

English Australia MEDIA RELEASE



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IALCA FAMIL TO AUSTRALIA A GREAT SUCCESS

In November/December 2012 English Australia hosted a familiarisation visit to Australia for members of IALCA, the Italian Association of Language Consultants and Agents. Seven IALCA agents were joined by three journalists for a whirlwind 11 day tour around Australia.

Sue Blundell, English Australia Executive Director, says “This visit is an important collaboration between our two associations, IALCA and English Australia. It is bigger than the ten participants themselves as they will become ambassadors for Australia on their return to Italy and will share their experience with their colleagues within the IALC membership”.

The group approached their first ever visit to Australia with a true Captain Cook spirit of discovery. Despite jetlag and an intensive schedule, they showed real stamina and a keen interest in everything they saw. The group visited six cities (Sydney, Wollongong, Brisbane, Gold Coast, Melbourne and Perth), made 29 campus visits to English Australia member colleges (a record for a famil?!) and enjoyed 33 meals - sampling Australia's fantastic food and wine - and of course coffee!

They held crocodiles and snakes in their arms - as well as much softer animals - and experienced true Australian friendliness and warmth in the welcome they received across the country. They also discovered how much Italy and Australia have in common and what a great destination Australia is for young Italians – for study, for travel and for work.

Pina Foti, IALCA President, says “All the colleges we visited were of extremely high quality. Now that we have personally dealt with these organisations, I think it will be much easier to send Italian students to Australia.”



Pina Foti, IALCA President, gets 'up close and personal' with a baby crocodile



English Australia Chair, Chris Wallis, joins the group for a visit to St. Kilda beach in Victoria



Pina Foti, IALCA President, meets her first kangaroo



English Australia Executive Director, Sue Blundell, presents gifts to the group at their farewell dinner in Perth

The trip also forged stronger links with Austrade, Trade QLD, Tourism QLD, Tourism Gold Coast, Study Gold Coast, the City of Melbourne, Tourism Victoria and Perth Education City, who we thank for their support in hosting dinners, breakfasts and other activities and who helped with briefing the visiting delegation about what Australia has to offer.

English Australia will continue to maintain communications with these agents as they return to Italy with a renewed focus on recruiting students for English Australia member colleges.

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IALCA is the Italian Association of Language Consultants and Agents from all over Italy. The aims and the purposes of IALCA are as follows:

- *to promote the image and credibility of language and education consultants with the Italian government;*
- *to improve the quality of services offered to Italian students;*
- *to recommend reliable information about agents;*
- *to offer complaints for issues to be solved between IALCA members and schools.*

English Australia is the national peak body for the English language sector of international education in Australia, and represents over 100 member colleges throughout Australia that provide quality English language programs to students and professionals from around the world. Over 80% of the more than 130,000 international students learning English in Australia in 2011 chose to study with an English Australia member college.