

## LANGUAGE

# English Australia launches new brand

**ENGLISH AUSTRALIA**, the professional association representing over 100 English language colleges in Australia, has revealed a new brand identity to its key stakeholders.

A new logo has been designed to support the association taking a more proactive role in the promotion of its member colleges, which is aimed to engage global agents and overseas students.



"Over 80 per cent of international students learning English in Australia choose to study with an English Australia

member college," said Sue Blundell, Executive Director of English Australia. "We are therefore in a clear position to lead the industry in engaging across the board with quality colleges, international agents and most importantly, international students."

Blundell added, "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 rebranding comes ahead of a busy period of activities culminating in the "Re-shaping our Future" English Australia Conference at the Sydney Convention and Exhibition Centre in September 2012.

## TERTIARY VOCATIONAL

## Acpet to establish China office

**THE AUSTRALIAN** Council for Private Education and Training (Acpet) has announced plans to open an office in the city of Chongqing, southwest China, later this year.

The role of the office will be to help members lobby the Chinese government for recognition of Australia's private providers, promote offshore delivery and check quality.

Chongqing was chosen as a location for the office due to its knowledge of the Australian vocational education system; from 2002 to 2007 the Chongqing government received a AUS\$18.9 million (US\$20.4m) AusAID

project in developing Vet training and standards. "They know the Australian Vet system in an extraordinarily deep way," said Claire Field, Acpet Chief Executive in *The Australian*. "Their skills shortages are such that they cannot rely on publicly funded effort to meet them."

The new office will provide Acpet members with relevant information on opportunities or potential partnerships in China and minimise the risks associated with offshore delivery, such as poor quality provision and lack of government oversight. "Having someone on the ground does potentially offer an early warning," added Field.

Meanwhile, Acpet recently celebrated its 20th anniversary with a series of events in Sydney, including a higher education forum, international forum and gala dinner (see Grapevine for images).

## LANGUAGE TERTIARY VOCATIONAL

## Zoni expands into London



South Chelsea College

**ZONI LANGUAGE CENTRES** has acquired South Chelsea College (SCC) in London, UK, marking the chains arrival in the UK market. SCC joins the network of established Zoni centres in New York, Miami Beach and Vancouver.

"South London College and Zoni Language Centres share a common set of values and a commitment to excellent service and instruction for students," said Zoilo C. Nieto, President and Founder of Zoni. "The combination of New York, Miami Beach, Vancouver and London will create a powerful set of opportunities for our students, agents, faculty and staff, providing further options in our continual quest for the highest quality education."

SCC was established in 1985 and offers programmes up to degree level in Computing, Business, Travel & Tourism and EFL. The college holds accreditation from the British Accreditation Council (BAC), is a member of the Association of British Language Schools (AbLS).

## LANGUAGE SECONDARY TERTIARY

## Japan launches new accreditation scheme

**THE JAPAN COMMISSION** for the Regulation of Overseas Study Services (J-Cross) has been launched as a new system for certifying businesses in the Japanese overseas study industry.

The establishment of J-Cross follows collaboration between Jaos (Japan Association of Overseas Studies), Jata (Japan Association of Travel Agents) and SASC (Study Abroad Support Council). J-Cross will be a "mother institution" for the three organisations, focusing mainly on the financial health of agencies, as well as contractual issues, the accuracy of promotional materials and student deposit safeguards.

Jaos Chairman, Masaru Yamada, said the association had been working on the establishment of J-Cross in cooperation with the Ministry of Education, the Ministry of International Trade and Industry, the Consumer Affairs Agency and the Tourism Agency and that there was hope the scheme could be coordinated with Felca

accreditation in the future. The launch of J-Cross was headed by Manabu Horie, newly appointed President and former Executive Director of the Japan Student Services Organisation (Jasso).

## TERTIARY

## Paris named as best student city

**PARIS** has been named as the world's best student city 2012 in a first ever location comparison by university rankings company, QS. London was placed second, with Boston in third.

Australia was also a big winner from the results as the only country with two cities in the top ten – Melbourne (at four) and Sydney (six). Europe dominated the top of the chart with six cities in the first ten, while the USA, with six, was the individual country with the most cities in the Top 50 list.

Cities of a population of more than 250,000 and with two or more top universities were considered for the survey, which incorporated a number of factors categorised into five areas: university rankings, student mix, quality of living, employer reputation and affordability.

## On the move

**Ed Perryman** has joined Cambridge Education Group in the UK as Market Development Manager for Europe. "I'm absolutely delighted to be joining CEG and the European sales team. It's a very exciting time...the company has enjoyed high levels of success and growth over the past few years, I'm now looking forward to making my own contribution to its continued efforts," he said.



**Robert Tuck** has joined Centre of English Studies as Principal of CES Leeds (formerly Leeds Languages). Mr Tuck previously worked for the British Council as an EFL teacher in Portugal and later in teaching centre management in South Korea, Tunisia and Morocco. "I'm delighted to be joining CES at a time of exciting and ambitious expansion and I am looking forward to making CES Leeds a school of choice for international students looking for a city location in the North of England."



