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## Interim National Tuition Survey Results

The National Tuition Survey was launched in mid June and interim results are in. Hundreds of parents have completed the national tuition survey and some very interesting results are emerging:

- The average age at which children are first exposed to tuition is around 10-years old.
- 62.2% of students who take on tuition start tuition before they reach the age of 12-years.
- There is a spike in the use of tuition at ages 10 and 11-years and a second spike during years 10 and 11 (ages 16 and 17-years).
- 56% of surveyed parents spend over \$51 per week for tuition
- Significantly, 21% of parents spend over \$91 per week on tuition
- The preferred method of tuition is face-to-face and one-to-one (57%)
- Only 54% of children used computer-based programs and online tuition whereas 40% do not.
- Computers are mostly used for Mathematics and English. 54% of those who access free online content do so to access Mathematics programs
- 82% of parents pay less than \$100 for computer-based tuition
- 89% of parents said tuition increased the confidence of their child
- 95% of parents said tuition supported the individual needs of their child
- 83% said that tuition supported the schoolwork given to their child
- 89% of parents agreed that tuition should be tax deductible
- 92.7% said the mainstream education sector should recognise and work with private tutors

The Australian Tutoring Association (ATA) CEO Mohan Dhall said that it “was early in the survey period which has been extended, but the interim results are demonstrating some surprising data. Clearly tuition is perceived to be of great benefit to students. Parents value the effect it has on their child’s confidence.”

He said that;

**“For the first time parents have been directly asked about their views on tuition, and the mainstream education sector should integrate their views into educational planning and policy-making. It is clear that parents want school to work with private tutors. It is also very clear that face-to-face tuition should be included in the Education Tax Rebate so that low-income families can access tuition. Of course, such tutors should be members of the ATA. Moreover, it is time for the Federal government to revisit the tuition vouchers. Tuition vouchers should be allocated to families to assist with literacy and numeracy education for children who need additional educational support. Such an investment would boost national literacy and numeracy outcomes”.**

The survey is available via the ATA website, [www.ata.edu.au](http://www.ata.edu.au) and will be open until the end of December.

The National Tutoring Association (NTA) in the USA has also just launched their national tuition survey.

## THE ATA'S EXPANSION

The Australian Tutoring Association (ATA) is starting to grow into new markets in accordance with the directions given by the Board earlier this year. The ATA is seeking to expand into other areas of tuition thus representing and supporting a wider range of members within the 'supplementary education' space. An example of this expansion is demonstrated by the ATA's latest new member: **Chesslife**



David Koestier from Chesslife says “Chess can be a great game! I started playing chess as an 8 year old boy in an after school activity held by one of my school teachers. I have played in many international tournaments around Europe, including Spain, Switzerland, Germany and Belgium. I have been teaching since my early twenties.

I have taught chess to children with disabilities within a community setup. These children had disabilities for example autism. I have taught groups of 50 at a time with several trainers. Activities included drawing and creating their own chess pieces and board by using varying tools like wood, paper and clay.

Chess can also be very beneficial for people who have suffered a stroke and wish to improve their mental abilities. Brain development only happens if the brain is kept active. Just like muscles in your body, if you don't use your brain, it doesn't become stronger. One way of keeping your brain active is by playing and learning the many ways of chess. I have helped develop a chess training program that will allow anyone to start at any level.

Chess has been used to complement other forms of tuition such as in mathematical thinking, prediction, problem solving, and strategy classes as well as the manual arts such as woodwork.

## Global Round Up Europe

**The European Network of Education Support and Concern, ENESCO is having its Annual Conference in Vienna on 29th October. This body brings together tutoring associations from Greece, Cyprus, Portugal, Turkey and other European nations. George Hagitegas reports:** “Institutes of school support in Europe are an educational phenomenon in full development. In certain countries, out of school support and reinforcement of the students has had a long history, parallel and complementary with all the grades of the ‘formal’ morning school. In any case, it is an educational process with a very strong linear relationship with the noble aspiration, demanding preparation and objective assessment required for access to tertiary education. Educational institutes of school support, therefore, meet existing and strong educational needs, on the one hand, and, on the other, they play a very important social role since they help in making tertiary education accessible to all social strata.

