



**AUSTRALIAN TUTORING
ASSOCIATION
(ATA) LTD ANNUAL GENERAL
MEETING 2014**

**6 COLLEGE STREET
CROYDON, NSW
3rd December 2014
10.30AM - 11.30AM**

Report of the Secretary

2

- Welcome and apologies
- The year that was
 - KPIs
 - Notable achievements
- New Directions
 - Not-for-profit to non-profit status
 - Accreditation
 - Scholarships and charitable status
- 2015 Plans and aspirations
 - GPTA developments

Welcome and apologies

3

- Welcome
 - 9th AGM of the ATA
 - Turn 10-years-old in March 2015
- Apologies
 - The ATA received the following apologies:
 - ✦ Nam Hong Nguyen (Director of ATA)

Apologies received

4

- 1** Nerissa Lee Long, A2Z Learning QLD
 - 3** Denise Bailey, KMEC Stirling (WA)
 - 5** Jodie Walpole, Stimulus Coaching (QLD)
 - 7** Noori Ahmad, Australian Coaching Centre (VIC)
 - 9** Julie Chin, Sunbird Education Centre (QLD)

 - 11** Anita Saravanamuttu, Richmond Tutoring College (NSW)
 - 13** Matthew Ovens, YourStatsGuru
 - 15** Rachael Randall, Advanced Learning Centre
 - 17** Elisma Van Zyl, Hope Literacy

 - 19** Yasmin Bell, Just for Kids Learning Centre
 - 21** Amanda du Toit, DYSLEXIA MATTERS

 - 23** Marilyn Jacksch
 - 25** Maudey Hair, DMHAIR

 - 27** Pushpita Mathur, Math Minds

 - 29** Judy Iland, Think & Learn Education Centres
 - 31** Louella Barnes, Phonics English Language Essentials
 - 33** Mel Krenmayr
 - 35** Ozan Angin, Academia Literaria
- 2** Charles Sprague, KMEC Rockhampton (QLD)
 - 4** Daniela Common, Bella Lingua (VIC)
 - 6** Lindsey Timms, English Language Tutorials (QLD)
 - 8** Susan Ganz, Susan Ganz (WA)
 - 10** Robert Bingham, KMEC Capabala (Cleveland) (QLD)
 - 12** Janet Adkin, s Dr. Janet Adkins
 - 14** Ashwin Shah, Ace Learning Centre
 - 16** Sari Lokollo, Astar Kids Tutoring
 - 18** Gwenda Sanderson & Marina Leeks, Arrendell Education
 - 20** Jenny Mauga, NumberWorks'nWords Carina
 - 22** Elias (Leon) Rigopoulos, Kip McGrath Education Centres Mt. Gambier
 - 24** Ingrid Borg
 - 26** Darryl Clausen, Kip McGrath Education Centre - Griffith
 - 28** Agnes De Robilliard, Kip McGrath Education Centres - Booragoon
 - 30** Katherine Gill, Foundations for Success
 - 32** Pauline Bellamy
 - 34** Zena Mehanna

Key Performance Indicators (KPIs)

5

- Total members 31st December 2011 348
- Total members 31st December 2012 413
- Total members 31st December 2013 504
- Total members 31st March 2014 551
- Total members 30th June 2014 572
- Total members 30th September 2014 587
- Total members 3rd December 2014 601

Total current members 601

Net increase through 2014: 97 members

Net increase through 2013: 91 members

Net increase through 2012: 65 members

New members

2014: 243

2013: 194

2012: 146

Lapsing members

146 lapsed

103 lapsed

81 lapsed

146/504 (Churn 29%)

103/413 (Churn 24.9%)

81/348 (Churn 23.3%)

Key Performance Indicators (cont'd)

6

Proportion of members taking advantage of AON insurance

• March	55/79	69.62%
• April	34/39	87.18%
• May	29/36	80.56%
• June	41/50	82.00%
• July	39/57	68.42%
• August	46/56	82.14%
• September	30/39	76.92%
• October		71.74%
• November		TBA

Key Performance Indicators (cont'd)

7

Social media – Facebook and Twitter

- **2012**
 - ✦ Facebook posts: 5
 - ✦ Average 0.42/month
 - ✦ Av reach: 13.2 people
 - ✦ Av engagement (post clicks or “likes” or “shares”): $117/5 = 23.4$
- **2013**
 - ✦ Facebook posts: 3
 - ✦ Average 0.25/month
 - ✦ Av reach: 44.7 people
 - ✦ Av engagement: $12/3 = 4$
- **2014**
 - ✦ Facebook posts: 67 (since 24th June)
 - ✦ Average 11.16/month
 - ✦ Av reach: 199.75 people
 - ✦ Av engagement: $1488/67 = 22.2$
- Number of ‘likes’ since June 2014: Increased from 120 to 281
- Twitter:
 - ✦ Number of ‘followers’ increased from: 22 to 47 (since 24th June)
 - ✦ Number of Tweets increased from 50 to 117
- Subscribers to ATA newsletter include: ACER, ACARA
- ATA You Tube Channel: 216 views (about the ATA) up from 160 in June

Key Performance Indicators (cont'd)

8

- Mail updates to members
- Average opening rate 52%
- Education industry average 13.6%
- Most opened email of 2014:
 - ATA Newsletter 73.7%

