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### Within Tuition Editorial

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## Editorial

2015 has been a big year in the history of the Australian Tutoring Association (ATA). The monthly achievements are listed below. For the record though, this year was particularly momentous primarily because of the set up and launch of the ATA Charity: PRivate ENTerprise Tutoring Scholarships or PRENTUS.

This charity has been founded by the ATA in order to overcome illiteracy and innumeracy. A serious issue affects private tutoring nationally and globally when it reinforces social disadvantage – as only people who can afford tutoring can take the benefits. In order to overcome the equity and access issues facing children in socioeconomically disadvantaged circumstances requiring literacy and/or numeracy support the charity was set up.

The model is unique in that the scholarships require that schools nominate eligible students, that a responsible adult contract to support the student and that the tutoring is based on an evidence base for holding the tutoring accountable. These features of the scholarships have not been seen before, and thus PRENTUS provides a new and innovative way to assist the 200,000 plus Australian children in need of literacy and/or numeracy support.

Any tutors involved in the program MUST be a current ATA member, and will have to show evidence of special needs training – either through formal studies or through doing the Accredited Tutor special needs training unit.

## Opportunities for tutors

The PRENTUS Charity provides opportunities for tutors who want to work with schools and are prepared to accept a high level of accountability. The purpose of the Charity is to make a tangible difference to the educational outcomes of the most disadvantaged Australian children. The Charity therefore represents an avenue for tutors to work with schools for the benefit children in need.

Details about the charity can be read about on the charity website:

[www.tutoringscholarships.org](http://www.tutoringscholarships.org)

The founders have pledged founding contributions totalling \$45,000.

## The Year in Review

### Key Performance Indicators (KPIs)

Total members 31 <sup>st</sup> December 2011	348
Total members 31 <sup>st</sup> December 2012	413
Total members 31 <sup>st</sup> December 2013	504
Total members 3 <sup>rd</sup> December 2014	601
Total members 1 <sup>st</sup> December 2015	485

### Total current members **492**

Net decrease through 2015: 108 members  
 Net increase through 2014: 97 members  
 Net increase through 2013: 91 members  
 Net increase through 2012: 65 members

### Reason for fall in overall membership in 2015

The cost of accreditation and the loss of those who do not believe in best practice standards for the tutoring sector

### Social Media KPIs

- Number of 'likes' since Dec 2014:  
Increased from 281 to 412
- Twitter:
  - Number of Tweets increased from 50 to 117
  - Number of tweets: 191
- ATA You Tube Channel: 526 views

### Accreditation

- Current AccreditedTutor stats:
  - 842 members
  - 642 tutors that are accredited or in the process of completing their accreditation
- AccreditedTutor.org website receives in excess of 30,000 pages views per month.

## 2015 - A retrospective

### January

- New ATA membership criteria apply: the requirement to provide an ABN and demonstrate clearance to work with children

Press article in The Age, by Anna Broinowski, "Testing times: selective schools and tiger parents".

### February

- 2<sup>nd</sup> February Private Enterprise Tutoring Scholarships (PETS) fund is approved on the business register

### March

- ATA CEO interview with Tony Jones on ABC Lateline addressing selective schooling
- Australian Tutoring Association (ATA) turns 10-years-old

### May

- ATA Board updates the Code of Conduct and agrees to have it translated into Arabic, French and German
- May 11<sup>th</sup> PETS Charity approved and listed by ACNC (Australian Charities and Not-for-profits Commission)
- May 21<sup>st</sup> PETS Charity approved for DGR (Donor Gift Recipient) status

### June

- ATA Press Release, "Tutors call on teachers and authorities to help eliminate plagiarism"

### July

- English, Arabic, French, German, Greek, Hindi, Italian, Japanese, Korean, Simplified Chinese, Traditional Chinese, Vietnamese, Telugu (and Telugu supplement) – all translations completed
- Front page news: "Children increasingly expected to do homework in the school holidays", 04.07.15, by Kieran Gair

**August**

- ATA Board approves a model for Premium Accreditation
- Press article, "Tutor paid to boost NAPLAN results", by Natasha Bitu, The Australian
- ATA Press Release, "A bold new direction – Tutors in schools"

**September**

- Premium accreditation for Intuition Education Australia and The Extension Centre

**October**

- PETS Bank A/c set up – ATA loans \$10,000
- November
- PETS receives pledges: \$10,000 from Kip McGrath Education Centres (KMEC), \$10,000 (Nam Quang Tuition, NQT), \$10,000 Chin Chan (iSmart Tuition), \$5,000 Mohan Dhall

**December**

- PETS website ready and Official launch at ATA AGM
- ATA AGM

**ATA Finances for 2015**

- Income from Memberships
- ATA Memberships (YTD Jan – Nov): \$115,848 (2014: \$102,336.54)
- Other income:
- AON Partnership income (Jan-Nov): \$2,055.90
- Total annual income: \$117,903.90 (2014: \$103,445.34)
- Expenses
- Accreditation: \$44,122
- Other Expenses \$77,864.96 (wages expense: \$49,542))
- Loan to PETS Charity \$10,000
- Loan to GPTA \$7,198
- Net increase in bank (Dec 2014 – Nov 2015): + \$25,525.98

**Member prices for 2016 – NO CHANGE****Membership Categories**

For businesses with a teacher principal \$499 (incl GST) for ATA (membership and accreditation) \$299 and insurance \$200

