cycle due to commence in 2011, NEAS remains well placed to deliver an internationally respected quality assurance service for stakeholders.

4.1 REVISED STANDARDS

In August 2009 NEAS completed a review of the *AMEP Manual*, incorporating feedback from stakeholders including DIAC and service providers. A revised document, including accreditation

standards and criteria, was published and made available to all providers. The document reflects NEAS' ongoing collaboration and liaison with leading Australian and international ELT practitioners, and has drawn positive feedback from stakeholders for its ease of use as a self-assessment instrument. Major changes to the standards were kept to a minimum, reflecting the feedback received and international trends. However, the AMEP Manual was re-formatted to assist providers to undertake self-assessment using the standards.

NEAS also developed a new reporting format in line with the revised AMEP Manual. Assessors underwent initial training in using the revised standards and reporting formats for AMEP assessments.

4.2 PROVIDERS AND CONTRACTS

Throughout the reporting year providers participated in trials of the *Employment Pathways Program* and *Traineeship in English for Work*, and focused on introducing vocational content into AMEP courses, while at the same time continuing to address the social inclusion needs of clients. This followed the successful implementation of the re-accredited *Certificates in Spoken and Written English* (CSWE) in 2008-09 and providers' ongoing endeavours to ensure full compliance with the new teacher qualification requirements.

AMEP service delivery was of a generally high standard throughout the year as providers managed this balance effectively, while devoting significant energy to the preparation of tenders for the next contract cycle.

NEAS representatives attended the AMEP Tender Industry Briefing in Canberra in December 2009. Although aimed at Service Providers, the briefing was of great significance to NEAS as preparations for the next contract period commenced.

The closing date for submission of Provider tenders was 22 February 2010. The quality assurance role was not put to tender during the reporting year. However, NEAS and DIAC representatives met in Sydney in March 2010 to review current arrangements and discuss options for future monitoring of AMEP providers. Subsequent to the meeting, NEAS' current contract with DIAC was extended to 31 December 2010.

4.3 AMEP FORUM

NEAS was represented at the AMEP Forum held in Sydney in November 2009, entitled *Language Training for Social Inclusion*. The Forum focused on the significance of the AMEP in the early years of settlement of new migrants, and included sessions on language in the workplace, in society and in educational settings in rural and metropolitan contexts.

5. FINANCE

In view of the uncertain business environment the Board decided not to increase accreditation fees during 2009-10. The Directors adopted a prudent policy regarding expenditure throughout the year.

The ELT Management Conference was financially successful thanks to both good attendance by ELT managers and support from sponsors. Coupled with the extension of the AMEP contract and with international providers coming into the annual return cycle, this ensured that NEAS recorded a surplus for the year. The Board remains mindful of the slowdown in the industry and will continue to monitor the financial situation throughout 2010-2011.

6. STAFFING

In late 2009 NEAS added two new staff members. Ms Jan Collins joined as Assessment Officer in September, and Ms Chris Hollister joined in December to provide Administration Support. Staffing

remains lean, while allowing the potential for part time staff to extend their hours during busy periods.

7. CONCLUSION

In conclusion, I would like to thank the Board of Directors who devote their energies to monitoring the business processes of NEAS, maintaining good governance and leading NEAS into the future.

NEAS' executive staff have handled the demands of a year in which the responsibility of re-registration was added to routine accreditation processes with professionalism, expertise and in a spirit of cooperation.

The assessment panellists have brought their experience and integrity to monitoring the *Standards and Criteria for ELT Centres*, maintaining NEAS' reputation for rigour and fairness.

I would like to thank the members for their support of NEAS and welcome the industry intelligence they bring to our planning processes.

With twenty years' accreditation experience, NEAS is looking forward to the challenges of a new national regulation model, growth in international accreditation and a significant role among accrediting bodies globally.

A handwritten signature in blue ink, appearing to read 'Anne Holmes', with a long, sweeping underline that extends to the right.

Anne Holmes
Acting Executive Director



neas.org.au
