

English Australia MEDIA RELEASE



10 February 2014

POSSIBLE FUTURE SCENARIOS FOR THE ENGLISH LANGUAGE INDUSTRY IN AUSTRALIA

English language industry peak body, English Australia, has produced a report that identifies possible future scenarios for the English language sector of international education in Australia.

The report summarises the outcomes of a scenario planning workshop held in December 2013.

English Australia Executive Director, Sue Blundell, said today “This has been an exciting piece of work to develop. By naming relevant, challenging, plausible and clear scenarios for the future, we can enable consideration about what might be done proactively to influence the future toward desired outcomes, and what factors that are beyond direct influence might require mitigation or preparation action.”

An early stage in the formation of the scenarios was to consider broadly the range of forces acting on the sector and likely to act on the sector in the future. From these, a matrix of scenarios was created through the selection of 2 key forces. These 2 key forces were identified as ‘competitiveness’ and ‘alignment’. Plausible narratives were then developed to describe these scenarios.

English Australia has produced a short report that captures the outcomes of the workshop, with four possible future scenarios identified: 1) Drowning not Waving; 2) Sink or Swim; 3) Missed the Boat; and 4) Smooth Sailing.

“We believe we have produced a document that will be a valuable resource for the industry,” claimed Ms Blundell. “The document is being circulated to English Australia member colleges and the broadest possible range of other stakeholders who were not able to be involved in the workshop. Readers of this document and actors in the industry are encouraged to read and understand the scenarios to inform themselves of these future possible circumstances. We anticipate that the scenarios will provide a common language and frame of reference about future possibilities and the forces that may act to shape the industry, for good or bad. English Australia will be using the scenarios as input to our current strategic planning process and will be discussing the implications further with member colleges as we determine our strategic focus for the next three years.”

The ELICOS Industry Scenario Planning Report can be downloaded from the English Australia website:

<http://www.englishaustralia.com.au/visageimages/ELICOS-ScenarioPlanningReport.pdf>

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English Australia

English Australia is the national peak body for the English language sector of international education, and represents over 120 member colleges throughout Australia that provide quality English language programs to students and professionals from around the world. Over 80% of the more than 124,000 international students learning English in Australia in 2012 chose to study with an English Australia member college.

As an association, English Australia has a focus on:

- *representing member colleges whose core business is English language teaching;*
- *delivering best practice support and expertise to member colleges; and*
- *providing the English language sector with global visionary leadership.*