For businesses with a non-teacher principal: \$549 (incl GST) for ATA (membership and accreditation) \$349 and insurance \$200

For individual teacher: \$499 (incl GST): for ATA (membership and accreditation) \$299 and insurance \$200

For individual non-teacher: \$549 (incl GST): for ATA (membership and accreditation) \$349 and insurance \$200

**Listing Price (members with multiple sites – one manager)**

\$55 per site per year for registered businesses

\$220 for "Agencies" – no actual physical site



# Approved.

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Comprehensive insurance package:

- Professional Indemnity
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- Product liability
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ATA Service Team

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**[au.pcs.affinity@aon.com](mailto:au.pcs.affinity@aon.com)**

## International news

### UK News

The TTA has grown its membership to around 150 companies and a few hundred individuals over the last two years and is now financially viable; at last! We have also developed a good rapport with schools' associations and the media. However, there's still loads to do on every front and 2016 will be a very busy time as we are now beginning to engage more with companies and tutors in the regions.

Tom Maher, President TTA

### USA News

Register TODAY for the NTA's 22<sup>nd</sup> Conference!

The 21<sup>st</sup> NTA conference in 2014 turned out to be our organization's most successful event in its more than twenty years as the leader in tutor training. Guest speakers, an assortment of informative training sessions and workshops, and exciting social events highlighted this wonderful five-day event. The NTA's board of directors has created an even more impressive, educational, and fun 2016 conference! Our keynote speaker this year is Byron Pitts. Known for his thought-provoking coverage and his commitment to exceptional storytelling, Byron is a multiple Emmy award winning journalist and co-anchor of ABC's Nightline. Pitts tells his incredible story in his memoir *Step Out On Nothing: How Family and Faith Helped Me Conquer Life's Challenges* (2009). Pitts shares how his faith saw him through his many struggles and how a few key people "stepped out on nothing" to help him change his life. Other guest speakers include Dr. Wm. Gregory Sawyer, founding Vice President for Student Affairs at California State University Channel Islands (CI), and Dr. Terrell Lamont Strayhorn, Director of the Center for Higher Education Enterprise and Professor of Higher Education in the Department of Educational Studies within the College of Education and Human Ecology at The Ohio State University. The 2016 conference will also feature special events, training sessions, and workshops! Registration is open NOW! We'll see you in Tampa!

Link to this page:

<http://www.ntatutor.com/conference-registration-form-and-fees.html>

Pete Conrad  
NTA

### From Prof Mark Bray, Hong Kong University

Our book *Regulating Private Tutoring for Public Good: Policy Options for Supplementary Education in Asia* (Mark Bray and Ora Kwo) has now been published in Korean. You will recall that the English version was published in April 2014, and the Chinese version was published in April 2015. The Korean version was published in October 2015. You will recall that the Appendix reproduces the ATA's Code of Ethics. All three versions can be downloaded free of charge from <http://cerc.edu.hku.hk/product/regulating-private-tutoring-for-public-good-policy-options-for-supplementary-education-asia>

b) We have published a new book, more for the research community, about methodology in conduct of research. It is entitled *Researching Private Supplementary Tutoring: Methodological Lessons from Diverse Cultures*: details here:

<http://cerc.edu.hku.hk/product/researching-private-supplementary-tutoring-methodological-lessons-from-diverse-cultures/>

This one is not available for free download (because it has been co-published with Springer).

## AON - Medicare Private partnership offer for ATA members




Following on from our last discussion, you will be happy to know that the discounted health insurance scheme with Medibank is ready to go. As an added incentive, we are also offering a month of free health insurance for any member that signs up before **31<sup>st</sup> January 2016**. Details (including purchase information) as per the attached – this can be put up on the ATA website until the end of January.



Join Medibank Corporate hospital and extras cover and get 1 month free.<sup>1</sup>

Plus you can also look forward to:

- An ongoing 5% discount<sup>2</sup>
- No hospital excess for kids<sup>3</sup>
- Access to a 24/7 health advice line
- Cover for ambulance.

 <p><b>VISIT</b> in store</p>	 <p><b>CALL</b> 131 680</p>	 <p><b>ONLINE</b></p>
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To ensure you receive this offer, mention AON Affinity when joining.



Note: Waiting periods may apply, including 12 months for pre-existing conditions.  
<sup>1</sup> For new members on new memberships. Must set up direct debit and pay first month when joining, or pay at least 6 months in advance, to get your second month free. Excludes Accident Cover, Visitors Health Insurance, Working Visa Health Insurance, OSHC, Ambulance Cover, arm covers and other selected covers. Not available with any other offer.  
<sup>2</sup> Discount based on the premiums of equivalent and eligible Medibank retail covers and applies while AON Affinity has a corporate arrangement with Medibank.  
<sup>3</sup> With Corporate hospital cover. Other out of pocket expenses may apply.  
 Medibank Private Limited ABN 47 080 890 259

National Tutoring Association

# 22nd NTA Conference

**Tutors: Reaching Critical M.A.S.S.  
(Making Achievements with STEM and STEAM)**

**April 1 - 6, 2016**

**Grand Hyatt Resort**

**Tampa, Florida**

**\$159 Single or Double**

**Individualized Reservation Website! Register now!**

**Exciting Guest Speakers:**

**Dr. Wm. Gregory Sawyer • Byron Pitts • Dr. Terrell Lamont Strayhorn**





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