Educational units of school support and preparation centers for the candidates for tertiary education schools are found in Europe under different names. For example, in Germany they are called ‘Nachhilfe’, in France ‘soutien scolaire’, in Ireland ‘grind schools’, in Greece and Cyprus ‘φροντιστήριο’, in Portugal ‘explicações’, in Turkey ‘dershane’, in Italy ‘preparazione universitaria’ and ‘scuola privata’ and in England ‘after-school support’.”

*“Breaking the silence about this phenomenon can be an important step in our effort to improve European education and training systems. The European Commission’s Directorate-General for Education and Culture commissioned this independent report, recognising the importance of this issue and the need to provoke more active discussion within the European context.”*

- Brussels, May 2011 | Jan Truszczy ski ,European Commission’s Directorate-General for Education and Culture

## The ATA And Tutor Support Materials

The National Tuition Survey has been running in both hard copy and online form since June 16th and the results are very interesting. These results will be formally released through a series of Press Releases. The ATA Board has been inspired by parents who have opted to have their voices heard through participating in the survey. Many ATA members have supported this initiative and the Board is most grateful that members would support their organisation by doing so.

## Website Redesign

In the redesign of the ATA website it is envisaged that there will be a tab solely dedicated to surveys so that visitors to the site can give the peak body insight into what they want and how the industry can best lobby for and meet their needs in the present and in the future.

## Social Media

The survey has increased the workload of the ATA and has taught us the value of entering the social media space. We are thus now on Facebook, Twitter and Posterous. We note here that our counterpart organisation in the USA, the National Tutoring Association, NTA is also moving towards having a social media presence.

## Other Global News

### Dubai, United Arab Emirates

According to PRNewswire, Emuallim launched the world's first Arab online tutoring company. Built to serve the estimated 9 million Arab students in the Middle East and North Africa region with Internet access, Emuallim provides Homework Help and Skill gap tutoring in Maths, Science, English and other customised learning solutions. Emuallim's mission is to leverage the growing influence of internet in the region to provide greater access to supplementary education throughout the region but especially for female students. Online tutoring offers a safe, controlled environment: all classes are recorded and all student-tutor interaction is through official Emuallim channels.

*"Culturally, online tutoring makes sense for the Arab world, it's an advantage for students as well as parents as it saves precious time, money and no travel is required,"* says Babu Paul, the co-founder of the company. *"Students and tutors meet in an online classroom where they can speak, write, share documents and work out problems together in real time just like the classroom environment. The classes are fully recorded and can be replayed at any time, and it is up to the student and parents to decide whether they want to enable video conferencing or not from a privacy point of view. Students study One to One with tutors in an effective online environment."* Some question whether online tutoring works, but research overwhelmingly supports online tutoring's effectiveness. A recent meta-analysis commissioned by the United States Department of Education found that online learning was actually more effective than traditional learning.

Co-founders Babu Paul and Mathew Mampra have worked extensively in the region in telecommunications and information technology, Dr. John Stuppy, is one of the acknowledged educational visionaries of today. Dr. Stuppy has played leading roles in some of the world's most noted and successful educational companies including serving as President of TutorVista, Chief Information Officer at the Princeton Review, and Chief Technology Officer at Sylvan Learning.

- Adapted from: <http://www.prnewswire.com/news-releases/first-arab-online-tutoring-company-launches---emuallimcom-123976179.html>; 16.06.2011

### Malaysia

Malaysia will hire some 300 English language tutors from the US next year to bolster efforts to improve the use of the language in local schools, the education minister said today. The RM18 million programme will see the language experts deployed to schools in the sixth and seventh bands across the country, said Education Minister Tan Sri Muhyiddin Yassin in Malacca.

