



Australian Tutoring Association (ATA) Annual General Meeting 2012

The ATA held its Annual General Meeting for 2012 on the 28th November. It was well attended. The AGM provided an opportunity for members to hear about the activities, key highlights and future directions of the ATA. The aspects covered included the following (each of which is discussed below):

- An overview of KPIs
- An overview of the 2012 year
- A discussion about the future directions

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Key Performance Indicators (KPIs)

Total members 30th June 2011	302
Total members 30th September 2011	335
Total members 31st December 2011	361
Total members 31st March 2012	398*
Total members 30th June 2012	403*
Total members 30th August 2012	393
Total members 22nd October 2012	403
Total members 12th November 2012	406
Total current members	416

Increase through 2012: 65 members
New members: 146
Lapsing members: 81* (22 were listed and unpaid)

2013 New Fee Structure

The ATA has a new pricing structure for 2013. This new fee structure was unanimously agreed to by the Directors at the October meeting of Directors. The fee structure for 2013 is as follows:

Membership Categories

Full Membership	Associate Membership	Listing Price
Category A - Registered Business	Category C - Individual Tutors (non-teacher qualified)	• \$35 per site per year for registered businesses
Category B - Individual Teachers		• \$198 for "Agencies" no actual physical site
• Without insurance \$198	• Without insurance \$88	
• With insurance \$176	• With insurance \$77	

Whilst there is a nominal increase in the annual fee for businesses that take out insurance, the overall package offers significant benefits to members. The really big change is in the area of agency members. The Head Office of any agency member shall be subject to the normal membership fee. However agencies that operate in multiple jurisdictions cannot get free listings. Each jurisdiction in which such agencies request a listing must be paid for. Moreover, a suburb must be nominated. The use of the term "All suburbs" will not be allowed.

The Australian Tutoring Association (ATA)

the year that was...

January

- SMH News article by Rachel Olding "Students ditch beach to get head start on HSC".

February

- 6th February news article by Shireen Khalil, "Self-esteem key to inner-west tutoring"
- 25th February news article by Bethany Hiatt, The West Australian, "Coaching push to win scholarships".

March

- ATA wins the NTA Excellence in Research Award
- 17th March news article by Katherine Danks, The Daily Telegraph, "Expensive learning curve as fortunes spent on selective schools tutors".
- European Network of Educational Support (ENES) is launched in Cyprus. George Hagitegas (Greek frontisteria) is the first President

April

- 30th April news article by Bethany Hiatt, The West Australian, "Demand for tutors as parents worry about NAPLAN".

May

- Asian Development Bank prints the book, "Shadow Education: Private Supplementary Tutoring and Its Implications for Policy Makers in Asia, By Mark Bray and Chad Lykins from: http://www.fe.hku.hk/cerc/Publications/monograph_no_9.htm
- NSW Office of Fair Trading releases "Tutoring Tips for Parents" Facts Sheet in conjunction with the ATA
- 8th May news article by Katherine Danks, Daily Telegraph "Studying won't lift NAPLAN test results".
- 24th May "Facts about tutors" printed in nearly every DET Public Primary School and High School newsletter
- Federal government relaxes rules on Education Tax Rebate (ETR)

June

- New Zealand Tutoring Association Newsletter quotes from ATA Survey findings: <http://nztutoring.com/newsletter-june-2012/>
- 13th June news article in Penrith Star, "Read carefully if your kids are being tutored".
- 19th June news article by Susanna Freymark, News Limited suburban papers "Check those tutor credentials".

July

- 30th July, Queensland Government Education website: <http://www.qld.gov.au/education/schools/student/pages/tuition.html>
- Singapore government announces crackdown on misleading private tutoring advertisements

August

- ATA calls for new Directors
- Qualitas Language Centres, Vietnam joins the ATA September
- ATA Director Chris Druett tenders his resignation

October

- Nam Hong Nguyen appointed as an ATA Director
- ATA Board restructure
- Global Tutoring Association (GTA) Ltd., a subsidiary of the ATA is set up. Response to a request for an international board receives interest from USA, ENES, Greece, Singapore, India, Vietnam and Germany

November

- ATA launches new website
- ATA AGM

December

- Child Protection laws in NSW Press Release
- Talk in New Orleans

The all new ATA website

For some time now the ATA has been promising its members that there is a new website coming. Towards the end of last year the work was commissioned but the whole project became significantly more complex in April when it was recognised that an integrated CRM was essential as was a capacity for on-line payments.

