

English Australia MEDIA RELEASE



28 March 2012

QUALITY, SUPPORT AND ASSURANCE REVEALED IN A VIBRANT NEW BRAND

English Australia is delighted to announce the launch of a new brand identity which has been revealed to key stakeholders across all states of Australia and internationally.

The new brand (logo shown here) signals an exciting progression in the proud history of English Australia, the national peak body and leading professional association for English language colleges in Australia.

The refreshed brand identity will support English Australia adopting a more proactive role in the promotion of their member colleges with a renewed sense of relevance, engagement and attraction for international agents and overseas students respectively.

English Australia represents over 100 member colleges throughout Australia that provide quality English language programs to students from around the world.

Sue Blundell, Executive Director of English Australia says “Over 80% of international students learning English in Australia choose to study with an English Australia member college. We are therefore in a clear position to lead the industry in engaging across the board with quality colleges, international agents and of course most importantly, international students. Students who are seeking world class tuition, caring and sensitive support and quality assurance will choose an English Australia member college that can provide the peace of mind these students, their families and recommending agents are looking for.”

The launch of the new English Australia branding is the forerunner of an exciting year of activities for the association that will culminate with the ‘Re-shaping our Future’ English Australia Conference at the Sydney Convention and Exhibition Centre in September 2012.

English Australia represents over 100 member colleges throughout Australia that provide quality English language programs to students and professionals from around the world. Over 80% of international students learning English in Australia choose to study with an English Australia member college.

For further information:

Sue Blundell | Executive Director

02 9264 4700 | 0402 232 503