The American tutors are in addition to the 10,000 English-language teachers the ministry plans to train in preparation for the *"Upholding Bahasa Malaysia and Strengthening English"* policy next year where Science and Mathematics will be taught in both languages.

- Adapted from The Malaysian Insider: <http://www.malaysia-today.net/mtcolumns/newscommentaries/40230-malaysia-to-hire-300-us-english-tutors>

### United States Of America

National Tutoring Association, NTA President Dr. Sandi Ayaz reports from the USA that:

*"The National Tutoring Association (NTA), on the heels of the tremendous success of their online Tutor Training for certification and the Train the Trainer online certification, has announced two new certification programs that will be available online within the coming weeks: Academic Coaching and Mentoring."*

### Northern Ireland

Teachers should not give private tuition for "breakaway" admissions tests, the education minister has said. Caitriona Ruane has already told primary schools they should not "distort" the curriculum to help pupils prepare for grammar school set tests. Speaking at the NASUWT conference Ms Ruane said there would be "no return to any form of academic testing".

She said that private tutoring "discriminated against children from lower income families. One area that has been overlooked is the involvement of teachers in private tutoring of 10-year-old children for breakaway tests," she said. *"I have previously told schools that teaching of the revised curriculum should not be distorted to prepare children for these tests. I would now urge all teachers not to get involved in a practice that excludes and discriminates against children from lower income families. Private tutoring for breakaway tests provides support to a system that is unnecessary and unjust and further perpetuates inequality. It is a further obstacle preventing children from accessing the education to which they are entitled."*

Under direct rule the government took the decision to end the 11-plus test in Northern Ireland, however political bargaining led to a deal which did not ban academic selection. When devolution was restored it was left up to local politicians to find a solution to what should replace the official 11-plus. However, they cannot agree and so Northern Ireland is without a regulated test, although grammar schools are still permitted to use academic selection. This year was the first time that independent entrance exams determined whether pupils would get places in grammar schools.

- Source: [http://news.bbc.co.uk/2/hi/uk\\_news/northern\\_ireland/8563516.stm](http://news.bbc.co.uk/2/hi/uk_news/northern_ireland/8563516.stm)

## ATA in the Press

The Australian Tutoring Association has had very widespread media coverage this year – to the benefit of all ATA members. The effect of media attention has been to draw parents and businesses to our site and has been to help parent become aware of the peak body. This means that more parents are likely to ask questions such as "are you a member of the ATA?" when seeking a tutor.

In Queensland, Annalise Fleming wrote a very widely published piece titled "Personal tutors the key to success" (25th July 2011). This article quoted from Terry Newman of Lifetime Learners – an ATA member. The article can be accessed on the [ATA Website: www.ata.edu.au](http://www.ata.edu.au)

## Seoul, Korea

Parents and students will do almost anything when it comes to getting higher grades, even if it means paying a ridiculously large amount of money and going against the law. It is known that exorbitantly expensive private tutoring - in many cases illegal - is rampant in affluent Gangnam in southern Seoul. To crack down on this underground private tutoring, the Seoul Metropolitan Office of Education (SOME) conducted an investigation centered on Gangnam since last August.

Of the illegal cases it uncovered, it made public a large-scale, organized tutoring case where a “chief tutor” hired 15 others, and charged parents of high school students up to as much as 10 million won (\$8,000). This case is just the tip of the iceberg and illegal tutoring is expected to continue to boom, capitalizing on the steady demand from rich parents while evading the occasional crackdowns by the authorities.

## Kota, India

Student Surabhi Roy, 18, explains the sacrifices she is having to make in order to succeed at her ‘crammer’ in Kota. As India’s economy booms, so getting into a top university has become harder than ever. With demand massively outstripping supply, one elite college has even set 100% as the pass mark for its entrance exam. The intense competition has resulted in a mushrooming of private colleges offering coaching lessons for pupils who need extra help before they sit exams. Many parents now choose to send their children to crammers for up to two years to get them ready for the exams. Some of the best known of these are in the small city of Kota, in the western state of Rajasthan, which now hosts up to 80,000 students a year.