The site is now live and members have reported a very significant improvement in its functionality. It has only been live for a very short while, and as it is to be expected there is a process that needs to be undergone in order to ensure that all data has correctly been imported and that no members have been inadvertently left out. This will occur through December and January.

The new website shall add significant benefits to members. The 'Find-A-Tutor' tab has already generated much interest and it adds value to memberships. Note in this regard we will never allow "All suburbs" to be an option as this would not only be dishonest it would create competition between tutors for a particular type of listing. This is not in the spirit of ATA membership.

The new website has much greater accessibility, ease of use and 'backend' functionality. Given this we should be able to add to member benefits through an expansion of free resources and improved consumer accessibility to member tutors.

Tina and technology

There has also been an update to our Facebook page. Tina, the present ATA Administrator has been brilliant in assisting us throughout the transition process. She has a degree in marketing and will be leaving us in February for work in Westpac. In the past few months Tina has made a tangible difference to all aspects of ATA administration. It is our intention to retain her services by having her on a retainer to regularly update Facebook and manage electronic social media

The Global Tutoring Association (GTA) Ltd.

In recognition of emerging offshore opportunities and an expanding offshore membership, the ATA Board has set up a subsidiary company to the ATA called the GTA – Global Tutoring Association. Like the ATA, the GTA is a not-for-profit company limited by guarantee.

The purpose of the GTA is help private tuition enterprises and tutors to be able to join a professional body that will provide them will support and lobbying in their own nations. It is recognised that there is a need for the GTA and the initiative has received support from the peak bodies in the USA and Europe. Moreover, private tutoring businesses in Canada, Vietnam, Singapore, India, Germany and Greece have all expressed an interest in joining a founding Board.

The ATA is currently drafting the membership categories, Code of Conduct and other documents. The actual body shall need to allow for institutional memberships (for peak national bodies) and also private business memberships. The GTA will encourage its members to have viable, proactive national associations.

Australian News

Tutoring has not dominated the end of year press as it did in 2011. Nevertheless the ATA and its members have been approached to comment on various issues as they have emerged. The ATA sent out only one Press Release in the past quarter having sent out three in the previous quarter: 9.10.12: Final Exams – Tutors supporting mainstream educators and boosting national educational achievement.

This is available from the ATA website. Interesting the media did not take up this Press Release. It may be that in shaping the dialogue and avoiding simplistic notions about private tuition, journalists may be struggling to find enough controversy to generate a story.

The following article by Briana Domjen did appear in the Sunday Telegraph. This article focuses on the cultural background of students in academically selective schools. Whilst this may be interesting, from a private tuition perspective it has always appropriately been the case that new arrivals to a nation, and the next generation, value education and seek social inclusion from it. Why this would be an issue is somewhat hard to fathom.

Sydney's selective schools are writing newsletters in Mandarin following a growing increase of students from non-English speaking backgrounds. NSW Department of Education figures show 56 per cent of students - or 2311 pupils - accepted into public selective schools in 2012 have a language background other than English. This includes more than 80 per cent of students enrolled at Baulkham Hills High School, Girraween High School and Sydney Boys High School. One mum from Sydney Girls High School said receiving the latest newsletter in both Chinese and English showed the school has a high proportion of Asian students.

"I have nothing against people working hard to get into a selective school but I would estimate that over 90 per cent of kids who get into the top schools have to have coaching in order to get in. This means the naturally smart kids don't have much of a chance unless they too are coached."

"The statistics are quite stark," Dr Christina Ho, senior lecturer in Social and political change at the UTS said. "There are some big social questions that need to be asked about why this is happening and what the social implications might be."

One major contributing fact, Ms Ho said, was that migrant children were more likely to be tutored for selective schools tests from a young age. "If you look at the outcome of the selective school test, then that would seem to indicate that," Dr Ho said.

Dr Ho said selective schools were too focused on academic results, adding the state government should make changes to include more "holistic" testing methods. Tutoring Mark Caleo who tutors 10 and 11-year-old students for selective exams said only 20 per cent of his students are Anglo-Australians. "We tutor a lot of Asian students," Mr Caleo said. "It happens because these parents are more interested in their child's education... We see struggling parents and grandparents who find it really hard to pay their fees but they desperately want to give their children a good opportunity."