The year that was...2014 summarised

9

- January
 - ATA Code of Conduct translated into Hindi
 - Press article in China News: *Chinese Australian attends cram school*, 29/01/14
- February
 - Joint Press Release with NSW Fair Trading Minister Stuart Ayres and the NSW Office of Fair Trading: Hindi and Chinese media Press Releases
 - Numerous articles in favour of the ATA were published in Chinese language papers, the Chinese television stations and Indian newspapers. Examples include:
 - ✦ Nena Badhwar, “*ATA sets a benchmark on tutoring*” from The Indian Down Under, 17.01.14
- March
 - ATA sets up new Scholarship Account thanks to generous donation from iSmart Tuition founder Chin Chan
 - Australian Tutoring Association turns 9-years-old
- May
 - Stephen Lacey, “*Taking guesswork out of tutors*”, SMH, Saturday 03.05.14
 - ATA Press Release, “NAPLAN encourages tutoring” – note the significance of this article
 - Press articles on NAPLAN: Wes Hosking, ‘*Parents turn to tutors to help children on eve of NAPLAN tests*’, Herald Sun, 07.05.14
 - Alexandra Smith, “*Parents wait on results before seeking help of tutors*”, SMH, 11.05.14 also published as “*Students at public primary schools more likely to be coached after bad NAPLAN results*”.

The year that was...

10

- June
 - Cystic Fibrosis Victoria (CFV) offers tutoring grants, a condition of which the applicants are members of the ATA
- July
 - Thomas commences tutoring following a psychometric test. He is the first in a series of trials to develop the best scholarship model
 - ACARA contacts the ATA with a view to aligning the messages re: NAPLAN

- August

- **Not-for-profit to Non-profit**

In this morning's Special General Meeting there were 125 votes in favour of the change and 1 vote against. The resolution, called in order to change the ATA Constitution such that the corporate structure will become non-profit in character rather than not-for-profit, was therefore resoundingly passed. The ATA Board will now pursue charitable status through the ACNC and the ATO. We are very pleased with this momentous change and will keep you updated as we progress.

- PISA results released
 - SBS News article: Brianna Roberts, "Does it pay to send your child to after-school tutoring?"
 - National Literacy and Numeracy Week (NLNW): ATA Press Release: Literacy and numeracy school-tutor partnerships
 - News articles re: written exams, Ian Walker, "Pain game: The writing may be on the wall for three-hour written HSC exams with technology set to take over", 03.08.14 Sunday Telegraph

The year that was...

11

- September
 - Double page article by Katrina Creer in Kidspot (News Corp, Saturday 7th September), “*Tutors may be the best remedy*”.
 - ATA makes ABN mandatory for new members and renewing members – this adds a layer of protection for all ATA members
- October
 - Kip Online launched in Australia
 - Second scholarship trial underway in Karratha exploring the use of online technologies
- November
 - Over 300 individuals accredited in Australia
 - ATA Press Release: “*University assessment can encourage or discourage plagiarism*”
- December
 - ATA AGM

ATA Finances

12

Audit requirements for AGM and ASIC Rules - Companies limited by guarantee – simplified obligations

- From 28 June 2010, companies limited by guarantee are subject to a number of law changes including:
 - prohibition on payment of dividends to members
 - preparation and audit or review of financial reports, and
 - annual financial reporting to members.
- Importantly, the law now defines a small company limited by guarantee.
- What is a small company limited by guarantee? A company is a small company limited by guarantee in a particular financial year if:
 - it is a company limited by guarantee for the whole of the financial year
 - it is not a deductible gift recipient at any time during the financial year, and
 - its revenue (or consolidated revenue if that applies) for the financial year is less than \$250,000.

<u>Tier</u>	<u>Type of company</u>	<u>Obligations</u>
1	Small company limited by guarantee.	Unless directed by a member or ASIC, does not have to: <ul style="list-style-type: none">• prepare a financial report or have it audited• prepare a directors' report, or• notify members of annual reports.

Source: <http://www.asic.gov.au/asic/asic.nsf/byheadline/Companies+limited+by+guarantee-simplified+obligations>

ATA Finances – A Summary

13

- Income from Memberships
 - ATA Membership: \$102,336.54 (2013:\$80,678.65)
 - Other income:
 - AON Partnership income (June-Nov): \$1,108.80
 - Total annual income: \$103,445.34
- Expenses
 - \$77,864.96 (wages expense: \$37,429)
- Net increase in bank (Dec 2013 – Nov 2014): + \$25,580.38

What value accreditation...?

14

- The cost of RSA \$69 online (or \$49)
- Construction Induction Training White Card
 - \$50 online
- Toby's Estate Barista Course
 - \$150 for 3 hours – Level I Espresso Foundations Course
- Traffic controller ('Lollipop' man):
 - \$205.75 (1 day course) renewable every 3 years for \$167.45

Risk mitigation and insurance

- Insurance alone is in the order of \$600
- **Business Insurance quotes for Tutor** see <http://www.aami.com.au/business-insurance>
- Per year Quote 1
- \$45.86 per month
- Included covers: **Public & Products Liability**

2015 New Fees Structure

15

Membership Categories

- For businesses with a teacher principal \$499 inc GST:
 - ATA (membership and accreditation) \$299 and insurance \$200
- For businesses with a non-teacher principal: \$549 inc GST
 - ATA (membership and accreditation) \$349 and insurance \$200
- For individual teacher: \$499 inc GST:
 - ATA (membership and accreditation) \$299 and insurance \$200
- For individual non-teacher: \$549 inc GST:
 - 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

Future directions

16

- WWCC will become a condition of membership from Jan 1st 2015
- Charity is the focus as is the scholarship
- GPTA development - expected to launch in late January in UK