*“You know you don’t get success if you just work for one day. You need to work hard and do everything your teachers say, because they know exactly how you can clear this exam,”* says 18-year-old Surabhi Roy, studying at the Career Point college. *Continued on page 6*

## Behind The Scenes

According to SMOE, a 35-year old tutor identified by his surname Oh, leased three apartments in Gangnam and offered illegal private tutoring with the 15, some of whom were regaled as “star tutors.” Oh himself was a well known math teacher and also taught students.

Photos that were released by the district office showed how Oh operated his illegal “hagwon.”

It looked any other home, except for the fact that the rooms were made into a library, with individual desks where students could study. According to the office, such cram schools are mostly located in normal apartments or studio apartments.

“It’s considered safer because such places use card keys or even have security locks that use passwords instead of keys,” said an official from the district office, adding that this makes it more difficult to find them.

The students paid 1.7 million for math per month, while tuition for English, Korean, science and social sciences was one million. Classes were held eight times a month at 90 minutes per class.

When the investigation team approached the scene, there were more than 30 students studying, including a high school student whose parents paid 10 million won for one month.

## What makes it illegal?

Private tutoring is not news for Korean households, as it is as popular as cram schools, or hagwon. But in this case, this was more than simply visiting a student, or vice versa, and teaching subjects: it was a systemized hagwon that took place privately at an independent venue other than the tutor’s or student’s home.

*“The most surprising aspect was the tuition, which ranged from 5 million won to even 10 million won per month. But this is a relative issue. For some, this amount could be acceptable, but for many others, it may seem too much,”* said **Cheong Jae-heon** from SMOE.

Cheong explained that the problem was not the money, but the fact that Oh hired tutors and operated an actual hagwon without reporting it to the education office.

There are currently three categories that are included in the Private Institute Law: hagwon, training schools and private tutoring.

The law indicates that hagwon can have more than 10 students, while training schools must have nine or less. In the case of private tutoring, there are no legal standards in terms of the number of students, but it must be held at either the student’s home or the tutor’s residence. Private tutoring cannot be given at any other place, including studio apartments.

*“In the case of Oh, he basically operated a hagwon in a studio apartment without reporting it to the education office and this violates the law. This is actually the first time we found a tutor who hired 15 teachers and held classes at three different apartments for some 30 students,”* **Cheong said.**

The education office pressed charges against all those involved, and shut down the hagwon. The students and parents were not charged.

- Source: Private tutoring costs unbridled by Han Sang-hee from [http://www.koreatimes.co.kr/www/news/nation/2011/04/117\\_84636.html](http://www.koreatimes.co.kr/www/news/nation/2011/04/117_84636.html); 04.06.11

## ‘Very Competitive’

Young people from across India move to Kota to study. Like most of the students there, she is hoping to get into one of the Indian Institutes of Technology or IITs, the prestigious engineering universities. Surabhi wants to become an aerospace engineer, and her heroine is Kalpana Chawla, the first Indian-born woman to travel into space.

On top of six hours of classes, she spends eight or nine hours on homework a day, only very occasionally breaking for a cup of tea and a read of her favourite science magazines. Back home in Bangalore, she says, she would rather be watching Manchester United on the TV, or going to the cinema with her friends. But she has not come to Kota for fun.

**"My aim is the IIT, that's the only thing I have in my mind. You know, like a horse. If you cover his eyes it can see only straight. I just want to see that IIT, I don't want to see anything else,"** she said. **"Let's hope that six months down the line, this hard work pays off."**

Surabhi's attitude may be exemplary, but her success is far from guaranteed. In recent years, about 450,000 students have applied for the 8,000 IIT places on offer, making their entrance exams among the hardest in the world.