Source: B Domjen, "English second language of selective students at Sydney schools", from <http://www.dailytelegraph.com.au/news/english-second-language-of-selective-students-at-sydney-schools/story-e6freuy9-1226509692683>, from The Sunday Telegraph 04.11.12

In early November Miranda Middleton wrote an interesting piece for the Sydney Observer Magazine titled, "To Tutor or Not To Tutor". In this piece, that will be up on the ATA website shortly, Middleton explores the use of, and need for, private tutors. It covers some interesting issues.

United Training

Qualitas Language Centres are our first Vietnamese member. They have had some significant news recently as can be gleaned from reading the following.

On the 16th of November 2012, the United Training Academy (UTRA & Qualitas Language Centres) along with NANOCO-Panasonic Vietnam came together to organise the Certificate Ceremony for the first class to complete NSW AMES' Certificate in Spoken and Written English I in Vietnam.

In attendance were representatives for NANOCO – Panasonic Vietnam, Ms Kathy Luong, Business Development Manager and Mr. Luong Minh Sanh, the CEO. For United Training Academy and Qualitas Language Centres, there was Mrs. Diana Nguyen, Business Development Director, Ms Mimi Pham and Ms Susannah Sanchez, Training Managers.

The ceremony was also honoured with the presence of Mr. John McNulty, Consulate General of Australia.

Each representative prepared and delivered sincere and wholehearted speeches that illustrated the difficulties and challenges one must overcome to achieve their language learning goals. Ms Kathy Luong commended her staff for their perseverance, balancing work as well as studying a new language twice a week, usually right after a long full day at work. Mr. Luong Minh Sanh's presence at the ceremony solidified NANOCO-Panasonic's commitment in developing their staff's language proficiency, adapting to the growing foreign investment and English-centric professional environment.



The ceremony was a reminder of the importance of language learning for Vietnamese companies wishing to compete on a global scale. The success of this first class with the NSW AMES program symbolised small but successful development and great strides that have been made by Vietnamese companies and their belief in the quality of Australian education.



Global News

News from around the region suggests that governments are increasingly concerned about the growth of private tuition. A poor understanding of the motivators underpinning the use of private tutors appears to be the norm. The headlines, largely spurred on by Mark Bray's work in warning of the dangers of 'Shadow Education' default to a position of the need to regulate the market. Whilst there are some significant issues in relation to the growth of private tuition it is the ATA position that responsible self-regulation, including an element of accreditation is the way forward.

Little emphasis is placed on the value arising from private tutors and the work they do in respect of assisting with students who have learning difficulties or a need for individualisation. Nor is there much evidence of understanding how private tutors remove pressure from families and support the increases in literacy and numeracy outcomes in national tests.

It is amazing that there are not more national associations with a focus on addressing the legitimate concerns of mainstream educators and governments. It appears as though the short-term profit motive may be forcing governments to adopt a hardline approach to private tuition. Thus it is hoped that private tuition enterprises and their owners quickly realise the value of a responsible self-regulation model and move towards it.

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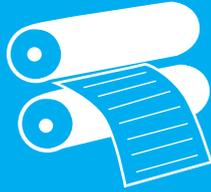
Orders can be placed 7 days a week from 9:00am - 5:30pm (Sunday from 10:00am) via the following methods:

- In-store purchases can be made from the Special Orders section at the back of the ground floor (please quote your ATA Association Membership Number)
- Phone orders can be placed Monday - Friday
Tel: 02 9230 9007 or 02 9224 0432 Fax: 02 9223 2970
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The ATA Office over the Christmas Break

Dear Members,

The ATA Office will be closed from the 10th to the 17th of December and again from 22nd December to 8th January.

We will still be checking email, and replying to it, from time to time. We have had a very busy past few months and really look forward to the festive season. From the team here we wish you all the very best for a peaceful Christmas and a very happy new year.

Warm regards, ATA Team

News from Canada

Canada's Tutor Doctor continues to grow rapidly and is finding more and more nations receptive to its model of franchise-based one-on-one in-home tutoring. The company has recently opened franchise operations in Panama and Saudi Arabia, adding to its existing presence in Canada, the USA, the UK, Nigeria, the Caribbean and Mexico. This allows Tutor Doctor to reach and help students on four continents.

Focusing on matching each student with the most suitable tutor and rebuilding the missing academic foundations within the student's trouble subject area, the company's goal is to improve students' confidence and empower them to succeed. The company has been pleased to find that despite global cultural differences our model fills a need everywhere.

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