**Stéphanie Dulac** has joined Ifalpes in France as Agency Development Manager. Ms Dulac will act as liaison between existing agencies in order to broaden collaboration as well as developing new contacts. Ms Dulac previously worked at Ifalpes' sister school, IPAC School of Management, initially in reception and then with IPAC Consulting, which deals with adult education in businesses.



**Mark Calland**, who has been a teacher and Director of Studies at ELC Bristol for 17 years, has taken over the role of Vice Principal at the school. Pete Clark, who has been teaching at ELC Bristol since 1995, has become ELC's new Director of Studies.



**John Crick** has been appointed Marketing Director for Australian-based SAE Institute / Qantm College – a division of Navitas. Formerly the Marketing Director at Navitas English, Mr Crick's role will focus on providing leadership and coordination to marketing and international student recruitment across the SAE Group globally together with domestic recruitment in Australia.



**Marnie Watson**, who has been working for Study Group, based in South East Asia, for 10 years, has been promoted to the position of Study Group's Sales and Marketing Director for Higher Education. Prior to joining Study Group, Ms Watson worked for one of Australia's leading universities for six years in a marketing role. Ms Watson is looking forward to moving from Vietnam to Singapore in June 2012 and working with the global team to expand Study Group's geographic reach.



# Q&A

This month, **SUE BLUNDELL**, Executive Director of English Australia, answers our questions regarding the association's recent activities.



### WHAT HAS YOUR ASSOCIATION BEEN UP TO IN THE LAST 12 MONTHS?

2011 was a very busy year! With two major government reviews taking place and being implemented, a lot of time was dedicated to submission writing and committee meetings. Ensuring that the perspective of the English language sector is heard by the Australian government is a key role for English Australia.

### HAVE ANY CHANGES BEEN IMPLEMENTED FOLLOWING THE KNIGHT REVIEW? HOW SOON WILL AUSTRALIA'S EXPORT EDUCATION SECTOR START TO SEE THE BENEFITS?

As with all reviews, the recommendations take time to roll-out. Some have already been introduced, including the removal of English language minimum requirements, and English Australia is playing an active role on various committees to ensure that other recommendations are implemented in an effective way. The ability for higher education students to access post-study work rights is seen as being a major incentive for potential students to consider Australia as a destination. This option will be ready for students who made their student visa applications after November 5 2011.

**Full name:** English Australia

**Year established:** 1983

**Number of members:** 105 colleges representing 133 accredited and registered centres

**Type of members:** private and public English language colleges

**Association's main role:** As the peak body of the international English language industry in Australia, English Australia provides leadership and influence as the voice of the industry, and support and benefits to members in achieving the highest educational and business standards

**Government recognition:** yes

**Code of practice:** yes

**Complaints procedure:** yes

**Agent workshops/fam trips:** no

**Contact details:** English Australia, PO Box 1437, Darlinghurst NSW 1300, Australia, Tel: +61 2 9264 4700, Fax: +61 2 9264 4313

E: [easec@englishaustralia.com.au](mailto:easec@englishaustralia.com.au)

W: [www.englishaustralia.com.au](http://www.englishaustralia.com.au)

## "Ensuring that the perspective of the language sector is heard by government is a key role for EA"

### WHAT CHALLENGES ARE LIKELY TO AFFECT ENGLISH AUSTRALIA MEMBER SCHOOLS IN 2012?

As with the last couple of years, colleges will be grappling with a range of changes to their legislative environment as well as with building their student numbers. In both of these areas English Australia will play a key role. We are excited that 2012 sees the launch of the new English Australia brand, a refreshed image that will take us forward with a new promotional campaign to support our members in growing their share of the Australian and global market.

### WHAT IS THE FOCUS OF THIS YEAR'S EA CONFERENCE IN SYDNEY? HOW WILL IT DIFFER FROM YOUR 2011 CONFERENCE?

The English Australia Conference 2012 has a theme of "Re-shaping our Future". This theme acknowledges the challenges of recent years and the need for the industry to be proactive in engaging with developments, both in Australia and overseas, and positioning itself to take advantage of opportunities for growth. We have made a number of changes for 2012, including: consolidating the programme into two days; introducing a pre-conference "ELICOS Leaders Day" to attract senior leaders from the industry; offering an extended welcome event on the Wednesday evening to allow for networking prior to the commencement of the conference; integrating new software that will provide an agenda builder, networking solution and social community for the conference – delegates will benefit from a unique tool to optimise their conference participation through improved networking facilitation.

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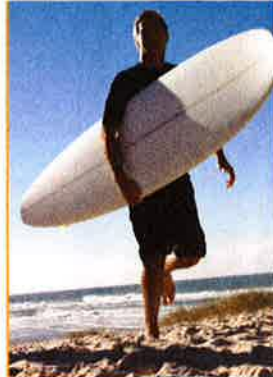


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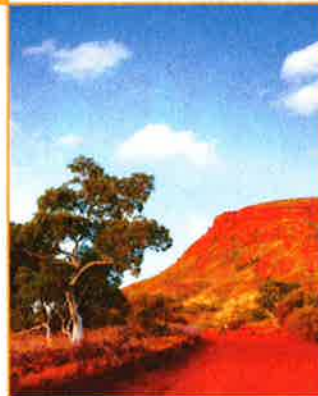


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