**"For a student to qualify from this examination, he has to have a very high aptitude, extremely good analytical and logical capabilities, and at the same time you have to train him to solve the questions,"** says Pramod Maheshwari, the founder and chief executive of Career Point. **"It is really very competitive and the students have to put in an amazing amount of work."**

## Don't leave those important end of year information packs and greetings to the last minute!

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## ‘Real Boon’

He knows better than most what it takes to pass the exams, since he is a graduate himself of an IIT, and has since made a successful career showing thousands of others how to follow in his footsteps. Mr Maheshwari says that most IIT students have successful careers. He founded Career Point in 1993, after local students began asking him for help with their university entrance exams. He started out giving classes in a garage, and now his school has 18,000 students. Earlier this year it was listed on the Bombay Stock Exchange. Other tutorial colleges followed suit, and together they now dominate the town’s economy.

*“This industry has given a new life to the city, which was then dying. People who lost their jobs when the factories closed found work running hostels or providing food and transport for the students. It was a real boon for the city,”* says BL Gupta of the Kota Small Scale Industries Association. Students come from across India, particularly from middle-class families who see a place in a top university as a guarantee of success.

*“The majority of people who go to an IIT are very successful, not only in India but across the world,”* Pramod Maheshwari says. *“That’s why parents think if their child gets into an IIT their future is secure.”*

Their ambition is helping drive India forward, he says.

*“It is good for the nation that people are trying to excel. When they compete they are not only competing within the country, but also competing across the globe. That actually is helping India grow in the world economy, which is what we’ve seen over the past 10 years,”* he says.

But India’s education system has many more losers than winners, and inevitably, the vast majority of Mr Maheshwari’s own students end up disappointed with their results.

*“We have to tell them that if they don’t get into an IIT, they can still be successful. This system is not very healthy. It is rejecting more talented people than it is accepting, and the students who are not able to qualify start developing complexes and lose faith in their own capabilities.”*

Ten o’clock at night and Surabhi is back at her hostel having dinner with her friends. Work is not over yet, and she is not entertaining any thoughts of failure.

*“I still have three or four hours to go. If you want to be ambitious you have to have a tough routine, right? You can’t be lazy.”*

- Source: Mark Dummett, “Hothousing their way to the top”, BBC News, Kota, India, 10.08.2011

## Meeting with NSW Office of Fair Trading (OFT)

On August 29th, 2011 Mohan Dhall, representing the ATA Board and ATA members met with the Mr Rod Stowe, the NSW Commissioner for Fair Trading. The prime motivation was to create a dialogue about how consumers in NSW, and by extension elsewhere, could be better protected from the shoddy practices engaged in by non-ATA businesses. The discussion was wide-ranging and it was noted that the number of complaints settled by the NSW OFT in the past 2 years jumped 6.5% (from 398 complaints in 2009 to 424 complaints in 2010). The ATA sought to make agency inclusion mandatory so that consumers everywhere could be better protected. In essence this would have forced agencies to undertake face-to-face interviews and also to conduct background checks on tutors. However, the trend in consumer protection nationally is to reduce the role of regulation and to shift away from mandatory industry codes. Thus, the emphasis in the meeting shifted to areas where there could be improved compliance rates. The OFT undertook to encourage consumer understanding of the ATA and the benefits of choosing a tutor compliant with the Code. There will be other actions taken jointly at the start of the next academic year.



### Within Tuition Editor

Mohan Dhall  
Email [mdhall@ata.edu.au](mailto:mdhall@ata.edu.au)  
Phone 02 9704 5724  
Mobile 0408 619 714



### Contacting Us

For contributions and comments please email the ATA: [mdhall@ata.edu.au](mailto:mdhall@ata.edu.au) or [office@ata.edu.au](mailto:office@ata.edu.au)

Alternatively, mail us at:

**Australian Tutoring Association (ATA) Ltd.**  
PO Box 256, Croydon NSW 2132  
Phone 02 9704 5724 or Mobile 0408 619 714  
Fax 02 9744 0519

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