



**AUSTRALIAN TUTORING  
ASSOCIATION  
(ATA) LTD ANNUAL GENERAL  
MEETING 2013**

**6 COLLEGE STREET  
CROYDON, NSW  
27 November 2013  
10.30AM - 11.30AM**

# Report of the Secretary

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- Welcome and apologies
- The year that was
  - KPIs
  - Notable achievements
  - Hosting of NZTA
- New Directions
  - Policy Development
  - Scholarships and charitable status
- 2014 Plans and aspirations
  - GTA developments

# Welcome and apologies

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- Welcome
- Apologies
  - The ATA received the following apologies:
    - ✦ Nam Hong Nguyen (Director of ATA)
    - ✦ Allan Menagh (ATA Co-opted Director – heading up Kumon in Singapore)

## Apologies from other ATA members

- ✦ Estelle Schabort, NumberWorks'nWords – Hervey Bay
- ✦ Julie Chin, Sunbird Education
- ✦ Shannon Russell, 1 to 1 Darwin Tutoring Services
- ✦ Clare Welsh
- ✦ Tracey Fletcher
- ✦ Cheryl Cotterill
- ✦ Ria Smit
- ✦ Agnes de Robilliard – Kip McGrath Education Centres – Booragoon
- ✦ Sue Ganz – Skull Skills
- ✦ Christine Phillips – Aldon Tutoring Centre – Ballarat
- ✦ Melissa – Master Coaching
- ✦ Amanda Burton – Frenchly Speaking
- ✦ Daniela Piccione – La Dolce Lingua
- ✦ Gary LeLacheur – Clever Kids Capricornia
- ✦ Jo Egan – Learning Hats

# Key Performance Indicators (KPIs)

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- Total members 31<sup>st</sup> December 2012 412
- Total members 31<sup>st</sup> March 2013 458
- Total members 30<sup>th</sup> June 2013 459
- Total members 30<sup>th</sup> August 2013 480
- Total members 31<sup>st</sup> October 2013 497
- Total members 22<sup>nd</sup> November 2013 503

**Total current members 503**

Increase through 2013: 91 members

Increase through 2012: 65 members

New members: 194 (2013) compared to 146 (2012)

Lapsing members: 103 (2013) compared to 81\* (22 were listed and unpaid)

# The year that was...2013 summarised

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- January
  - ATA Press Release: *Bringing back the Summer School*
  - *Taking on a Private Tutor*, Mohan Dhall, ATA CEO, Indian Link Newspaper
- February
  - Joint Press Release with NSW Office of Fair Trading: *Complaints still low but parents need to ask the right questions*
  - ATA Press Release on Selective Schools tests in NSW
  - ATA in the Press
    - ✦ *Too few Tutors on the books*, by Sheradyn Holderhead, Adelaide Advertiser
    - ✦ *Testing Times are Big Business*, by Josephine Tovey and Amy McNeilage, Sydney Morning Herald
    - ✦ Public Service News: *Consumers taught about Tutors*
- March
  - Australian Tutoring Association turns 8-years-old
  - ATA Press Release Issued: *Selection and Merit*
  - Issue 26 of the ATA Newsletter 'Within Tuition' Published
- April
  - Mark Bray convenes a conference titled "Regulating the Shadow Education System: Government Policies and Private Tutoring in Asia"
  - NTA in America creates a revamped website
- May
  - *New industry feeds on NAPLAN crammers*, Katherine Danks, Daily Telegraph
  - *Kids get coached for NAPLAN tests*, Martina Simos, Adelaide Advertiser
  - *NAPLAN used as entry criteria*, Josephine Tovey, Sydney Morning Herald
  - *Private Tutoring Targets Learning Needs*, Belinda Connolly, Fairfax Media
- June
  - ATA Members invited to comment on Tutor Accreditation – all respondents favourable except one.
  - New On-line Code of Conduct ratified by ATA Board
  - Issue 27 of Within Tuition published
  - ATA research indicates size of domestic tutoring market has contracted since 2010 but is still worth over \$1.2bn

# The year that was...

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- July
  - Meeting in London with The Tutor's Association
  - Meeting in Thessalonki, Greece to found the GTA
  - GTA issues first Press Release and is covered in Turkish media
- August
  - ATA membership reaches 480
- September
  - ATA research of member data indicates churn in the private tutoring market is about 22%
  - AGM announced for Nov 27<sup>th</sup>
  - CEO trip to NZ to offer hosting of NZTA and for Aldon Conference (Rotorua)
- October
  - The Tutors Association (UK) launched
  - Ozan Angin, Academic Literaria is finalist in Small Business Awards
  - ATAB 'discovered' by ATA and OFT. The business promoting this sham accreditation was also dishonestly passing itself off as an ATA member and stealing ATA and OFT Press Releases
  - Press Release - *Tutors boosting HSC achievement*
- November
  - ATA quoted in Turkish papers re: new ban proposed
  - ATA membership reaches 500
  - Tutor accreditation launched
  - ATA in the Press
    - ✦ *Pioneering tutor accreditation service launched, Karen Keast*
  - ATA AGM 27<sup>th</sup> November
- December
  - Redesign of ATA website
  - Trip to Malaysia and Singapore – privately funded – to help found ITA, MTA and possible regional body

# ATA Finances

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## **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.

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

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

# ATA Finances – A Summary

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- Income from Memberships
  - ATA Membership: \$80,678.65
  - Other income: Advertising in newsletter: \$2,600
  - Total income: \$83,078.65
- Expenses
  - \$72,420.77\*
    - × \*includes \$5,000 loan to GTA for set up
- Net increase in bank (Nov 2012 – Oct 2013): \$10,657.88

## Insurance

- The proportion of ATA members taking up insurance is in the order of 72 – 78%. We know that 350 (70%) members out of 503 have insurance but there would be many more that have taken up the offer but have not advised the ATA Office.



# 2014 New Fees Structure

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## Membership Categories

### Full Membership

- Category A Registered Business
- Category B Individual Teachers
  - Without insurance \$198
  - With insurance \$187 (increase of \$11)

### Associate Membership

- Category C Individual Tutors (non-teacher qualified)
  - Without insurance \$110 (Increase of \$22)
  - With insurance \$99 (increase of \$22)

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

- \$35 per site per year for registered businesses
- \$198 for “Agencies” – no actual physical site

# Future directions

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- Redesign of ATA website
  - Technology and the 'cloud'
- Alliance with New Zealand (NZTA)
- Global Tutoring Association (GTA) Ltd.
  - Alliance with Malaysia/Singapore
  - Alliance with India
  - Possible opportunities
    - ✦ Pakistan
    - ✦ Canada
    - ✦ UK
- The development of Private Enterprise Tuition Scholarships
- Policy directions
- New Corporate partnerships
  - Web design and web hosting
  - Printing
  - Others